

**OLLY**<sup>®</sup>

# Competitor Influencer Audit

Presented by: Gigi DiGiulio

# Overview

- ★ Competitor Brands
- ★ Trends & Themes
- ★ Breakdown of Competitors' Strengths
- ★ OLLY's Current Influencer Strategy
- ★ Recommendations for 2024

# Competitor Brands

The logo for AG1, featuring the letters 'AG1' in a bold, black, sans-serif font. The '1' is green and has a small 'TM' trademark symbol to its upper right.

AG1 is a superfoods supplement formulated to support whole-body health with 75 different vitamins, minerals, and whole-food sourced ingredients. It targets nutrient replenishment, gut health, immunity, energy, focus, etc.

The logo for Love Wellness, featuring the word 'LOVE' in a large, red, stylized font where the letters are interconnected. Below it, the word 'WELLNESS' is written in a smaller, red, sans-serif font.

Love Wellness provides women's wellness products for the gut, brain, and the vagina – areas that are often overlooked or stigmatized. And recently have expanded to skin, hair, collagen products.

The logo for care/of, featuring the words 'care/of' in a lowercase, orange, sans-serif font.

Care/of provides vitamins and powders tailored to their consumers in an effort to help them find their paths to personal health.

The logo for ZzzQuil, featuring the word 'ZzzQuil' in a bold, purple, sans-serif font. A small, stylized crescent moon is positioned above the 'z's.

ZzzQuil helps adults and children fall asleep by introducing the ingredient Diphenhydramine HCL into the consumer's system, as well as a collection of melatonin supplements.

# CATEGORIES

*Types of influencer content*

**Beauty**

**Lifestyle**

**Health**

**Wellness**

# TRENDS

*Trends in the types of content*

**Vlogs/Routines**

**Educational Content**

**UGC**

**Testimonials**

# THEMES

*Themes seen throughout brands*

**Convenience**

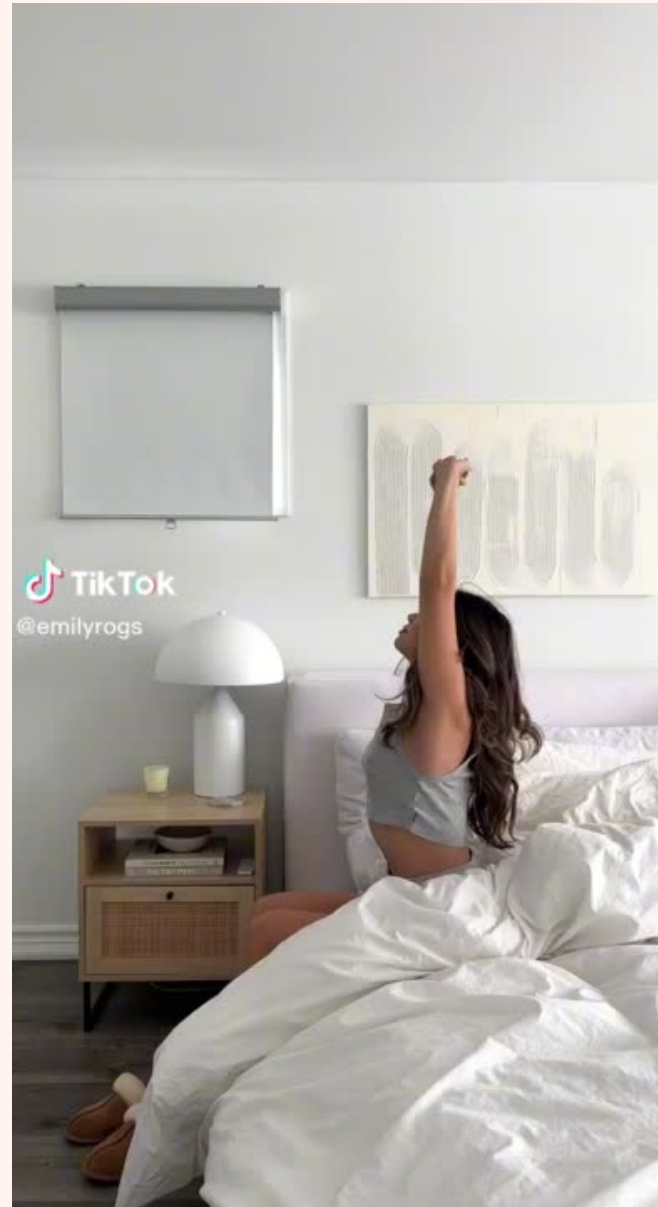
**Authenticity  
& Relatability**

**New Tactics**



# AG1<sup>TM</sup>

★ AUTHENTIC PARTNERSHIPS, BRAND-CREATOR RELATIONSHIPS, UGC & PODCAST ★



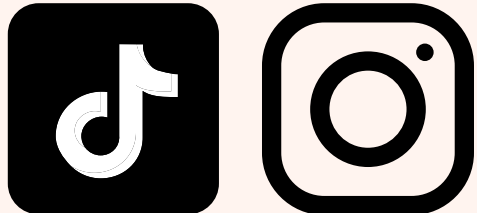
ATHLETIC GREENS SHOP AG1

## Partner With Athletic Greens Today!

If you align with our values, are a fan of our products, and have an audience you'd like to share them with...

Contact Us Today →

### CELEBRITY PARTNERS



INSPIRING LIVES

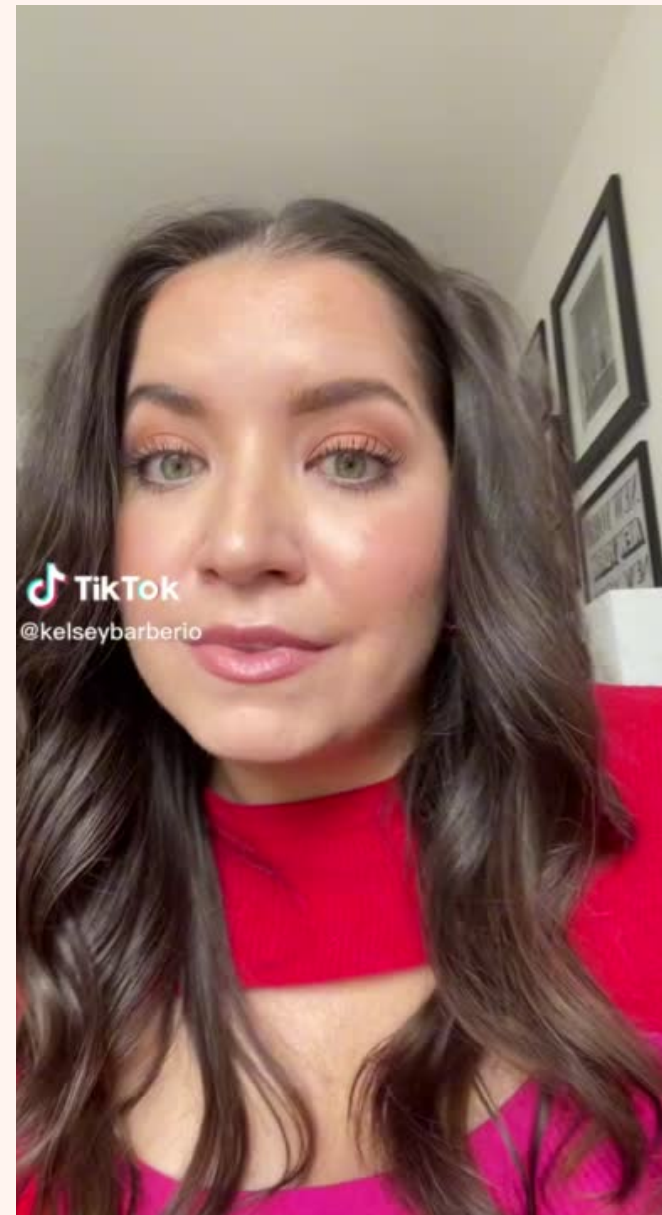
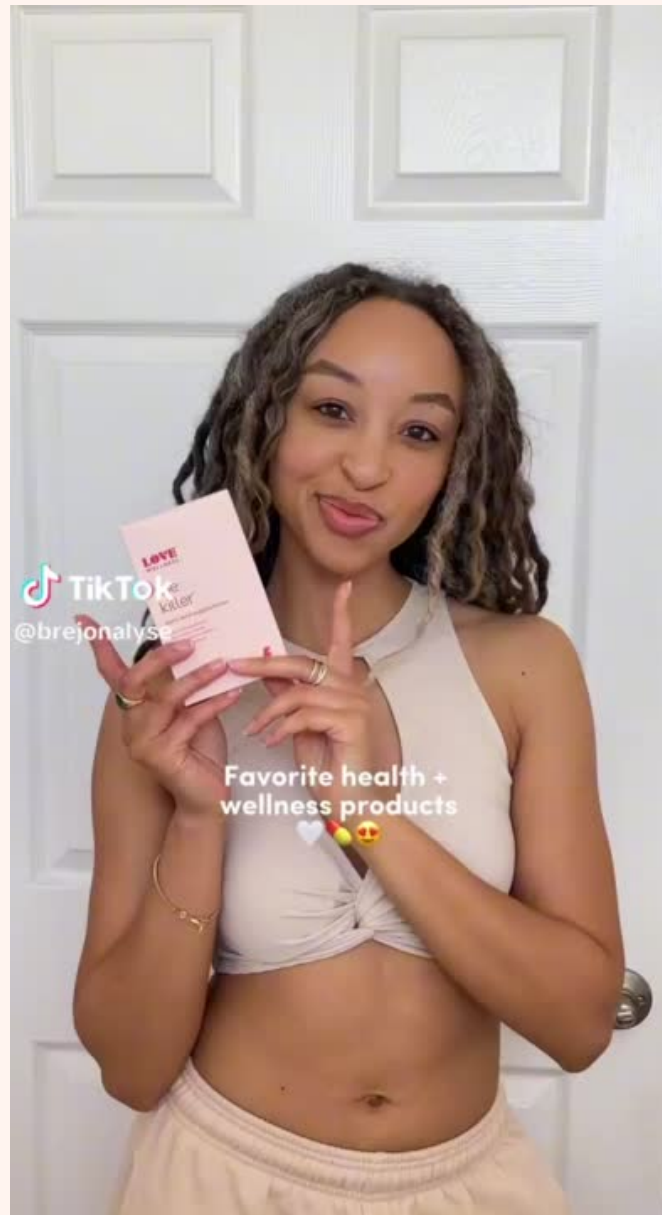
PODCAST

AthleticGreens.

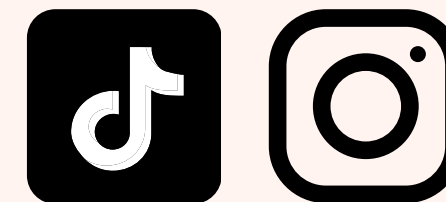


# LOVE<sup>®</sup> WELLNESS

★ RELATABLE & EDUCATIONAL CONTENT, EMPOWERMENT, & UGC ★



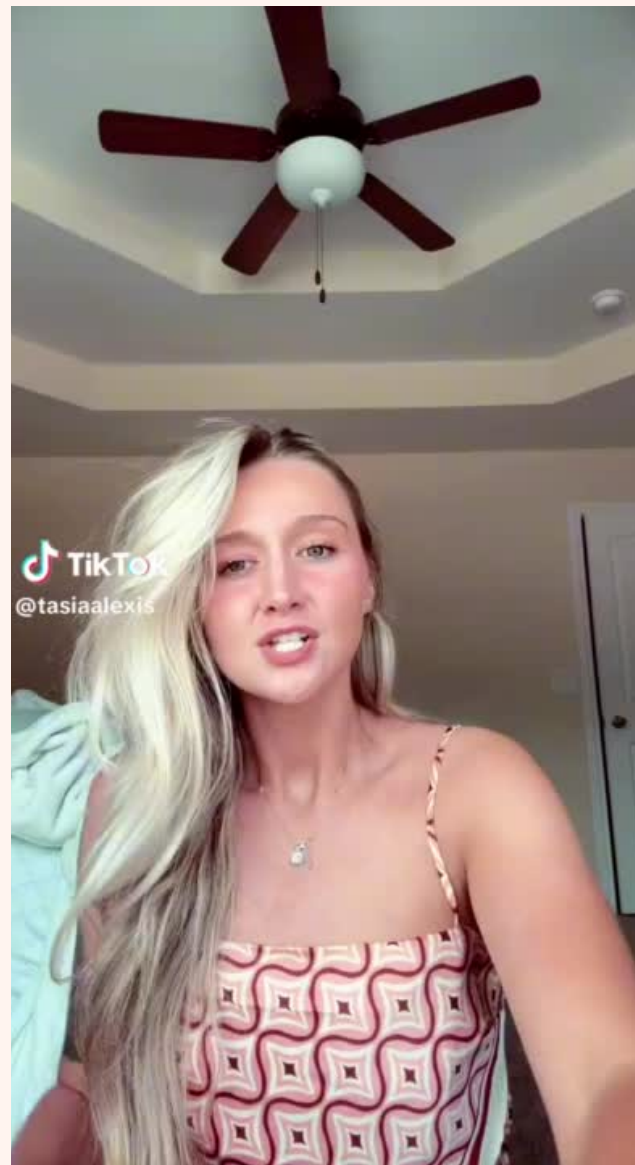
FOUNDER AND CEO, LO BOSWORTH



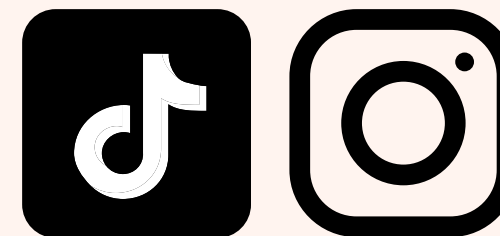


# care/of

★ EDUCATIONAL CONTENT, CREATORS WHO HIGHLIGHT CONVENIENCE OF PRODUCTS ★



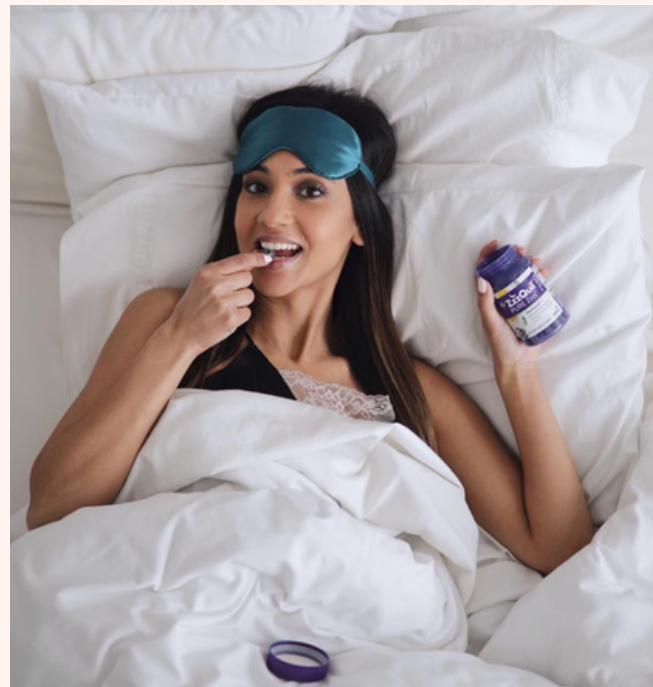
## CELEBRITY PARTNERSHIPS



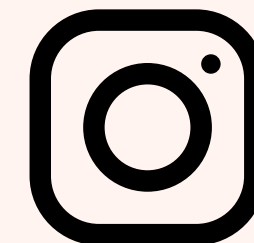


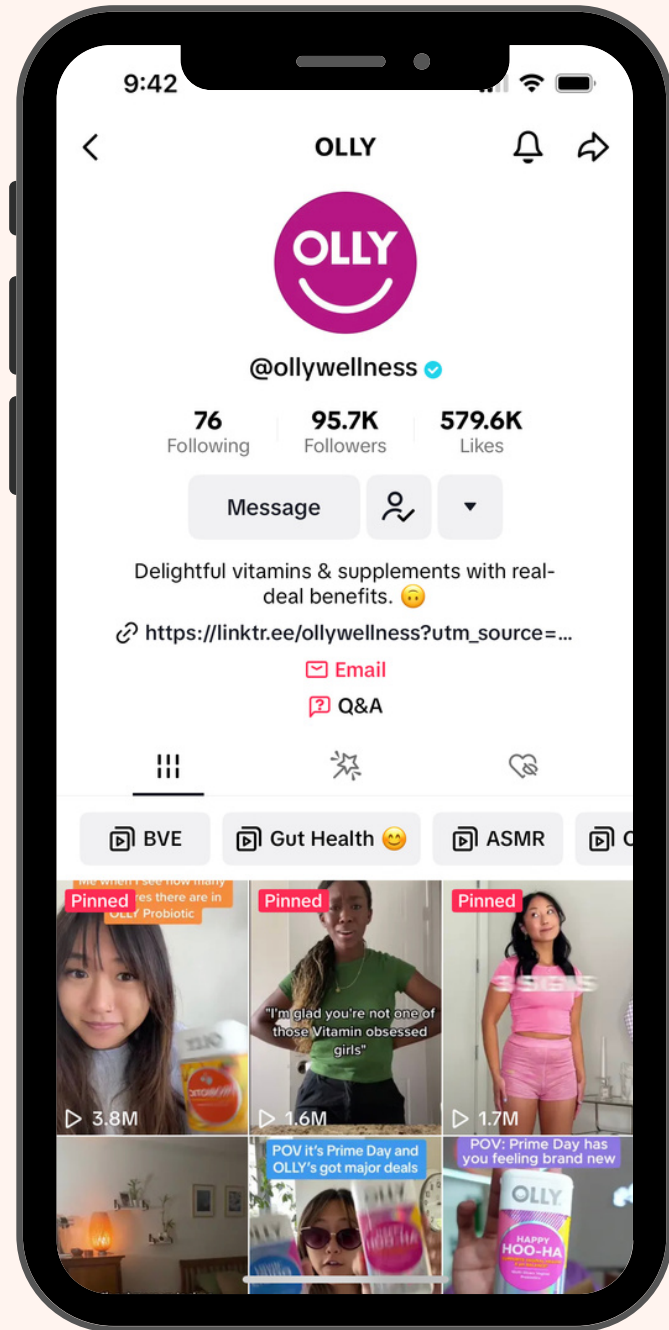
# ZzzQuil™

★ INFLUENCERS "NEED" THIS PRODUCT (EMPHASIS ON FAMILIES) ★



## CELEBRITY PARTNERSHIPS





## Our Current Approach:

- Target **MILLENNIALS** through campaigns on social platforms
- Include **ENGAGING** content, most times with trending audios
- Work with influencers/content creators who are an **AUTHENTIC** fit for the brand and the products we're promoting
  - People in various stages of life with different routines and tips
- Create **RELATABLE, RELEVANT AND DELIGHTFUL** content (3 of 4)



# **RECOMMENDATIONS & CONSIDERATIONS FOR 2024**



## RECOMMENDATIONS & CONSIDERATIONS FOR 2024

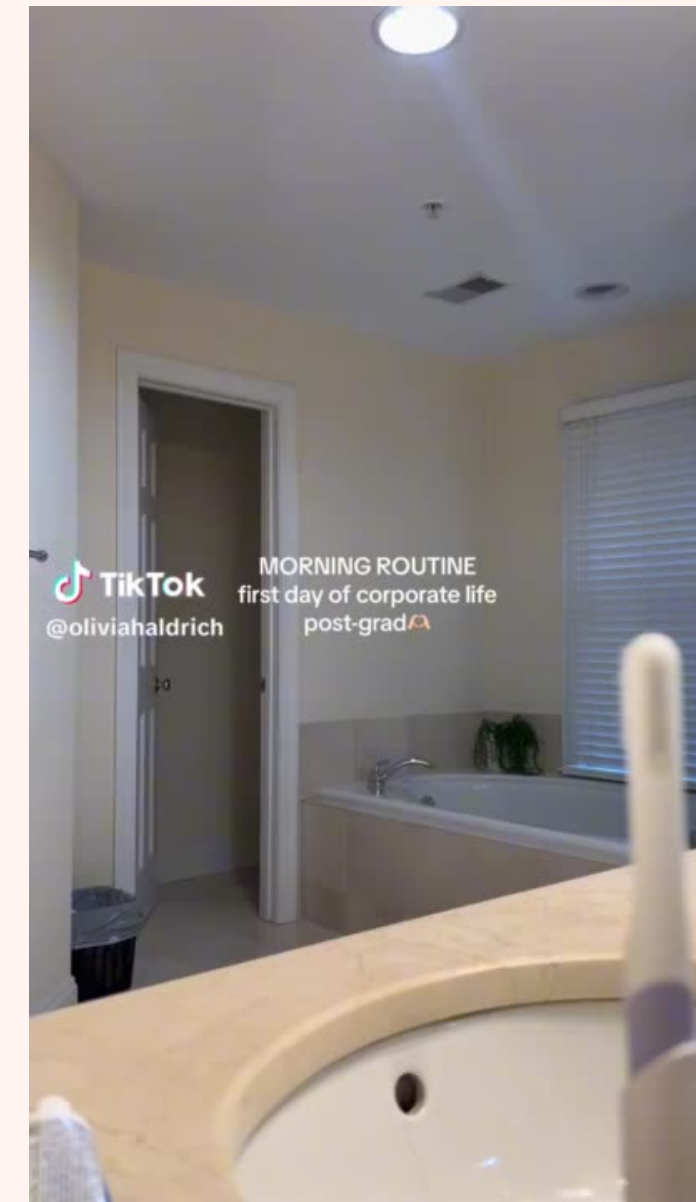
### Work with GEN-Z influencers more frequently

- Gen Z (1997 to 2012) has a wide range of ages that are experiencing growth in various areas of life
  - Middle School → College → College Grads → Starting Careers
- Gen Z purchase power is increasing, growing up & making their own decisions
- The recommended content will go a step beyond typical video formats ("GRWM"/"DIML"/etc.)
  - Feature deeper storylines that highlight moments Gen Z'ers are beginning to experience



## RECOMMENDATIONS & CONSIDERATIONS FOR 2024

Work with GEN-Z influencers more frequently



— HIGH SCHOOL — COLLEGE — MOVING OUT — POST-GRAD JOB —





## RECOMMENDATIONS & CONSIDERATIONS FOR 2024

### Foster deeper PARTNER-BRAND relationships

- It's important to exhibit good relationships with our partners and influencers
  - With the goal of positioning OLLY as a brand who loves to work with creators and creators who love to work with the brand
- Inspired by AG1, implement aspects of our partnerships onto additional OLLY platforms
  - Develop creator/partner testimonials on the website to band our social marketing with our website
- Work with previous partners as appropriate campaigns arise



## RECOMMENDATIONS & CONSIDERATIONS FOR 2024

### Foster deeper PARTNER-BRAND relationships



"I LOVE AG1. It is an essential part of my morning routine and has saved me countless times while traveling. Not only is it a shortcut for eating right, it actually tastes \*great\*. One of my Moonshots is extending the healthy human lifespan, making 100 years old the new 60 using genomics and cellular medicine, but bluntly, it all begins with eating right, sleeping and exercise. AG1 is part of my core plan."

Peter Diamandis, MD, Founder, Chairman, XPRIIZE  
Executive Founder, Singularity University Co-Founder,  
Celularity and Human Longevity, Inc.



"As a coach, I love AG1 as 'nutritional insurance' for athletes who may unknowingly have holes in their diets. As a parent, entrepreneur, and avid lifter myself, I rely on AG1 as part of an approach to preserve a hectic lifestyle as a healthy lifestyle. It's a mainstay in my diet."

Eric Cressey, President of Cressey Sports Performance &  
Performance Coach to 100+ Pro Baseball Players



"If you are busy and want to take something each morning that gives you an insurance policy, I can highly recommend AG1. I love the company ethos, and the nutrition packed into each scoop is incredible and ensures you get your daily fill of high quality nutrients. It is the most nutrient dense whole food supplement I have come across and it tastes fantastic."

Dr. Rangan Chatterjee, GP, Bestselling Author and Host of  
the 'Feel Better, Live More' Podcast





## RECOMMENDATIONS & CONSIDERATIONS FOR 2024

Implement OTHER PRODUCTS into influencer content

Examples of products influencers could create content for:





## RECOMMENDATIONS & CONSIDERATIONS FOR 2024

### Expand the DEMOGRAPHICS of our influencer pool

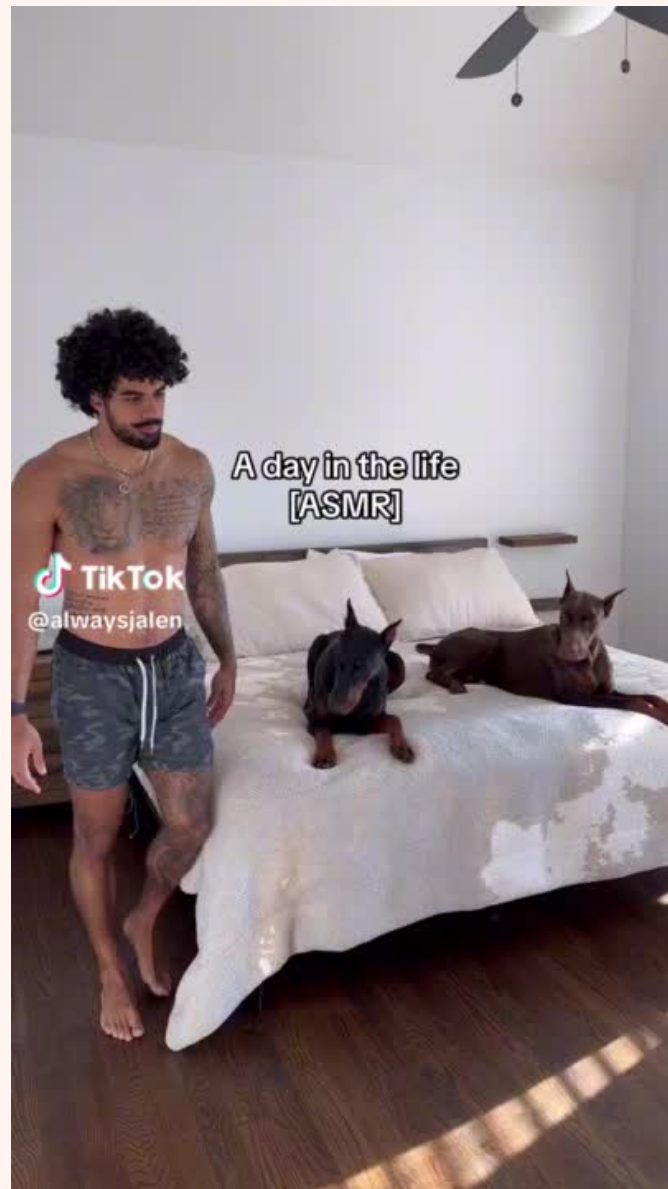
- OLLY's vast range of product benefits → expanded demographics of influencers
- Many competitors inhibit their pool of influencers
  - "Women's Wellness" or
  - Marketing targeted towards their women audience
- **Recommendation:** Work with male Gen-Z lifestyle and fitness influencers, as well as families to display OLLY's product age range and versatility.



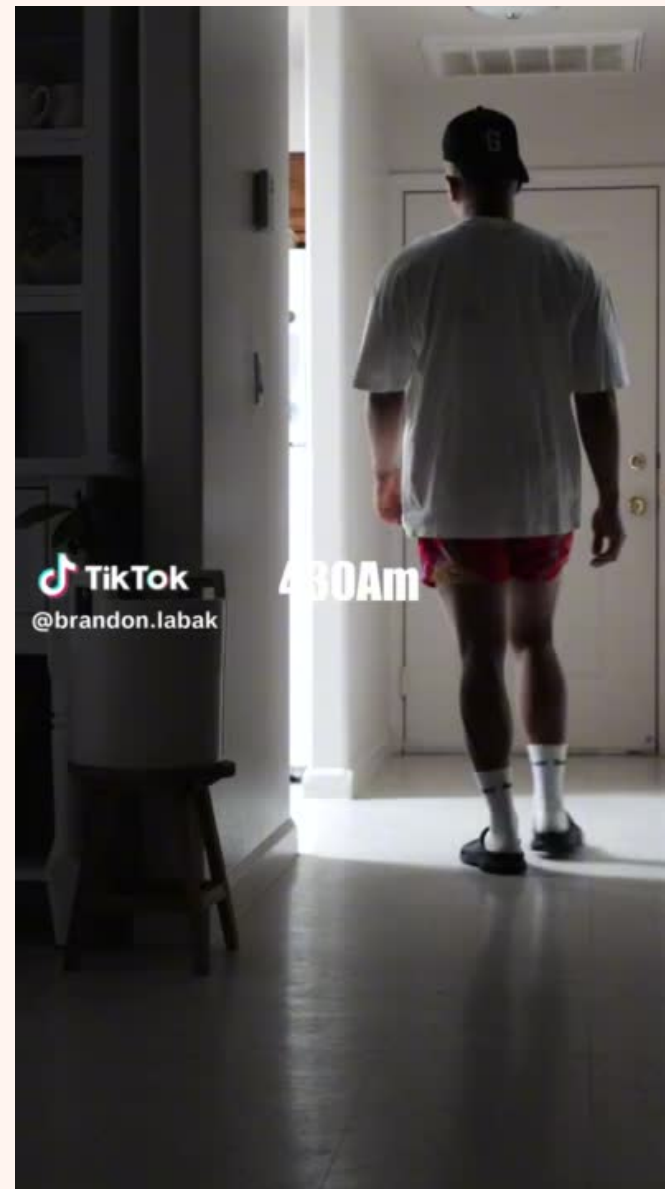


## RECOMMENDATIONS & CONSIDERATIONS FOR 2024

Expand the DEMOGRAPHICS of our influencer pool

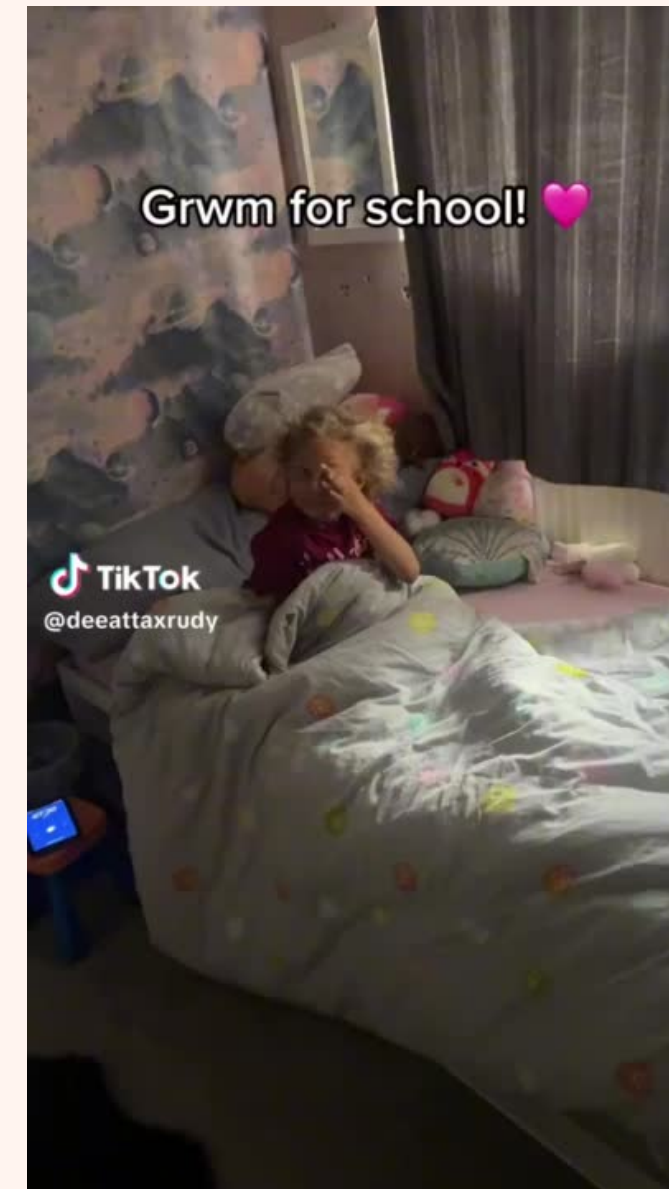


DAY IN THE LIFE



GYM CONTENT

&



FAMILY-FOCUSED





## RECOMMENDATIONS & CONSIDERATIONS FOR 2024

### Implement BRAND AMBASSADOR program

- Boost brand awareness and increase social media presence by implementing a college brand ambassador program
- **Who are our ambassadors?**
  - People who love OLLY!
    - Allow those interested to complete an application and potential interview
- **What would the ambassadors do?**
  - Create content featuring OLLY products
  - Host OLLY sponsored events on campus
    - OLLY Giveaways & Pop-Ups



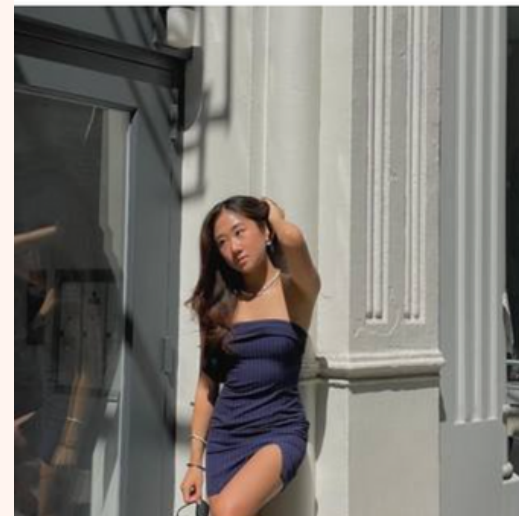
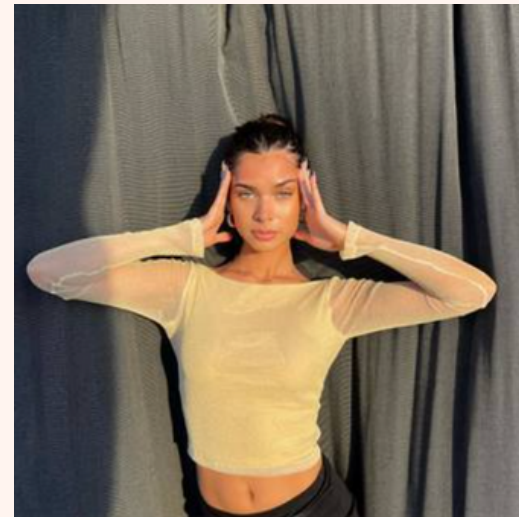


## RECOMMENDATIONS & CONSIDERATIONS FOR 2024

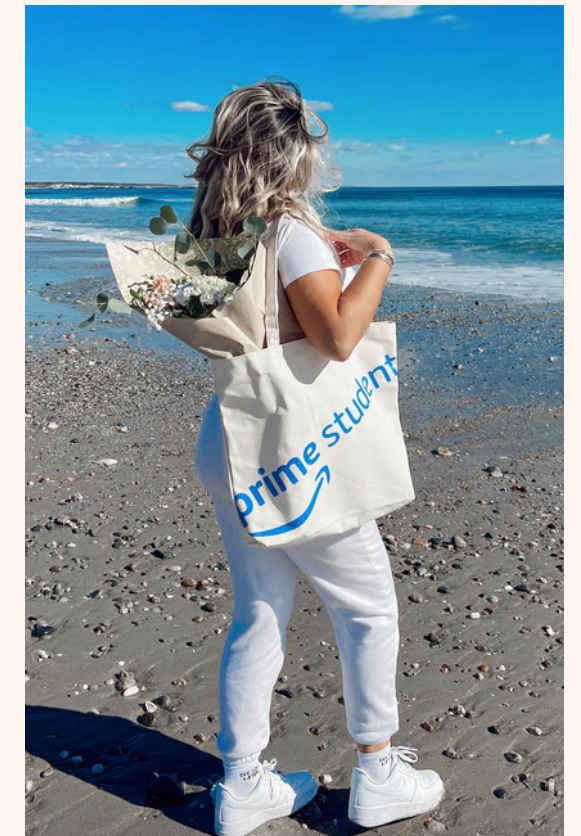
# Implement BRAND AMBASSADOR program



### POLLY ON CAMPUS



### Prime Student Brand Ambassador





**THANK YOU!**

**ANY QUESTIONS?**