

SITUATION

Lifeway Foods, Inc. is a market leader in probiotic, natural and organic dairy products for health-conscious consumers. The company is best known for its unique milk-based product, Kefir, a drinkable yogurt loaded with live and active cultures, which help boost immunity, lose weight and improve digestion. Since the start of Lifeway-IIS partnership in 2002, I Imagine Studio has helped Lifeway launch new products – Organic Kefir, ProBugs, Kefir Bars, etc – and has implemented integrated marketing campaigns that included the following components: TV, radio, print, events, outdoor, grassroots and online marketing.

In 2009, IIS got a chance to work on the most exciting project of all: developing an online presence to educate and engage the Lifeway customer universe about the benefits of Kefir.

OBJECTIVES

- Create a distinct online presence to ensure a stronger market position
- Refresh the Lifeway Brand by utilizing cutting edge online tools, striking visuals and design, and innovative social media applications.
- Provide access to a vast amount of information about Lifeway products, probiotics, health and wellness, recipes, events, etc.
- Create stronger relationships with customers through engaging dialogue, and with retailers by providing access to the information they need.
- Implement Content Management System and CRM tools to enable the client to execute customized campaigns in real time.

welcome to
a powerful new feeling of *well-being*

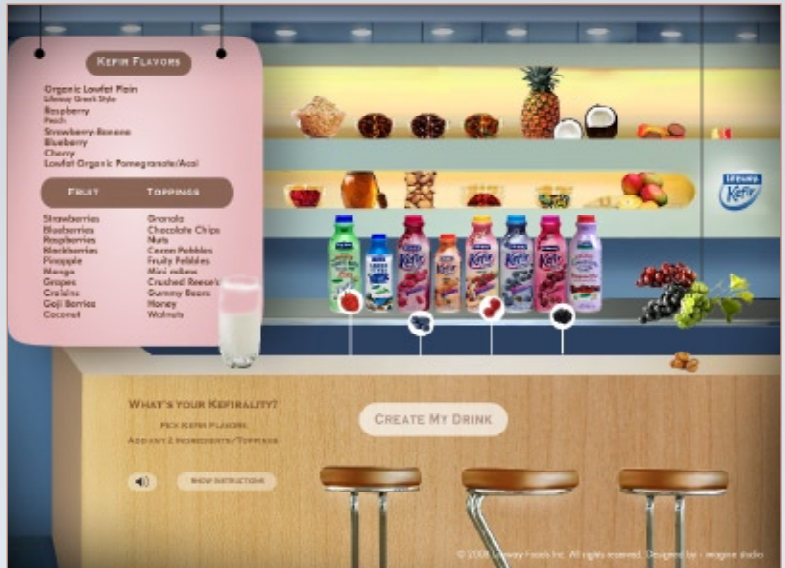


Lifeway® DEVELOPING NEW ONLINE PRESENCE

IMPLEMENTATION

I Imagine Studio created a visually stunning Web site that not only educates consumers on the benefits of Kefir, but engages them through interactive applications. Web site design and development included:

- Optimization with the latest social media tools, including Facebook and Twitter.
- Development of interactive applications such as the Virtual Bar where users create their own Kefir cocktails, the Recipe section, where they post and discuss recipes with one another, the Store Locator, and the blog.
- Implementation of tools to allow for execution of customized coupon programs.
- Development and implementation of an easy-to-use Content Management system.
- Search Engine Optimization.



Virtual Kefir Bar

RESULTS

- The new site enhances Lifeway's responsiveness to customer needs as it enables the Lifeway team to frequently communicate with and receive feedback from their customers.
- Lifeway was able to implement a customized coupon program, which drove new visitors to the site within 1 working day during the first week after the site launch.
- Lifeway's marketing department is able to streamline its communications by integrating its PR, events, blog, Twitter, YouTube and Facebook efforts via the new site.
- The sophisticated, easy-to-use back-end system helps the Lifeway team save time on Web site management.



Recipe Page



ProBugs Memory Game



ProBugs Product Page

PRODUCT INTRODUCTIONS

I Imagine Studio has helped Lifeway introduce several new products to the market through print, radio, and television campaigns.

LASSI

In 2006, Lifeway developed its own version of the classic South Asian yogurt drink, Lassi. This product was directed at the Indian American market, as Lifeway sought to capitalize on the drink's popularity in India. I Imagine Studio launched the Lassi marketing campaign in the Chicagoland area, creating billboards to advertise the drink in communities with large Indian populations. We also negotiated front-page placement in several of the largest Indian newspapers in Chicago, such as India Tribune and Desi Talk. Today, the product is marketed nationwide.

RICH IN CALCIUM

Lifeway®

Lassi

INDIAN YOGURT SMOOTHIE

strawberry

8 FL. OZ.

Lassi

is here!

Lifeway®

The advertisement features a young girl with braids and colorful beads, smiling. To her left is a carton of Lifeway Lassi, Strawberry Indian Yogurt Smoothie, which is 8 fl. oz. and rich in calcium. The background is a warm, golden-yellow with decorative swirls. In the bottom right, there are fresh strawberries and a whole orange. The Lifeway logo is prominently displayed in the bottom right corner.

PROBUGS

In 2006, Lifeway developed Probugs, an award-winning kefir drink geared towards young children. The goal of I Imagine Studio was to create an exciting story to educate kids about the new product. I Imagine Studio developed an advertising campaign that included print, radio and TV advertisements, as well as special events. To engage and entertain kids, IIS developed an online interactive game featuring Probugs characters.

The objective of this campaign is to create awareness of Probugs, who represent the good bacteria found in kefir. Using animated characters, we developed a story of good bacteria protecting the child against bad bacteria. The design is lively and colorful, conveying the message that this is a drink made especially for young children. In addition to the online game, IIS used the animation in an electronic billboard that was shown in Times Square.





GREEK STYLE KEFIR

I Imagine Studio helped Lifeway introduce its new Greek Style Kefir through an advertising campaign featuring Olympic figure skater, Oksana Baiul. Oksana advertised Lifeway's Greek Style Kefir via print and TV campaigns, which were based on the idea that Lifeway Foods Kefir is the "drink o champions," which fits with the overall theme of an authentic Greek product. Through collaboration with Lifeway, IIS was able to develop progressive campaigns that, by the end o 2005, increased sales by 23%, pre-tax income by 19%, and earnings per share by .04/share.



Lifeway®