



Case Study: 24 Hour Supplement

Growing Business through Design

Launching a timely immunity product in a saturated market.

In the midst of a global pandemic, the search for smart, innovative, proven immunity products has taken over. We were approached by entrepreneurs with a passion, a vision, and a strong formula for a new immunity supplement. With scientific evidence and clinical research at its core, we developed a name, tagline, strategy, branding, identity, packaging, illustrations, and website for 24 Hour Supplement.

Services

- Brand Strategy
- Name Refinement
- Identity Development
- Brand Expansion Planning
- Technology Naming
- Messaging & Voice
- Tagline & Copy
- Brand Assets

- Packaging & Dielines
- Iconography & Illustration
- Sales Collateral
- Imagery & Photography
- Composite Renderings
- Website & Ecommerce
- Social Media

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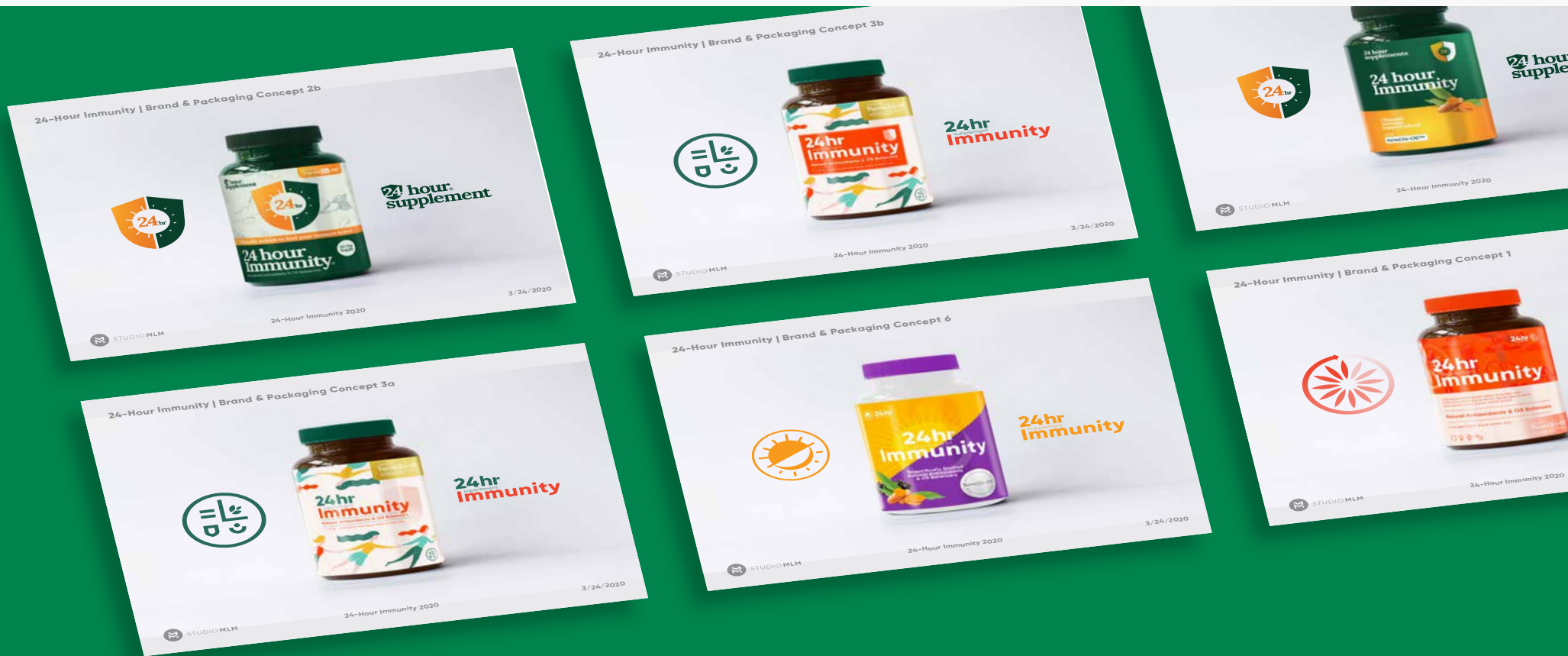


Process

The proof is in the science.

In such a saturated and diverse industry, there were many different directions for this project to go. We determined our path with market research, naming exercises, interviews with scientists, and surveying consumers. The goal of 24 Hour Supplement was to appear approachable

and natural enough to be used as a daily supplement, but yet powerful and credible enough to compete with the "big brands". The tagline development, scientist endorsements, and straight-forward name aligned with the vision of the company and positioned the brand to reach the right market.



Core Messaging

Guarding you for daily life.

Now, more than ever, in such a saturated market of immunity products, finding the appropriate positioning and strategy is crucial for success. 24 Hour Supplement strived for consumers to feel confident in their supplements. They believe that the science and nature can work together, and their ingredients reflect that. 100% derived from nature, not drugs, with the scientific evidence to back it up. The knowledgeable and approachable messaging on the website highlights the proven formula and promotes the user's investigation of each ingredient so they can feel confident in the supplement they're taking.

The positioning of this product as a daily supplement is grounded by extensive research in oxidative stress. The immune system is constantly subject to factors leading to oxidative stress like pollution, stress, travel, diet, weather, and age. So by taking an immunity supplement daily, the consumer can get on with daily life knowing that they are covered. Thus, we developed the consumer-facing tagline "Guarding you for daily life."



A photograph of a man in a striped shirt holding a baby in a grey onesie. The man is looking up at the baby with a smile. The background is a warm, textured wall.

Guarding you
for **daily** life.



Brand Elements

The 24 Hour Supplement shield

When conceptualizing a logo to represent this company, we landed on a few elements that best represented the brand's mission; protective, natural, daily, and healthy. The shield is an emblem for defense, safety, and strength. We paired the stability of the shield with natural elements of the custom typography and a fresh and lively color palette. By splitting the shield

into two halves, we were able to integrate a subtle nod to the day and night aspect of the supplement; one side indicating rays of sunlight and the other indicating minute marks of a clock. The shield not only became primary mark of the 24 Hour Supplement brand, but it also unified the core messaging, focused on guarding our immune system.



24hr
SUPPLEMENT





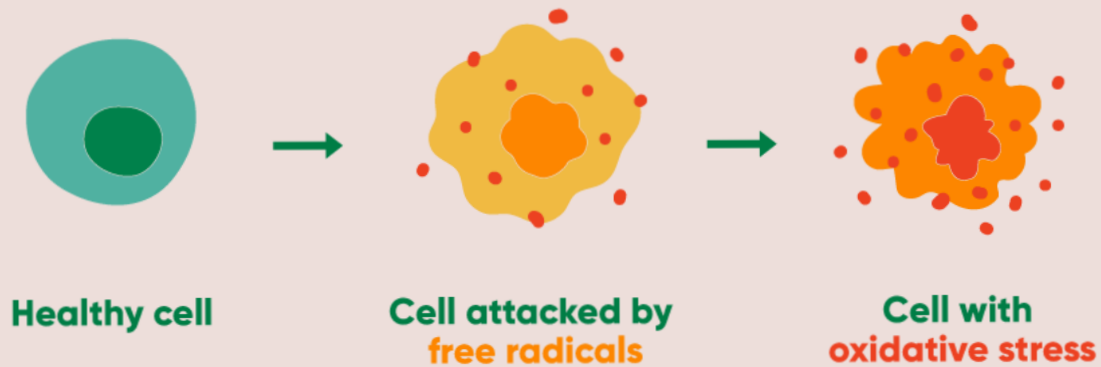
Process

The proof is in the science.

The second part of our process, and one of the greatest challenges, was developing packaging for this product that would jump off the shelves amidst a sea of supplements. Here, we dove into color palettes, bottle shape, graphics, typography, and finishes to get this product ready for market. We expanded on the color palette with development of a series of simple, colorful illustrations to bring both natural and human elements to the website and packaging. The use of these warm and friendly colors combined with modern, rounded graphics paints a picture of simple, healthy living that is accessible for everyone.





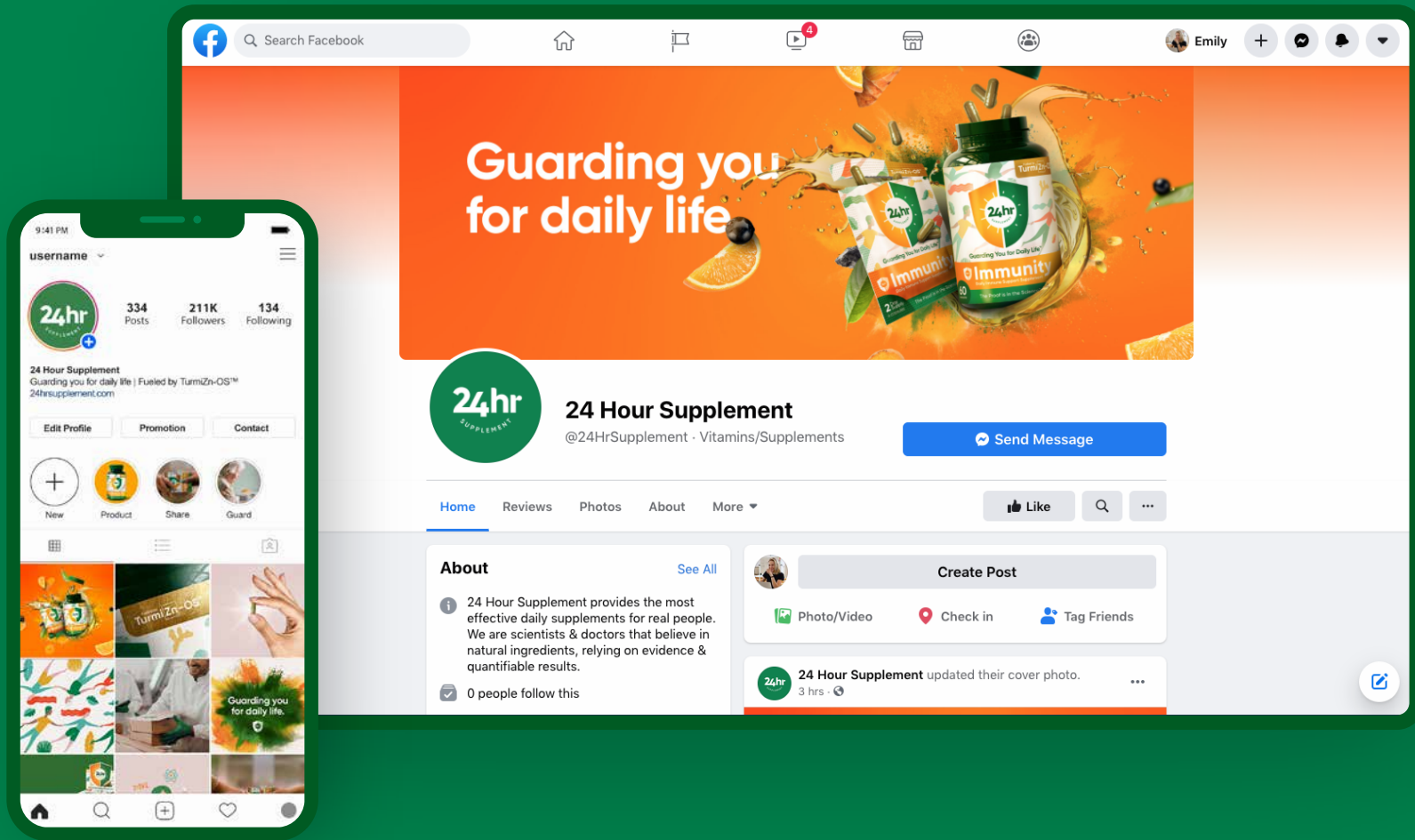


As a part of this project, we also assisted in naming 24 Hour Supplement's patent-pending formula. We believed the formula needed an original name as a strategic way to show the innovation and science behind this very natural product. The formula combines the power of curcumin, tetrahydrocurcumin and zinc to produce a super powerful immune booster. The name we developed combines "Turmi" short for turmeric, the source of curcumin and tetrahydrocurcumin, "Zn" the periodic element for zinc, and "OS" standing for oxidative stress, the core of all immunity functions.









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Benefits

24 Hour Immunity

★★★★ (1 customer review)
Immune Supporting Multi-Vitamin Supplement for All-Day Protection.

Supplement Facts
\$29.99 - \$85.55 - available on subscription

Quantity:

- \$29.99 Subscription (Plan)
- One-time
 - Every 3 months
 - Every 6 months

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Cell attacked by free radicals

TummyZn-OS



Curcumin
C₂₁H₃₃O₆

Curcumin, the naturally-occurring chemical in turmeric, is an effective way to boost the immune system by strengthening the immunoglobulin's capacity of the body along with acting as an inflammation inhibitor.



100% Natural

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