



APPLIED
NUTRITION

Case Study : **Applied Nutrition**

Accelerating Sales & Marketing
through New Age Immersive
Experiences

E X P O O D L E

Introduction

Applied Nutrition, premium health, and wellness brand develop supplements and nutrients that improve health and longevity while streamlining the immune, heart, digestion, and bodily function. With a vision of becoming the flagbearers of relentless perfection when it comes to nutrition, Applied Nutrition as a brand has catered to premium top-of-the-line health and wellness products over the years.

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The Core Audience of Applied Nutrition



Applied Nutrition's core audience is proactive and inspired about their health and wellbeing. The customer base of the brand has been known to push the boundaries when it comes to pursuing healthy life all the while helping the brand scale and design products of the highest cater. By understanding the customers, Applied Nutrition has tapped into providing the very best for their customer base.

Applied Nutrition as of date caters to the world's elite athletes and is one of the most trusted sports nutrition brands around with a reach to over 65 nations globally.

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New Age Immersive Marketing to Tread New Boundaries

Expoodle, a premier Martech company specializes in providing new-age immersive marketing solutions to brand to enhance brand visage and accelerate sales and marketing activities. Our digital endeavors are focused on understanding the pain points of the client and providing optimum tech-enabled solutions.



Our collaboration with Applied Nutrition focused on creating omnichannel interaction points for the users to connect to the brand and provide high traction. Our approach was based on multiple storyboards and designed to provide the clientele with the perfect solution.



Expoodle's Approach

Conceptualizing & Briefing

Applied Nutrition and Expoodle teamed up by chipping in with the ideas and briefs about the type of marketing campaign in line with the brand's vision.

01

Storyboarding & Design

Our Creative Design team stationed at our development site prepared a list of probable scenarios and storyboards that would provide the brand with the right disruptive motion to upscale in the market.

02

Development & Testing

Our Development team prepared the perfect AR-based avatar that would present the idea behind the product and provide the right information in an immersive way to the customers.

03

Addressing Marketing Caveats with new Disruptive Take

Expoodle created an avatar that would seamlessly pop up when activated via the QR code scan. Redefining the traditional approach and removing the technological burden, we integrated the AR directly with webAR that can be accessed by your very own smartphone. Our avatar, Mini was integrated as a QR code on the product/website and social media handle where the avatar spoke on the nutritional value and further essential details about the product through a voice-over. Users were provided with interactive buttons to ensure they have multi-interaction avenues.

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Expoodle as an Immersive Tech Enabler

Expoodle with its core industry knowledge in disruptive marketing and new-age immersive experience worked in sync with Applied Nutrition to create an immersive marketing solution for the brand. Our approach focused on leveraging technology to boost efficiency and experience.

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