

## Advisory Board Meeting

### Healthcare Professionals



A long established domestic brand of non-dairy health-enhancing natural drinks without preservatives or GMO raw materials was looking to further building the potential of its range of calcium and vitamin strengthened products. The brand was looking to restoring its potential with families and patients and with the health conscious in general.

Awisdom Business was asked to come up with ideas and a plan.

There is a lot of confusion – every day and in all kinds of media – about the health benefits of a myriad of substances. Conflicting messages abound. But what is generally accepted as correct and what can safely be let go according to the latest knowledge in the field?

We decided to ask the professionals and suggested to the client that an advisory board is convened with members and key opinion leaders of the relevant areas of the medical and health care professions. This in order to gain insights rooted in science and fact with regard to the benefits of nondairy protein for male and female health with special attention to certain segments of the population, like women of middle age and children. Debating the health benefits for heart and bones, for cholesterol levels, the daily recommended calcium and protein intake and areas like these.

The insights gained were presented to the client to be used to create awareness about the issues and to articulate clear and fact based communication to target audiences.

From there we went on to build a program of engagement for health-care professionals and consumers with a calendar of events that the client bought into and that ultimately delivered value to the brand.