



*Our  
Brand  
Equity*



# BRAND HIVE



# Brand Insight

*The conflict in people's lives that we are trying to resolve, what they need us for.*



When our energy's not firing, it's not just our body that feels it - life does, too.

*That drag* that keeps us from the things that matter most – the passions, the connections, the dreams.

*That fog* that steals our spark when we want to lean into what lights us up.

*That flat feeling* that has us letting the meaningful stuff slide when we know we could do both

And when that happens? We're not living at our best. We're settling for just getting by, when **we know we're meant for more.**



# Brand Benefit POD

*The higher order value we deliver to consumers, what we can help them feel and do.*

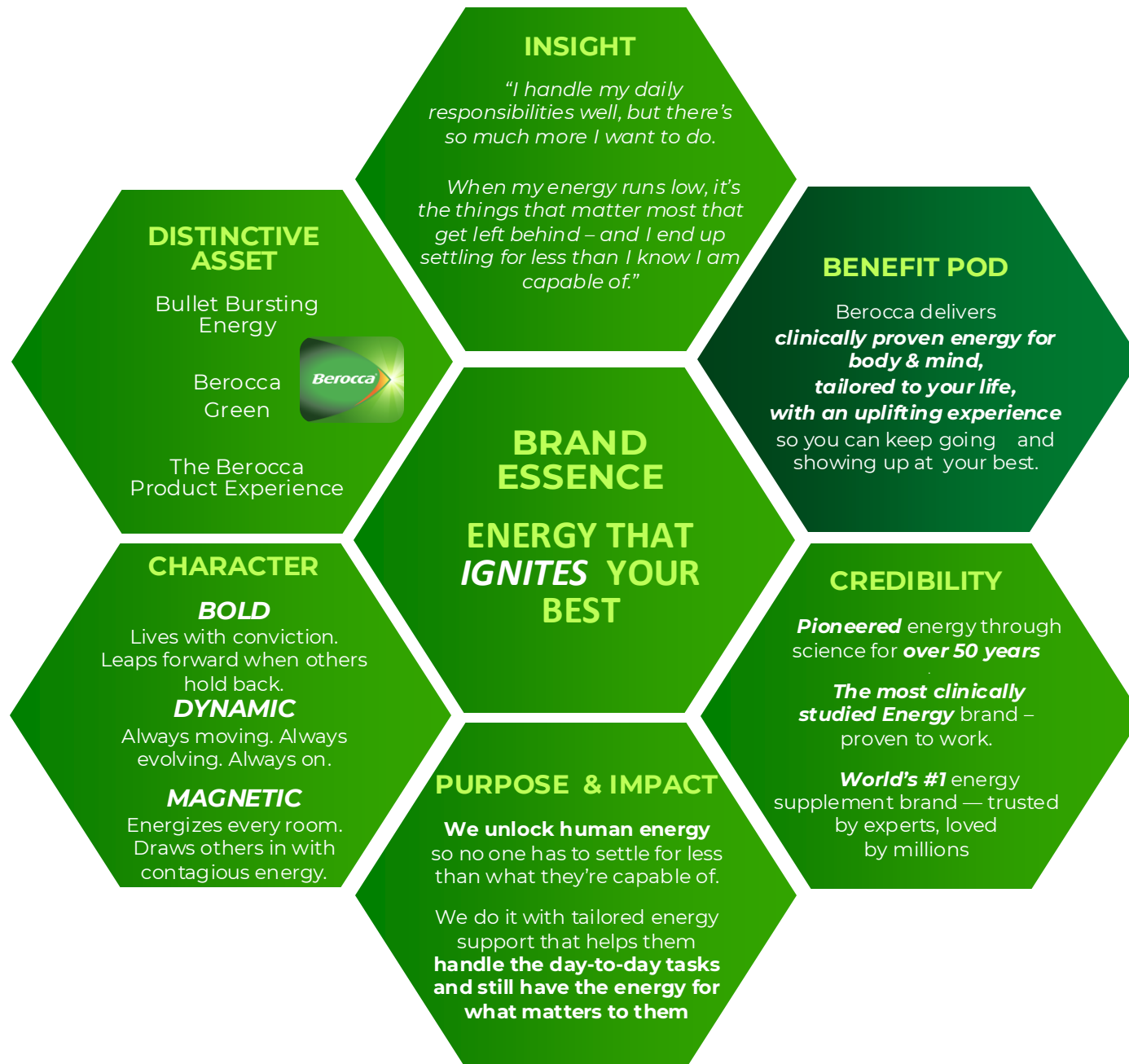


**Not all energy is created equal.** Some give you a quick hit, some leave you wired.

Berocca is different. It's **clinically proven** to fuel both body **and** mind - helping people feel fully switched on, not just hyped up.

We offer **energy that fits your life** - whether you need to sustain all day long, boost, or recharge.

Best of all? It's **an uplifting experience** that you love - lifting you up without the crash, so you can move through life brighter, sharper, and ready for more.



# Brand Essence

**What the brand stands for:  
the soul of the brand, capturing the unique  
role we play in people's lives**



Our essence is **simple yet powerful**: to give you the **Energy that ignites your best**.

That's what Berocca is here for. Not just to fuel the body. Not just to sharpen the mind. But to **spark the best version of yourself** - focused, alive, and ready to own every moment

**"Ignites your best"** speaks not only to our clinically proven blends of vitamins and minerals that fuel both body and mind, but also to the experience Berocca delivers – **energy that feels good, helping people feel sharper, more alive, and ready to show up at their best.**



# Brand Credibility

*The most compelling reasons to believe  
the authenticity of the brand*



We've been here from the beginning, **pioneering clinically proven energy** for body and mind - not just since energy became a buzzword, but for 50 years, when we saw what people really needed.

Today, we're not just another energy brand making claims. We're the **most clinically studied energy supplement in the world**, with decades of research proving what millions already feel - this energy is different.

That's why we've earned our place as **the #1 energy supplement globally**. Not through hype, but through helping people ignite their best.



# Brand Purpose & Impact

*The positive changes we want to create for consumers and the world*



We believe that when people are full of energy, they show up differently - more alive, more present, more engaged with life.

But between hectic work, demanding family life, world news, economic pressures... Life has a way of draining all our energy.

That's why we're creating the concrete tools to **keep track of the world's most important energy supply: Human Energy** - and **provide tailored support** so people can handle their day-to-day and still have energy for what lights them up, so no one has to settle.

As energy experts, we're here to turn the power on! We don't just sell energy supplements, **we define Human Energy, we measure it, we unlock it.**



# Brand Character

*The personality and tone the consumer expects us to bring to life and use when talking to them*



## **What our personality is like:**

**We are bold** — we speak with conviction and spark confidence. We inspire people to lean in and live full-on.

**We are dynamic** — always moving, evolving, switched on. We match life's pace with energy and agility.

**We are magnetic** — we energize every moment, drawing people in with contagious positivity.

## **What our tone of voice is like:**

**We speak authentically** — real, honest, and human.

**We sound energetic** — alive and switched on.

**We radiate joy** — bringing brightness and optimism that's impossible to ignore.



# Distinctive Asset

The learned visual codes that help consumers instantly recognize and recall the brand



The **Bullet icon** is our most distinctive visual asset - capturing the energy that Berocca brings to life. Across all touchpoints, it signals the spark, the switch-on moment, the activation that sets us apart.

Our **vibrant green reinforces this energy story** - bold, alive, and instantly recognizable. It's the color of vitality that cuts through shelf clutter.

And our product experience brings it all to life: the fizz of our effervescent tablets creates a multi-sensory moment - activating sight, sound and taste - supported by our robust science. **It makes taking Berocca an energizing experience before you even feel the benefit.**

By building on these assets consistently - the icon, the color, the fizz - **we create an instant, visceral cue that this is energy designed to ignite your best.**

