

A woman is shown in profile, sitting in a meditative lotus position on a sandy beach. She is wearing a dark, short-sleeved top and dark pants. Her hands are resting on her knees in a mudra. The background features a calm ocean and a hazy, sunset-colored sky. The entire image has a blue color overlay.

HPD RX CASE STUDY

Creating a Million Dollar direct to consumer brand in 12 months.

OVERVIEW

Led by Dr. Monte Swarup, one of America's Leading Women's Health Experts, a three-time recipient of the prestigious Top OB/ GYNs Award, and granted the Albert Nelson Marquis Lifetime Achievement Award. Dr. Monte serves on the Maternal Child Health Council for Dignity Health, is on the Physician Board of Managers for the Arizona Care Network. He has managed over 60,000 deliveries and is dedicated to science and innovation. Dr. Swarup wanted to create a direct-to-consumer line of premium, evidence backed supplements supported by rich clinical studies. Areas of special interest include immune system support, women's health, and more.

SCOPE OF WORK



Brand Audit



Visual Identity



Packaging Design



Business Development



Web Development



Advertising & Marketing

PROJECT GOALS

- 1 | Conduct a brand audit to evaluate the competitive landscape, consumer insights, and identify opportunities to create a premium supplement line leveraging Dr. Swarup's expertise in women's health and immunity.
- 2 | Create a unique name and visual identity with universal appeal that will stand out in the marketplace and communicate the brand's value and benefits to consumers. Identify the brand's values, voice and messaging to communicate HPD Rx products' benefits and usefulness.
- 3 | Assist with business development to create partnerships with suppliers who are some of the world's leading ingredient manufacturers. Research and develop a strategic partnership with a first-class contract manufacturer.
- 4 | Create packaging designs, an e-commerce website, Amazon storefront, infographics, and informational videos that are unique, and represent the quality and benefits of each of the brand's formulas.
- 5 | Manage the Amazon storefront, online advertising, and social media to build a robust sales channels to connect directly with the consumer.

HPD Rx

HPD RX VISUAL IDENTITY

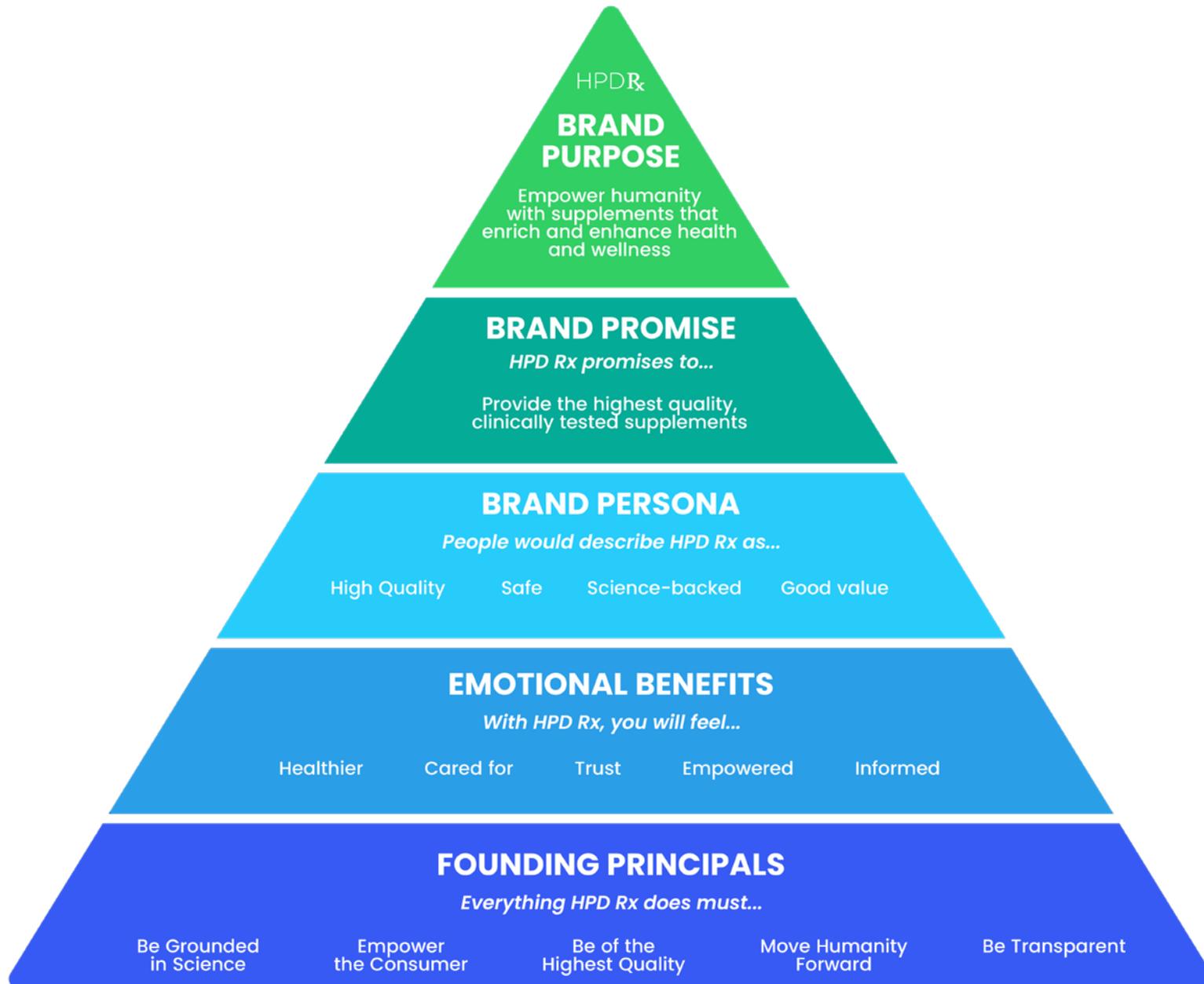
Our name process takes into consideration how products will successfully compete in the marketplace and win the attention of target customers. The name needs to have:

With a physician-backed supplement brand we needed a name that is easy to remember and as short as possible. Incorporating “Rx” gives the name an extra feeling of trust and credibility which helps with marketing, and online search terms.



- * **Brand potential**
- * **Market appeal**
- * **Visibility & scalability**
- * **Uniqueness**
- * **Easy to spell**
- * **Universal appeal**

BRAND PYRAMID





“Art will never be able to exist without nature.”

—Pierre Bonnard

Vibrant color and precise texture pay homage to each ingredient’s purity. Each label’s colors are sophisticated, yet minimal combinations, whether feminine or masculine, represent the full spectrum of nature alive and well. The designs are complimented with rich fonts, gold foil accents and warm amber bottles that speak to the premium quality of the ingredients as these formulations are a primary differentiator for the brand. Timeless icons are central to the packaging design. Whether a symbolic tree of life - representing wisdom and strength, or a snowcapped mountain peak meet the promise of HPD Rx’s essence and superior quality.

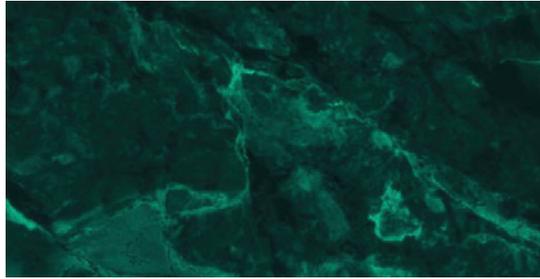
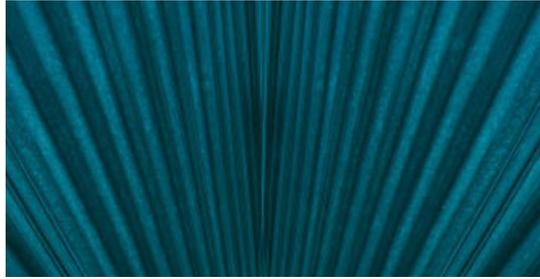
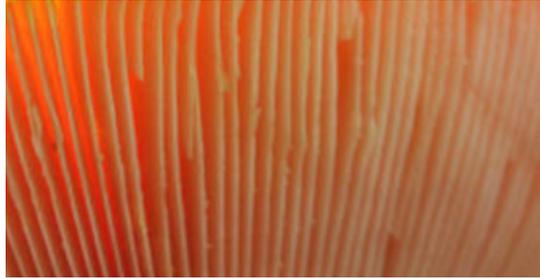
“Study nature, love nature, stay close to nature. It will never fail you.”

—Frank Lloyd Wright

HPD Rx’s visual language is inspired by the beauty, grace and purity of nature. The scent and delight of pink roses and fresh lavender infuse the gradient selections, providing the packaging with a visceral, natural bond with these seductive elements.



INSPIRATION



PACKAGING

The supplement category is saturated, especially within the ecommerce marketplace. Quantise needed to create a new brand – “HPD Rx” and leverage Dr. Swarup’s expertise and reputation in the field of women’s health to differentiate the product line. By partnering with some of the world’s leading ingredient manufacturers of branded and trademarked ingredients with clinical studies, HPD Rx was able to immediately enter the market and offer leading formulas backed by science. Combined with innovative packaging design and messaging, the HPD Rx brand now competes in the most desirable health categories.





MARKETING



SHOPIFY STOREFRONT

We developed hpdRx.com on Shopify - arguably the best platform for ecommerce. It's a robust platform designed for mobile and desktop, and comes with complementary tools and features for multi-channel selling, so products can be sold directly through hpdRx.com, Amazon.com, on social media and third-party marketplaces, and everywhere in between.

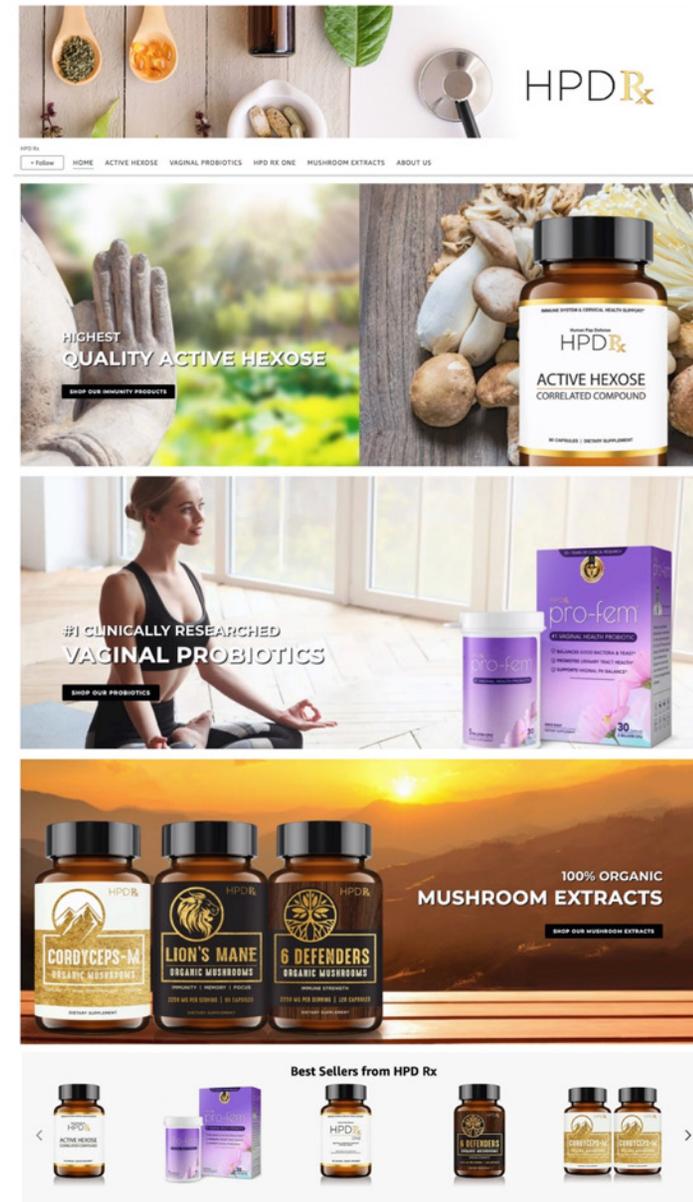
Shopify provides best-in-class suite of business tools to build a complete business command center. Shop Pay handles payment processing, Shopify POS administers in-person sales, and Shopify Fulfillment helps get products into customers' hands.





HPD RX AMAZON BRAND STOREFRONT

Amazon accounts for 77% of all U.S. vitamin and supplement sales made online. This makes Amazon a primary distribution point and showcase for HPD Rx's products. The HPD Rx Storefront on Amazon.com provides millions of potential customers easy access to the company's supplements. By using well-crafted product descriptions, 3D images, infographics and videos, HPD Rx has created a fully branded experience. Quantise tracks every page insight including visitors, sales, units sold, and orders. New products are introduced using our proprietary Amazon advertising, customer review acquisition, and SEO ranking system.



AMAZON INFOGRAPHICS

Unique, well-described, and high-quality product listing images help drive more leads and conversions. We created high-quality infographics using bullets/features to explain product details and benefits.



Supplement Facts		
Serving Size:	3 capsules	
Serving Per Container:	30	
	Amount Per Serving	% Daily Value
Active Hexose Correlated Compound from Shiitake mushroom mycelia extract (Lentinula edodes)	550 mg	†
Shiitake Organic mushroom fruiting body extract (Lentinula edodes)	550 mg	†

† Daily Value not established

Other ingredients: Micro Crystalline Cellulose (USP), Carnauba Wax, Dextrin, Alpha-cyclodextrin, Vegetable Capsule (cellulose, purified water).

TESTED

PURE

POWERFUL

ULTIMATE IMMUNITY

- Supports Cervical and Reproductive Health
- For Women and Men
- 30 Clinical Studies

HPD RX ACTIVE HEXOSE CORRELATED COMPOUND

- Made with Organic Mushrooms
- Greater than 25% Beta-Glucans
- Vegetarian
- Non-GMO
- Kosher
- No Fillers
- Gluten-Free

} .65"

AMAZON TESTIMONIALS

"Much More Than a Multivitamin,
it Helps My Reproductive System"



-Verified customer review



AMAZON TESTIMONIALS

We developed highly visual, attractive testimonials which include product images combined with actual 5-stars reviews of happy customers who recommend HPD Rx and share their positive experiences - providing the company with a competitive advantage.

"My OB/GYN recommended Fem-Rx to improve my balance
and eliminate odor - it worked overnight!"



-Verified customer review



"My OB/GYN Highly Recommended
Pro-Fem. This Really Works!"



-Verified customer review



"Best, Most Powerful Nootropic!"



-Verified customer review



DR. SWARUP

MARKETING DR. MONTE

As technology transforms the health industry, we found unprecedented opportunities to win significant mind share by connecting Dr. Monte Swarup with audiences in a meaningful way. By developing a series of videos around health topics from HPV to Immunity, we positioned Dr. Monte as a trusted voice in today's most important health conversations. Dr. Monte's bio and image appear on the side of HPD Rx boxes and throughout the web. We then leveraged our expertise in digital marketing to develop strategies that set the HPD Rx brand apart from the competition, to deliver real business results.

HPD Rx Formulas
created by
Monte Swarup
MD, FACOG

- ✓ Master Formulator
- ✓ Women's Health Expert
- ✓ Board-Certified OB/GYN
- ✓ Science Innovator

DOCTOR FORMULATED IMMUNE & SYSTEM SUPPORT
SUPPORT BY SCIENCE



About Our Founder & Formulator



Monte R. Swarup, MD, FACOG

Monte R. Swarup, MD, FACOG is a women's health expert with a passion for providing exceptional patient care. He is deeply committed to his patients and has been working in women's health for over 20 years.

Dr. Swarup has performed numerous Pap tests, helping women to manage their cervical health and providing treatment for abnormal Paps, HPV, and genital warts. Over the course of his career, he has managed over 60,000 deliveries for the Dignity Health system.

He places a high value on science and innovation and spends a significant amount of his time and energy on staying up to date on the latest medical advances.

Dr. Swarup's leadership qualities and achievements have been recognized on multiple occasions by professional organizations in his field. He is a three-time recipient of the prestigious America's Top OB/GYNs Award and has recently been granted the Nelson Marquis Lifetime Achievement Award.

Chat with us

HPD Rx
pro-fem
MONTE SWARUP, MD

Created by one of America's leading experts in women's health, Dr. Monte is a three-time recipient of the Top OB/ GYNs Award and the prestigious Albert Nelson Marquis Lifetime Achievement Award. Dedicated for more than twenty years to science and innovation, Dr. Monte has managed thousands of deliveries.

5 MILLION CAPSULES
30 DAY SUPPLY
7 DAY SUPPLY
GMP

25+ YEARS OF CLINICAL RESEARCH

HPD Rx
pro-fem
#1 VAGINAL HEALTH PROBIOTIC

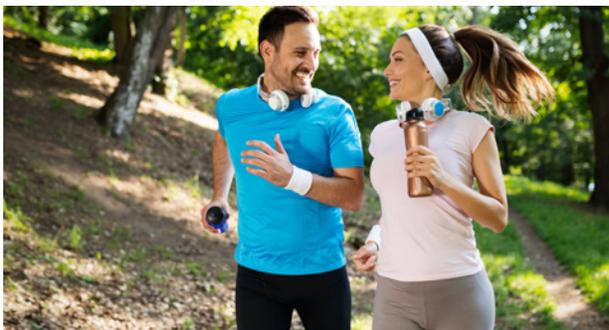
- ✓ BALANCES GOOD BACTERIA & YEAST*
- ✓ PROMOTES URINARY TRACT HEALTH*
- ✓ SUPPORTS VAGINAL PH BALANCE*

ONCE DAILY
DIETARY SUPPLEMENT

30 CAPSULES
5 BILLION CFU

EMPOWERING HEALTHY LIVING

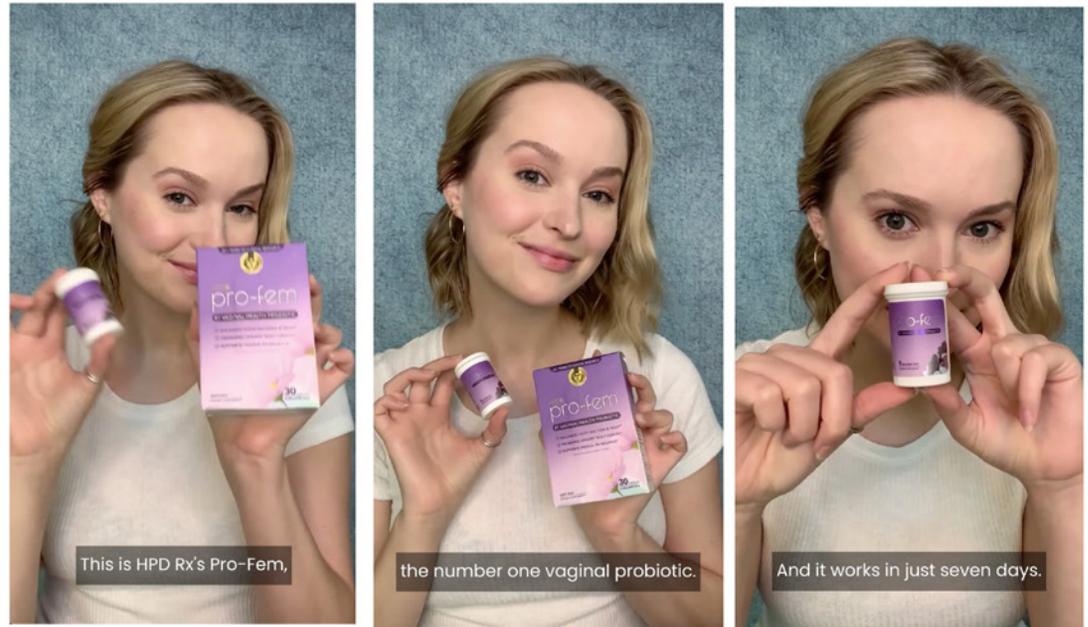
Emphasis on taking care of the whole person - mind, body and soul. Images of healthy people engaged in fitness activities and enjoying nature inspire potential customers to embrace their well-being. Non-pretentious and easy going images of people enjoying life. Ethnic diversity and age ranging from twenties to older, and mostly females represent the demographics of HPD Rx consumers.



VIDEO MARKETING



Video engagement is increasing on Amazon, YouTube, Facebook, and Instagram and is a vital part of sharing the HPD Rx story with audiences. From influencer generated testimonials to rich information videos on product pages - videos produce new customers who are well informed.



RESULTS

HPD RX MARKETING RESULTS

The results have been incredible. Revenues grew from an average of \$3,000 to \$85K in monthly sales. This growth happened within a 12-month time frame. More than 60% of HPD Rx's traffic is organic, so there was no need to pay for clicks or other types of advertising in the beginning. Residual subscriber numbers are growing month-over-month and we are among the top ranked products on Amazon. Our creative thinking helped us to grow by more than 3K% in under two years.



“I have had the pleasure of working with Quaintise in developing a premium line of supplements from scratch. These brilliant marketing experts have done everything from creating the HPD Rx brand, package design, formula concepting, organized our contract manufacturing, developed our Amazon store and listings, built our website, and manage all of our advertising. In less than 2 years, we now have thousands of happy customers and profitable revenues exceeding \$1 million. I could not have done this without Quaintise’s talented team - they are the very best!”

–Dr. Monte

MONTE SWARUP, MD, FACOG

THANK YOU

Quaintise enhances brands by bridging strategic consumer insights with powerful creative.

We are here to help you grow.

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