

## ASSETS

### White Background Image

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### Old Images

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### Lifestyle Image

[https://drive.google.com/drive/u/1/folders/17YHVHs1oRA3fj9iPcN5hlo0FXXm\\_XB8W](https://drive.google.com/drive/u/1/folders/17YHVHs1oRA3fj9iPcN5hlo0FXXm_XB8W)

### User-Generated Content

[https://drive.google.com/drive/u/1/folders/17YHVHs1oRA3fj9iPcN5hlo0FXXm\\_XB8W](https://drive.google.com/drive/u/1/folders/17YHVHs1oRA3fj9iPcN5hlo0FXXm_XB8W)

### Video Content

[https://drive.google.com/drive/u/1/folders/17YHVHs1oRA3fj9iPcN5hlo0FXXm\\_XB8W](https://drive.google.com/drive/u/1/folders/17YHVHs1oRA3fj9iPcN5hlo0FXXm_XB8W)

## PROJECT OVERVIEW

### Project Name

Fuel Nutrition

### Brand Name

Fuel Nutrition

### Website

<https://fuelnu.com/>

### Amazon Listing (if available)

### Instagram Handle (if applicable)

## PRODUCT SNAPSHOT

### What exactly is the product?

Protein Powder

**What does it do and how does it work?**

The protein powder is scientifically formulated with vitamins and ingredients that are easily absorbed, helping to support beauty, health, and overall well-being.

**What problem does it solve?**

It provides a balanced intake of essential nutrients that support beauty, gut health, and digestion.

**Who is it meant for?**

Primarily women looking to enhance their natural beauty and overall health.

## **CURRENT LISTING CHALLENGES**

**What's broken or underwhelming about the current Amazon listing, brand positioning, or creative execution?**

Outdated or off-brand visuals, low conversions, key benefits aren't clear, looks generic, doesn't reflect premium/value feel, lacks lifestyle or human context, too much text, poor storytelling.

**Where are they losing conversions or attention?**

Due to generic visuals and lack of clear storytelling and differentiation.

## **TARGET CUSTOMER DEEP DIVE**

**Gender, age range, location, income, profession**

Primarily female, various ages, primarily USA, middle to upper income, diverse professions.

**Life stage or identity (e.g., new moms, eco-conscious Gen Z, busy professionals)**

Women interested in health and beauty, possibly experiencing life changes like aging or postpartum.

**Pain points, desires, motivations**

Desire for improved skin, hair, and nails; motivations include health, beauty, and confidence.

**How do they shop on Amazon? What do they care about when scrolling?**

They look for trusted brands, clear benefits, genuine testimonials, and visually appealing listings.

## **BARRIERS TO PURCHASE**

List the common doubts, hesitations, or FAQ-style friction points that stop people from buying — even if they like the product.

Concerns about effectiveness, doubts about premium pricing, limited understanding of benefits or ingredients, lack of trust in brand.

## **BRAND VOICE & TONE**

**Describe the tone and copywriting style the brand uses or should use (e.g., bold, sassy, informative, premium, conversational).**

Informative, premium, supportive, and empowering.

**Include any signature words, phrases, or linguistic quirks.**

Phrases like 'shine from the inside out' and 'naturally beautiful'.

## **USPs (UNIQUE SELLING PROPOSITIONS)**

**What makes this product meaningfully different from other options in the category?**

Potent ingredients in optimal dosages, high absorption rates, comprehensive beauty and health benefits.

**Think functional benefits, emotional angles, and cultural relevance.**

Promotes natural beauty, aligns with the no-makeup movement, provides confidence through health.

## **5-SECOND WOW FACTOR**

**If a customer saw this listing for 5 seconds, what single visual hook, copy line, or feature would stop them in their tracks?**

Two scoops equal the potency of sixteen collagen capsules.

## **KEY FEATURES (WITH CONTEXT)**

**List 4–6 major features. But go beyond just the bullet points — explain: Why does this matter to the buyer? How does it connect to their lifestyle or values?**

1. High absorption: Ensures maximum nutrient uptake for visible results. 2. All-natural ingredients: Aligns with health-conscious values. 3. Comprehensive benefits: Supports beauty from the inside out. 4. Convenient: Easy to mix into daily routines without hassle.

## **TOP 6 SELLING POINTS (WITH STRATEGIC JUSTIFICATION)**

**For each of the client's selected selling points: State the point. Explain \*why\* it's strategically powerful for this product and customer.**

1. Scientifically formulated: Builds trust through expertise. 2. Potent dosages: Highlights effectiveness. 3. Easily absorbed: Underscores value and efficiency. 4. Natural beauty support: Appeals to core desire for genuine beauty enhancement. 5. Made in the USA: Conveys quality and trust. 6. Supports overall well-being: Broadens appeal beyond beauty.

## **COMPETITIVE LANDSCAPE**

**List 2–3 main competitors**

Vital Proteins, Garden of Life, Orgain.

**Describe how this product compares**

Higher potency, better absorption, comprehensive beauty and health benefits.

**Mention any Amazon-specific differentiators (e.g. bundle, shipping time, design)**

Potential for bundle offers, free USA shipping on orders over \$50.

## **SEARCH & KEYWORDS STRATEGY**

**Suggest relevant search terms and niche keywords to target. These should align with user intent, category trends, or long-tail SEO goals.**

Protein powder, collagen supplement, beauty supplement, skin health, hair and nail growth, natural beauty supplement, high absorption protein.

## **BRAND STORY, VALUES & PURPOSE**

**Give a short but meaningful brand origin story or founder story.**

Fuel Nutrition was founded with the belief that true beauty comes from within. Our founder's vision is to empower women to embrace their natural beauty through health and wellness.

**Highlight core values, emotional drivers, or the 'bigger why' behind the brand's existence.**

We stand for natural beauty, health empowerment, and the no-makeup movement, aiming to nourish bodies and enhance self-confidence.

## **DESIGN DIRECTION**

**Summarize the client's aesthetic preferences**

Premium, clean, and beauty-focused.

**Suggest how the visuals, layout, or color themes should feel (e.g., clean/minimal, bold/graphic, warm/natural)**

Clean/minimal with a warm and natural aesthetic.

**FINAL NOTES & STRATEGIC CALLOUTS**

**Include any extra insights for the creative team, such as: Packaging or compliance considerations, Customer education needs, Cross-sell or upsell potential, Social proof or influencer angles**

Focus on customer education regarding ingredient benefits. Explore influencer partnerships to bolster social proof. Highlight testimonials and success stories

approved by sadhvi