

NAME	NAME ANALYSIS	TOP COMPETING PRODUCT	MISSION	MISSION ANALYSIS	LOGAN	LOGAN ANALYSIS	BENEFITS POSITIONING	MARKETING TONE	BRAND COLORS	COLORS/PACKAGING ANALYSIS	NOTES	PRICING	SALES CHANNELS
Legion Athletics	Evokes feelings of togetherness. Makes one think of a large team (legion) going into an athletic event together.	<a href="#">Recharge Post-Workout</a>	Our mission isn't to merely sell supplements, but to change the fitness industry for the better, one person at a time.	Legion's mission shows that they position themselves as a brand above the fitness industry—they are helping to better it through honesty and selling superior products.	The #1 brand of all-natural sports supplements.	Legion establishes themselves as the leader in the realm of natural (better perceived quality) sports supplements.	Legion positions itself as a brand that provides the best value supplements based on price, quality, effectiveness. They cut out the BS and provide the best products.	Legion's marketing tone is best described as sincere and casual. They try to convey a sense of honesty through admission of problems, and most marketing copy is from their founder's perspective.		Colors evoke a sense of trustworthiness and safety. Legion's packaging is dark black with hints of their primary colors to convey a sense of premium quality.	SMG marketing is a major part of their marketing efforts.	\$0.75/serving	Online store, Amazon
Momentous	Signifies importance. Evokes feeling that their products are best for momentous occasions.	<a href="#">Elite Sissy</a>	To create products that support the relentless pursuit of progress in human health and performance.	Momentous' mission positions themselves as an innovator in the field of sports performance. They connect with customers by providing them a competitive advantage in sport with progressive supplements.	Building the future of human performance.	Like their mission, Momentous' slogan positions the brand as an innovator and on the perpetually on the cutting-edge of human performance.	Momentous positions itself as a provider of "best in class" products, taking a personalized approach to their athletes. They are an innovator advancing human performance through more than just supplements.	Momentous' marketing tone is very academic and motivating. They speak in scientific yet simplified terms, and use optimistic language and images that foster motivation in the reader.		Colors are very simple yet convey trust and superiority, as well as luxury. Momentous' packaging is simple with minimal extra words, yet it has a very futuristic look to it.	A big part of their company is by creating fitness content. They produce a podcast and publish insightful content to their website aside from their products. Recently merged with AmphHuman.	\$1.50/serving	Online store, Amazon, AmphHuman
Gorilla Mind	Evokes feelings of strong/tough individuals. They "untie the beast" within their users.	<a href="#">Gorilla Dream</a>	N/A	N/A	Uncape your Gorilla Mind.	Gorilla Mind's slogan helps establish them as a company that allows you to unlock the best, most animalistic qualities of yourself.	Backed by popular YouTube <b>More Plates More Dates</b> , Gorilla Mind positions itself as the purveyor of the highest quality, most efficacious supplements.	Gorilla Mind's marketing tone is very casual. They do not sound like they do not use strong marketing tactics, but rather promote their products through simple, effective descriptions.		Colors signify strength and power—consistent with a "Gorilla." Their packaging is futuristic looking yet simple, and most products are packaged in black with differing colored labels.	Backed by YouTube with 1+ million subscribers. Products are truly the most effective and potentest dosed in the industry.	\$0.96/serving	Online store, Amazon
1st Phorm Nutrition	Evokes feelings of superiority—consistent with their positioning as the premier company. They help people achieve their best "Phorm."	<a href="#">Joint Mobility</a>	To never settle.	1st Phorm's mission establishes themselves as the brand to help one achieve their goals. They are the leader in the industry.	Everyone has a dream	1st Phorm's slogan is consistent with their marketing tone in that they are uplifting the consumer.	1st Phorm positions itself as the premier supplement brand. They make the best products and earn their customers' trust through 100% honesty.	1st Phorm's marketing tone is best described as motivational, and at times cliché. They use strong language to uplift their users.		Colors are simple yet convey balance, trust, and hope. Their packaging includes their main marketing points and simple designs. It is not very visually appealing.	Like Momentous, they publish a lot of content to their website.	\$0.67/serving	Online store
REDCON1	Conveys strength through their use of red and the capitalization of all characters.	<a href="#">Fade Out</a>	To create the highest quality supplements for people who trained, for people that need to be at their best.	REDCON1's mission shows that they position themselves through the superior quality of their products.	Award winning supplements	Like their mission, REDCON1's slogan conveys their position as best, highest quality supplements.	REDCON1 positions itself as the supplement company to try right now. They simply make award-winning products that help you achieve your goals.	REDCON1's marketing tone is very bold. It is in your-face, with strong diction and frequent capitalization of entire words.		Colors evoke strength. Throughout their packaging and marketing images, REDCON1 products are made to look ready for war. Deep red, black orange, and gold mark their packaging.	Very good name recognition and social media presence. Discount brand.	\$1.67/serving	Online store, Amazon, Walmart, The Vitamin Shoppe
Klean Athlete	Name evokes feelings of cleanliness and a pure foundation to perform at their best.	<a href="#">Klean Recovery</a>	To help you achieve yours, by fueling your foundation to perform at your peak.	Klean's mission positions their products as optimal for an athlete looking for peak performance. They differentiate based on quality.	N/A	N/A	Klean Athlete positions itself as the purveyor of natural, science-backed supplements, that are the safest for athletes. They emphasize their NSF Certified for Sport and testing of all their products.	Klean's marketing tone is very scientific as well as motivational. They frequently reference nutrition facts, while using images of strong athletes.		Colors evoke safety and quality. The colors are relatively simple and their packaging is simple and makes one think of a science lab.	A GNC brand.	\$2.69/serving	Online store, Walmart
Thorne Research	Name is very scientific. Makes one think that their products are well researched.	<a href="#">Recovery Pro</a>	We believe personalized, scientific wellness can extend the duration of one's health span and create happier and healthier lives.	Thorne's mission differentiates them through their desire to improve quality of life. They position themselves through personalization.	N/A	N/A	Thorne is positioned as a company that improves quality of life. They help people achieve their health goals and prevent chronic health conditions. They plan to "redefine" what is means to live healthy.	Thorne's marketing tone is very direct and scientific. Their marketing copy is long and informational, often laying out the reason why a particular supplement is beneficial and effective.		Colors represent luxury and safety. The colors are relatively simple and resembles a science lab.	Also conduct lab tests to give personalized recommendations. Strong Brand identity and good name recognition.	\$4/serving	Online store, Amazon, Herb
Athlean-X	Name is representative of a lean athlete. It is consistent with their brand where they focus on enabling everyone to become strong, lean athletes.	<a href="#">Reconstruction</a>	Putting the science back in strength	Athlean-X's mission positions themselves as a science-focused company. They are the ones reviving the industry by using science to achieve success.	If you wanna look like an athlete... you gotta train like an athlete.	Consistent with their name, Athlean-X's slogan positions themselves as the company that enables people to look like athletes by using science to become athletes.	Athlean-X differentiates themselves through science. Their main benefit is that they provide effective, supplements backed by science. Founder & YouTube personality, Jeff Cavaliere backs the supplements.	Athlean-X's marketing tone is strong. Using many science buzzwords, they come across with a forceful presence, and make it clear that their products are effective.		Colors evoke strength, power, luxury, and safety. Packaging is black container with black label. Design/lettering is very bold and futuristic. They fill most of the space on the package.	Brand is backed by YouTube channel with 11+ million subscribers. Products are overpriced and not as science-backed as they claim.	\$1.83/serving	Online store
Bare Performance Nutrition	Name is somewhat generic, but is indicative of a supplement company that fuels performance. By adding the last name "Bare", the brand feels more personal and family-like.	<a href="#">Strong Joints</a>	To educate, inspire and improve the performance of the modern day athlete, adventurer and warrior, through integrity, transparency and service.	BPN's mission positions themselves as mission-driven company providing value through their background of military service. Above all, their customer service shines through along with their honest products.	Become stronger.	BPN strives to help people become stronger versions of themselves, positioning their brand as the one will help them become stronger.	BPN mainly provides benefit through their "Bare Standard." Their products are quality tested and NSF certified for sport. Thus, you can trust that they will help you achieve your best.	BPN's marketing tone is very energetic and motivational. They use strong diction and use emojis frequently.		Colors evoke premiumness and makes one think of the military (tan). Their packaging is simple yet modern. They use combinations of black and white with hints of color.	Brand is backed by Nick Bare YouTube channel with 600+ thousand subscribers. Products are not dosed very effectively.	\$0.99/serving	Online store