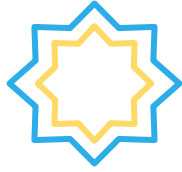


MARKETING
PLAN FOR
TOREM
SUPPLEMENTS



About Torem



Torem is a sports supplement company that ignites the warrior within with its body recomposition products and through its drive to accelerate fitness success in its community.

Offerings include:

- Neco-Adipem (weight loss)
- Fitness Community
- Sports Apparel
- Sports Bottles



Torem & Its Values

"Real Results. Real expectations."

INTEGRITY

TRANSPARENCY

QUALITY

- Backed by research
- No false claims

Commitment to honesty

- Safe
- Plant-based ingredients
- No placebos or fillers

Target Market



Market Segmentation

According to Desired Benefits



1

INACTIVE MILLENNIAL

FAST, EFFECTIVE RESULTS

Ages: 23 - 36
Busy at work or school
Value social life
Cognitive dissonance
Weight is lifelong struggle



2

BUSY PARENT

EFFORTLESS WEIGHT LOSS

Ages: 35 - 46
Busy with family
No time to exercise
Eats out frequently
Longs to improve overall health



3

AGING ADULT

ACHIEVE OVERALL HEALTH

Ages: 45 - 60
Health conscious
Adult children
More free time
More disposable income



4

DEDICATED GYM GOER

LONG-TERM PHYSICAL PERFECTION

Ages: 23 - 36
Frequently exercise
Competitive or obsessive
"Work hard, play hard"
Has aspiration groups

“Inactive Millennial”

Benefit Sought: "Fast, Effective Results"

Demographics:

Gender: male & female

Education: college+

Income: 50,000+

Marital Status: majority single



Psychographics:

Driven by need for weight management

Value social acceptance

Believe if they lose weight = happier

Feel they cannot lose weight on their own

Behaviors:

Wears workout clothes; doesn't workout

Struggle to implement new regimens

Cyclical dieting

Product usage is event triggered

Overindulge to reward themselves

Active on social media



“Dedicated Gym Goer”

Benefit Sought: "Long-term Physical Perfection"

Demographics:

Gender: male & female

Education: college+

Income: 50,000+

Marital Status: single & married



Psychographics:

Performance driven

Fixated on obtaining the “perfect” body

Influenced by aspiration groups

Value quality

Behaviors:

Committed to regular exercise routine

Have healthy diet

Uses pre/post workout aids

Does not visit “mainstream” gyms

Social interactions are related to exercise

Active on social media



Research Findings

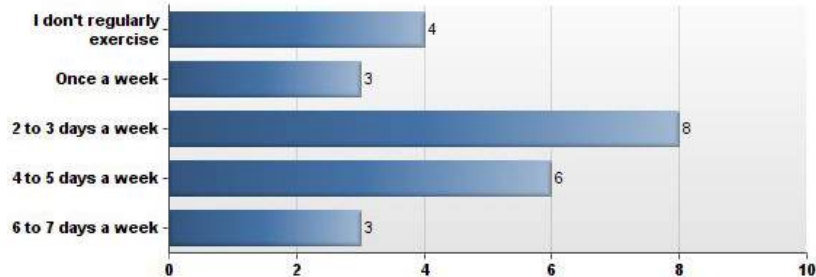
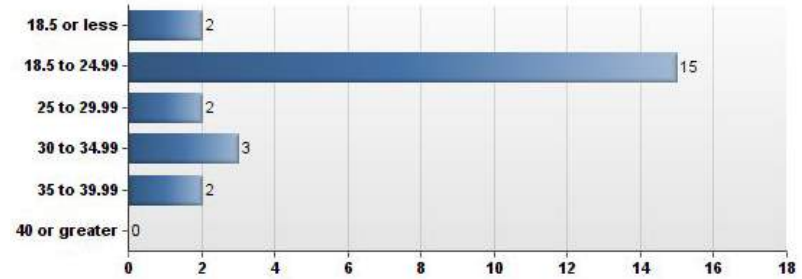


Primary Research

70% are **younger** than
35 years old



70% are "normal" or "underweight"
according to the BMI calculation



70% regularly **exercise** at least
2 -3 times a week.

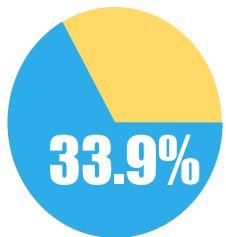
#	Answer	Response	%
1	Very satisfied	5	21%
2	Moderately satisfied	6	25%
3	Neutral	6	25%
4	Somewhat unsatisfied	3	13%
5	moderately unsatisfied	1	4%
6	Somewhat satisfied	1	4%
7	Very unsatisfied	2	8%
	Total	24	100%

56% have **neutral** or **dissatisfied**
feelings toward their **weight**
loss/maintenance regimen

Secondary Research

2008

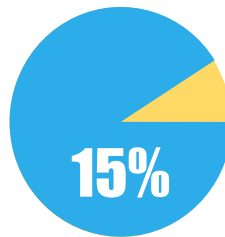
U.S. National Library of Health:



of U.S. population have taken dietary weight loss supplements: majority were *age 25-34*

2007

Journal of the American Dietetic Association:



of U.S. population have *used* dietary weight-loss supplements

2016

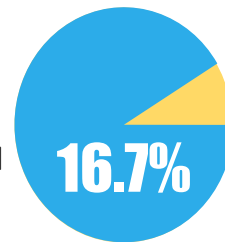
National Institutes of Health

Office of Dietary Supplements:



U.S. adults *annual spending* on dietary weight-loss supplements in pill form

highest use was among women *age 18-34* years old



Sizing the Market

318.9 million total U.S. population (2014)

× **15%** U.S. population uses DWLS

= **47.835 million** total population DWLS users in U.S.

× **13.6%** total U.S. population in 25 - 34 age bracket (2014)

= **6,505,560** total population DWLS users, aged 25 - 34 yrs.

\$2 billion annual spend on DWLS in U.S.

/ **47.835 million** total population of DWLS users in U.S.

= **\$41.8104** annual spend per DWLS user in the U.S.

× **6,505,560** is total population of 25 - 34 yr. old DWLS users

e3 = **\$272 million** annual spend of 25 - 34 yr. old DWLS users

Positioning Strategy



Competitive Analysis

Most Popular Weight Loss Supplements of 2015

	Garcinia Cambogia	Hydroxy-cut	Caffeine	Orlistat	Raspberry Ketone	Green Coffee Beans	Glucosmannan	CLA	Meratrim	Neco-Adipem
REQUIREMENTS:										
strict dieting				x						
regular exercise				x						
ASSOCIATIONS:										
stimulant		x	x			x				
negative side effects		x	x	x				x		
associated with scam	x	x			x	x		x		
proven effective (studies)		x		x			x		x	
celebrity endorsement	x				x	x			x	
fruit/plant based extract	x				x	x	x		x	x
natural ingredients	x				x	x	x		x	x
blended in the U.S.										x
FUNCTION:										
boosts metabolism			x			x				x
boosts energy levels		x	x			x				x
prevents fat absorption/production	x			x		x	x	x	x	x
suppresses appetite	x	x					x			x
diuretic/minimizes bloating		x	x			x				x
increases lean body mass					x			x		x
stabilizes mood										x
POS./NEG. RATIO:	5:1	4:3	3:2	2:3	4:1	7:2	5:0	2:2	5:0	10:0
PRICE (120 capsules):	\$40	\$30	\$12	\$60	\$36	\$54	\$16	\$22	\$66	\$170

Benefits sought by consumers



5

Benefits provided by competition



4

2

1

3

4

4



 **T O R E M**[™]

POP/POD Framework

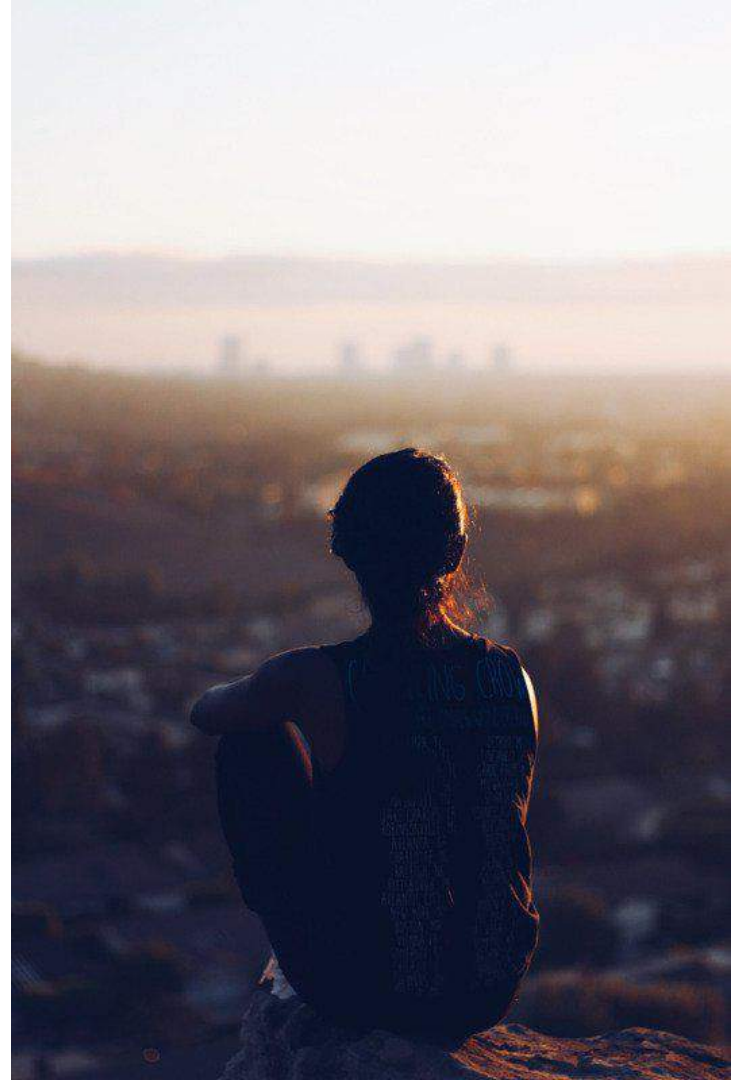
- 1) Achieves weight loss
- 2) Well known products
 - a) Celebrity endorsements
 - b) One with FDA approval
- 3) Pure and transparent ingredients
 - a) Blended in the USA
 - b) Stabilizes mood
 - c) Combination of all desired benefits
 - d) Free trial/samples
 - e) Scientifically supported
- 4) Additional product lines
- 5) Comprehensive weight loss programs
 - a) Personal trainer
 - b) Meal planning
 - c) Social media presence

Torem Inc.

Positioning Statement for Neco Adipem



Torem stands for *igniting the warrior* within,, giving them a boost to lose those extra pounds with a *non-traditional* weight-loss supplement offering a *pure, stimulant-free* formula. Unlike its competitors, Torem provides premium quality with a high-degree of *transparency*.



Product Strategy



Product Strategy

What Makes us unique

Premium SUPPLEMENT THAT TARGETS niche market

- Promotes fat burning
- Contains no fillers or stimulants

BACKED BY a MONEY-BACK Guarantee

- Tested, recommended amounts of each for maximum effect
- Backed by highly supported test results
- "Made in USA" tag for consumers who are eco-conscious

Pure and transparent INGREDIENTS

- Packed with InnoSlim and Actigen
- Ingredients are extracts of plants

Price Strategy



Price Strategy



High-quality pricing

HIGH END PRICING

- Portrays high quality and exclusivity
- Strong profit margins

PRICE SKIMMING

- Initial high price portrays good quality
- Lowered price over time allows company to remain competitive



Distribution Strategy



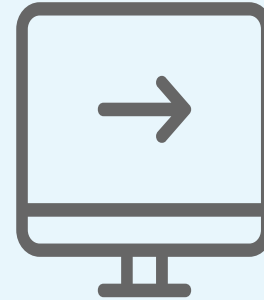
Torem Inc.

Distribution strategy



SELECTED
UPSCALE RETAIL
HEALTH FOOD
STORES WILL
CARRY TOREM
SUPPLEMENTS. .

KEPT AWAY FROM
MAINSTREAM
RETAILERS, SUCH
AS GNC.



TOREM WILL REMAIN AVAILABLE
ONLINE, TO KEEP EXCLUSIVITY &
CONTROL OF PREMIUM PRICING

Promotional Strategy



Promotional Strategy

TOR-EM



1

Free samples

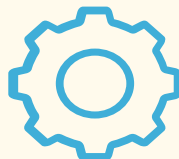
Increase trial and brand awareness.



2

Partner with local gym

Share ad cost & gain new customers.



3

Email subscription

Engage readers with personal and informational content



4

Social media

Gain following on social media sites. Encouraged via bloggers.

...to help encourage to **meet our goals.**

Promotional Strategy:

updating the website

Testimonials &
Reviews
prompted by
user-generated
content

F.A.Q. Page:
Both supplement
and Torem
related

Prompt
customers to
subscribe to
email list

What does this do?



Increases customer
service online, engages
consumers, ultimately
increasing revenue.



Consistency with Torem
branding: Honest, Pure
and Transparent

A top-down view of a wooden desk with a vintage typewriter, a notebook, a pinecone, and glasses.

Thank You

== For Being Awesome ==

