

ASSETS

White Background Image

https://drive.google.com/drive/u/1/folders/17YHVHs1oRA3fj9iPcN5hlo0FXXm_XB8W

Old Images

https://drive.google.com/drive/u/1/folders/17YHVHs1oRA3fj9iPcN5hlo0FXXm_XB8W

Lifestyle Image

https://drive.google.com/drive/u/1/folders/17YHVHs1oRA3fj9iPcN5hlo0FXXm_XB8W

User-Generated Content

https://drive.google.com/drive/u/1/folders/17YHVHs1oRA3fj9iPcN5hlo0FXXm_XB8W

Video Content

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Outdated or off-brand visuals, low conversions, key benefits aren't clear, looks generic, doesn't reflect premium/value feel, lacks lifestyle or human context, too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