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**CASE STUDY**  
**KEMIN HUMAN**  
**NUTRITION & HEALTH**



**KEMIN<sup>®</sup>**

**WHOLE MARKETING  
SOLUTIONS: CREATING  
COHESIVE KEMIN  
BRAND ASSETS**



In collaboration with ColinKurtis, Kemin Human Nutrition & Health (KHNH) developed several marketing assets that successfully increased brand engagement and promoted their products.

Consistent yet totally customized solutions allowed Kemin's portfolio of products to feel like one cohesive brand while maintaining its individual look and feel.

## WHOLESOME RESULTS



### PAID MEDIA

2.9 Million Paid Impressions

7,882 Clicks to Website

64,676 Engagements

365 Leads



### EARNED MEDIA

6.3 Million Impressions



**Kemin Human Nutrition & Health has been grateful to partner with ColinKurtis for support of our marketing and public relations.** The team is top-notch, easy to work with and great at bringing us new and creative ideas. Their quality of work is great, they have deep industry knowledge and they make sure every piece meets our needs. We see the ColinKurtis team as an extension of our own marketing team and are lucky to have them as a partner. We look forward to growing our relationship with ColinKurtis in the years to come.

JOSH SWALLA, GLOBAL MARKETING DIRECTOR, KEMIN HUMAN NUTRITION & HEALTH

## THE CHALLENGE

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With numerous brands under the Kemin umbrella, it can be difficult to achieve a unified brand image and messaging—and sustain it over across multiple platforms and content.

Establishing brand awareness of KHNH and its product portfolio became the next step as CK reassessed the company's long-term marketing strategy.

Kemin Human Nutrition & Health is a division of Kemin Industries that provides functional solutions for whole body health, including immunity, cognition, brain, skin, eye health, sleep hygiene, weight management and more. They specialize in delivering these functional ingredients from plant-based, natural sources around the globe.

# THE SOLUTION

Kemin and ColinKurtis joined forces to develop an integrated marketing plan that incorporated a consistent and uniform appearance across all external marketing materials.

From a corporate branded PowerPoint that showcases the unique divisions to a whole-body solutions tool, CK designed and executed value-adding assets to be used by Kemin's team—both internally and externally.



TO THE food and beverages THEY EAT AND DRINK EVERY DAY.



**Whole-Body SOLUTIONS**

As today's consumers look for the opportunity to live healthier lives, their awareness of the link between nutrition and health is growing. They are looking for support in a variety of areas, as well as simple ways to prioritize their health needs in everyday life. Supplements answer this need effectively and efficiently.

**Cognition**  
Cognitive performance is top of mind for consumers with 47% of consumers who experience cognitive performance with daily consumption.  
Neuroscience research suggests certain plant-based ingredients are capable of helping improve cognitive performance.  
• Producing oxidative stress  
• Increasing neurotransmitter levels  
• Promoting low neuronal growth  
• Producing toxins in the brain

**Brain/Skin/Eye Health**  
47% of consumers who experience cognitive performance with daily consumption.  
Neuroscience research suggests certain plant-based ingredients are capable of helping improve cognitive performance.  
• Producing oxidative stress  
• Increasing neurotransmitter levels  
• Promoting low neuronal growth  
• Producing toxins in the brain

**Immunity**  
Consumers recognize the importance of a strong immune system for their overall health and wellness, as well as in maintaining an active, healthy lifestyle.  
New research that shows a concentration of 100% natural, science-based ingredients.

**SALE, EFFICIENT SUPPORT THROUGH NATURAL, SCIENCE-BASED INGREDIENTS.**

**Weight Management**  
Weight management is a growing concern that impacts consumer health and wellness around the world.  
60%+ of consumers who experience cognitive performance with daily consumption.  
Studies have shown safety-generating benefits that promote healthy metabolism and appetite may facilitate weight loss by helping to reduce insulin levels.

**Sleep**  
Sleep is essential to body and mind function, and 55% of consumers were unhappy with the daily amount of sleep and around 50% with the quality of their sleep.  
Consumers want to, but they prefer solutions that are natural and don't have them feeling groggy the next day. Ingredients can provide sleep.

**Kemin Human Nutrition and Health provides a variety of science-based solutions:**

**Neumentix**  
Neumentix™ is a naturally-sour botanical ingredient grown from patent sweet selectively bred to be fit to support cognitive function in redefining in the...  
47% of consumers who experience cognitive performance with daily consumption.

**FloraBLO™ 2X**  
An extract from a naturally-sour botanical ingredient grown from patent sweet selectively bred to be fit to support cognitive function in redefining in the...  
47% of consumers who experience cognitive performance with daily consumption.

**Bevita™ Complex**  
Bevita™ Complex is a natural, proprietary botanical blend that clinical research shows can significantly improve both sleep quality and next-day functioning in seven to 14 days. Bevita™ Complex contains water-soluble extracts of rosemary and green tea rich in naturally occurring compounds that promote healthy sleep for a better next day.

**DailyZz™**  
DailyZz™ is a natural, proprietary botanical blend that clinical research shows can significantly improve both sleep quality and next-day functioning in seven to 14 days. DailyZz™ contains water-soluble extracts of rosemary and green tea rich in naturally occurring compounds that promote healthy sleep for a better next day.

At Kemin Human Nutrition and Health, we deliver peace of mind by providing high-quality, science-backed, plant-based nutritional supplement solutions. We're scientists to the core, and we stand behind our brand and the product solutions they deliver, to enhance your brand's reputation with consumers. A global company, we deliver botanically based solutions from field to final product, to your locale.

**FIND OUT MORE**

**KEMIN**  
NATURE • SCIENCE • POWERING NUTRITION

# THE POWER OF BRANDING

Kemin needed a new PowerPoint template that reflected its corporate brand while also highlighting its distinct division branding. ColinKurtis designed a new PPT template that included core story slides covering the division's offerings such as whole-body solutions for:

- Immunity
- Cognition
- Brain/Skin/Eye Health
- Sleep Hygiene
- Weight Management



The template featured blank slides that accommodated various layouts for customization.

This new template became an essential asset for KHNH's presentations and helped the company's representatives effectively communicate its brand and offerings.



## A MARKETING STRATEGY IN MOTION

To showcase the solutions offered by Kemin, CK created a 2-minute motion graphic. This video highlighted the key benefits of working with KHNH, such as its:

- Reputation supporting customer brands
- Plant science experts
- Supply chain mastery
- Global reach for local support
- Customer focus and support

[watch it now >](#)



### 'THE POWER + SCIENCE OF NATURE'

The motion graphic showcased KHNH's whole body solutions and became an excellent marketing asset for KHNH to promote its offerings and benefits to potential customers.



## DESIGN WITH A BIG TRADE SHOW FOOTPRINT

CK was tasked with designing graphics for Kemin's Supply Side West (SSW) booth. Three solid walls and one board graphic inside an arch later, the CK team delivered a one-of-a-kind booth design to attract attendees.

CK had to keep in mind that KHNH would likely reuse this booth over the next year and wanted to focus on the whole-body solution rather than specific brands. The final design had a consistent theme and branding that showcased KHNH's offerings in an appealing format.



## TAKING BOOTH DESIGN ONE STEP FURTHER

For a pop-up booth backdrop, CK created graphics that followed the same branding theme as the SSW booth graphics.

Showcasing KHNH as a whole-body solutions provider using elements from the previous design, the final execution helped KHNH further promote its brand and solutions at various events.



## A GLOBAL AD CAMPAIGN

CK created a new ad campaign that focused on KHNH's brand with extensions for various products, including:

- BetaVia™
- FloraGLO®
- Neumentix™
- ButiShield™
- DailyZz™
- XCS-11®
- Luxiva™
- Slendesta®

The ad campaign presented KHNH's key ingredients and how they differentiate themselves with backed-by-science results and technologies that can help companies' bottom line.



## EBLAST THAT ENCAPSULATES THE BEST OF KEMIN

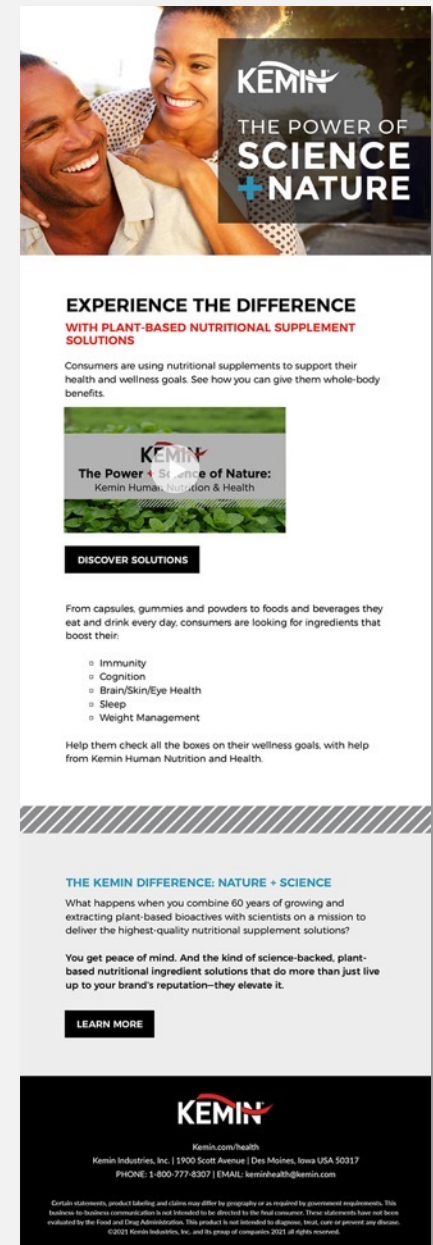
CK helped Kemin in developing an exclusive eblast to encourage viewership of the new motion graphic video.

Showcasing KHNH's solutions and benefits, this targeted eblast was sent to a list of 10,000 subscribers, encouraging them to watch the video and learn more about KHNH's offerings.



This eblast became an effective marketing asset for KHNH to reach out to its subscribers and promote its new motion graphic video.

Recipients were able to learn about the Kemin experience with their plant-based nutritional solutions.



## NATURE + INTERACTIVE TOOL

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CK developed a web tool for KHNH that allowed users to explore the whole-body solutions offered by KHNH. The web tool allowed users to engage with different parts of the body, which would then populate with relevant product information and benefits.

[explore the web tool >](#)

By color-coding the Whole-Body Solution Web Tool, anyone who engaged with the interactive tool is able to find what solutions aligned with the areas it supports:

**Brain:** FloraGLO® Lutein, Neumentix™

**Gut health:** BetaVia™

**Immune:** Beta Via™ Complete & BetaVia™ Pure

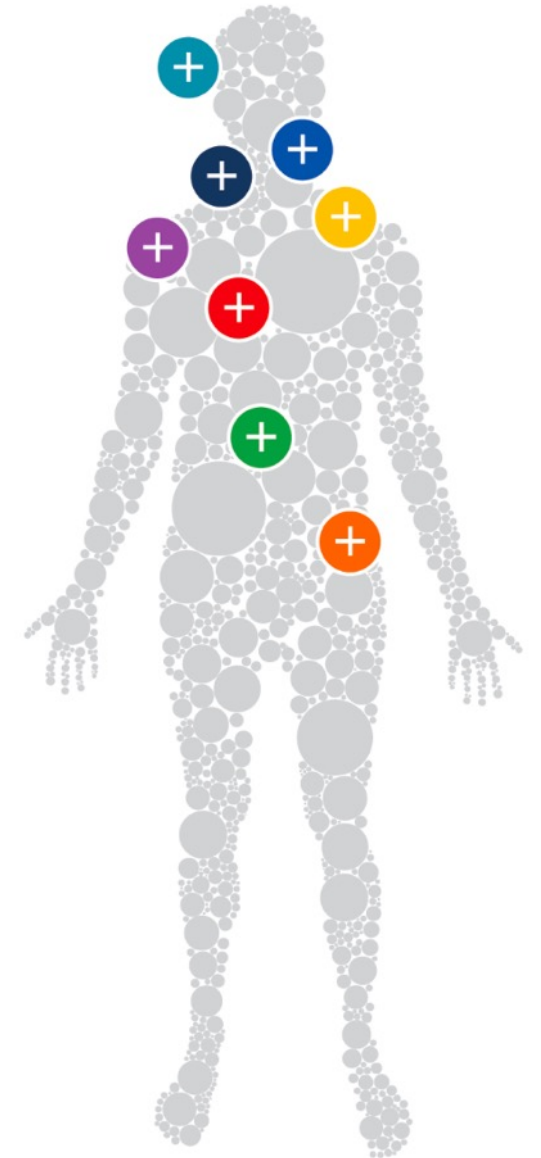
**Oral Care:** XCS-11®

**Satiety:** Slendesta®

**Skin:** FloraGLO Lutein®

**Sleep:** DailyZz™

**Vision:** FloraGLO® Lutein, Zeaone®



## ELEVATING THE KEMIN PRODUCT PORTFOLIO

Another strategy that CK provided to KHNH was logo development for two new products that KHNH was bringing to market. CK was provided with the benefits and features of the products, as well as how KHNH wanted the logo to feel to its target audience.

### The CK process:

- Researching competitive names as well as the target audience
- Conducting a trademark search for the U.S. market
- Coming up with potential new names based on the requirements



### BUTISHIELD™

Butyric Acid, a product which promotes and aids in gut health.

Provided a look and feel that encapsulated its difference in the market: KHNH created a way for butyric acid to be odor-free.



### LUXIVA™

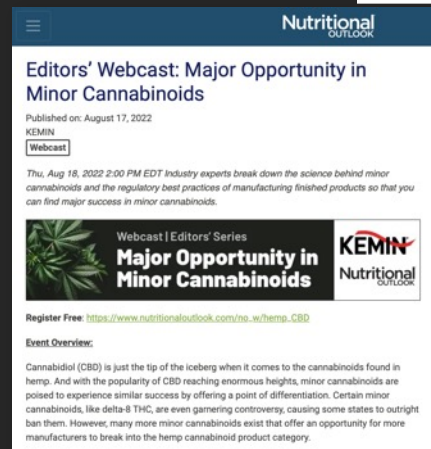
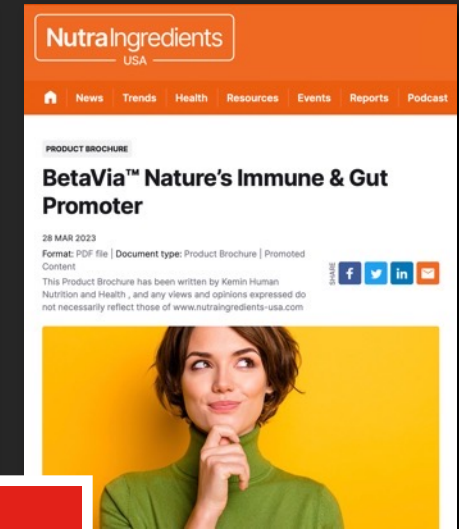
KHNH's entry into the Hemp CBD market.

Provided a feeling of luxury, illumination, richness, grandness, abundance and high quality.

## MEDIA & PR THAT PROVIDES RESULTS

Kemin's 2022 media strategy was designed to achieve a variety of objectives. By using a combination of targeted ads, mailshots and event sponsorships, Kemin was able to increase its brand's visibility, drive website traffic, generate leads and position itself as thought leaders in the industry.

These efforts helped Kemin establish a strong presence in its target market and connect with potential customers and partners, **garnering stunning results like 2.9 million total paid impressions, 64,676 engagements and more.**





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**FIND A STRATEGIC PARTNER**

Get in touch with Mitch Robinson  
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what the marketing and creative  
experts at ColinKurtis can do for you  
and your business.