

Brand Architecture



Brand Essence: Fostering Life & Nurturing Babies' Healthy Beginnings



Brand Benefit POD: Expert care for a healthy baby and reassured parents, at every step of the journey

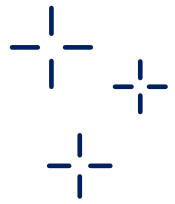
Audiences	Couples		Mums & Mums to be				Infants & Kids
Demand Spaces	Fertility (preconception)		Pregnancy		Post Partum		Infants, Kids
Support Levels	Foundation	Booster	Foundation	Booster	Foundation	Booster	Foundation
Functional Benefit	Supports fertility & reproductive functions for improved chance of conception		Fetal health & development		Supports continued infant growth and health through lactation and bonding		Supports continued infant & child growth & development - (bones, muscles, brain, gut, immunity...)
Emotional Benefit	Parents feel supported, informed and reassured in each stage of the Life Forming Journey						
	Carefree planning / conception		Joyful pregnancy		Confident parenthood		
Naming Principles	<ul style="list-style-type: none"> + Masterbrand (Elevit) + + Demand Space (i.e. Pre-conception/Fertility, Pregnancy...) + + When to take it (i.e. pre & 1st trimester, 2nd & 3rd trimester, ...) 				<ul style="list-style-type: none"> + +Benefit (i.e. Clinically proven reduction of birth defects, ...) + + Product Form (Tablets) 		
Role in the Growth Model	<ul style="list-style-type: none"> + Core - Entry point for Low Birthrate markets. Build equity and science credentials + 2nd step for High Birthrates markets 		<ul style="list-style-type: none"> + Core - Entry point for High Birthrate markets. Build equity and science credentials + 2nd step for Low Birthrates markets 		Build Breath - Leveraging our efficacy equity - expand into the next stage of life forming journey and secure brand loyalty		Build Depth - Leveraging efficacy equity from the core and adjacent spaces to explore further territories in the life forming journey

Elevit Portfolio Architecture

Life Forming Brand



Brand benefit: Expert care for a healthy baby and reassured parents, at every step of the journey



PRE-CONCEPTION & FERTILITY
Preparing for New Healthy Life

PREGNANCY
Nurturing & Growing New Healthy Life

POST PARTUM
Nourishing New Healthy Life and Bonding

INFANCY
Building & Shaping Healthy Life

KIDS (2-5Y)
Strengthening & Cultivating Healthy Life

Boosters



- Morning Sickness
- DHA & Choline
- DHA
- Probiotics
- Liquid Calcium



- DHA & Choline
- DHA
- Probiotics
- Liquid Calcium

N/A

Foundation



- Bone & Liquid Calcium
- DHA & Lutein
- Vitamin D3
- DHA



- DHA & PS - Q126
- Calcium
- Lutein

Essentials (LIC)

N/A



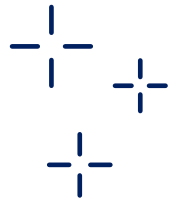
N/A

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Life Forming Brand



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Boosters

N/A



Foundation

CORE 2

CORE 1

ADJACENT 1

ADJACENT 2

DISTANT

Essentials (LIC)

N/A

CORE

ADJACENT

N/A

Market Development Model – Launch Sequence

Key Principles

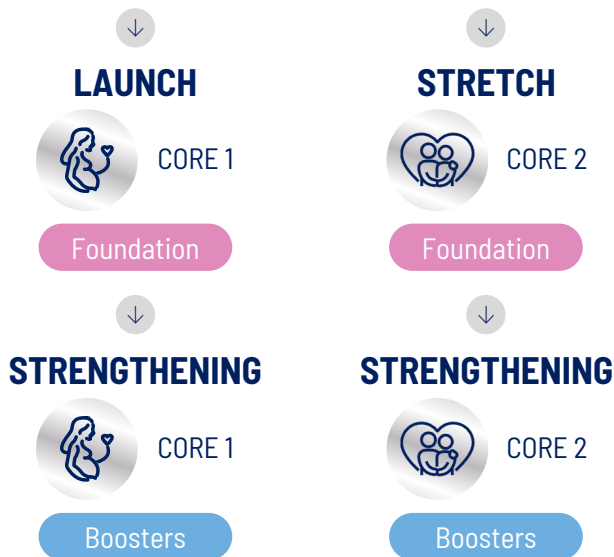
- + **Grow** the core
- + **Strengthen & Stretch** the core with NPDs
- + **Focus** on the core until it's fully built/saturated (strong equity, high market share, no further room for innovation)

Move to Adjacent ONLY:

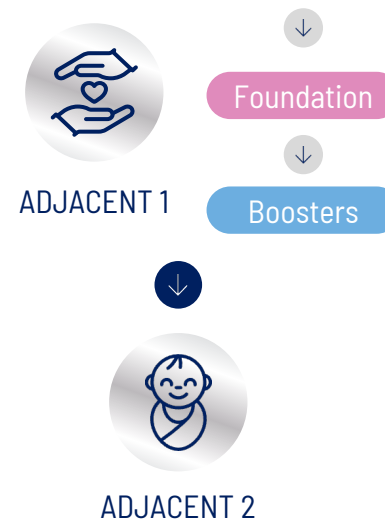
- + When the core is **fully built**
- + When there are sufficient **funds to build new pillar** (dedicated communication, full NPD support, build equity, mental and physical availability)

Move to Distant ONLY when Adjacent is fully built and there are sufficient funds to fully support it

Core



Adjacent



Distant



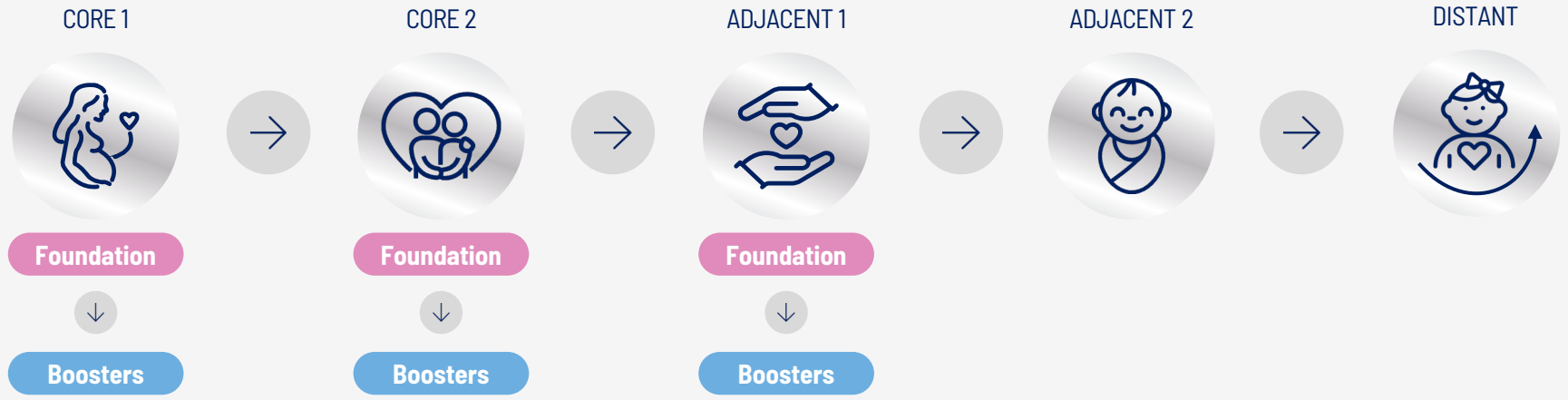
Launch Sequence

Launch Sequence

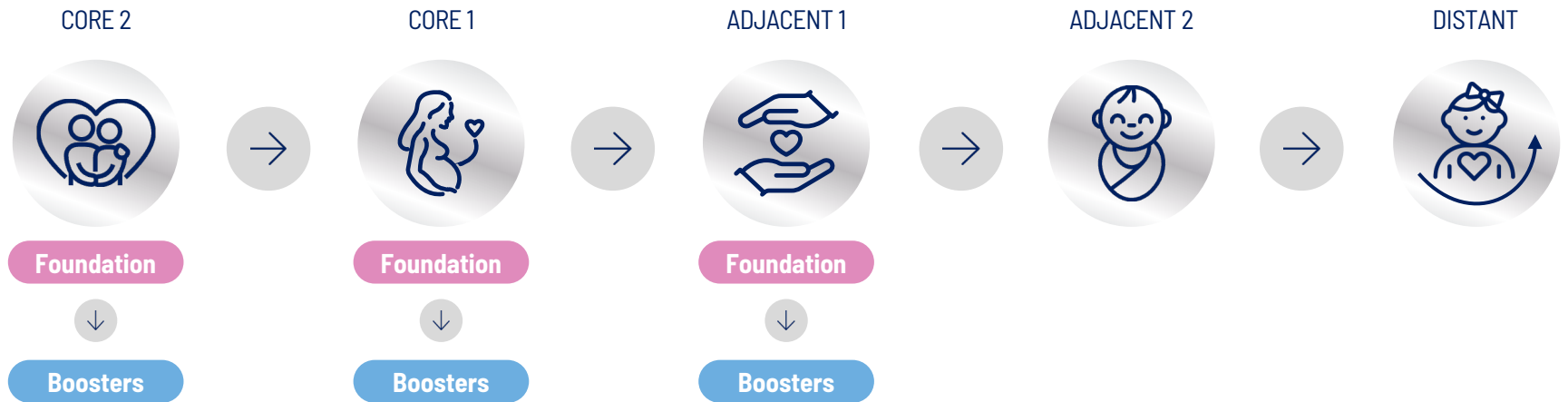
Market Development Model

based on Market Type

High Birthrate Markets



Low Birthrate Markets



Naming Principles guided by the Brand Architecture

Core Line

- 01 **Masterbrand** (Elevit)

- 02 **Demand Space** (Pre-conception/
Fertility, Pregnancy...)

- 03 **When to take it** (pre & 1st
trimester, 2nd & 3rd trimester)

- 04 **Benefit** (Clinically proven
reduction of birth defects)

- 05 **Product Form & Descriptor** (Tablets)

Boosters

- 01 **Masterbrand** (Elevit)

- 02 **Ingredient** (Dha & Choline, Probiotics)

- 03 **Demand Space** (Pregnancy & Breastfeeding)

- 04 **Benefit Icon** (Brain & Eye Development)

- 05 **Benefit** (Specially formulated...)

- 06 **Product Form & Descriptor** (Tablets)

Infancy & Kids

- 01 **Masterbrand** (Elevit)

- 02 **Lifestage** (Infants, Kids)

- 03 **Ingredient** (i.e. Dha & Choline, Probiotics)

- 04 **When to take it** (Age)

- 05 **Benefit & optional icon**
(Supports strong bones)

- 06 **Benefit** (Specially formulated...)

- 07 **Product Form** (Tablets)

