

Cognizin Strategy Pitch



What is Cognizin?

Mission: “Cognizin is a premium **nootropic** that supplies the brain with a **patented form of citicoline**. Clinically tested for efficacy, this **ingredient** has demonstrated support for **productivity** by sustaining focus, attention, and memory in healthy adults,” ([Cognizin](#)).



Client Ask

Generate awareness of Cognizin among Generation Z and get them to seek products containing Cognizin.

Primary Research Objectives

- Understand the **roles of supplements** that support mental clarity, health and wellbeing in our target consumers' lives.
- Determine the **most effective ways our target is influenced**.
- Uncover what **specific needs** consumers are looking to be solved by supplements.
- Assess our target's **knowledge and perceptions** of supplements that support mental clarity, health and wellbeing.
- Determine knowledge and **perception of Cognizin as a brand**.



Participant Screener Criteria

Females Ages 18-24

Currently take, or are willing to take supplements to support mental clarity, health and wellbeing.

Consider themselves to be actively managing stress levels.

Not an “expert,” not studying health sciences or working in health care.

Not studying or working in the advertising or public relations industries.

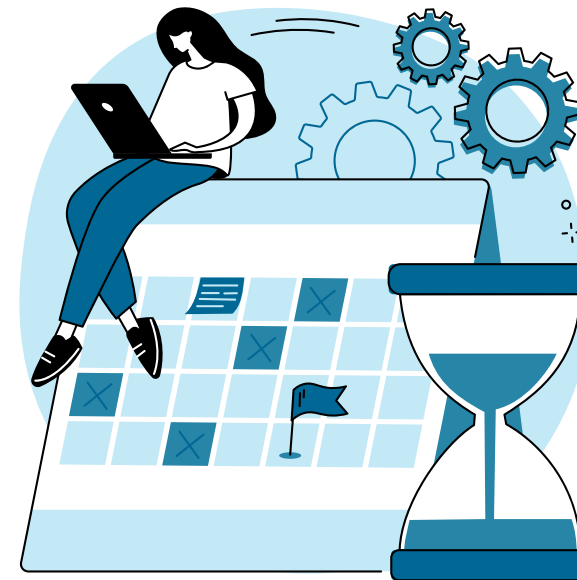
Does not work in a supplement store.

Research Method



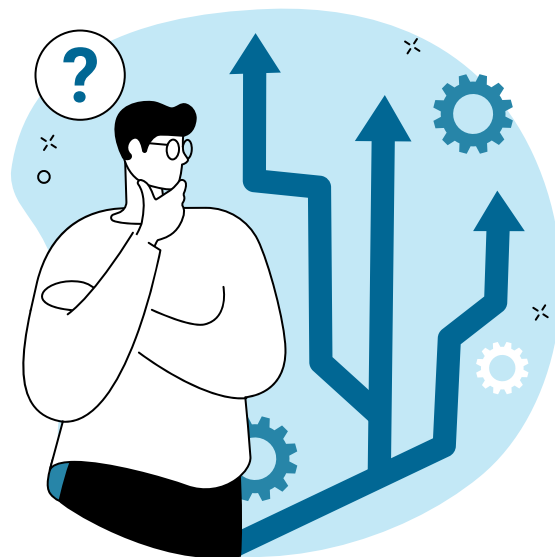
6

IN-DEPTH INTERVIEWS



45

MINUTE INTERVIEWS



3

PROJECTIVE EXERCISES



7

SECTIONS TO GUIDE
DISCUSSIONS

Key Takeaways

Values

Our target audience prioritizes their **mental health, relationships and success** across **work, school and personal life.**

"When you're prioritizing health and wellness, you're putting yourself in the best position to succeed in life."

Role of Health

Mental and physical health are intertwined, influencing daily habits such as exercise, proper nutrition and sleep.

"Access to healthy food and mental health services are expensive, but they're so important for well-being."

Brain Health Knowledge, Perceptions and Barriers

"It's overwhelming trying to figure out what's legit versus just marketing fluff."

Factors that Motivate Trial, Usage and Loyalty

"Sticking to their company's mission, vision and values is really important to me... because that will keep me coming back to their company."

Potential Sources of Influence

- Trusted health professionals, family members or friends.
- Credibility is important for consumers seeking brain health supplements.



Target Profile

INTRODUCING...

Wellness Experimenters



DEMOGRAPHICS

- Female
- 18-24 years old

Wellness Experimenters

PSYCHOGRAPHICS

- Prioritize relationships with family and friends
- Actively managing stress levels
- Currently taking, or have taken, a vitamin or supplement
- Open to trying new products (hence “experimenters”)
- Hesitant when it comes to influencers
- Place importance on the cost of their supplements
- Seek advice from people they trust



Why Wellness Experimenters?

Wellness Experimenters

Relationship with brain health supplements:

- Lack of knowledge
 - “I don't know a lot to be honest.”
- View supplements as healthy, which is highly valued
 - “I think just health comes to mind. You're taking these supplements because either your body's naturally not producing that, or you wanna have that active thing going into your body... I think [supplements are] beneficial to your health.”

Wellness Experimenters

Care Most About:

Natural ingredients

Their mental clarity

Performing at their
best

Relationships with
friends and family

Consumer Insight



“Between school, work, and my relationships, stress is a constant. It’s hard to stay focused on what truly matters when I’m overwhelmed. I know I need support, but I’m not sure where to turn—nothing seems reliable. I want a solution that’s both effective and natural, something that will give me the mental clarity I need to show up at my best every day, without the worry of harmful chemicals.”

Wellness Experimenters

are... **maximizing every moment**

While in college, they want to do their **best in work and school** and also make time for **themselves AND their relationships with loved ones.**



Consumer Journey

1. Recognition

7. Evaluation

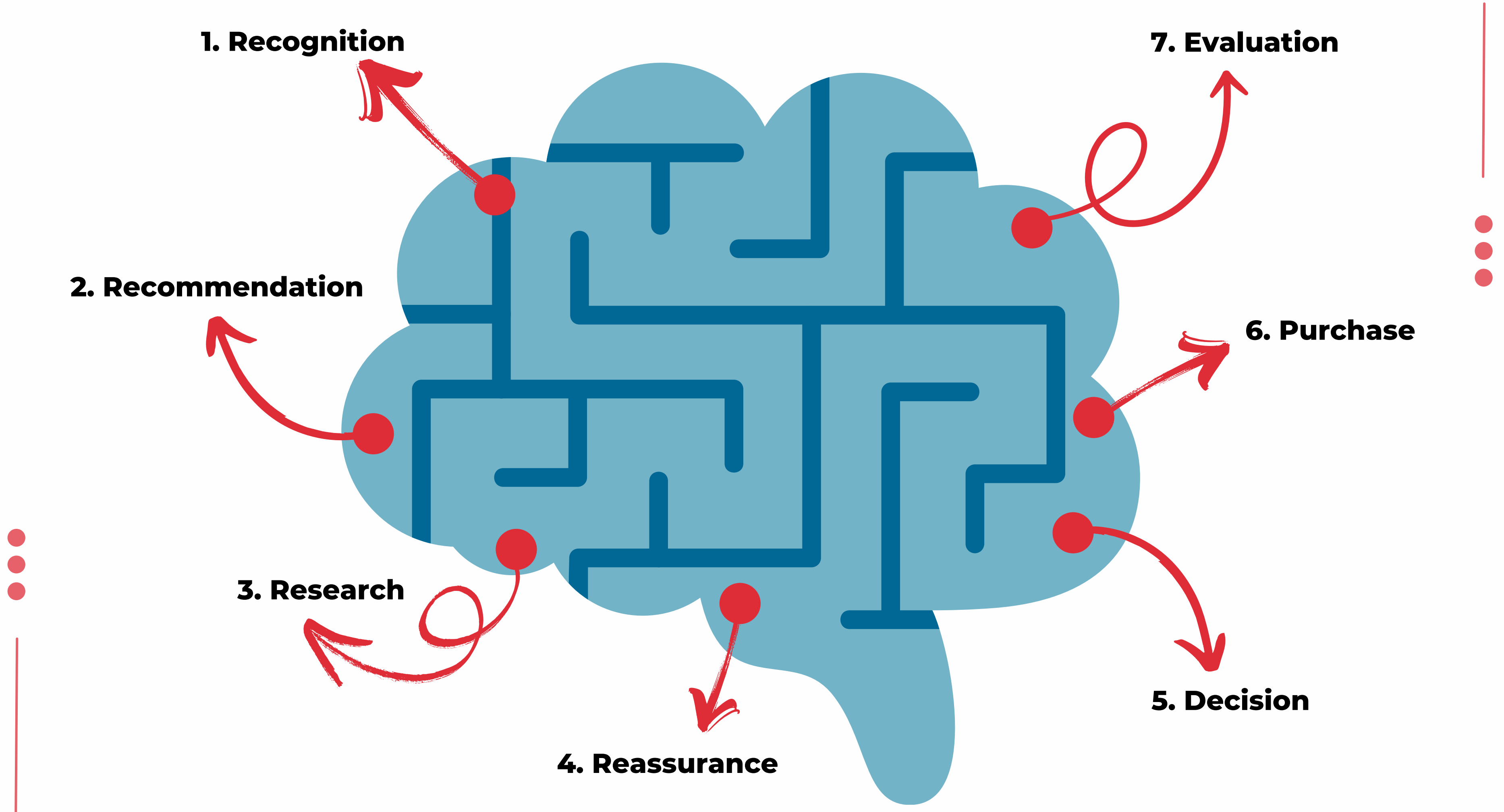
2. Recommendation

6. Purchase

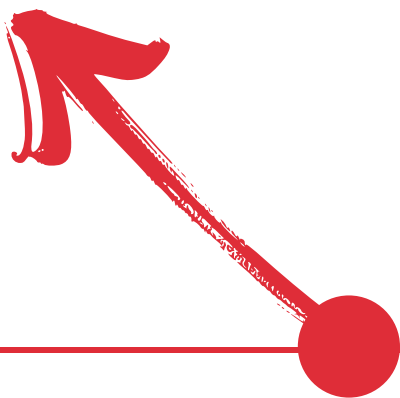
3. Research

5. Decision

4. Reassurance



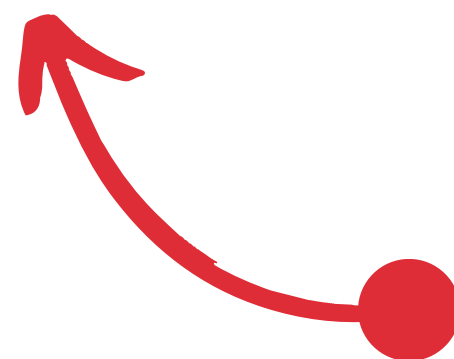
• **Step 1:**
Wellness
Experimenters
recognize a
personal issue
with themselves.





Step 2:

Wellness Experimenters are more likely to explore the option of supplements for mental clarity, health and wellbeing if **recommended** by a trusted individual.





Step 3:

Before respondents choose a supplement, they begin **researching options** on their own.



●
●
●

Step 4: Due to the high volume of product choices, respondents are more likely to purchase a product **trusted by a credible resource.**





Step 5:

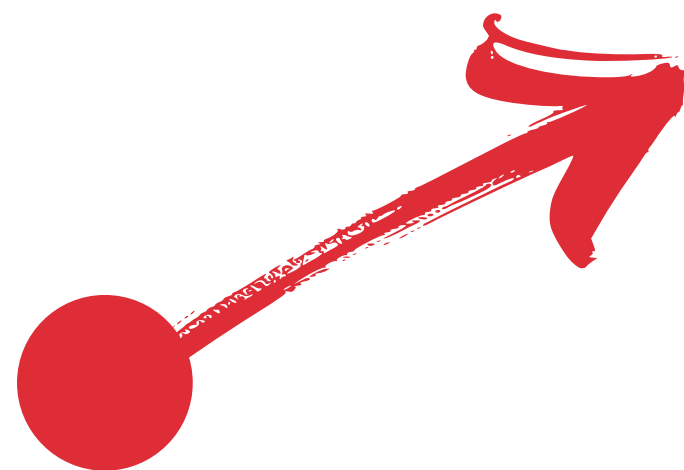
Respondents look in brick-and-mortar stores for the supplement they've **honed in on.**





Step 6:

Consumer **purchases** the
supplement.



• Step 7:

Consumers decide if they will continue using the product depending on the **effectiveness they experience.**



Recommendations

Rec 1

Include Cognizin's logo on the front of all products that include Cognizin.

Rec 2

Focus marketing efforts for this target audience through social media platforms.

Rec 3

Highlight unique products that appeal to Gen Z.



Thank You!

References

Chychula, Adriana (2023). Vitamins, Minerals & Supplements – US – 2023 <https://clients.mintel.com/report/vitamins-minerals-supplements-us-2023?fromSearch=%3Ffreetext%3Dsupplements%26resultPosition%3D1>

Grzywacz, J. G., Stoller, E. P., Brewer-Lowry, A. N., Bell, R. A., Quandt, S. A., & Arcury, T. A. (2012). Gender and health lifestyle: an in-depth exploration of self-care activities in later life. *Health education & behavior : the official publication of the Society for Public Health Education*, 39(3), 332–340. <https://doi.org/10.1177/1090198111405195>

Hassan, H. F., Mourad, L., Khatib, N., Assi, R., Akil, S., Khatib, S. E., & Hteit, R. (2024, June 23). Perceptions towards gluten free products among consumers: A narrative review. *Applied Food Research*.
<https://www.sciencedirect.com/science/article/pii/S2772502224000532?via%3Dihub>

Supplements buzz: How gen Z and Millennials Are Shaping Consumer Healthcare. ISPO.com. (2024, July 9).
<https://www.ispo.com/en/health/supplements-buzz-how-gen-z-and-millennials-are-shaping-consumer-healthcare>

Tedstone Doherty, D., & Kartalova-O'Doherty, Y. (2010). Gender and self-reported mental health problems: predictors of help seeking from a general practitioner. *British journal of health psychology*, 15(Pt 1), 213–228.
<https://doi.org/10.1348/135910709X457423>