

## ASSIGNMENT

Founded in 2004 by BK Boreyko and his two sisters, Karen and Lauren, Vemma Nutrition Company enjoyed \$100+ million growth last year as one of the premier industry leaders specializing in premium liquid nutrition. Vemma Nutrition Company hired Health & Fitness Media with one goal in mind:

- Build a mobile list and convert email lists

## STRATEGY

Utilize enterprise level multi-channel technology that legally captures mobile phone numbers via short-code technology, keyword technology,

## EXECUTION

We implemented a mobile text to win and Facebook campaign that ran for approximately 30 days prior to their yearly convention.

- Text in to "Vemma" or "Verve" for your chance to win an all expense VIP trip for you and 5 friends to this year's Vemma Las Vegas Convention.
- Entrants could also sign up via Facebook or on Vemma's "Allin" Convention landing page where data widgets were placed and mobile phone numbers were collected
- A multimedia Google News release was distributed announcing the campaign

## RESULTS

Vemma used the mobile phone numbers they collected during this campaign to advertise and market their new product launch, ReMIX Energy Drink.

- An estimated total of 12,000 mobile phone numbers were collected (90% through text-in).
- The most successful Vemma product launch in history at the Vemma "All In" 2014 Vegas Convention.
- Over 200,000 cans of Verve ReMIX sold in the U.S., Canada and Puerto Rico in the first 40 hours! Here is a link: <http://news.vemma.com/2014/04/26/verve-remix-smashes-records/>
- Supercharged their SEO with Google News press release and YouTube videos.
- Very valuable for: instant communication to Affiliates and internal staff, Brand building, SEO, authority building.

Currently, they use their mobile list to communicate and brand Vemma products to their Affiliates. Additionally, they now have the capability to send The Insider, Vemma's monthly newsletter via mobile text.

