

Collin Nelson

STRATEGY • STORYTELLING • IMPACT

—CASE STUDY—

# Reframing the Scale

How reframing weight loss revitalized a product line



## THE CHALLENGE

**By 2009, Morinda's "Trim" weight-loss products were in decline.** Sales were slipping, and customer feedback showed growing fatigue with quick-fix diets and programs that focused only on the number on the scale. The company needed a fresh approach — one that emphasized long-term health, lean muscle, and overall body composition.



## WHERE WE FELL OFF

The Trim Weightless products had become outdated. Customers didn't want to starve themselves or chase temporary results, only to regain the weight later. With limited innovation and little to differentiate it in a crowded market, sales flattened and loyalty eroded.



## THE BIG IDEA

Working alongside the product line manager, I researched trends and proposed a shift: stop talking about pounds lost and start focusing on body composition. Instead of only weight-loss products, we would build a complete system — supplements, nutrition, exercise, and tools — designed for sustainable, science-backed results.

## REFRAMING THE SCALE

# From Supplements to a Complete Lifestyle Program

## WHAT I DID

I worked across food science, creative, sales, and marketing teams to help design and launch a comprehensive body composition system, not just a set of products. My contributions included:

- **Product Innovation** — Proposed and supported development of prebiotic and probiotic-based supplements. Result: the standalone probiotic capsule (FIT Restore) and the fiber blend drink (FIT Reduce with inulin).
- **Program Expansion** — Championed the creation of category-specific supplements (Heart, Joint, Bone, Eye, Menopause, etc.), forming the FIT Supplements portfolio.
- **System Design** — Partnered with a professional nutritionist and trainer to develop companion menus, exercise plans, tracking tools, and videos, ensuring the program supported long-term lifestyle changes.
- **Go-to-Market Preparation** — Coordinated packaging, naming, and collateral for multiple SKUs, aligning creative direction with production and regulatory needs.



## RESULTS BEFORE LAUNCH

Before the public launch, FIT had already achieved significant milestones:

- A comprehensive product suite was developed to replace the declining Trim line.
- The FIT brand became more than a supplement — it positioned Morinda as offering a science-backed, lifestyle system.
- Collaboration with nutrition and fitness professionals built credibility and gave customers tools for success beyond products.
- The stage was set for proof-of-results storytelling, laying the foundation for a strong launch.

## BUILDING CREDIBILITY

# Demonstrating Real Results Through Stories and Transformations

### Pre-launch Trial

Before launch, we needed proof that FIT worked. I helped coordinate a pre-launch trial with about 50 participants — employees, their friends, and family members. Working alongside our nutritionist and trainer, we gave each person a customized plan using the products, menus, and exercise guides.

My role included organizing logistics like product distribution and photo shoots, plus interviewing participants to gather their experiences. I worked with our writers to turn these into 20 polished success stories featuring quotes, before-and-after photos, and real results. These stories went live on the FIT website at launch, providing credibility and inspiration for customers.

### Results That Drove Adoption

- FIT launched in 2011 with 20 compelling success stories proving the program worked.
- The stories and imagery created powerful marketing assets that drove product adoption.
- The FIT Body Composition System replaced the underperforming Trim line and revitalized brand momentum.
- FIT became a comprehensive platform for growth, expanding into category-specific supplements and lifestyle tools.



#### Kika

*My favorite thing about the Fit program is that it isn't a "Let's starve ourselves until we get thin and then go back to the way we ate before and gain it all back!" program. It is really a lifestyle change.*

*My results? In 10 weeks with the Fit Program, I've lost 21 pounds. And I look forward to getting rid of 15 more. I've accomplished way more than fitting into a pair of skinny jeans, though. I am fit and happy!*



#### Ulrick

*I truly feel and look younger. In only 12 weeks, beginning in April 2011, FIT Body Composition System has empowered me to make healthy food choices that are now a permanent part of my lifestyle.*



#### Tammy

*The other day a friend called me 'Skinny Mama' and it made me feel AMAZING. I am so proud to be setting a good example for my daughter and son.*

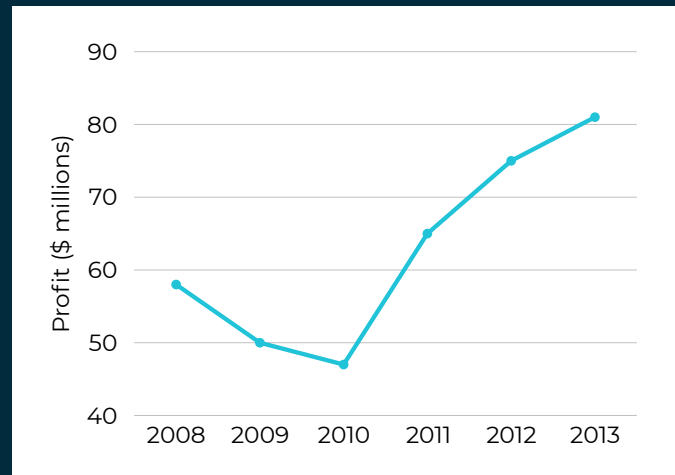
## DELIVERING RESULTS

# The Impact of the FIT Body Composition Product Line

## From Decline to Turnaround

By the time FIT launched in 2011, the weight-loss category at Morinda was struggling. Trim sales had been declining steadily for years. FIT turned the story around — introducing science-backed supplements, personalized tools, and credible proof through pre-launch success stories.

Within its first full year, FIT restored growth to the category, reversing a multi-year decline. Profits climbed sharply, then stabilized at levels well above the old baseline. The launch repositioned Morinda from offering “quick fix” diet products to leading with a sustainable body composition system.



## Key Outcomes

- FIT reversed a three-year decline in the category.
- Category profits grew by an estimated 40% in the first year post-launch.
- Supplement expansion (Heart, Joint, Menopause, etc.) provided new recurring revenue streams.
- FIT became a platform for growth, sustaining higher performance through 2013 and beyond.

