



LIFE PHARMACY

Case studies



Brand Architects and Designers of Demand

PROJECT/THE BRIEF

- HairMax (For Hair Loss)
- Nutralean Max (For Weight Loss)
- DermaGlow (For Skin Brightening)

3 KV's to be developed for each brand that will have extensions of :

- POSM
- Digital media assets



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SCOPE OF WORK



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- Brainstorm creative concepts & communicate routes aligned with brand objectives and audience engagement.
- Increase brand awareness and establish HairMax (Hair Loss), Nutralean Max (Weight Loss) & DermaGlow as top-of-mind solutions for lifestyle issues.
- Generate customer curiosity through thought-provoking yet light-hearted communication.



DESIGNS



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