



ENTRY FORM

THE EFFIE AWARDS AOTEAROA IN ASSOCIATION WITH TVNZ – ENTRY FORM

ENTRY ID	734-B12 - Brand Revitalisation/Transformation
ENTRY TITLE	Healtheries – Live Life in the Green
CLIENT	Vitaco
PRODUCT	Healtheries
FIRST MEDIA APPEARANCE DATE	02 June 2024
CAMPAIGN START DATE	02 June 2024
CAMPAIGN FINISH DATE	27 July 2024
CATEGORY	B12. – Brand Revitalisation/Transformation
CATEGORY DESCRIPTION	

This is an award for rebirth campaigns. To enter, your brand must have experienced a significant downturn in brand equity/share, followed by a period of at least six months of upturn sales. Entrants must detail the business challenge, the situation of the brand, the competitive landscape, and how the effort succeeded.

Note: Your entry must address the previous marketing investment and strategy as part of the entry context. Also, provide detail on the length of the re-birth.

WORD COUNT: 2500 MAX

EXECUTIVE SUMMARY [0%]	
Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line. (Maximum: 100 words in total – not included in total word count)	
The Challenge:	Increasing competition, combined with the brand’s lack of modernity and momentum, meant Healtheries was being left behind as the supplements category exploded.
The Insight:	New Zealanders don’t take supplements to stop feeling bad, they take them to keep feeling good.
The Strategic Idea/Build:	Healtheries provides simple acts of self-kindness that keep you feeling good.
Bringing the Strategy & Idea to Life:	A revitalising brand platform: <i>Live Life in the Green</i> Radiating positivity in every aspect, this multi-channel, multi-product platform challenged the dreary conventions of the category.
The Results:	Within a year of the transformation, Healtheries went from shrinking to outgrowing a booming category.
Why is this entry an outstanding example for effective marketing in this Effie entry category? (Maximum 90 words – this is not included in total word count)	
<p>As New Zealand supplements category was booming, Healtheries was going backwards, outpaced by new trends, modern rivals and changing habits.</p> <p>The brand needed a reset to be part of the wellness gold rush.</p> <p><i>Live Life in the Green</i> was the answer: a bold, optimistic brand platform that transformed category gloom into joy and self-kindness. By putting positivity and standout green branding at every touchpoint, Healtheries became the ‘feel good’ brand in the ‘feel bad’ aisle.</p> <p>The results? Surging brand love, modernity, and growth, outpacing the category in under a year.</p>	

01.	Challenge, Context & Objectives [20%] This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives. Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline the degree of ambition represented by your objectives. Including historical data may be useful here to provide judges with a clear picture of the situation the brand or organisation found itself in.
01A	Before your effort began, what was the state of the brand’s/organisation’s business and the overall category in which it competes? What was the strategic challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge.
Founded in 1904, and today the market leader by volume, Healtheries has been in more New Zealand homes than any other supplements brand.	

But this position of strength was facing new pressures and new forms of competition.

A HEALTHY WELLNESS CATEGORY

Ever since Gwentyth gave us Goop, wellness has been a booming global industry. The NZ supplements category was no exemption, with double digit annual growth rates.¹

As a leading brand, with decades of history, Healtheries should have been able to ride this wave to unprecedented levels of growth. Three reasons why that wasn't the case:

1. *Shopping habits shifted*

In 2023, Grocery accounted for 21% of supplement market and 78% of Healtheries sales.

But the rise of Chemist Warehouse (led by discounted offers, breath of range & new stores opening) was continuing to pull shoppers away from this channel, with 4pp drop of share in just two years & 2Y CAGR of ~-7%.²

In addition, the rise of wellness advice and discourse in culture, Kiwis were taking supplements more seriously, seeking out more specialist retailers and global providers.³

These shifts were attacking the relevancy of Healtheries in a rapidly modernising market, and the brand's heartland distribution channel.

2. *Supplements became saturated*

The last decade has seen a wide range of new brands emerge, competing for a share in Healtheries' dominance. In Chemist Warehouse alone, new brands have gone from ~0% to 9% share of category sales in the last 18 months.⁴

3. *Healtheries followed the pack*

The proliferation of brands, competing in busier retail environments, increased the need to stand out. Here, Healtheries had instead fallen into category tropes of depicting over-worked and run-down Kiwis in need of a pick-me-up. Healtheries was "not what you'd call a cool brand."⁵

DECLINE SETS IN

Due to the highly seasonal nature of the category, where sales are typically >10% higher in winter, the best way to judge success is to through annual gains/losses.⁶

The chart below shows how the brand's most reliable base was shrinking. Each quarter brought new losses, building to **over \$500k** below the previous year's revenue figures in June 2024.⁷

¹ Healtheries internal metrics, 2025

² Healtheries internal metrics, 2023

³ Healtheries sector analysis, 2023

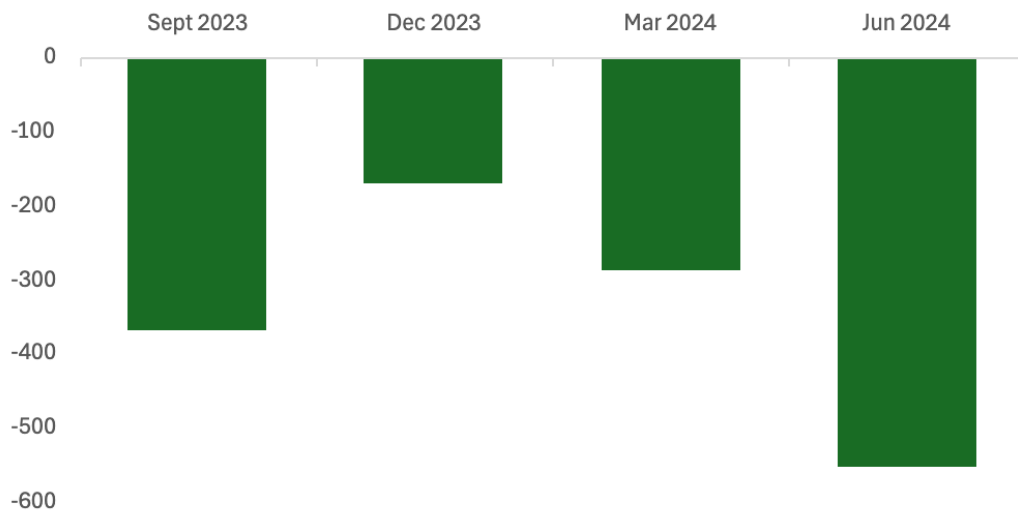
⁴ Healtheries sector analysis, 2023

⁵ Healtheries Qualitative Research Groups, 2024

⁶ Seven Sharp, 2023

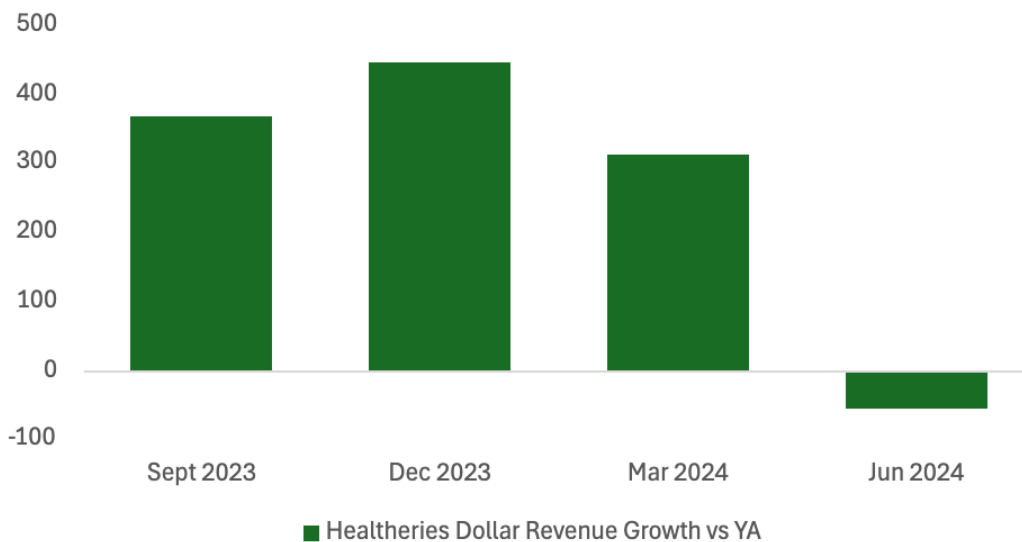
⁷ Healtheries internal metrics, 2024

Healtheries Dollar Revenue Growth vs YA (\$000s) - Grocery only



The growth of Chemist Warehouse was enough to keep the brand from shrinking overall, for a while. But as winter came, the crucial sales window, revenue **shrank by 0.6% YoY**.⁸

Healtheries Dollar Revenue Growth vs YA (\$000s) - Total

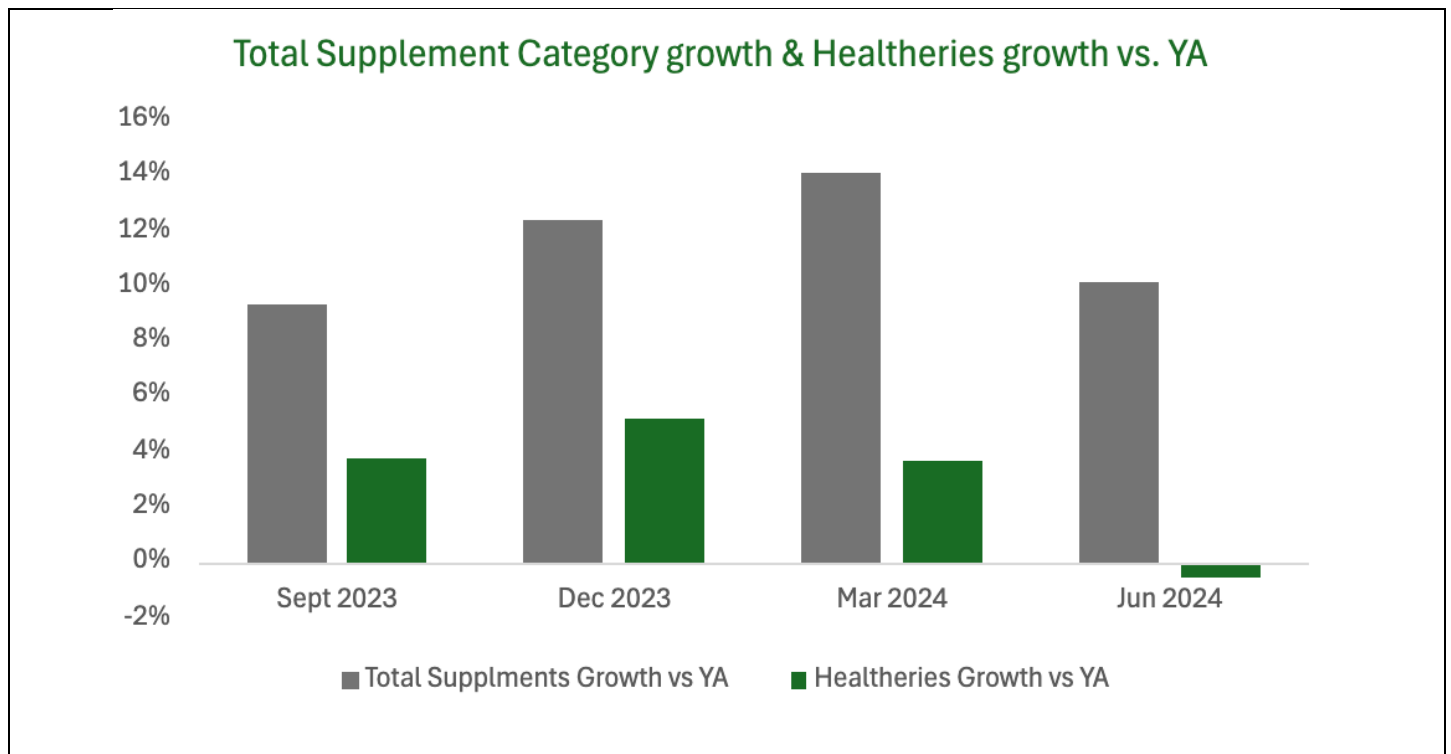


Comparing this performance to the overall category paints an even more alarming picture.

For much of 2023, the category was in double-digit growth, with Healtheries lagging far behind. In June 2024, as the wider category was growing by 8.8% as Healtheries was shrinking.⁹

⁸ Healtheries internal metrics, 2024

⁹ Healtheries internal metrics, 2024



THE CHALLENGE

Wellness trends and education were making supplements a household staple, sending the category into rapid growth. But increasing competition, combined with the brand’s lack of modernity and momentum, meant Healtheries was being left behind.

Healtheries needed a reset.

We needed a revitalising brand platform that could stand out in comms and be remembered at point of purchase, allowing the brand to join the wellness party.

01B What were the objectives you set to address your challenge? For each objective, include: KPI, benchmarks, previous outcomes and the rationale for why it was selected. Please outline one business/organisational objective and a maximum of 3 marketing and 3 advertising/comms objectives.

Comms objective: Create comms that inspire action

KPIs:

Increase claimed likelihood to buy +7pp (up from 40%, meeting category average of 47%)¹⁰
 Increase branding +2pp (up from 90%).

Why: In cluttered retail spaces, standing out on shelf is hard, so we needed more consumers to shop with intent to buy.

Hard because: We needed to refresh the brand, whilst simultaneously making Healtheries more recognisable. Media budgets were flat YOY, the number of brands shouting for attention increasing.

¹⁰ Luma, Healtheries Ad Evaluation, June 2024

Marketing objective: Raise key brand perceptions.

KPIs:

- “Brand I love” +4pp (from 40%)
- “Is modern and up to date” +4pp (from 39%)
- “Works better than others” +4pp (from 31%)

Why: Momentum and efficacy are key category drivers.

Hard because: After 120 years in Kiwi homes, Healtheries was a brand many felt like they knew. We had to overturn perceptions that had built over decades.

Business objective: Increase Grocery revenue growth rates.

KPI: Return to positive quarterly growth rates.

Why: Supermarkets are central to the brand’s overall performance.

Hard because: Shoppers were voting with their feet, migrating to Chemist Warehouse, global suppliers and other specialists.

Business objective: Surpass the category growth rate.

KPI: Achieve double-digit YoY revenue growth, with Healtheries surpassing overall category performance.

Why: Each quarter, the gap between Healtheries and the rest of the category was widening, pushing the brand into anonymity.

Hard because: Chemist Warehouse has ~90 supplement brands across 6000+ SKUs. We had to grow faster than an increasingly fragmented category, as shoppers moved away from traditional Healtheries distribution channels.

02.	<p>Insights & Strategy [25%]</p> <p>This section covers the key building blocks of your strategy. Explain to the judges how you arrived at your strategy and clearly articulate that strategy. Focus on the thinking or insight(s) that unlocked your solution and tied it to successfully addressing your objectives.</p>
02A.	<p>Explain the thinking that led you to your strategy. Explain how any insights discovered were directly tied to your brand, your audiences behaviours and attitudes, your research and/or business situation.</p>

Three forces were working together to create a pessimistic narrative around health that was in direct contrast with how New Zealanders managed their own wellbeing. Rejecting this false narrative in favour of a more optimistic worldview presented an opportunity to achieve the brand transformation Healtheries needed.

Insight 1: The public health conversation was shrouded in negativity.

Healthcare was a growing worry for New Zealanders throughout 2024.¹¹

¹¹ IPSOS, NZ Issues Monitor – Apr 2024

Hospital backlogs, staff shortages and a multitude of public health crises dominated headlines, creating widespread pessimism. Public discourse in New Zealand was lacking reasons to feel good about health.

Healtheries had to step up and fill the void.

Implication 1: Advocate health optimism in the face ‘feel bad’ headlines.

Insight 2: The supplements category characterised health as a problem to overcome.

“Centrum made me feel inadequate.”¹²

The playbook for vitamins and supplements brands is full of familiar tropes.

Dads coughing on the school run. Mums struggling to sleep. Couples pouring coffee just to face the day. Life is portrayed as a stream of stresses and hurdles, where the next bout of sickness is never far away.¹³

These repetitive themes limit the scope of supplements to fighting illness rather than forming daily healthy habits.

Healtheries had to break rank and bring positive energy to the category.

Implication 2: Bring fun and energy to the ‘feel bad’ category.

Insight 3: Shopping for supplements is an ordeal.

“I just stood there in the aisle and had no idea what to buy, so I just left.”¹⁴

The proliferation of new brands, mixed with the changing retail environment, had made the category gruelling to navigate.

With so many brands vying for attention, it was easy for consumers to end up with another brand in the basket.

Our comms had to give shoppers a visual shortcut, a way to spot Healtheries quickly, with minimal effort.

Principle 3: Give Kiwis a visual shortcut to Healtheries in the ‘feel bad’ aisle.

SIMPLE ACTS OF SELF-KINDNESS

“Health is every day and with you all the time.”¹⁵

The media narrative, category communications and supplements shopping experience were putting a downer on health. But the reality was much more optimistic. New Zealand is an active nation, whose inhabitants take a proactive, positive approach to health.

Of category shoppers, 67% take supplements to maintain good health, rather than as a quick fix to sickness or to deal with ongoing health problems.¹⁶

OPTIMISTIC ORIGINS

¹² Healtheries Qualitative Research Groups, 2024

¹³ Agency competitor analysis, 2024

¹⁴ Healtheries Qualitative Research Groups, 2024

¹⁵ Healtheries Qualitative Research Groups, 2024

¹⁶ Agency quantitative research, Pure Profile, Nov 2023

Digging into the archives of the 120 year-old brand, this optimism is reflected in the Healtheries foundation story:

“Healtheries was built on the belief that natural, healthy goodness should be something any Kiwi can enjoy.”¹⁷

By offering a more optimistic outlook, we could disrupt national pessimism and reflect the true nature of Kiwi health habits.

Strategic reframe:

You don’t take supplements to stop feeling bad, you take them to keep feeling good.

Healtheries can be the one ‘feel good’ brand in the ‘feel bad’ aisle.

02B. What was the Core Idea or strategic build that enabled you to reach your solution? (Be succinct. A maximum of 50 words.)

Healtheries provides simple acts of self-kindness that keep you feeling good.

03. Bringing the Strategy & Idea to Life [20%]

03A. Describe the creative solution and how it helped the idea break out of the category and resulted in unexpected solutions.

From this strategy, the brand platform **Live Life in the Green** was born.

Radiating positivity in every aspect, this platform would challenge the dreary conventions of the category.

It was an active message that urged Kiwis to keep doing what they’re doing – living a life full of healthy, happy habits that kept them feeling good.

And it put our most recognisable asset – the bright green lids on every pot of Healtheries – at the centre. Shoppers could now spot the feel good brand in the feel bad aisle with ease.

More than just a visual cue in-store, this gave our core DBA depth, meaning and relevance.

FEEL-GOOD EXECUTIONS

We wanted every piece of communications under **Live Life in the Green** to make people feel good. The work itself would be little acts of self-kindness.

We did this by introducing a distinctive animated style across the brand; a world away from the gloomy norms of the category and a major departure from Healtheries of the past.

Removing ‘real people’ was risky in a category so reliant on trust. But the final style was colourful and joyous, and clearly set in New Zealand. People saw the world they inhabited, elevated with positivity and optimism.

EXPANDING THE WORLD

Throughout the year, we expanded **Live Life in the Green** across key categories like immunity, sleep, snacking and multi-vitamins.

¹⁷ Healtheries Brand Book

Friendly ‘greenisms’ gave Healtheries shoppers and internal staff reminders to be kind to themselves and maintain healthy habits:

And in retail environments, the platform unleashed positive energy in spaces where this had been lacking for too long.

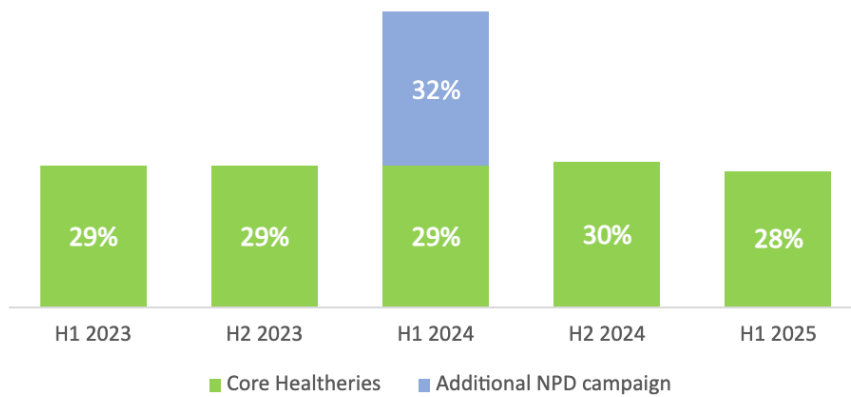
03B. WHAT WAS THE COMMUNICATIONS STRATEGY?
 This section relates to the media and communications thinking and strategy that brought the creative solution to life in the most powerful and relevant way for the target audience. Include all significant touchpoints and channels in this section.

Outline the rationale behind your communications strategy. Explain how the key elements worked together to drive results:

OUTSHOUT SHARE OF VOICE

To grow, we had to outperform our share of voice. With no material increase in SOV between 2023 and 2025, excluding a one-off NPD campaign that ran before **LLITG**, our comms strategy had to increase visibility in other ways. By reducing display spend by 74%, and upping AV by 25%, we could hasten Healtheries transformation.¹⁸

Healtheries SOV - 2023-25



BRAND = PRODUCT

In creating our distinctive **LLITG** world, we deliberately blurred the lines between brand and product comms.

In our “brand” comms – high-reach channels, longer lengths and larger formats – product played a central role in driving the narrative. And in “product” comms – more tactical spend, smaller formats – our distinctive animated style ensured we were simultaneously lifting brand.

BUILDING ADVOCACY

Earning trust in supplements used to be about putting men in white lab coats in your advertising. Now you need wellness tastemakers to advocate for you in social channels.

Influencers and media partners shared how they *live life in the green*, advocating for Healtheries as part of a balanced, healthy lifestyle.

CHANNEL OPTIMISM

¹⁸ Media agency, Supplements share of voice analysis, June 2025

Our mission to bring positivity and optimism to the sector didn't stop at what and how we communicated, but extended to where and when.

Positivity breeds effectiveness. Brand favourability and consideration improve by 18 and 6 percentage points respectively among people in a positive mindset.¹⁹

Therefore, our media approach included attempts to **catch people when they're feeling good**.

In AV channels, inventory was delivered within 'positivity programming'.

And in OOH, we took over large format OOH and giant bus wraps, spreading unmissable good vibes across cities.

PATH TO PURCHASE

Near key retail outlets, SFOOH switched focus, with larger pack shots and more hard-hitting benefits.

Closer to shelf, we worked with retailers to bring **LLITG** to stores, ensuring customers had a seamless journey from TV to the green lids of Healthies in-store.

List all supplementary communications touch points used in this campaign (the touchpoints that were not central to the campaign).

In-store POS, Social media, LFOOH, Bus Wraps, SFOOH, AV/TV

What was the \$ Spend? Outline the media and production spend on the campaign within the campaign period. Use actual spend rather than ratecard. In the case of donated media please list the rate card value separately from the paid media spend.

Media Spend	LLITG launched June 2024 Jun 2024-May 2025: \$3,592,663
Outline the media spend in relation to competition and versus last year	Jan 2024-May 2024: \$1,751,236, Jan 2023-Dec 2023: \$3,577,928 SOV Jan 2023-Dec 2023: 29% SOV Jan 2024-May 2024: 61% SOV Jan 2024-May 2024 (excluding separate NPD campaign): 29% SOV Jun 2024-Dec 2024: 30% SOV Jan 2025-May 2025: 28%
Creative Production Spend	\$300,000

04. WHAT WERE THE RESULTS? [20% for 4A and 15% for 4B].
Outline the results achieved by the campaign against the short and long-term objectives set, provide conclusive proof that it was the campaign that drove the results.

¹⁹ Robert Fitch: The power of positivity: A call for brands to target consumer moods (2019)

In this section, the judges will be looking to see a clear cause and effect between the communication activity and business performance over time. Show the compelling evidence that will convince even the most cynical finance director.
Please Note: All results must be sourced to be judged; any unsourced results will not be considered by judges.

04A Overall achievement against objectives [20%].
 Clear proof that the objectives established in section one have been achieved. Judges will be seeking quantified results. Successful entries ensure that results can easily be aligned against objectives established in section one.
 Note: Please ensure all data is sourced, and is specific to the results period outlined in the Call for Entry, and geographically isolated to Aotearoa.

Comms objective: Create comms that inspire action

KPI: Increase likelihood to buy after seeing comms.

Target: +7pp
Result: +13pp²⁰

Of those that saw the platform launch advert, **53%** were likely to buy Healtheries as their next supplements brand – a significant improvement on pre-LLITG comms.²¹

KPI: Increase branding score

Target: +2pp
Result: +8pp²²

Despite adopting a completely new animated style, **98%** of respondents correctly identified the brand – a significant improvement on pre-LLITG comms.²³

Objective 2: Raise key brand perceptions.

Healtheries was lacking the momentum and brand love needed to attract new customers. One year in, LLITG is changing that.²⁴

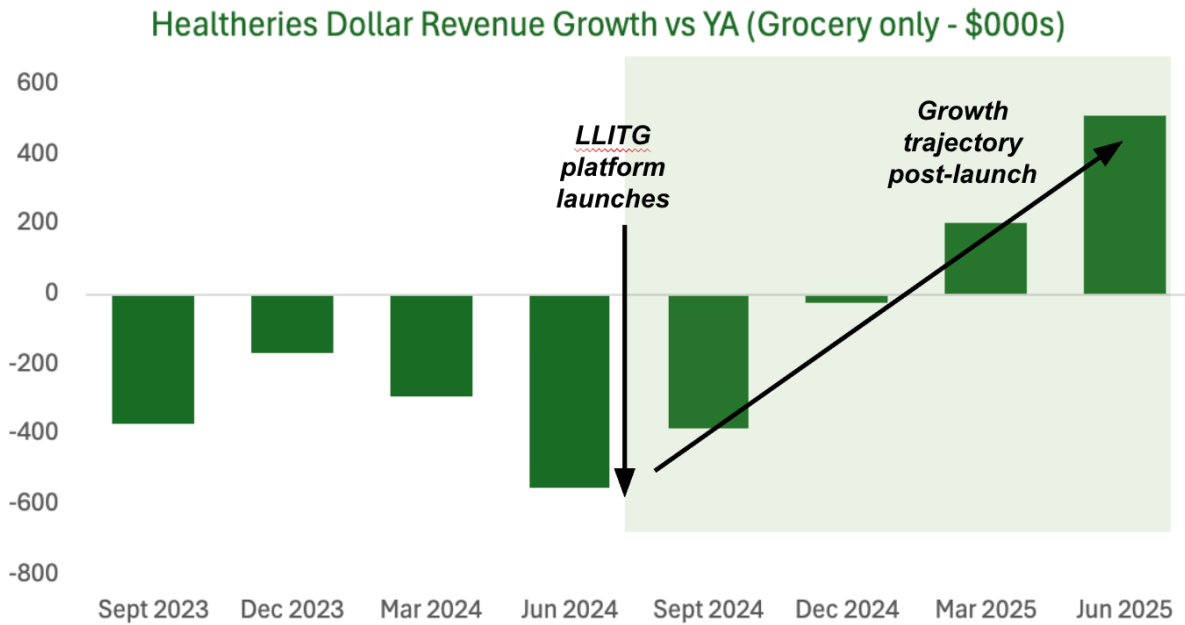
Image attribute	Pre-LLITG May 2024	Target	Not seen LLITG May 2025	Seen LLITG May 2025	Improvement
“Brand I love”	40%	44%	37%	50%	+10pp
“Modern & up to date”	39%	43%	38%	52%	+13pp
“Works better than others”	31%	35%	31%	37%	+6pp

Objective 3: Increase revenue growth rates.

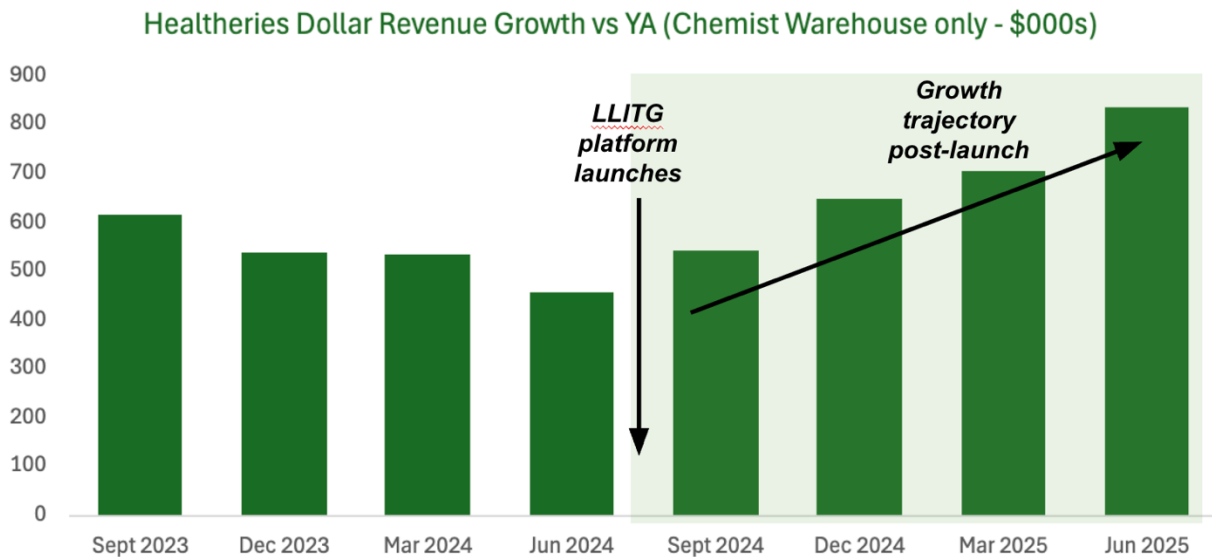
Target: Return to positive quarterly growth rates.

²⁰ Luma, Healtheries Ad Evaluation, June 2024
²¹ Luma, Healtheries Ad Evaluation, June 2024
²² Luma, Healtheries Ad Evaluation, June 2024
²³ Luma, Healtheries Ad Evaluation, June 2024
²⁴ Luma, Healtheries Brand Tracking, May 2025

Result: Healtheries returned to positive growth by the end of 2024, with incremental gains in each quarter since. For comparison, in June 2024 Healtheries supermarket revenue shrunk by 7.1%, which had completely reversed a year later to achieve a 7.1% revenue growth.²⁵



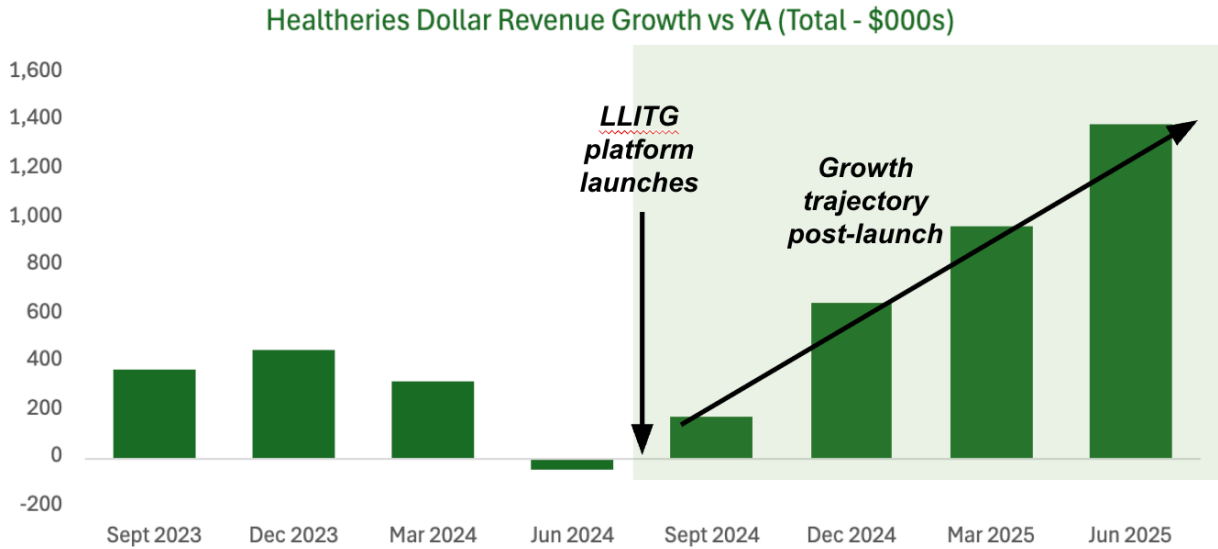
Healtheries also increased performance in Chemist Warehouse, better preparing the brand to ride the wave of growth occurring within this retailer.²⁶



²⁵ Healtheries internal metrics, June 2025

²⁶ Healtheries internal metrics, June 2025

These figures were mirrored in overall revenue growth, culminating in a quarterly growth figure of \$1.38m in June 2025 vs YA.²⁷



Objective 4: Surpass the category growth rate.

KPI: Achieve double-digit YoY revenue growth, with Healtheries surpassing overall category performance.

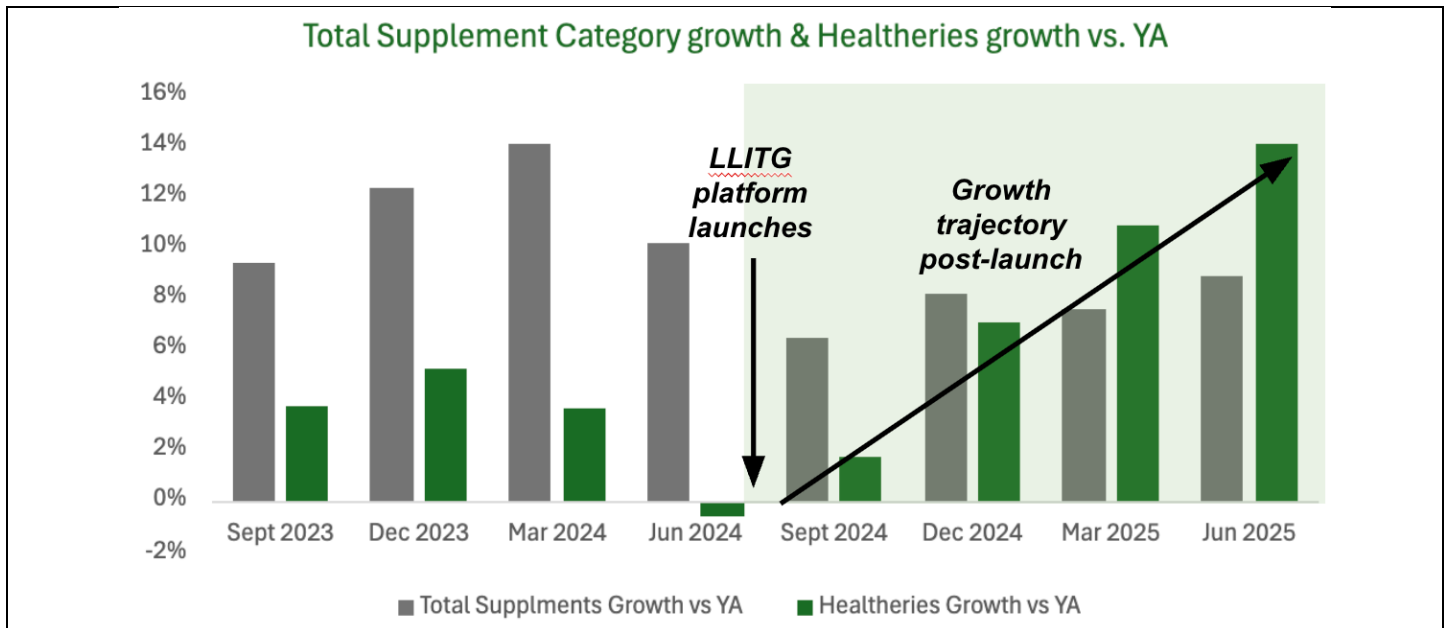
Result: Healtheries had previously struggled to keep pace with a fast-growing category. But within a year of the LLITG platform, Healtheries has stormed past the category growth threshold to now comfortably outperform Total Supplements growth.

Prior to **LLITG** launching in June 2024, quarterly category growth stood at 10.1% as Healtheries shrunk by 0.6%.

A year on, **quarterly growth for Healtheries stands at 14% - almost double that of the category rate.**²⁸

²⁷ Healtheries internal metrics, June 2025

²⁸ Healtheries internal metrics, June 2025



Conclusion

After just one year, the ambition to be the ‘feel good’ brand in the ‘feel bad’ aisle, through *Live Life in the Green*, is being realised. A distinctive brand world, a convention-busting tone of voice, and a point of view on health that chimes with how Kiwis live, sets Healtheries up for long-term success.

The transformational growth trajectory, from shrinking in a booming sector, to having almost double the category growth rate, shows the power of a ‘feel good’ strategy in the face of ‘feel bad’ business performance.

04B

Convincing proof that the results were a direct result of your campaign [15%].

Outline other external factors that could account for the results outlined in 04A and provide compelling evidence and rationale for why these did not contribute significantly to those results. There are almost always other factors that could have affected your results, such as product changes, pricing, distribution, stock levels, competitive activity, weather, etc. You need to convince the judges that these factors were not responsible for your results, or estimate their contribution and/or demonstrate how they needed the campaign to amplify their impacts.

NPD

Around 35% of the categories growth coming from innovation.²⁹ Healtheries has also enjoyed the benefit of innovation over the time period, which has helped our revenue growth. However, our rate of innovation (# of new products) was lower than our direct competitors over this time. NPD does not therefore explain how Healtheries grew faster than the category.

In-store placement

As part of brand reset, Healtheries moved from the back of Chemist Warehouse to the front, in ~80% of stores. Modelling points to an improvement of ~+10% from this activity in this channel, far below the 30-40% actual channel growth.³⁰ No changes were made in Grocery.

Category effects

Cultural factors like bad weather, increased sickness or workplace stress all cause an increase in supplements consumption. However, these affects apply to the entire category – any increase in these factors would lift all competitors.

²⁹ Healtheries internal category analysis, 2020-2025

³⁰ Healtheries internal metrics, June 2025

Seasonal illness

Healtheries is the leader in the immunity segment, which is the largest segment in the category. But this segment is at 0% growth, while the overall category is growing at ~8%. Typically if cold & flu season is high, Healtheries has a good year, but its been muted over the last year with post covid diligence helping keep chills and ills at bay.

	<p>Guidance Notes Please refer to the guidance notes below, to ensure your entry conforms to eligibility criteria.</p>
	<p>Eligibility: Data presented must be isolated to Aotearoa, and work must have run between 1 June 2023 and 30 June 2025. Results may be included up to 22 July 2025. Results data that fails to isolate or identify data specific to the eligibility period and/or Aotearoa New Zealand risks low marks and/or being ineligible.</p> <p>Data Sources: All data referenced in the entry requires sources (recommended as footnotes on the page referenced or at the end of the entry).</p> <p>Charts and Graphs: Entrants are encouraged to display data via charts & graphs within the limits allocated in each question. Sources required for all data including charts and graphs.</p> <p>Agency names: No agencies, of any kind, are to be included in the entry.</p>