



2023 DSA AWARDS: MARKETING CAMPAIGN

No Gain November

FEATURING PHYSIQ™ FAT BURN

New ingredient science and savvy seasonal marketing rocket a middling product to star of its category.

IDEA GENERATION

Originally launched in March of 2020, PhysIQ™ Fat Burn was positioned as a metabolism support and weight management product. After initial success, the product eventually settled to a consistent, yet modest sales level and held a mid-tier product rank. Part of the LifeVantage R&D team's process is to maintain relationships and continually meet with ingredient suppliers in order to investigate any new science or published studies that may enhance the positioning of the product. As luck would have it, in the summer of 2022, some very exciting news came from one of these meetings. New science had, indeed, been recently published that would give the product new and improved positioning and bolster the claims.

A key blend in PhysIQ™ Fat Burn had been shown in a 16-week clinical trial to:

- Increase daily resting energy expenditure by 181 calories per day*
- Decrease total fat by 5.2% or 4 pounds*
- 65% of fat loss was in the waist and hips*
- Increase ratio of beige fat, a more energy-dense form of good fat that is easier for your body to burn*

And two great things about all these new benefits – they could be achieved with PhysIQ™ Fat Burn when paired with a lifestyle that includes a balanced diet, moderate exercise, and adequate sleep, AND they could be achieved by using the existing formula already for sale.

No Gain November

THE STRATEGY

With the holiday season on the horizon, the enhanced Fat Burn messaging would make for a perfect pre-holiday weight management campaign. LifeVantage would launch its first-ever No Gain November campaign highlighting the enhanced positioning and new look and feel of PhysIQ Fat Burn.

No Gain November played upon the popular “No Shave November” cancer awareness campaign. November first begins that long, slippery slope of Thanksgiving, Christmas, and New Year where many of us can let our resolve go out the window, indulge too much, and exercise too little. No Gain November was our vow to not do that – to pre-emptively offset holiday weight gain by being more responsible during the month of November, and to help burn extra calories by using the newly “re-launched” Fat Burn.

Participants were asked to pledge to:

MOVE YOUR BODY: Be active with a daily walk, run, bike ride, yoga, or whatever you enjoy.

FUEL YOUR BODY: Choose foods and beverages that will provide your body with essential nutrients.

SUPPORT YOUR BODY: Support your No Gain November goals with FREE SHIPPING (on orders containing Fat Burn), be more aware of their diet, exercise and – of course – supplement use.

Distributors and Customers were encouraged to invite friends and family to participate and to share their successes using #NOGAINNOVEMBER

THE TACTICS

Web

- Product Detail Page – New PDP content with enhanced positioning and bolstered claims
- Consumer-friendly clinical trial write-up
- Product Info Sheet – New content, claims, branding

Product

- Three new limited-time No Gain November bundles, pairing Fat Burn with other LifeVantage products
- Free shipping on orders that contained Fat Burn or the new Fat Burn bundles

E-mail campaign

Video

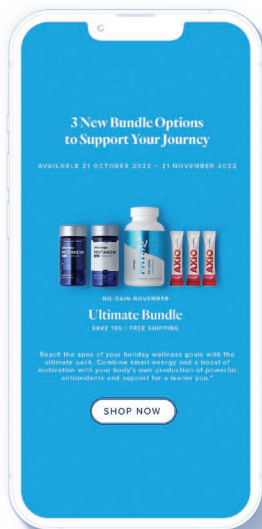
New product video with an updated look and feel, new branding, and of course the new science behind Fat Burn.

Social Media

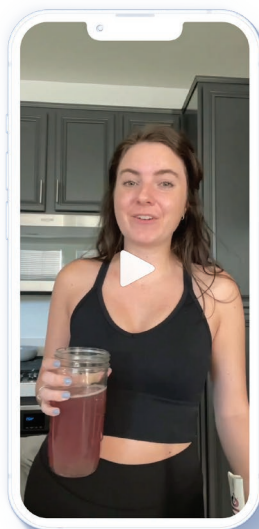
- Social shareables and stories promoting No Gain November featuring the product, new science, new branding, new bundles
 - Social posts promoting No Gain November and the new science behind Fat Burn
 - Facebook Lives promoting No Gain November and the new science behind Fat Burn
 - UGC – Asking top Distributors to share on social the various ways they are going to participate in the No Gain November challenge including workout tips, product use, and other fun, shareable information
 - New blog post covering good fat vs. bad fat
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No Gain November

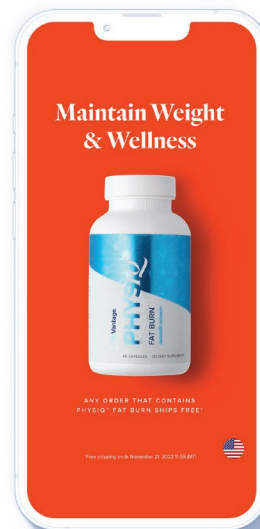
THE TACTICS



BUNDLED PRODUCTS



DISTRIBUTOR UGC



SOCIAL SHAREABLES

THE RESULTS

The results of the campaign speak for themselves:

- Increased consumer adoption rates by more than 100%
(More than doubled the number of consumers purchasing the product)
- Increased average monthly units sold by 95%
- Increased YOY sales by 61%
- Exceeded the previous highest revenue month – which was set more than a year prior – by more than 18%

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.