



# Our Brand Hive

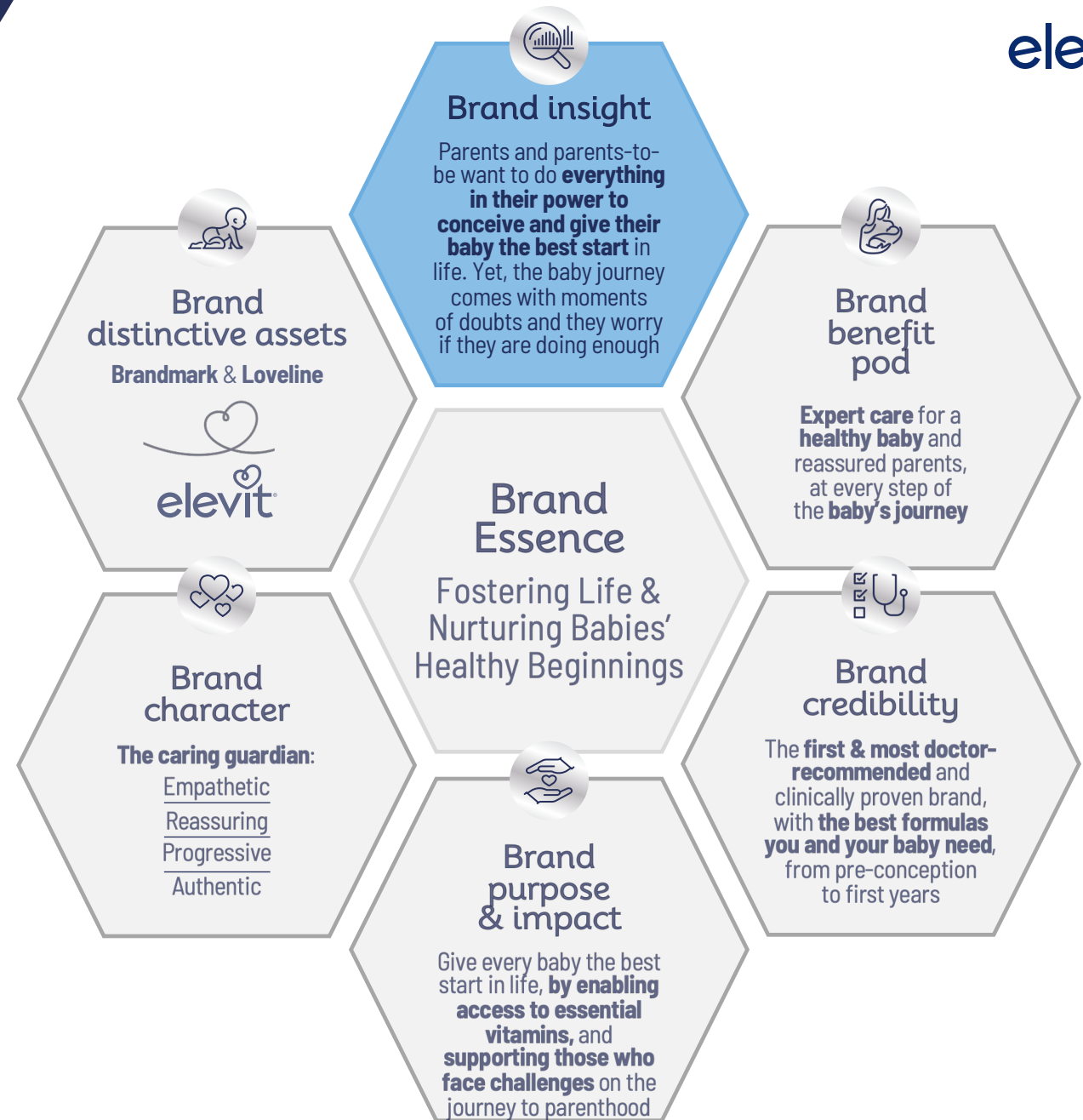


# Brand Insight

The conflict in people's lives that we are trying to resolve



We **serve parents and parents-to-be during the significant journey of pregnancy**, a time filled with joy and excitement yet often accompanied by moments of doubt and anxiety. They feel **a deep responsibility** to ensure their baby has the **best possible beginning**, grappling with concerns regarding fertility, healthy pregnancies, their **baby's health** and the changes that **lie ahead in their lives**. Despite the emotional ups and downs, their primary focus remains on the health and wellness of their child, as they aim to **nurture a healthy, full-term baby**



# Brand Benefit Pod

What unique value do we deliver – what sets Elevit apart from competition



Our commitment to the development of healthy babies is reflected in our comprehensive range of formulas, designed to **support the full journey**, including pre-conception, pregnancy, and infancy.

As the **#1 doctor-recommended brand**, Elevit is trusted by medical professionals for its science-based approach, offering the **world's most clinically proven pregnancy multivitamin**.

With Elevit, parents can feel confident and assured, knowing that they are doing everything possible for the **healthy development of their baby** as they embrace all ups and downs in the parenthood journey



# Brand Essence

What Elevit stands for that makes it meaningfully different, why it is trusted and chosen consistently across all touchpoints



**Our essence is simple:**  
We nurture babies **healthy beginning.**

**A baby's healthy development starts before conception** and it should never be left to chance, as nutritional science has the power to transform a baby's prospects for a **healthy life.** By providing a strong and healthy start, we lay the foundation for a **lifetime of well-being**



# Brand Credibility

The most compelling reasons to believe our authenticity



We are recognized as the **World's most trusted and recommended brand by healthcare professionals and parents for promoting healthy baby development.** Our unmatched scientific research has led to groundbreaking advancements and clinically validated, customized solutions. We continually foster innovation in our products, services, and experiences, offering parents extensive physical and emotional support from pre-conception through the vital first 1000 days of life, extending up to 2000 days



# Brand Purpose & Impact

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



We believe that **every baby deserves to be born healthy and develop**, because starting life in good health lays the (critical) foundation for a healthy and productive life, also for future generations. Through our products and scientific approach, we are **dedicated to maternal and infant health**, ensuring that every baby has the **best start in life**.

We recognize that the journey to parenthood can be challenging for many, and we are **committed to supporting those who struggle with fertility**—providing science-backed solutions and compassionate care to help make parenthood possible.

We are working to ensure that the WHO MMS formula becomes the standard in all nations, providing **vital nutritional support to every baby**. Collaborating with **humanitarian organizations**, we aim to supply essential vitamins and minerals to **pregnant women in need**, raising nutritional awareness and promoting access to these nutrients. We believe in the importance of starting a healthy journey even before conception and recognize the first 1000 days as crucial for establishing lifelong health



# Brand Character

The personality that one the consumer expects us to bring to life and use when talking to them



## What our personality is like

**Empathetic:** We walk alongside parents through every high and low of their journey—celebrating the joy, acknowledging the challenges, and offering heartfelt support. We understand how deeply they care, and we're here with compassion and care at every step of this life-changing experience

**Reassuring:** We are a trusted companion in the journey of creating and nurturing new life. With science-backed solutions and decades of expertise, we empower parents with the confidence that they're making the best choices for their baby's future

**Progressive:** We lead with innovation, always pushing forward in maternal, infant kids' nutrition. Our commitment to progress ensures that every solution we offer is not only grounded in science but also designed to meet the evolving needs of modern families

**Authentic:** We speak with honesty and transparency. Every claim we make is backed by clinical evidence, and every product we offer is rooted in our genuine commitment to support parents in giving their baby the strongest start in life

## What our personality is not like

**We are not controlling.** We believe parents know what's best for their baby. We're here to support, not dictate—offering trusted products, guidance, and education so they can make informed choices with confidence

**We are not judgmental.** Every parenting journey is unique. We honor parents' efforts and never make them feel inadequate or uncertain about their ability to care for their child

**We are not dismissive.** We recognize the real challenges parents face. We listen, we understand, and we never minimize their experiences or choices



# Distinctive Assets

The learned association that help consumers instantly recognize and recall Elevit



**Brandmark:** Our soft and nurturing nature defines our brandmark. The **uniquely drawn heart monogram** locks up with our bespoke, crafted wordmark.



**The loveline** is our HEART + SCIENCE it represents empathy and positive journey through life, the loop in our heart is the **sweet spot where love & science are connected** - our brand DNA. It is a positive representation of life and always ends/progresses on an upward curve

