

**Problem/Situation:** The Company needed to find a message to sell its weight loss product that assists with natural body regeneration while you sleep. FDA regulations meant it could not make specific weight loss claims.

**Solution:** I looked at the quit-rate for people who start weight loss programs and found it to be significant. Digging deeper it became clear that the time required to go to a fitness center was the main factor involved. Too many pressing commitments to family and job got in the way of even the best intentions to lose weight. These time factors also worked against a healthy eating life-style and fast food resulted in more weight gain. The common element in what helped put weight on and what prevented its loss appeared to be, *Time*.

- ❖ I needed a concise slogan that contained the whole issue. My solution was the phrase, *No Time To Lose*. The slogan was a direct call to action for ordering, easy to recall, and right on strategy with the customers' problems.
- ❖ I sourced, through Getty Images, royalty-free images to show a measuring tape on a slim-waisted female which reflected the female audience and body part most mentioned as in need of weight loss. Also a female and clock imagery photo.
- ❖ I wrote features and benefits copy for a landing website to illustrate the benefits of using the product and collaborated with in-house designer Brendan Mclean on the layout and navigation of the site.
- ❖ I created sales tools for retail distributors in-store displays.

**Result:** The result was an attractive, well focused site that the company could use to increase sales of their flagship product within the guidelines of FDA regulations for food supplements. The slogan was reworked as a monthly campaign during Xmas, generating a head-turning increase in sales. I was present watching the orders come in to the call center during the week of that campaign and it was like watching the tape ticker on a stock exchange as the orders rolled in. It was phenomenal.

## Tent cards



Large tent card  
Package of 10

Item # SAI 107  
Auto-Ship Price: \$7.50  
IBA Price: \$7.88



Small tent card  
Package of 10

Item # SAI 108  
Auto-Ship Price: \$6.50  
IBA Price: \$6.83

## Other Items



Product Cards  
Package of 100

Item # SAI 109  
Auto-Ship Price: \$5.00  
IBA Price: \$5.25

## Bundles



### Retail Bundle

- 5 12 x 18" Posters
- 10 8.5 x 11" Posters
- 6 Large Shelf Talkers
- 6 Small Shelf Talkers
- 100 Brochures

Item # SAI 110  
Auto-Ship Price: \$35.00  
IBA Price: \$36.75



### Trade Show Bundle

- 10 12 x 18" Posters
- 100 Brochures
- 10 Large Tent Cards
- 100 Product Cards

Item # SAI 111  
Auto-Ship Price: \$45.00  
IBA Price: \$47.25



### Kiosk Bundle

- 4 12 x 18" Posters
- 4 Large Shelf Talkers
- 100 Brochures
- 4 Small Tent Cards
- 100 Product Cards

Item # SAI 112  
Auto-Ship Price: \$35.00  
IBA Price: \$36.75



### Meeting Bundle

- 2 12 x 18" Posters
- 100 Brochures
- 100 Product Cards

Item # SAI 113  
Auto-Ship Price: \$30.00  
IBA Price: \$31.50

## Ordering

Please use the Calorad<sup>®</sup> Sales Tools Order Form to order your Calorad<sup>®</sup> Sales Tools. You can send your order to EYI by e-mail, fax, or mail, or you can phone in your order to our Live Operator Line at 1-877-394-2677.