

## The Immune Advantage: Creative Strategy Product Launch

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### **Background**

Boosting your immune system is the single most powerful thing you can do for your health! But this “weapon of wellness” within depends upon your daily lifestyle choices to keep it balanced and strong. Eat the right foods and it will protect you from a host of symptoms and conditions, eat the wrong foods and you will compromise its ability to act as your personal army against germs and viruses. Simple lifestyle choices like reducing stress, getting more activity into your life, taking the right supplements and cultivating your emotional wellness can have a dramatic impact on your immune system’s ability to ensure your optimum health.

The immune system is a complex and far reaching network of defense that includes everything from your skin and nose, to your stomach and intestines. In *The Immune Advantage* you will discover dozens of simple strategies to keep this sophisticated system—and more importantly, your health—in tip-top shape.

- 40% to 70% of all cancers are related to what we eat. We’ll expose the best choices in our list of Anti-Cancer All-Stars.
- People who take vacations have a 21% lower risk of death than people who do not.
- People who eat a wide variety of food have a 30% lower risk of death than people who eat little variety. We’ll give you simple strategies to bring more delicious diversity to your diet.

If you follow the advice in this book, you can lower your risk of disease or even earlier death by 20-30%.

### **What is *The Immune Advantage*?**

*The Immune Advantage* is a 512-page book packed with practical and actionable strategies to boost and balance your immune system. Based upon the latest breakthroughs in research and the knowledge of 95 experts ranging from MD’s, to nutritionists and herbalists, *The Immune Advantage* is the most comprehensive and authoritative book on the subject available. In Part 1 and 2 you get an overview of the immune system and the basic key to keeping it well tuned. Part 3 includes information on preventing and treating the most common immune-related diseases from colds and flu, to diabetes, asthma and cancer. Part 4 is comprised of the never-before published MaxImmunity Plan featuring the 6-point vitality diamond – a breakthrough approach to enhancing immunity developed by Dr. Keith Berndtson specifically for this book. Part 5 includes 50 delicious immune-boosting recipes, the Super-Immunity Ingredients list and Immune-Busting Foods to Avoid, as well as other valuable resources.

The enclosed “New Title Information Form” memo from the book’s editor at Rodale —Roz Siegel—does a very nice job of introducing the content of the book and highlighting its strengths. Please be sure to contact Roz early on in the creative process. Her number is (610) 967-8901. In addition, please consider interviewing Dr. Berndtson who is our special advisor on

this book. Dr. Berndtson, MD, is Chicago Regional Medical Director for American WholeHealth and Co-director of the Chronic Fatigue Syndrome and Fibromyalgia Clinic at the American WholeHealth Lincoln Park Center in Chicago. As special advisor he had agreed to the use of his name and likeness in promotion. We'll discuss best ways to reach the doctor in the project start meeting.

### **Who will buy this book?**

Since maximizing your immune system is the single most important thing you can do for your health whether you are trying to avoid colds or prevent arthritis or cancer, we expect that this title will have a fairly broad reach. We'll be very successful if your creative can appeal to the health buffs—our core PREVENTION buyers—while still luring in prospects from large general merchandise outside lists, donor and apparel lists who have a more casual interest in health.

The following profile summarizes the demographics and interests of our core audience.

### **The PREVENTION Health Audience**

Our buyers are 85% women aged 40-plus. For this particular title, about 57% of the audience expressing positive purchase intent was between 40 and 54 years old with another 20% over 65. They are employed full-time outside the home (44%) or are retired (30%). 28% have graduated high school while another 54% have attended/completed college or graduate school. 44% of them have total household incomes of between \$30,000 and \$69,000 annually. They view themselves as generally healthy with 12% describing their health as “excellent,” another 36% as “very good” and 39% as “good.” 77% prefer to treat themselves first when they feel sick. 86% consider themselves to be religious or spiritual and 91% of them believe in the healing powers of prayer.

Whenever possible, they prefer safe, natural approaches to staying healthy rather than the drugs their doctors keep pushing on them. Overweight, allergies, arthritis, back problems and high blood pressure are the top 5 health conditions they suffer, respectively. 20% of respondents feel they are 11-20 pounds overweight, while another 30% consider themselves to more than 20 pounds overweight. Among the alternative healing methods they are most interested in learning more about are exercise for healing (32%), natural healing (32%), herbs (27%), vitamins and minerals (25%) and nutrition (24%). 85% of respondents take supplements as part of their overall nutrition program.

22% of respondents are very concerned and 45% are somewhat concerned about the changes in their bodies and appearance caused by aging. 80% are either very satisfied or somewhat satisfied with their physical appearance. In thinking about living to a ripe old age, the things respondents are most looking forward to are maintaining health (49%) and spending time with family and friends (25%). Their main fears about aging include dependence on others (67%), losing mental sharpness (64%), decreased physical mobility (57%) and living in a nursing/retirement home (40%). Interestingly enough, only 11% included dying among their fears about aging. The 2 main things that respondents reported made them think of a person as “old” were a lack of ability to care for themselves (35%) and attitude (27%).

The Customer Profile for this book is enclosed so that you may review this data in more detail. The profile provides statistics overall for our house health book buyer customer, as well as the subsets of customers who indicated negative, neutral and positive purchase intent for this title on our book concept survey.

## MARKETING POINTS

### **PROBLEM - What problem does this book solve for the reader?**

- The **harbingers of disease are all around us**, from the foods we eat, to the water we drink to the air we breath.
- Whether it's Salmonella, West Nile Virus or Mad Cow disease, with every **news broadcast** we learn of yet another invisible germ or virus lurking in our surroundings that's ready to steal away our health and vitality.
- Customers want to know the simplest strategies to **prevent disease** and how to **recover quickly** should they become ill.
- With the advice in *The Immune Advantage*, the most powerful protection from what's out there is at your fingertips and prevention is within your control.

### **PROMISE - What does this book/creative promise the prospect?**

- *The Immune Advantage* is **natural health insurance** against the ravages of disease!
- **Harness your inborn power of wellness!** Take **control of your health** and longevity by making simple choices to bolster and balance this innate system for optimum health.
- **Cut your risk of all major diseases dramatically**, including cancer, and live a healthier, longer life with fewer doctor and hospital visits. Not to mention the bills.
- **Fewer colds** and occurrences of the **flu**.
- The latest treatment and prevention for **30 immune related conditions** from allergies and arthritis, to diabetes and lupus.
- Discover the top **20 immune boosters** and **10 immune busters**.
- **More energy** and **less stress** by following the MaxImmunity Plan.
- The 6-faceted vitality diamond is a **whole-body approach** to maximum immunity incorporating diet, supplements, exercise, stress relief and sleep, as well as emotional wellness.
- Dozens of **practical strategies** that are easy to implement in your real life.
- A **customizable** plan allows the flexibility for you to choose the foods and other strategies that work best for you.
- You'll enjoy **immediate results**...if you start reducing stress today, you'll be stronger against disease tomorrow.
- It's **never too late** to boost your immune power.
- You'll not only **alleviate** your present conditions, but you'll also learn how to **prevent** the diseases you're most concerned about **naturally**.
- The promise is one of **self-care**, of easy at-home steps to optimum health.

### **PROOF - How does the book/creative deliver on the promise?**

- When it comes right down to it, our customers want solutions to their health problems. As a result, our traditional hard-hitting **problem/solution** focused fascinations often serve as the greatest proof that the book has depth, breadth and tons of new information our customers absolutely must get their hands on.
- And this book really is on the **leading edge** of information in the study of immunity. Never before has a book as comprehensive and authoritative been created. Backed by *PREVENTION*, this book is based upon cutting edge science and the real-world patient experiences of the **95 experts consulted**.
- Includes the **never-before-published MaxImmunity Plan** featuring the 6-faceted vitality diamond for optimum health.
- This plan was developed by special advisor **Dr. Keith Berndtson, MD**. See the New Title Information memo enclosed for more information on Dr. Berndtson. As special advisor to the book, the doctor has agreed to the use of his name and likeness in promotion. Please consider how you might use him in your promotion.
- There are several very **strong features** of the book that are terrific proof of its ease and practicality including 50 delicious immune-boosting recipes, sample menus, and the super immunity ingredients list. Plus, it also includes a special immune-building version of *PREVENTION'S* blockbuster Peanut Butter Diet.
- We are working on **testimonials** for the book. As I understand it, the patient stories in the book itself are largely composites. We will have further clarification on this at the project start meeting.
- The **PREVENTION** brand brings terrific credibility to our offer. *PREVENTION* stands for safe, actionable and practical health advice, please capitalize on the strength of this brand image in your promotion.
- Real information customers can start using right way (not solely teasers) is among the best proof a promotion can offer. Our customers are sophisticated enough to understand that teasers fascinate them into previewing the book, but they also use the information in the promotion to judge the book's level of freshness. Let's give them some real tidbits of **giveaway** information to prove that this book really does contain new information that can have a powerful impact on their health.

### **PROPOSITION - What are the components of your irresistible offer?**

As you know, our direct mail offer is among the best in the industry. Through our customer friendly offer we strive to break down every barrier in the customer's mind to making that preview decision. A truly great package will sell our offer like it was born yesterday. Don't take the same old approach to our offer. Work it. Sell it like the huge benefit it truly is to our customers.

- **21-Day Free Preview:** This book has such incredible potential to begin improving your life right away, that we simply must let you see it for yourself. Send no money now. Once YOU agree that this wonderful book is the most complete, important source of healing wisdom available anywhere, you make only 3 easy payments of \$9.99 each, plus postage and handling.

- **Lifetime Guarantee:** Your satisfaction is 100% guaranteed for life. If you should become dissatisfied at any time— whether 21 days or 21 years from now—we'll refund your money. Please challenge yourself to develop a fresh, compelling approach for our guarantee.
- **Merchandise Return Label:** If you are dissatisfied for any reason, we'll pay for you to return the book with the Merchandise Return Label included in the promotion. Let's be sure the copy uniquely and creatively positions this benefit for our customers and uses it to build credibility and confidence in our books.
- **The Premiums:** This special 48-page bonus report from the publishers of Prevention Health Books is FREE just for taking a 21-day look at *The Immune Advantage*. It is ONLY available through this offer. It is not available in stores. Please be sure to develop a unique positioning for the premium and sell its value and benefits to the customer. Remember that this is your only real chance to capitalize on the word “FREE”. If the prospect does not immediately realize that the premium is FREE, we have lost an important opportunity. We will be offering an expanded version of the *PREVENTION* article called “The Good Carbs” which deals with the glycemic index of foods. This premium will cover a hot, new subject matter for our customer that has far reaching health benefits from weight loss, to diabetes and heart disease. The enclosed Positioning Statement does a terrific job of highlighting the marketing strengths of this concept and provides an outline of its content. The manuscript will be available 5/3/01.

## CHALLENGES

Please consider how you will address the following challenges:

- Immunity is an **intangible** concept. When we are healthy our immune systems kick-in automatically to fight disease and are generally very effective. How can your creative approach overcome this challenge and make this concept as concrete, compelling and unique as possible?
- We have far too many bookalog promotions in the mail now and I am beginning to fear that the format is fatiguing. I challenge you to be truly creative in your choice of **format**.
- This book is **not our traditional A to Z encyclopedia** of health remedies. Though 30 conditions are covered, a large part of the book is focused on the MaxImmunity Plan. Plans can be perceived as work. How will your creative overcome this to convey the ease of this program?

## Format and Printing Efficiency Considerations:

As you consider format please keep printing efficiencies in mind. The budgeted rollout cost per thousand (at 5mm pieces) for this package is \$300/m including material (\$110/m), lettershop, freight and flat rate postage.

I am very happy to be working with you on this project. I hope the information I have supplied is helpful in developing your creative approach. Please feel free to contact me if you need clarification on any of the enclosed items or if there is anything I can do to assist you further. My number is (610) 967-8409.

Sincerely,

Denyse Corelli-Nuccio  
Senior Marketing Director  
Women's Health Books

Enclosures include:

Manuscript

New Title Information Form

*The Immune Advantage* Customer Profile

Memo highlighting impressive statistics from the book

Promotion Samples

Additional Information to come:

Premium Manuscript due to us 5/3