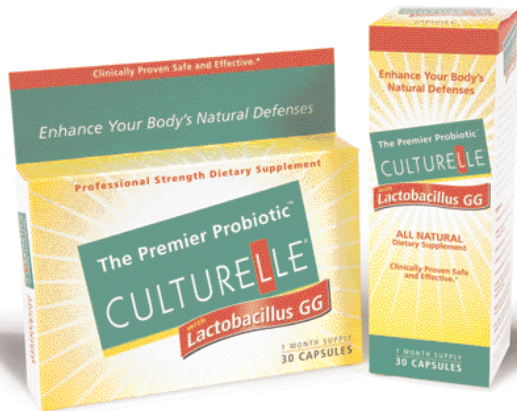


## Anderson Partners' Health Care Intelligence Provided Key to Building Supplement Brand



Culturelle chain drug store and natural food store packaging designed by Anderson Partners

**The Market Situation:** Culturelle maintained a solid share position in the probiotics market in a limited number of mainstream channels. Awareness of probiotics' benefits was growing and competition was increasing.

**The Client Challenge:** Culturelle wanted to capitalize on this blossoming consumer trend. Unfortunately, the client was unsure where to go next – which channel to pursue – and how to best position and market Culturelle to gain productive levels of distribution and trial.

**The Anderson Partners Insight:** Anderson Partners' annual survey of health trends included topics central to the nutrition/supplement marketplace. In addition, Anderson Partners' relationship with Methodist Health System, one of the country's most established not-for-profit hospitals, afforded Anderson Partners insights into the growing consumer trend of using supplements. These insights led Culturelle into the natural/health food store channel with a customized marketing approach.

**The Anderson Partners Solution:** Anderson Partners implemented an alternative positioning and communication strategy for the natural health food channel to speak to the different needs of these high-potential consumers. Because of Anderson Partners' strategic relationship with Culturelle, their recommendations went beyond those of typical advertising agencies. Anderson Partners also recommended a major expansion of the product line – along with corresponding channels and products – to meet different demographic and lifestyle needs of prospective customers.

**The Result:** Culturelle is now among the top selling probiotic products in every class of trade in which it is available.

Culturelle consumer ad campaign