

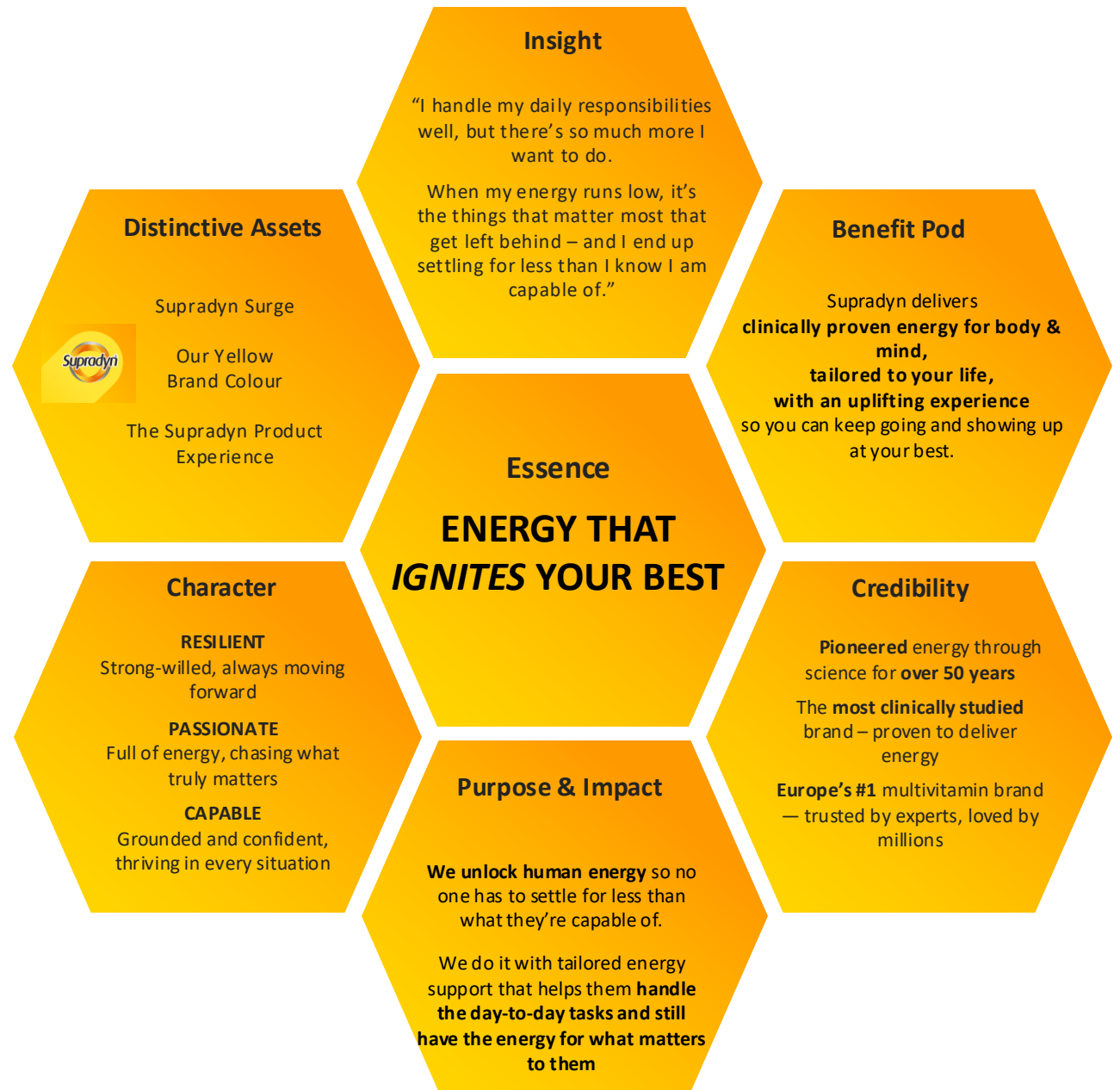
**brand  
equity**





# Supradyn®

# brand hive



RESTRICTED

# Brand Insight

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



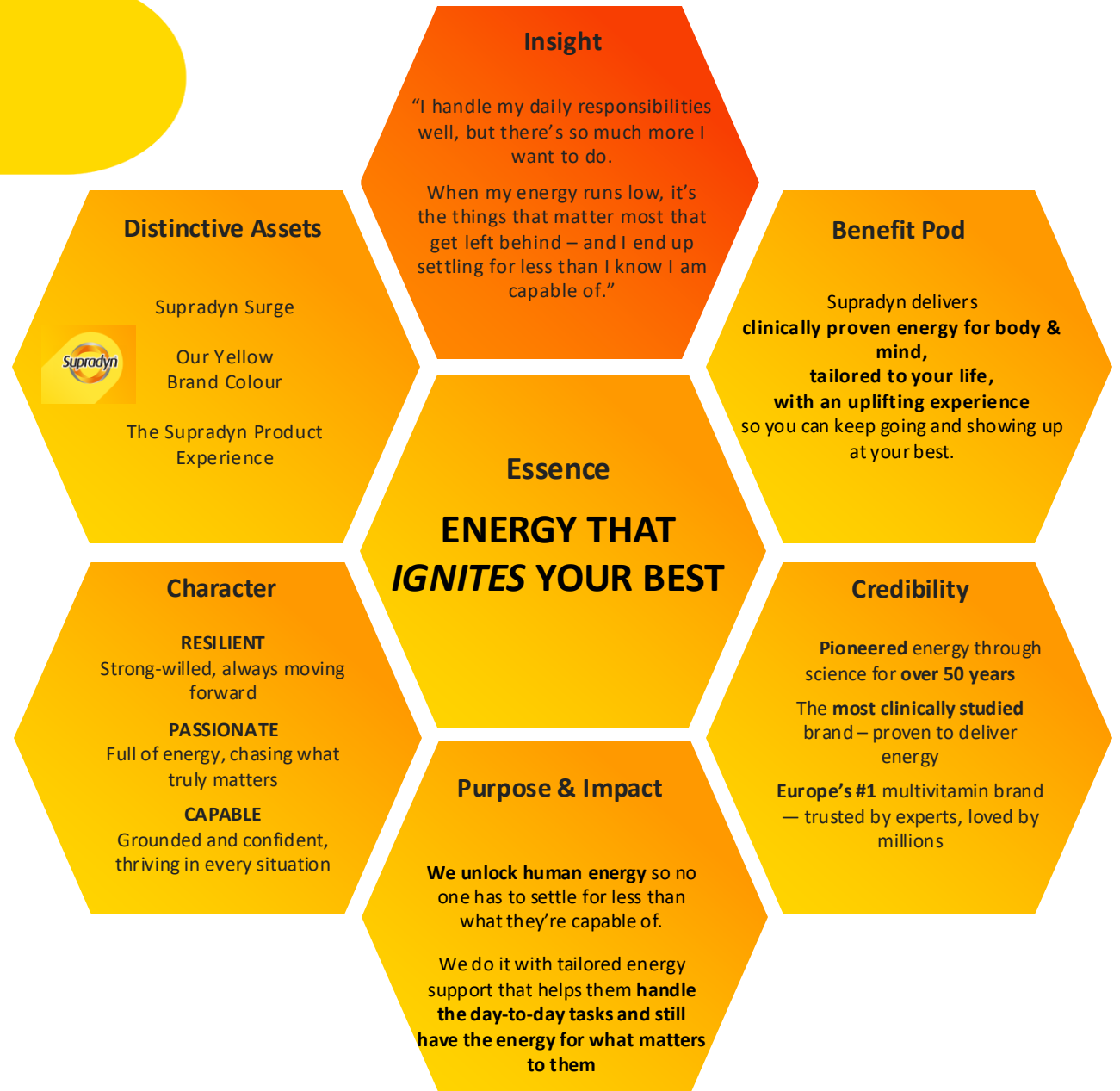
When our energy's not firing, it's not just our body that feels it - life does, too.

*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.

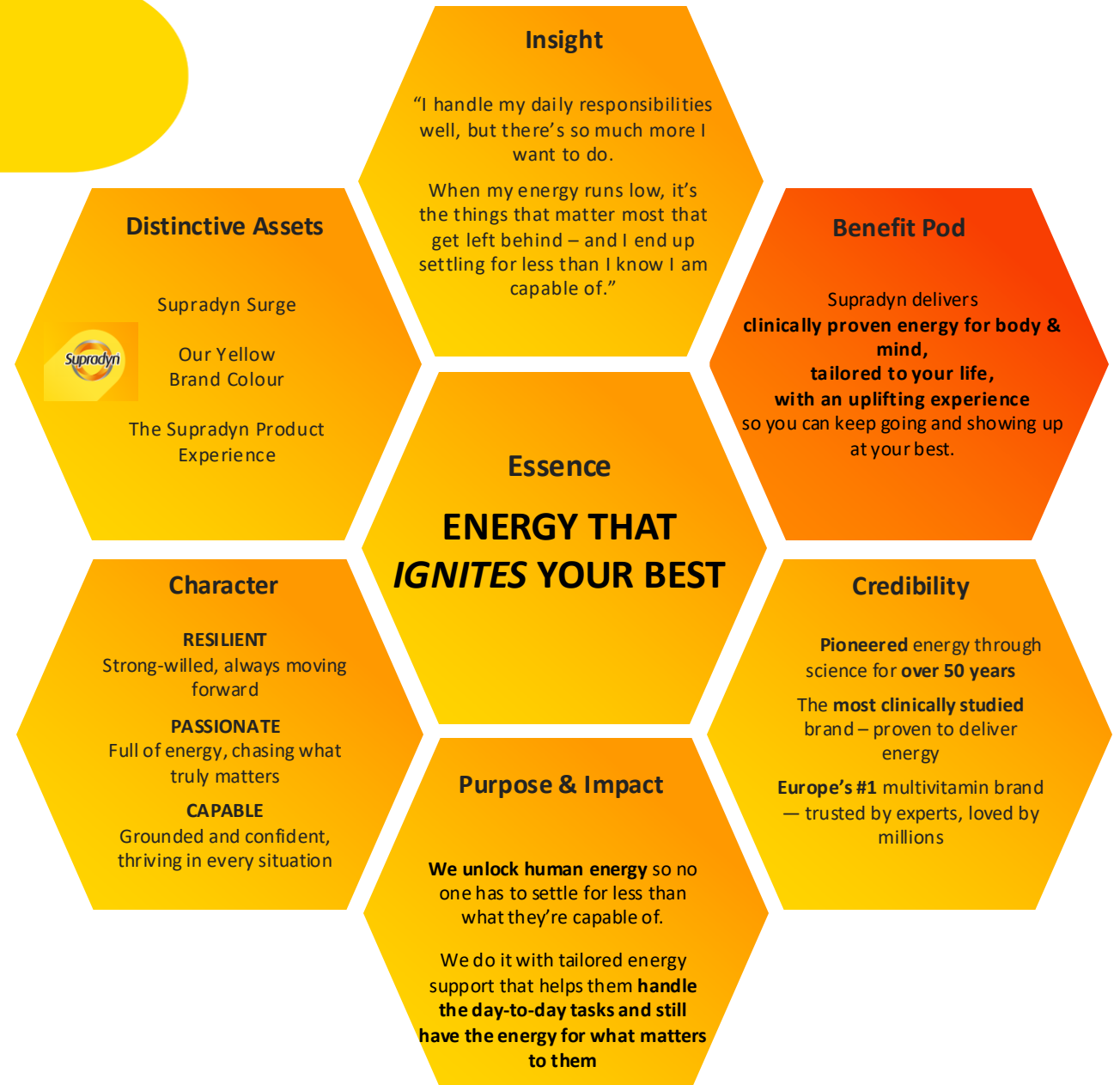


**Not all energy is created equal.** Some give you a quick hit, some leave you wired.

Supradyn 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

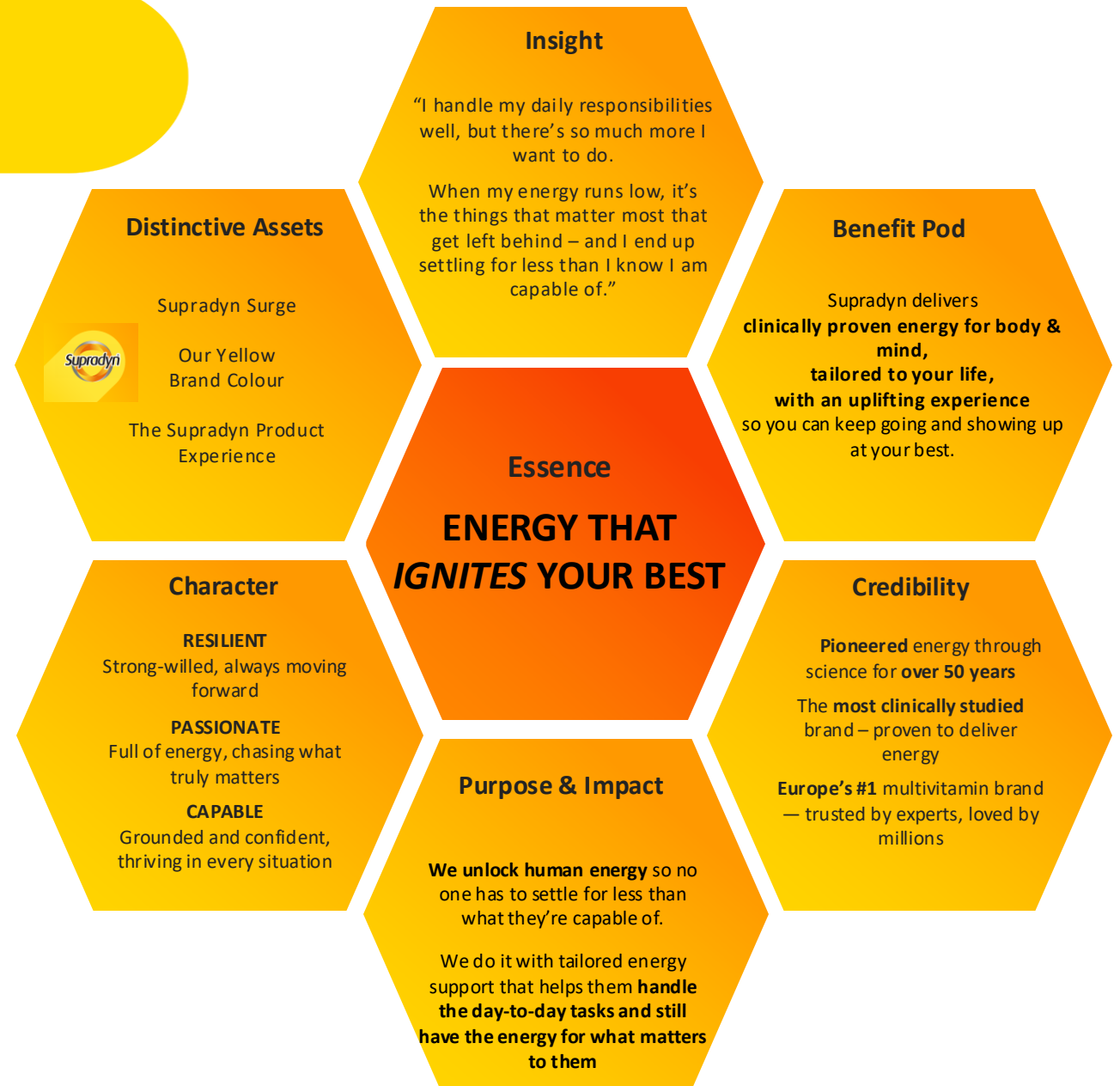
What the brand stands for: the soul of the brand, capturing the unique role we play in people's lives.



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

That's what Supradyn 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 Supradyn delivers – **energy that feels good, helping people feel sharper, more alive, and ready to show up at their best.**



# Brand Credibility

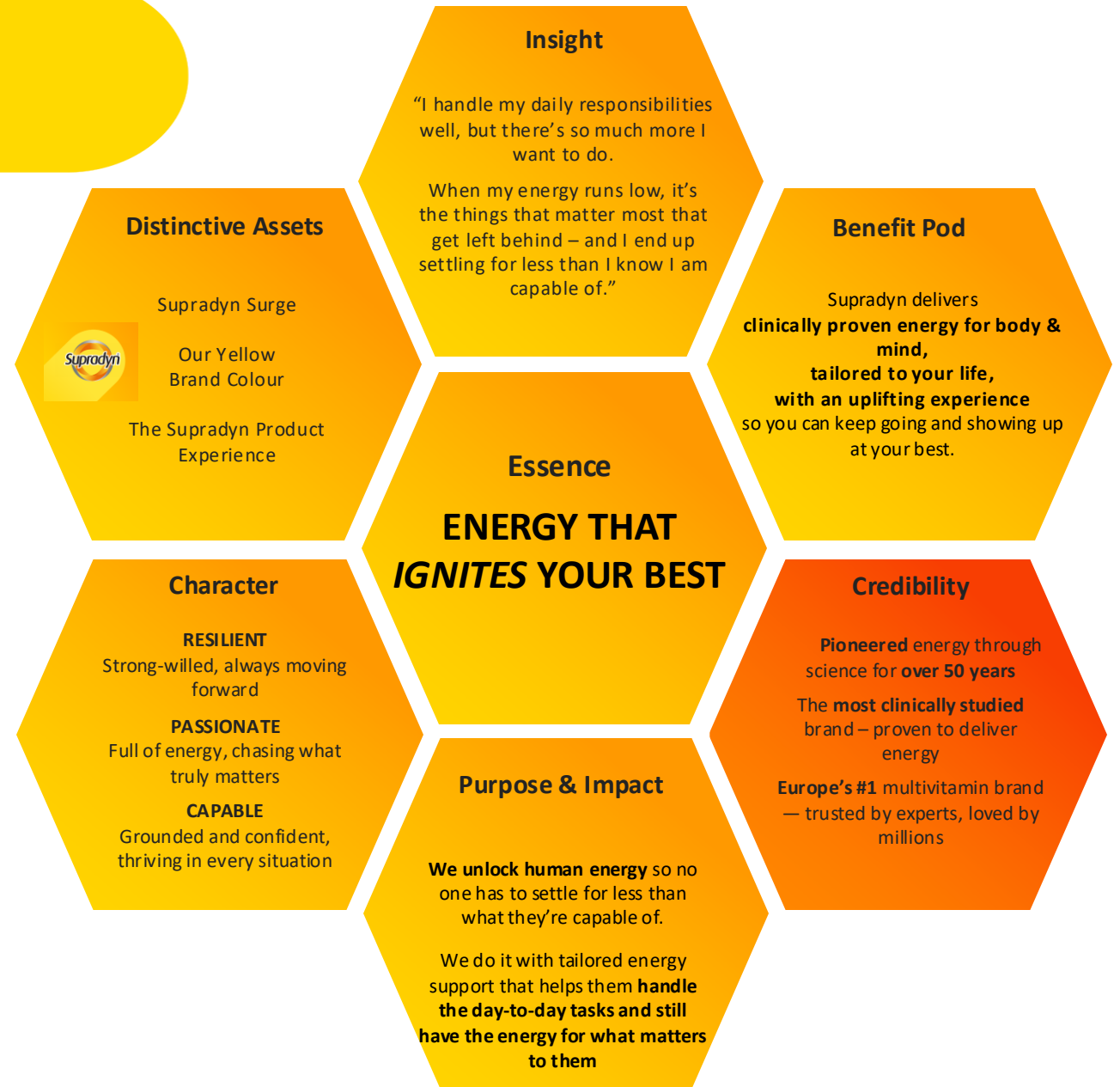
The most compelling reasons to believe the authenticity of the brand.



As the 1<sup>st</sup> Multivitamin & Mineral supplement in Europe, Supradyn's legacy is built on over 60 years of **pioneering energy through science**.

**Our decades of research**, with over 15 researches across our Energy brands, validates our commitment to delivering **real, measurable energy benefits**.

This scientific rigor is why we've become **Europe's #1 multivitamin brand**—trusted by health experts and embraced by millions who refuse to settle for ordinary energy.



# Brand Purpose & Impact

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

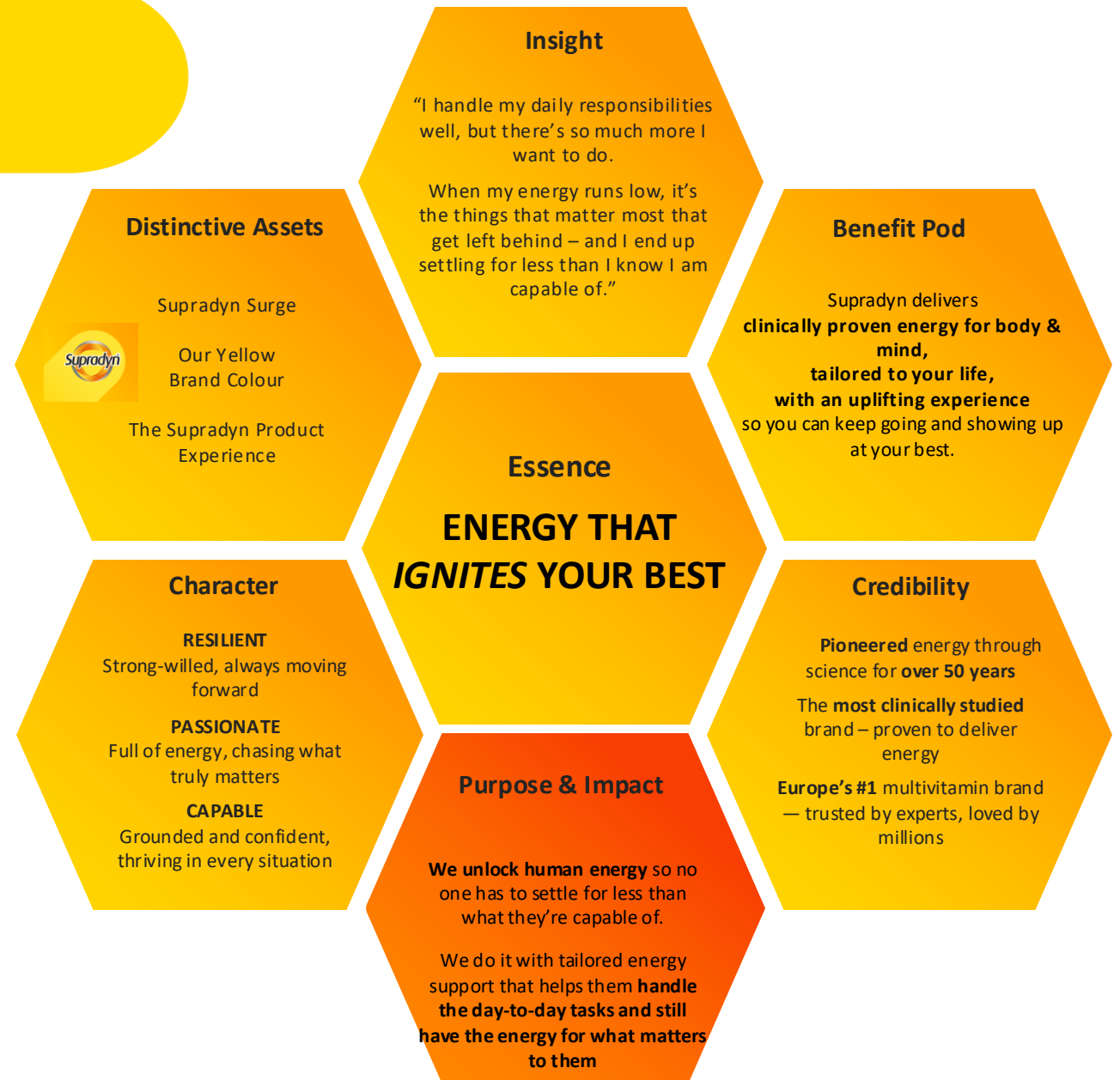


We believe that when people are full of energy, they show up differently - more alive, more present, more engaged with life.

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.

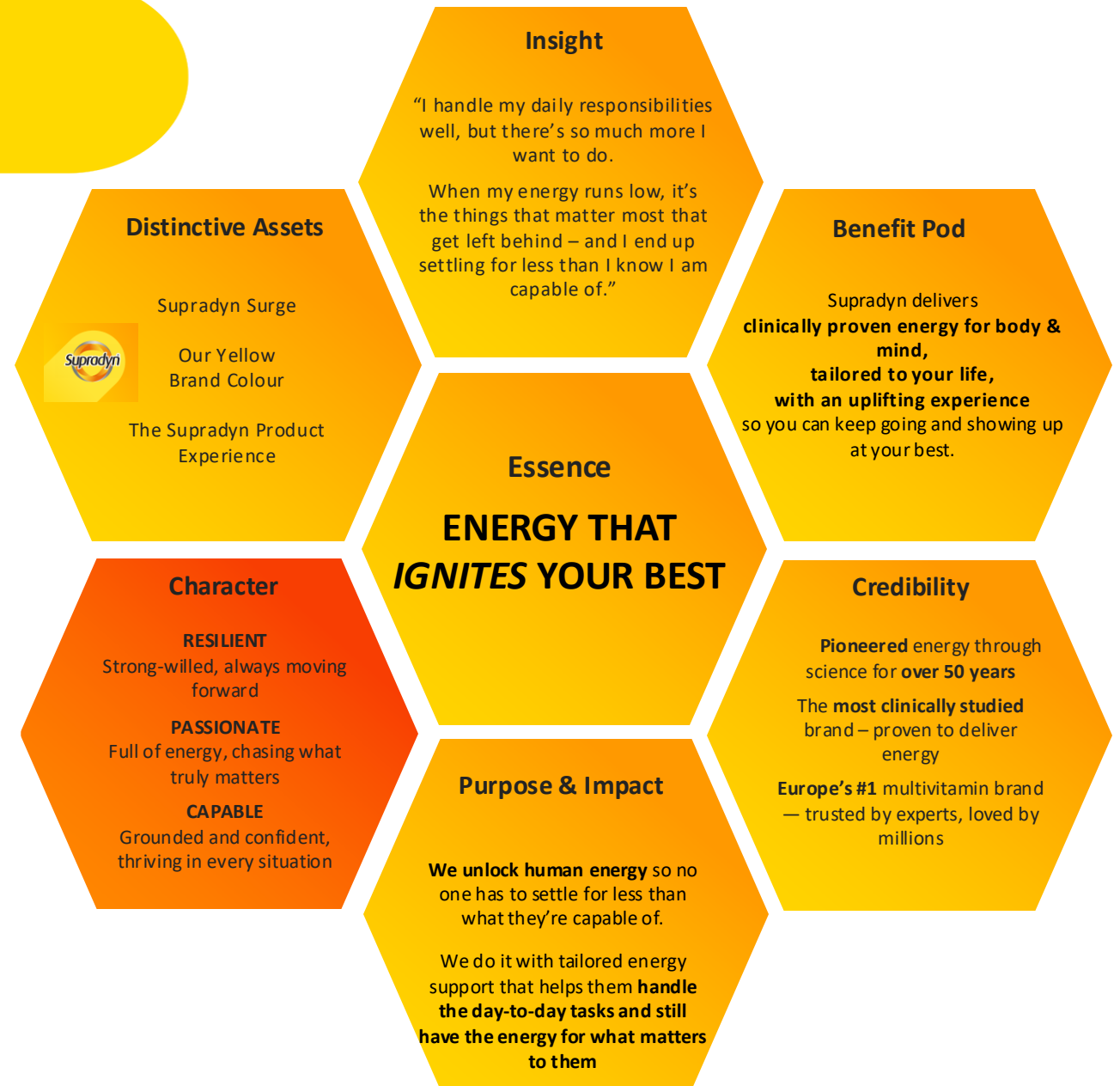


## What our personality is like:

- We are **resilient**—strong-willed and determined, inspiring individuals to push through obstacles and keep forging ahead.
- We are **passionate**—full of energy and purpose, helping people reconnect with their true motivations.
- We are **capable**—grounded and confident, empowering others to thrive in every situation life presents.

## What our tone of voice is like:

- We speak with **unwavering determination and an infectious optimism** that inspires action.
- We sound **energetic yet grounded**, blending enthusiasm with a sense of reliability that resonates with our audience.
- We radiate **confidence and possibility**, empowering others to envision and pursue their best selves.



# Brand Distinctive Assets

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



The **Supradyn Surge** - our most distinctive brand asset. It captures the transformative moment **when energy meets ambition**, when vitality sparks possibility.

Our vibrant yellow brand color **radiates optimism and energy**, instantly recognizable and infused with the spirit of vitality that defines Supradyn. It serves as a beacon of encouragement and inspiration.

The Supradyn Product Experience **brings this energy to life**. Each moment of taking Supradyn is a celebration of transformation. It's not just about the product; it's about **the energizing ritual that prepares you to thrive**, making every day an opportunity to ignite your best.

By consistently leveraging these assets, we create an immediate, resonant connection that this is more than just energy - it's the **catalyst that helps people ignite their best**.

