



## Coromega

### DESIGNING PRODUCTS TO DRIVE DIFFERENTIATION AND SELL-THROUGH

#### DISCIPLINE

Product Innovation

*“We knew we had something with the idea behind Be Bright. But there’s no way it would have been the huge success it’s been without our partners at Bulldog. They helped push us and made it jump off the shelf.”*

**JODIE HOWARD, DIRECTOR OF MARKETING**

#### CHALLENGE

Coromega’s core purpose as an organization is to help more Americans to reach and maintain healthy Omega 3 levels. As a longtime strategic partner, they came to Bulldog Drummond with a squeezable superfood oil designed to help people get more healthy fats into their daily diet. They needed strategic help positioning the product, and the larger product platform, and help to tell their story so the brand stood out on retail shelves.

#### RESULT

We helped them understand the opportunity and define the concept — which resulted in a clear platform strategy that would extend from their first superfood product into a complete line delivering a range of functional benefits. From there our design team developed a name, messaging, design and packaging solution for their innovative squeeze formulation. “Be Bright” was picked up by a range of national retailers in record time, and sold off the shelves immediately. This product has changed the trajectory of the entire company.