

62 million mailings that helped build a \$23.7M brand

How a magazine-style mail piece made probiotics make sense to mainstream America, and drove Nutri-Health to its sale.

5½ years

Unbeaten as the control

62M

Pieces sent nationwide

~\$27M

Annual sales, the year before acquisition

\$23.7M

Acquisition by Atrium Innovations

THE CLIENT

Nutri-Health Supplements, the Arizona company behind Flora Source® Multi-Probiotic®

WHAT WE DID

Long-form direct-response booklets and direct-mail campaigns that introduced probiotics to mainstream consumers

THE RESULT

The driving piece behind the business: Nutri-Health's strongest-responding package, unbeaten for 5½ years

THE CHALLENGE

Selling something people didn't know they needed

Today, probiotics are everywhere. When Nutri-Health began marketing Flora Source, most Americans had never heard of them. To most people, bacteria were something to kill, not something to swallow. Flora Source faced three problems at once:

No awareness

Most buyers had never heard of probiotics or knew why their gut needed them.

A complicated story

Bacterial strains and digestive balance had to be made simple and personal.

A trust gap

Swallowing live bacteria needed more than a promise. It needed proof.

A short ad couldn't carry all of that. Nutri-Health needed advertising that could educate, build trust and sell, all in one piece.

THE BIG IDEA

Educate first, sell second

We built the campaign as a magazine, not an ad. The *Doctor's Digestive Health Journal* read like a health publication this audience already trusted, with chapters, expert quotes and page references that pulled readers deeper.

The cover opened with a bold warning about colon health from Élie Metchnikoff, the Nobel Prize-winning scientist credited with discovering probiotics. In one line, it gave readers a reason to care and a credible voice to listen to, before Flora Source was ever mentioned.

THE FORMAT

Doctor's Digestive Health Journal, Special Alert Issue

A full-length health magazine: a Nobel laureate on the cover, chapters inside, and an order form at the back.

WHY IT WORKED

- 1 It started with a problem readers already had.** Gas, bloating, poor digestion and fatigue were familiar. Probiotics were not.
- 2 It made the science simple.** Good bacteria versus bad, explained in plain English and pictures anyone could follow.
- 3 It stacked proof.** A Nobel laureate's discovery, doctors' reviews, research citations and real customer stories.
- 4 It removed the risk.** "Works for you or it's free" made trying something new feel safe.
- 5 Every page sold.** Behind the editorial format, each spread was built to move the reader to order.

THE RESULTS

- ✓ **The driving piece behind the business:** Nutri-Health's strongest-responding package, unbeaten as the control for 5½ years
- ✓ **62 million direct-mail pieces,** a national campaign built on probiotic education
- ✓ **About \$27 million in annual sales** in the year before acquisition
- ✓ **Acquired by Atrium Innovations** for \$23.7 million

THE LESSON

When buyers already understand a product, copy persuades them to choose yours. When they don't, copy has to create the market first. Make the unfamiliar understandable, make it credible, then make the sale.

Today, the same "educate first" approach powers our advertorials and presell pages.

Let's find where you're losing sales.

A father-and-son team with 47 years of direct-response experience.

Book a 30-minute call

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