

## SITUTATION

Lifeway Foods, the largest producer of specialty dairy products for health-conscious consumers, commissioned our agency in 2002 to launch integrated marketing and PR campaigns to educate consumers about benefits of drinkable yogurt – Kefir.

## PROCESS

**Market Strategy:** I Imagine Studio developed a marketing strategy that connected customer needs and usage behaviors with the health and well-being benefits of Lifeway Foods products.

**Implementation:** I Imagine Studio developed Print, TV and Radio advertising campaigns to inspire interest, grow brand awareness and increase purchase intent for the following Lifeway Foods product lines:

- Original Kefir
- Farmers Cheese Line
- Soy Treat Kefir
- Organic Kefir
- Low Carb
- Cream Cheese
- Pudding
- Pro Bugs Kefir Line for kids

## RESULTS

- Stock has returned 37% annually
- Lifeway earnings grew 23% in 2005
- Acquisition of Helios Nutrition in 2006

I Imagine Studio negotiated a contract with Olympic and World Champion figure skater **Oksana Baiul** as the official spokesperson for Lifeway Foods

**Oksana Baiul**  
Olympic Champion



**Lifeway**®

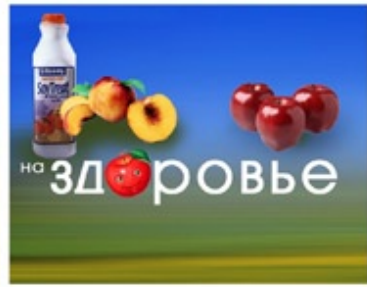
**Lifeway**<sup>®</sup>  
**ORGANIC**

**ORGANIC**  
**LOWFAT KEFIR**



- Stimulates digestion
- Boosts the immune system
- Infused with essential vitamins and minerals
- Protects against harmful bacteria
- Contributes to weight loss

*пейте* НА ЗДОРОВЬЕ



**i!magine**  
 STUDIO