

# FGBG



FGBG, a vibrant women's health supplement brand committed to provide women with health supplements that make them Feel Great, so they can Be Great. With a mission to redefine wellness as an empowering journey, FGBG strives to inspire self-love and vitality in young women by seamlessly integrating health supplements into their daily routines

## CHALLENGE

Establish FGBG as a go-to brand for young women seeking a convenient and enjoyable way to incorporate health supplements into their daily routine. The market for women's health supplements is competitive, and FGBG needed to carve out a unique space for itself.

## APPROACH

- Full Brand Strategy and Development
- eCommerce development on Shopify Plus
- Social Media Content Production and Management
- Influencer Campaign Development and Management
- Full-scale Media Strategy and Placement in Offline and Online Channels
- Full-scale Digital Growth Strategy
- Trade and Experiential Activations

## CHANNELS



## RESULTS

YTD revenue increase by 2,600%  
YTD increase in orders by 7,300%  
YTD online store sessions increased by 5,000%  
Increase in social driven traffic by 423%  
Increase in Search traffic by 19,900%