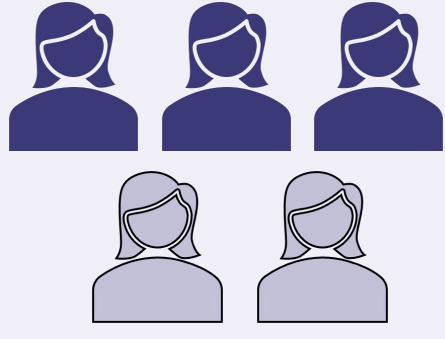




Vitamins & Supplements Video User Review Content Study Results



3 of 5 consumers consider **Video User Reviews** more **trustworthy** vs. text-based reviews when shopping for Vitamins & Supplements



Athletic Performance

- Show **detailed personal results**, including anecdotes and before/after demonstrations of performance
- **Relatable user** with **relevant fitness goals** important!
- Share detailed breakdown of **ingredients** and **benefits** provided by each ingredient
- **Price sensitive** category - user can help explain **cost per serving** and **value** provided
- **Brand reputation** is clutch here - have user highlight your brand's history and credibility
- **Ease of use** and **convenience** – user demonstrates measuring/mixing/consuming so we can picture it



Sleep Support

- Share **specific sleep challenges** user experienced + **noticeable improvements** now
- User details their **mornings** – feeling **refreshed**? Impact your product has on their **morning routine**
- Daytime (school/work) – user describes their level of **alertness** and **productivity**
- User demonstrates their **nightly routine**, when and how takes product before going to bed
- User shares their **sleep cycle** and **quality of sleep** – now enjoying deep, uninterrupted sleep?
- **Long-term usage** is critical - establish **partnerships with creators** who can share about **extended use**



Brain Health

- Demo how user **incorporates your product** in their **daily routine** and impact on their daily **productivity** – feeling **energized & motivated**
- Share **anecdotes** and/or demonstrate **impactful moments of creativity, problem solving, sharpness**
- User shares **timeline of use** – immediate or gradual results, consistency - **set realistic expectations**
- User speaks to their **reduced fatigue** during moments of **extended concentration**
- User shares **improvements** to their **mental wellbeing** and their ability to **handle stress**



Everyday Health

- Share **noticeable improvements** in user's **daily energy** + **sense of wellbeing**
- User speaks to their ability to **maintain healthy habits**
- Demonstrates taking product in their **daily routine**
- User shares info about product's **ingredients** and speaks to how they're **easily absorbed by the body**
- User shares their **specific health concerns** (gut, heart, etc.) and product's impact on those concerns
- Share about **prevention of common health issues** – noticing fewer colds, less indigestion, etc.
- User shares **why they trust your brand**

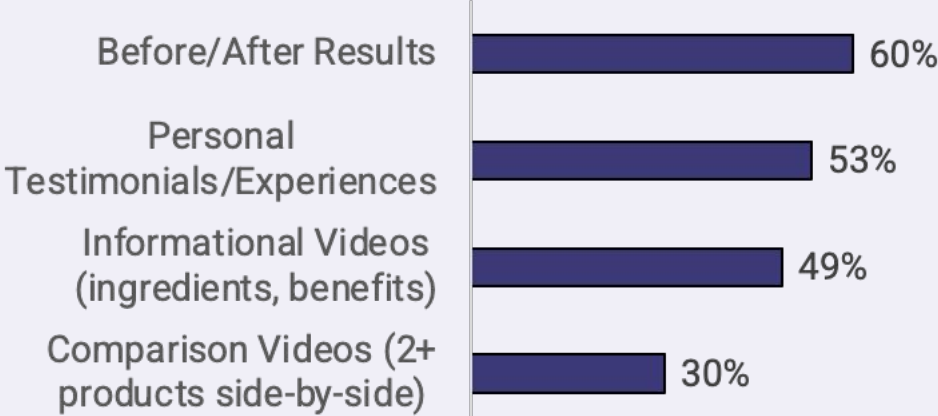


Women's Health Probiotic

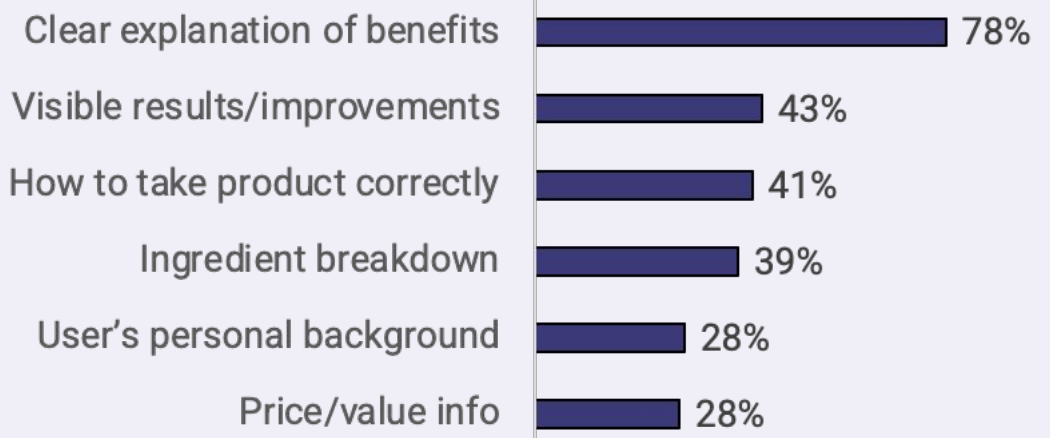
- User shares **digestive health benefits** provided them – improved gut health, reduced bloating, regular BMs
- User demonstrates when and how they take your product as part of their **daily routine**
- Highlight product **ingredients**, particularly **specific probiotic strains** targeted for **women's health**
- Highlight your **lack of unnecessary additives**
- Be transparent about product's **adjustment period** including any **mild side effects** – establishes **trust**
- User shares **overall wellbeing** and **relief from vaginal health issues**
- User specifies specifically **WHO will benefit most** from this product – **specific health concerns**



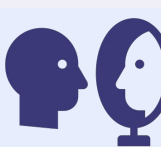
Most Helpful Video Types



Most Useful Information



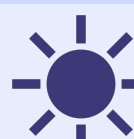
Why Are Videos More Helpful?



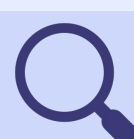
Can more easily **picture myself** using the product



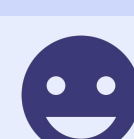
Clear view of product's **packaging, size, and presentation**



Understand how product will fit into my **daily/nightly routine**



Transparency helps set **realistic expectations** about product use



Facial expressions, body language, tone of voice helps **gauge sincerity**

What Makes User Video Authentic?



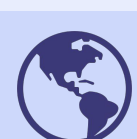
User shares their **personal anecdotes/stories** using product



User displays **genuine emotion + enthusiasm**



User demonstrates **experience + knowledge** in this area



Demos using product in **real world scenario** / how I might use it



User provides **balanced list** of **both pros & cons**



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Study fielded in Sept-Oct 2024 with a sample of 136 consumers