

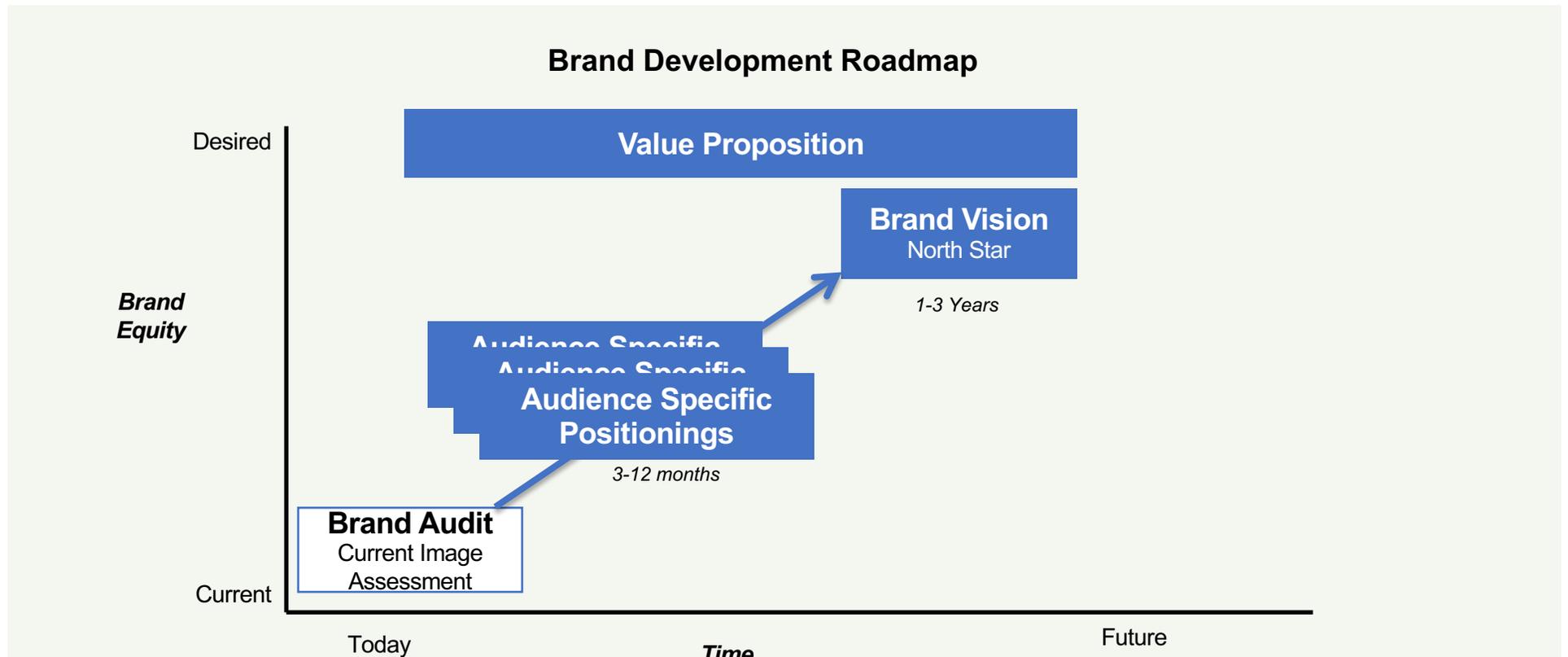
BerkeleyHaas

ZBiotics Brand Audit

Audit Integration Session
October 3, 2019

The Audit Assesses the Brand's Starting Point

Insights from the Brand Audit guide brand platform development.



Brand Audit Overview

Audits are largely descriptive of the Brand's current situation and its implications – they stop short of making recommendations

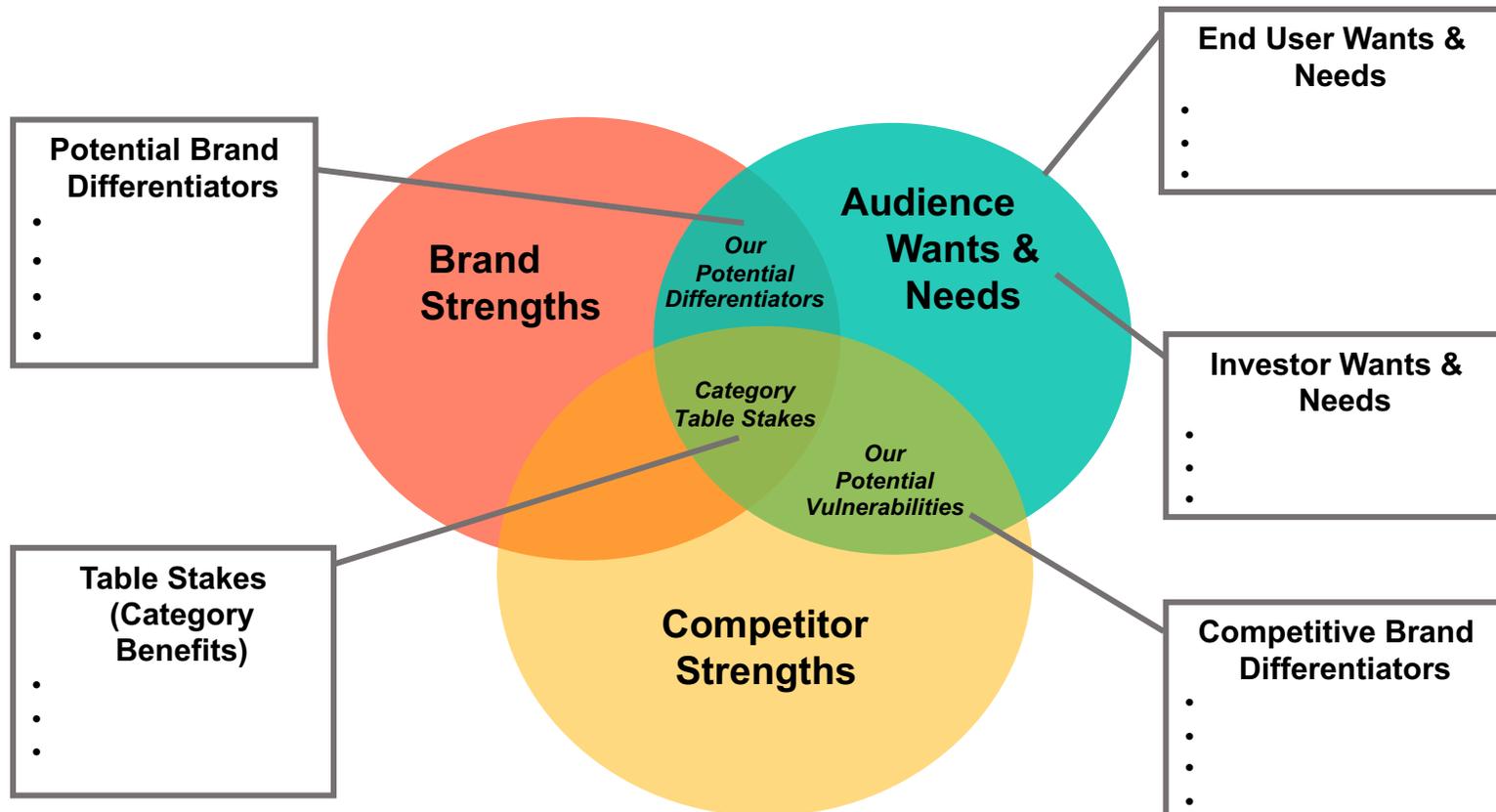
Typical Audit Structure

- I. **Market and Category Trends:** What is happening in the industry/category and what are key competitors doing/how are they positioned?
- II. **Audience Insights:** Who are the audiences we care about and what do they value in the category? What drives brand choice or preference?
- III. **Company and Brand Performance:** How does the brand support the current business strategy, where do end users engage with the brand, how is the brand perceived and how well is it delivering against expectations relative to competition?
- IV. **Implications:** What do these findings mean for refining or redefining the brand or brand experience to drive growth and increase brand value?



Brand Image Assessment

- This assessment summarizes all teams' findings, highlighting the specific insights needed to create and sustain differentiation





Consumer/ Investor Wants & Needs

Consumer Wants & Needs

- Physical
 - Effectiveness - it has to work
 - Not taste bad
 - Easy to find/get
 - Easy to use - portable, convenient
 - No negative side effects
- Intellectual
 - Understand how & why it works
 - Ingredients transparency & rationale
- Emotional
 - Show that I'm acting responsibly ("Responsible" behavior halo)
 - Worth the money

Investor Wants & Needs

- Proof of concept
 - Consumer demand - growth organic & paid & retention
 - Scalable model
 - Differentiation
- Economic viability
 - Revenues (hurdles differ by investor)
 - Path to profitability
 - Repeatable "recipe" for product success
 - Ability to withstand market ups and downs
- Compelling team and story
 - Credibility of backgrounds and experience
 - Vision aligns to investor focus



ZBiotics Brand Strengths

- Physical
 - Effectiveness
 - Unique mechanism - works on acetaldehyde, not hydration
 - GMO 2.0 - Bioengineered probiotic
- Intellectual
 - Approachable, science-y explanation of how and why it works
 - Patent-pending
 - More than hangover cure - platform story
- Emotional
 - Premium
 - Responsible choice
 - On trend/ newsworthy - (nutraceuticals, probiotics)



Competitor Strengths

- Physical
 - Variety of flavors
 - “Natural” ingredients
 - Easy to use - before and/or after drinking
 - Easy to find/get - wide distribution
 - Multiple applications (Pedialyte)
 - Hydration
- Intellectual
 - “Clinical” data on effectiveness
- Emotional
 - High awareness
 - Affordable



Integrated Brand Audit

