



GNC
LIVE WELL

x

HEADSHOT
MEDIA



Objective

To increase awareness about the brand and 'GNC' wanted to enhance their product.

Proposal

HSM created 10 engaging and informative Vox-Pop videos asking audience about different type of protein and enlightening them how it has benefits that helped to promote the brand and its variety of products.

HSM also amplified the 10 Vox-Pop videos to enhance engagement towards the brand awareness.



Distribution Landscape

Total Platforms



1

Total
Platform

Total pages



2

Total
Channels

Total formats



1

Total
Format

Campaign Highlight - Vox Pop



GNC MULTIVITAMIN



GNC TEEN PROTEIN



GNC PLANT ISOLATE



GNC Marine Collagen Powder



GNC IMMUNE FORMULA

Campaign Highlight - Vox Pop



GNC POWER PROTEIN



GNC FISH OIL



GNC Mega Men Sport Multivitamin

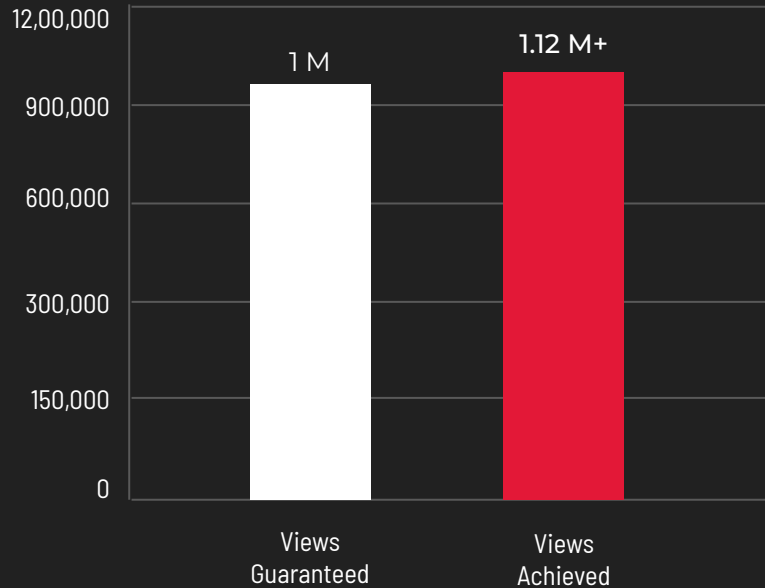


GNC Marine Collagen Powder



GNC IMMUNE FORMULA

Summary of Achievement



Over Achieved



Total Channels



Total Reach



Total Views



Total Engagements

Thank You

