

**CMGT 555 Final Marketing Plan for EarthNutri**

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Brand Overview

EarthNutri® is a premium health and nutrition brand based in the U.S. that makes clean products with transparent ingredient lists that support long-term health across all lifestyles. The brand was created to respond to rising complaints of fillers, synthetic ingredients, and a lack of transparency in the dietary supplement industry among consumers. Aware of these issues, EarthNutri® was founded by a group of health-driven advocates who were on a mission to elevate the daily health and performance nutrition standards. As a family-run business, the brand places a high value on consumer trust, integrity, and long-term health, offering a competitively accessible alternative to the mass-market supplement industry. EarthNutri's target mission focuses on three pillars: natural products, transparent creation, and powerful effects. These elements are defined in the statement, "To support your health and fitness journey with the highest quality, scientifically backed products in the wellness industry." EarthNutri has been dedicated to achieving lifelong wellness for its consumers with its premium-quality supplements.

EarthNutri has five core tangible and consumer-centric values. EarthNutri prioritizes transparency—all ingredients are sourced from reliable brands (like Aquamin, PeakO2, PurCaf), and their precise amounts are fully disclosed to consumers. It ensures quality by selecting each ingredient via rigorous research to meet safety standards. The brand also values community, co-building a healthy ecosystem with athletes, students, and local health initiatives. Its innovation goes beyond new formulas to create products for better wellness and performance. All offerings are science-backed, using only ingredients proven effective by clinical research. Critical to the EarthNutri brand identity is the focus on ingredient quality and manufacturing processes. All products are made in a California FDA-, USDA Organic-, GMP-, NSF-, and Halal-certified facility. These third-party certifications enhance consumer confidence in ingredient transparency,

sourcing, and regulatory standards. EarthNutri product offerings span protein supplements to metabolic health, stress and cortisol support, and cognitive nootropics, as well as energy, recovery, and overall health formulas. The brand adheres to a clean label approach—products are natural and free of artificial sweeteners, fillers, synthetic dyes, or chemical additives—which appeals to the increasing global consumer preference for transparency, rawness, and unprocessed nutrition products.

EarthNutri positions itself as a premium health supplement brand rooted in "science + nature." Standing out via clean, responsibly sourced, and science-backed products that help its consumers achieve lifelong wellness. The brand appeals to consumers seeking both efficiency and purity in their daily routines by combining the research-driven formulations with naturally derived ingredients. At a deeper level, EarthNutri understands that consumers want wellness solutions that bring reassurance, stability, and a brand that they can feel safe with. Young adults use EarthNutri products to give them energy, help them perform, and recover during their fast, active lifestyle. Working professionals and parents find that EarthNutri's stress-relieving, performance-improving, and on-the-go products help them adapt to their fast-paced lifestyles. Older adults benefit from EarthNutri's clean-label, allergen- and sugar-conscious, sustainable products that promote longer life, joint well-being, and sustained energy levels. Overall, EarthNutri builds trust with its consumers through its U.S. FDA-registered and GMP/NSF-certified manufacturing—a clear advantage for today's ingredient-conscious consumer.

EarthNutri aims to expand its brand identity as a lifestyle and educational entity. It leverages educating science-based principles, ingredient transparency, and habit-centric wellness communication through its digital and social media channels. Instagram, TikTok, and YouTube are used for information dissemination on product benefit breakdown videos, workouts,

testimonials, and nutritional facts. The brand uses Amazon and EarthNutri.com e-commerce sales and subscriptions for regularly consumed products to constitute high-intent channels.

EarthNutri also aims for community building through using fitness trainers, athletes, and micro-influencers as brand ambassadors who share user experiences.

EarthNutri operates in a rapidly growing global supplement market fueled by disease prevention, fitness culture, cognitive performance delivery, and stress relief trends. The brand competes in a sea of brands with its transparency, product certifications, and an educational and natural message. The EarthNutri brand aims to foster trust and deliver affordable, premium wellness solutions to enable its users to live healthily and happily.

Industry Overview

The U.S. dietary supplements, or nutraceuticals, sector constitutes a large and steadily expanding segment of the health and wellness consumer goods market. In 2024, U.S. sales were estimated at approximately 64 billion dollars, and long-term projections indicate near double-digit compound annual growth over the next decade, pointing to lasting demand, not a brief bump (Forecast, 2025). At the consumer level, use of dietary supplements is both widening and deepening. Zhao et al. (2025) report that the share of adults reporting any supplement use rose from 52 percent in 2011–2012 to 61 percent in 2021–2023, alongside an increase in the use of multiple supplements. These patterns imply growing expectations for clearer evidence of efficacy, simplified labeling, and transparent dosage information. This was accelerated in the aftermath of the COVID-19 pandemic as consumers sought to support immunity, manage stress, and improve overall well-being. Within this context, EarthNutri's emphasis on branded, clinically validated ingredients and the absence of hidden blends are strongly aligned with category direction.

Against this backdrop of demand, the competitive landscape helps clarify how brands can win market share. The category remains fragmented, featuring a long tail of niche brands alongside large multinational corporations and retailer private labels. Price competition is exceptionally fierce in commoditized segments, while premium pricing potential is concentrated in products featuring clinically validated dosages, branded ingredients, and exceptional sensory experiences or convenience features. In this context, effective differentiation no longer relies solely on slogans but increasingly depends on verifiable evidence, supply chain transparency, and the ability to translate evidence into consumer-friendly benefits.

In channel terms, according to Forecast (2025), offline retail continued to account for roughly 77.3 percent of U.S. supplement sales in 2024, reflecting preferences for immediacy, in-person guidance, and the credibility of established brick-and-mortar chains. Online distribution, however, is growing in popularity for consumer purchases, with projections of approximately an 8.7 percent increase in traffic from 2025 to 2033. This will be supported by the increase in e-commerce, subscription replenishment, and AI-enabled personalization as consumers prioritize convenience. Online retail offers a wider assortment breadth and access to richer product information and reviews. The regulatory environment increases the need for brands to back their claims with evidence. The U.S. Food and Drug Administration limits structure and function claims to descriptions of support for normal physiological function rather than disease treatment, and the Federal Trade Commission expects competent and reliable scientific evidence to substantiate health-related advertising. In practical terms, creator scripts, product pages, and premium content should incorporate standardized evidence cards, source location for ingredients, and compliant phrasing. As the industry scales and enforcement of regulations tightens, brands

that embed transparency and scientific substantiation within their creative and communication systems are better positioned to secure an advantage.

Target Audience

EarthNutri has a wide, diverse target customer base with varying ages, lifestyles, and health concerns, fitting the brand's mission to provide clean, research-backed nutritional foods for every wellness journey. The younger consumer age group of 20s and 30s represents a large segment of EarthNutri's customer base, especially those seeking athletic output, physical recovery, beauty enhancements, and sustained energy throughout the day. They are digitally savvy and often learn about EarthNutri on social media, such as TikTok, Instagram, and YouTube, and from fitness influencers. For this age group, their shopping habits reflect a desire for urgency and convenience, driving them to shop primarily on Amazon, Shopify, and TikTok Shop after having seen a video, demo, or influencer use the product. EarthNutri's focus on clean labels, no fillers, branded functional ingredients, and efficacy appeals to their need for transparency and integrity.

The brand also resonates with middle-aged busy professionals, caregivers, and parents needing convenience, stress management, mental clarity, and trusted nutrition that's easy to consume in their hectic daily schedules. For this demographic of middle-aged men and women aged 30-50 years old, EarthNutri's products, manufactured in FDA-registered, NSF-certified, GMP-certified US warehouses, are also major trust signals that communicate product quality and reliability that matter to their health. They appreciate simplicity, efficacy, and premium formulations in nutrition products.

EarthNutri is also relevant to consumers 50 years and older. These older adults seek wellness and nutritional products for longevity, immune support, bone/joint health, and safe,

low-sugar products that fit their increasingly restricted diet due to other health concerns. They also appreciate maintainable solutions and often buy from various legacy channels (e.g., phone orders, auto-ships) and expect brand loyalty from themselves. EarthNutri's clean formulations, allergen-free products, Halal certifications, and nutritional education appeal to this older generation.

Across age groups, the brand caters to customers who value clean and responsible products that are science-driven. Its multilingual website and ambassador program reach customers across cultures and languages, while local activations and community sponsorship help build credibility and trust. By catering and appealing to the unique needs of each demographic yet still maintaining a consistent product offering of integrity, EarthNutri® can bear relevance as a versatile nutrition brand.

SWOT Analysis

Strengths (S)

Core Brand Differentiators

Rooted in "science + nature," with defining strengths including transparent ingredient sourcing (e.g., partnerships with trusted suppliers like Aquamin, PeakO2), no hidden blends, and clinical validation of all ingredients. This combination directly aligns with rising consumer demand for clarity, efficacy, and accountability in supplements.

Loyal Customer Base

Boasts a strong foundation of repeat buyers who prioritize premium, clean ingredients. The brand offers an affiliate program for repeat customers, providing a stable revenue stream and potential for organic advocacy.

Value-Driven Positioning

Family-owned heritage and consumer-centric values (transparency, quality, community) foster emotional connection, supporting its premium pricing strategy and building trust with health-conscious audiences.

Weaknesses (W)

Limited UGC & Underdeveloped Video Content

Lacks a robust library of user-generated content (UGC), with a specific gap in short-form video as the preferred content format for Gen Z and modern consumers (Hasbullah et al., 2023). Historically, underutilizing video has hindered engagement and discovery opportunities with younger audiences who rely on platforms like TikTok for product research.

Limited Marketing Resources

As a small business, it has constrained budgets for large-scale advertising, paid partnerships, or content production—hindering broad brand exposure compared to major competitors.

Opportunities (O)

Growing Supplement Industry

The U.S. supplement market is projected to see near-double-digit Compound Annual Growth Rate (CAGR) over the next decade, with rising adoption of multitier product use and a post-pandemic focus on proactive wellness, creating a favorable environment for expansion.

Gen Z Market Penetration

Gen Z represents a fast-growing segment of health and fitness enthusiasts who prioritize authenticity, video content, and transparent brands. The brand's clean, science-backed positioning and student-focused campaigns directly cater to this demographic's needs and preferences.

Booming Online Sales

E-commerce for supplements is growing at 8.7% CAGR (2025–2033), supported by subscription models and AI personalization—aligning with EarthNutri's focus on TikTok/RedNote and DTC channels to reach Gen Z.

Threats (T)

Intense Competition

Operates in a crowded market dominated by large, well-funded brands with greater marketing reach, retail presence, and brand recognition—making it harder to capture Gen Z's attention.

Regulatory Risks

Strict guidelines for health claims require meticulous compliance in content (e.g., evidence cards, compliant phrasing); any missteps could damage trust with Gen Z, who values brand integrity.

Shifting Wellness Trends

Rapid changes in Gen Z's wellness preferences (e.g., from traditional supplements to functional foods) (Sadom et al., 2025) could require the brand to adapt quickly to maintain relevance with this dynamic audience.

Strategic Objectives

The campaign is an expansion of EarthNutri's current affiliate program, EarthNutri College Ambassador Program. The current program focuses on college students' physical presence at EarthNutri events, whereas this focus is solely on nano influencers attending the University of Southern California who will create short-form video content promoting the brand's products. EarthNutri is a small business in a large market with strong differentiators

from its competitors. Its current customer base is individuals who prioritize clean ingredients (i.e., ethically sourced, no additives, transparent inclusion list). EarthNutri has positioned itself as the most trustworthy brand for individuals willing to pay premium prices for the best ingredients to supplement their health journey. With that in mind, the strategic goal of this marketing campaign is to grow awareness of the brand among consumers who fit the target audience. This campaign aims to bring in new fans - defined as individuals who have not yet purchased EarthNutri's products, but are becoming aware of them, and to remind past customers of the brand's unique benefits and encourage them to make repeat purchases. To do this, the marketing plan focuses on utilizing the flywheel marketing model to turn customers into advocates and engage its entire audience. The flywheel model is an evolved concept of the traditional marketing funnel, which takes leads down a linear path to customers, where they are no longer engaged by marketing (HubSpot, n.d.). In the flywheel, the engagement is continuous and mirrors the real-life buying journey, which in a world of endless options, is not linear (HubSpot, n.d.). The best way to keep customers is by consistently reminding them of the brand's elevated stance compared to its competitors—thus the flywheel approach (HubSpot, n.d.).

Since the brand's largest pool of purchasers is repeat customers, we are focusing on keeping the brand in those individuals' minds by utilizing nano influencers to create content in exchange for product. The types of content will be short-form video, which the brand has underutilized up to this point. The addition will be eye-catching to its audience because video content is most consumers' preferred mode of information reception in 2025 (HubSpot, 2025). Using nano-influencers is a strategic decision that hinges on two key points: one extrinsic and trust-focused, and the other intrinsic and cost-focused.

The extrinsic focus relies on the use of nano influencers, who are individuals with a following of one thousand to ten thousand followers on a single platform. Nano influencers are seen as the most authentic and trustworthy out of all influencer types and perform particularly well in the health industry (Campbell & Farrell, 2020). According to the 2025 Edelman Trust Barometer, trust in brands is at the top of consumers' minds, and is determined primarily by individual experience with the brand and secondarily by the experience of others (friends, family, and influencers) (Edelman Trust Institute, 2025). Additionally, researchers have found that nano influencers' documented experiences of products are trusted by audiences equally to those of their friends and family (Gahlot & Tanwar, 2025). Finally, trust in nano influencers' content is highest when product endorsement is placed within a day-in-the-life vlog, where influencers take their audience on the journey of their day and use a product as they go (Gahlot & Tanwar, 2025).

The intrinsic focus fulfills a requirement given by the brand; any influencer relations cannot be paid but can be compensated via free product. Out of all influencer types, nano influencers—particularly those in college (where this campaign will exist)—are most willing to work in exchange for product (Forbes Agency Council, 2021). This will keep costs down and still have the desired awareness impact. The ultimate goal would be for the program to grow in success and eventually result in payment for influencers, as that is becoming the industry standard.

Sales/Marketing objectives

This campaign has two sales and marketing objectives. The first objective is to increase the use of influencers in the brand's marketing efforts, achieved by narrowing the focus of the company's current affiliate program to be influencer relations-focused. The second sales and marketing objective is to increase the volume of video content associated with the brand. In order

to marry the two objectives, the team has devised three strategies that will build EarthNutri's brand awareness among college-aged students in Los Angeles through an experiential campaign and two social media campaigns that will be facilitated through a landing page that can be an evergreen addition to EarthNutri's college-focused marketing initiatives.

Strategies

Strategy One: USC Lifestyle Marketing Campaign: #21DaysofEarthNutri

Tactic One

EarthNutri's student-focused marketing campaign targets student influencers and ambassadors, anchored in the #21DaysofEarthNutri challenge to boost brand awareness among Gen Z and drive trial purchases of its supplements.

Implementation Stage One. The first step is to recruit core ambassadors from USC, specifically targeting student influencers who already create content centered on daily life or fitness and are motivated by professional brand collaboration experience. This core group is 100+ nano-influencers (1K–10K followers) across TikTok and RedNote who specialize in fitness, wellness, or student lifestyles, offering them EarthNutri product bundles in exchange for authentic promotion. These creators will develop 3-5 organic videos over 21 days, focusing on relatable, everyday contexts like "gym day routines" or "day in the life of a student" that naturally integrate EarthNutri, highlighting its role in pre-workout energy, post-workout recovery, or daily wellness without scripted hard sells.

The campaign is anchored in the #21DaysofEarthNutri challenge, tapping into the psychological principle that 21 days build a habit (Li, 2025). Encouraging ambassadors and nano-influencers to document their daily product use, sharing genuine updates on how EarthNutri fits into their routines, while subtly inviting followers to join the challenge by

purchasing the product and tagging their own #21DaysOfEarthNutri posts. This approach not only drives consistent product trial but also fosters a sense of community around healthy habits, making the brand more relatable and actionable for audiences.

Implementation Stage Two. The second step is to maximize the impact of user-generated content (UGC) from the program by repurposing top-performing clips into low-cost, high-authenticity ads. EarthNutri will need to obtain written permission from the influencers to download and use their videos for promotional content. Then, use CapCut to edit student influencer UGC into 15–30 second spots that retain the raw, relatable tone of creator content, avoiding over-production to maintain trust with Gen Z.

Implementation Stage Three. Ads will be distributed on TikTok and RedNote, platforms where target audiences actively engage with fitness and lifestyle content, and tag the original creators in every ad to reward their contribution, expand their personal exposure, and reinforce social proof for EarthNutri. These video ads will start with a localized focus on USC and adjacent universities (e.g., UCLA), then scale the nano-influencer network to reach broader fitness-focused student communities, ensuring the campaign grows organically while staying true to its authentic, habit-driven core.

Strategy Two: Fitness Challenge Month: #TrojanVsBruinNutriClash

Tactic One

EarthNutri's student-focused campaign leverages the USC-UCLA rivalry for an online 30-day fitness challenge, boosting brand awareness and engaging Gen Z. Led by ten nano-influencers per school, it uses #TrojanVsBruinNutriClash (universal tag) + #TrojanNutriFIT (USC) / #BruinNutriFIT (UCLA) (exclusive tags), positioning the brand as the go-to fitness companion for active students.

Implementation Stage One. The brand will recruit ten fitness/lifestyle nano-influencers from each school, compensating them with product bundles for promotion. Influencers kick off with synchronized "challenge announcement videos" (fitness-focused, featuring EarthNutri) to call out the opposing school and urge students to join.

Implementation Stage Two. Influencers will be asked to post two to three of their own fitness check-ins with the mandatory tags, using playful rivalry banter to drive participation. Other students can join by sharing authentic fitness content (gym sessions, campus sports, and workouts) with the three tags, naturally featuring EarthNutri products.

Strategy Three: Co-Branded Capsule + Offline Pop-Up Tour — #FuelByEarthNutri

Tactic One

Create a 3–4 week limited capsule with a credible wellness figure or complementary brand to generate buzz, new-to-brand trial, and evidence-led storytelling.

Implementation Stage One. Identify 2-3 credible partners in the wellness sector with Gen Z reach, focusing on complementary brands (e.g., boutique gyms, campus juice bars, or activewear labels). Finalize partnership terms (base fee + revenue share, including paid promotions and in-store asset usage rights). Co-develop a capsule collection featuring co-branded flavor SKUs, shaker cups, and “proof cards” with QR codes.

Implementation Stage Two. Run micro-workshops (“pre vs. post fueling,” “creatine myths”), film 10–15s attendee hooks and sip-and-react clips, and publish same-day stitches with the partner handle. Tag creators in every post, drive traffic to TikTok Shop/DTC/Amazon, and reward on-site sign-ups with a first-streak bonus.

Platform Selections

Given these backgrounds, we will distribute content on TikTok and RedNote (RED/Xiaohongshu), which integrates discovery with purchase, and we will grow through Key Opinion Leader (KOL)-led storytelling rather than an ads-first approach. TikTok's short-video feed, coupled with native shopping, creates a streamlined path from watching to buying, and U.S. sales have expanded rapidly. Recent reporting indicates that gross merchandise value has reached several billion dollars with consecutive quarters of triple-digit growth. Native creator demonstrations and before-and-after narratives outperform static advertising, so our creative template will open with an attention-grabbing hook, feature collaborations with relevant influencers, and connect on-screen evidence to the functional support consumers can reasonably expect.

RedNote functions as a lifestyle search engine where users proactively consult “notes” to inform purchase decisions. Its community of roughly 300 million monthly active users is concentrated in beauty, health, and fitness, which closely aligns with our target cohorts and allows depth of content to differentiate the brand. Step-by-step tutorials, dosage explanations, and side-by-side comparisons are designed to raise saves, shares, and direct messages. Each promoted note serves as a mini buyer’s guide that frames the problem, outlines daily routines or operating steps, and presents comparisons, while using the same evidence card across image carousels and short videos. Pinned comments address dosage, stacking, and timing. We will seed long-tail keywords through creator portfolios, synchronize posting with retail and seasonal moments, and route traffic to Direct-to-consumer (DTC) or Amazon for checkout. We will closely track changes in platform policy and broader social-media governance and provide creators with up-to-date guidance for briefs and titles to ensure that the work is both compelling to users and resilient under regulatory scrutiny.

Success Metrics

For each campaign, success will be measured based on the completion of the implementation stages.

Strategy One, Implementation Stage One

Success is gauged by the number of on-campus influencers who agree to participate in the campaign. Requests will go out to 100 influencers at the University of Southern California (USC). The goal is for 20% of those influencers to agree to participate in exchange for a product (20 people).

The second success metric for strategy one, implementation stage one is the number of impressions on the day-in-the-life videos created by on-campus influencers. If 20 influencers agree to participate in #21DaysofEarthNutri and each generates 3-5 videos, the brand should have a minimum of 60 UGC videos associated with it by the end of the campaign. The goal is for each post to have a 10% impression rate (measured by views to follower ratio, both of which can be tracked publicly), the reported average for nano influencers.

Strategy One, Implementation Stage Two

Success will be measured by the number of videos created. The goal is for the brand to have 5 video ads created from this campaign. EarthNutri will pick the top-performing videos (those that hit a 10% or higher impression rate) out of the minimum 60 created during the implementation stage one and identify the segments that best reflect the brand image.

Strategy One, Implementation Stage Three

Success will be measured by ad impressions and CTA clicks. Each ad will link back to EarthNutri's homepage and be tracked through UTM s (Urchin Tracking Metrics) that will associate the campaign. These can be easily tracked in Google Analytics. In order to capture the

efficacy of this campaign, we will measure the site visits associated with those UTMs over a three-month period. The goal for the site visit increase associated with this campaign is 30 new visitors each month that can be tracked back to the campaign.

Strategy Two, Implementation Stage One

Success is gauged by the number of influencers at both USC and the University of California, Los Angeles (UCLA) who agree to participate in the campaign. Requests will go out to 50 influencers at both schools. The goal is for 10% of those influencers to agree to participate in exchange for a product - 5% from each school (10 people total, 5 from each school).

Strategy Two, Implementation Stage Two

Success is determined by the exclusive tags' total play counts on either TikTok or RedNote. The goal is to have a minimum of 40 videos associated with the campaign. Association is determined by the usage of #TrojanVsBruinNutriClash, #TrojanNutriFIT, or #BruinNutriFIT. To reward participants, the top three influencers per school earn "Annual Brand Ambassador" status and will be featured on the brand's website with the potential for future partnerships. Brand awareness increase related to this campaign will be measured by website visits associated with the campaign. Each influencer will receive a link to promote with their videos, they can put in their bio, LinkTree, or captions that lead to EarthNutri's homepage, and will be tracked through UTMs that will associate the campaign. These will be tracked in Google Analytics. In order to capture the efficacy of this campaign, we will measure the site visits associated with those UTMs for the duration of the campaign, with a goal of 100 new website visitors.

Strategy Three, Implementation Stage One

Success is measured by the agreement of credible partners chosen by the marketing team to collaborate with EarthNutri on a collaborative campaign. This includes terms that sufficiently

appease both parties' campaign goals. The other success metric for this stage is the creation of the collaborative capsule.

Strategy Three, Implementation Stage Two

Success is measured by micro workshops being between 80%-100% fully attended. Each micro workshop will have a capacity limit. For each workshop, the goal is to get videos of at least half of the attendees participating in on-theme videos. These videos should hit a 10% impression rate on average. The campaign will be determined successful if the ultimate result of these workshops and video traffic leads back to sales increase.

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Appendix A

Influencer Outreach Email



Calling all On Campus Influencers!

Out of the thousands of your classmates on [platform] your profile stood out to us. We want to work with you to show USC what a healthy lifestyle is! Here's how:

#21DaysofEarthNutri Campaign

Become a student ambassador for EarthNutri and join a cohort of 20 other influencers dedicated to documenting their healthy habits – big or small – for 21 days.

Your Content	Our Products
Your voice, your day. Just like you do everyday, you'll take your followers along with you. But over 21 days, you'll show them how you integrate health into that journey.	By agreeing to participate in the #21DaysofEarthNutri campaign, you'll get sent a month supply of product samples to try while you document your healthy lifestyle.

EarthNutri

Created by USC alumni who want to make health journeys safer and more accessible. We support your health and fitness journey with the highest quality, scientifically-backed products in the wellness industry.

Interested? Reply to this email to get started.

*By participating in this campaign, you grant the brand permission to use your content related to this campaign, in whole or in part, for promotional purposes, including in marketing materials, social media, and promotional videos.

Appendix B

Landing Page

The landing page for Earthnutri features a hero section with a woman taking a selfie, a call-to-action for the ambassador program, and a section on content creation. It also includes a 'Who We Are' section with logos for USDA Organic and California, and a 'Our Campaigns' section with images of a person working out and a meal.

Our Value Proposition

Our Value Proposition includes:

- Join influencers
- Be a brand ambassador
- Give your feedback
- Boost your health

What our ambassadors are saying

Three testimonial cards are shown, each with a placeholder for a name and a profile icon.

Ready to get started?

Form fields for Handle, Email, and Name are provided, along with social media icons for Facebook, Twitter, LinkedIn, and YouTube.

*Every user and guardian can participate. Any content posted about the brand prior to contact from us will not be included in these campaigns. By participating in an Earthnutri campaign, you acknowledge and agree that the brand may use, reproduce, modify, and distribute your submitted content for promotional and marketing purposes, including but not limited to social media advertisements, and promotional videos, without additional compensation.

Appendix C

#21DaysofEarthNutri Video Screenshot



Appendix D**#21DaysofEarthNutri Poster**

Appendix E

##TrojanVsBruinNutriClash Video Screenshot



Appendix F

##TrojanVsBruinNutriClash Poster

