



social teaser campaign  
new product launch: keto coffee



social teaser campaign  
new product launch: keto coffee

POWERED BY **KETO WORKS**

If Works!  
**KETOCOFFEE**  
SCIENTIFIC CARB MANAGEMENT

MCT OIL  
GRASS-FED BUTTER  
COLLAGEN

NON-GMO ON-THE-GO KETO SOY-FREE

DIETARY SUPPLEMENT | NET WT. 0.55 OZ. (15.5g)

**FIT.  
FUELED.  
FOCUSED.**

**ON SALE NOW**

**FIT.  
FUELED.  
FOCUSED.**

**ON SALE NOW**

POWERED BY **KETO WORKS**

If Works!  
**KETOCOFFEE**  
SCIENTIFIC CARB MANAGEMENT

MCT OIL  
GRASS-FED BUTTER  
COLLAGEN

NON-GMO ON-THE-GO KETO SOY-FREE

DIETARY SUPPLEMENT | NET WT. 0.55 OZ. (15.5g)

positioning statement  
keto product line



positioning statement  
keto product line



copy & positioning  
keto coffee & full product line



It Works!  
**KETOENERGY**  
**TRY IT. LOVE IT. SAVE!**



**BUY TWO GET ONE AT NO ADDITIONAL COST + FREE SHIPPING**

NOW THROUGH  
 1 MAY!

For the duration of this promotion, you can purchase two bags of It Works! Keto Energy and get one bag of It Works! Keto Energy at no additional cost. All orders must be placed during the promotion period. Available while supplies last. Online orders only. Free standard shipping. This promotion does not include free 2nd day or next day shipping. Packaging will vary by Market.



positioning statement & branding  
 keto energy

It Works!  
**KETOENERGY**  
**TRY IT. LOVE IT. SAVE!**

**BUY TWO**  
**GET ONE** AT NO ADDITIONAL COST

**+ FREE SHIPPING**  
 NOW THROUGH 1 MAY!

For the duration of this promotion, you can purchase two bags of It Works! Keto Energy and get one bag of It Works! Keto Energy at no additional cost. All orders must be placed during the promotion period. Available while supplies last. Online orders only. Free standard shipping. This promotion does not include free 2nd day or next day shipping. Packaging will vary by Market.

It Works!  
 INTERNATIONAL

It Works!  
**KETOENERGY**  
**TRY IT. LOVE IT. SAVE!**

**BUY TWO** **GET ONE** AT NO ADDITIONAL COST **+ FREE SHIPPING**

**NOW THROUGH 6 MAY!**

For the duration of this promotion, you can purchase two bags of It Works! Keto Energy and get one bag of It Works! Keto Energy at no additional cost. All orders must be placed during the promotion period. Available while supplies last. Online orders only. Free standard shipping. This promotion does not include free 2nd day or next day shipping. Packaging will vary by Market.

It Works!  
 INTERNATIONAL

promotional graphics featuring corporate leaders  
 keto energy