



Health and sports nutrition supplements are a booming \$100 billion global industry but a lack of regulation muddies the waters.<sup>1</sup>

## Make the most of micro-moments to reassure today's buyers

Too many choices and a lack of transparency can make consumers skeptical about buying supplements.

### Transparency equals demand

The demand for cleaner, safer and more effective products is redefining the market.

"The vendors that are succeeding right now are the ones that are most transparent and shoppers are using their dollars to buy those brands."<sup>2</sup>

– Don Summerfield,  
Vice President of  
Integrative Medicine,  
Pharmaca Integrative Pharmacy

### The challenge

In the crowded online and in-store health and sports nutrition supplements market, today's brands are challenged to make positive, lasting consumer connections. Consumers have a plethora of choices with over 10,000 storefronts in the U.S. alone and a massive online presence to sort through.<sup>1</sup> Much of the growth is driven by products that go to market without any safety, purity, or quality testing by the Food and Drug Administration.

### What's in the bottle?

This information overload puts pressure on consumers to research brands. At the top of their wish list is a desire for authenticity. "The consumers are well educated these days about quality. They know it should be there and want to see proof that it's in place," says Elan Sudberg, CEO, Alkemist Labs.<sup>3</sup> George Pontiakos, President, BI Nutraceuticals, agrees: "I think the industry needs to let consumers know that the products are safe and efficacious."<sup>3</sup>

Although the purchase of supplements online now exceeds the in-store channel (45.4%), a significant percentage of consumers still wander the aisles in health food stores (28.8%), vitamin stores (24.7%), and pharmacies (24.4%), touching and interacting with products.<sup>4</sup> When they do, 82% of smartphone users consult their device in a store during decision-making moments, routinely using middle media such as Google and Amazon for product reviews.<sup>5</sup>

But with so many options and a lack of clarity on ingredients, how does your company reassure buyers that your brand is the right choice?

Interested in learning more about how you can promote your supplements, distinguish your brand, and empower your customers?

CONTACT SALES: +1 408 503 7300 | [sales@thinfilm.no](mailto:sales@thinfilm.no) | [@thinfilmmemory](https://www.instagram.com/thinfilmmemory) | [www.thinfilm.no](http://www.thinfilm.no)

# Create direct brand-to-consumer dialogue throughout the purchase experience

**When you enrich the customer journey using powerful digital tools, your brand can turn skepticism into confidence.**

## The solution

Thinfilm's cloud-based mobile technology helps you deliver brand messaging directly to consumers at intent-driven micro-moments – without interference from social platforms, online marketplaces, or search engines. With Thinfilm's robust software platform, marketers can use "smart" packaging to open and sustain a rich dialogue directly between a consumer and your brand throughout the physical consumer journey.

## Use highly targeted content to make the most of the moment

Each time a consumer interacts with your product is an opportunity to sell your brand's best qualities and create a positive user experience. Using Thinfilm's NFC (near field communication) technology, your company can share stories and information directly and conveniently with consumers, delivering on their expectations while developing a meaningful relationship. Consider the possibilities:

- Are they curious to know what's in your supplement or nutritional powder? Reassure potential buyers with a list of your wholesome ingredients and sourcing information so they know they are buying a high quality, authentic product.
- Consumers are increasingly interested in personalized digital solutions and regimens. Deliver highly personalized apps and reminders to take their daily supplements, further enriching your connection with the customer.
- Turn loyal buyers into advocates by encouraging them to join your social network and share experiences and positive results with fellow health and fitness buffs. You can provide special offers and instant order capabilities, making repurchasing easy, while building loyalty at the same time.

With the innovative technology and functionality provided by NFC SpeedTap and OpenSense, you can track your marketing campaigns, collect data, and use powerful analytics and reporting tools to measure success.

1 Health Supplement Stores Industry Profile, Dun & Bradstreet First Research, October 24, 2016

2 Schultz, Hand "Customers demanding transparency from supplement brands, retailers say," Nutra ingredients-usa.com, 21-Jan-2016

3 Daniells, Stephen, "Is a transparent global supply chain the Holy Grail?" Nutraingredients-usa, January 21, 2016

4 "Use of CoQ10, Digestive Enzymes, Probiotics and B Vitamins on the Rise", Consumer Lab.com Survey, February 2, 2013

5 Ramaswamy, Sridhar, "How Micro-Moments Are Changing the Rules," Think with Google, April, 2015

## Thinfilm Electronics, Inc.

2581 Junction Ave. | San Jose, CA 95134

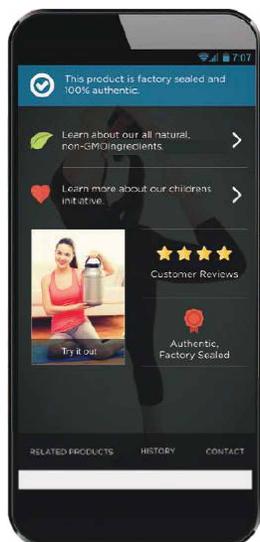
USA +1 408 503 7300 | Norway +47 22 42 45 00



## Control the conversation

Thinfilm's rich technology enables your product to become its own powerful brand ambassador, no longer relying on intermediaries.

Because our cloud-based technology is integrated right into your product, you own the conversation with buyers.



Interested in learning more about how you can promote your supplements, distinguish your brand, and empower your customers?

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