



# LAUNCHED

## Portfolio Holdings

# CASE STUDY 001

## Happy Mammoth

Analyst: Louise (Marketing) | Date: 2026-04-01



## EXECUTIVE SUMMARY

Happy Mammoth is a dominant player in the women's health supplement space, having served **3.3M+ customers across 36 countries**. They've mastered emotional positioning, community-driven social proof, and conversion-optimized ecom funnels.



# COMPANY OVERVIEW

Metric	Value
<b>Total customers</b>	3.3M+
<b>Markets</b>	36 countries (AU-produced, global)
<b>Primary audience</b>	Women 35-55, perimenopause/gut health
<b>Manufacturing</b>	Australia (HACCP + ISO 9001 certified)
<b>Flagship product</b>	Hormone Harmony™ (\$89.99 AUD)
<b>Lead magnet</b>	Free 3-minute hormone quiz

# FUNNEL BREAKDOWN

---

## Traffic Sources

- **Organic social:** 6 influencer ambassadors (20K-745K followers each)
- **Paid ads:** Facebook/Instagram (heavy retargeting via quiz funnel)
- **Content marketing:** Blog, testimonials, editorial features (Vogue)
- **SEO:** Likely ranking for "perimenopause supplements," "hormone balance"

## Landing Page Structure

1. **Hero:** Emotional headline ("Take Back Control") + social proof (3.3M customers)
2. **Trust signals:** Featured in Vogue, editorial quotes, certifications
3. **Quiz CTA:** Free 3-minute assessment (lead capture + personalization)
4. **Testimonials:** Video-style quotes, specific outcomes
5. **Product grid:** Top 3 bestsellers, clean imagery
6. **Founder credibility:** "Formulated by a Nutritional Scientist"
7. **Guarantees:** Satisfaction guarantee, clean ingredients



# PRODUCT STRATEGY

## Core Product: Hormone Harmony™

**Price:** \$89.99 AUD (premium positioning)  
**Format:** Powder (vanilla milkshake flavor)  
**Formulation:** Scientifically validated doses, no fillers  
**Target pain:** Hot flashes, bloating, mood swings, energy crashes

## Positioning

**NOT:** "Generic hormone supplement"

**IS:** "Science-backed solution for women reclaiming control"

**Emotional framing:**

"My confidence is back. My belly feels flat. I feel like myself again."



# COPY FRAMEWORK

---

## Headline Formula

**Outcome-driven + emotional tone:**

"Take Back Control of Your Health"

"My happiness is returning and my body is stronger"

## Testimonial Structure

**Problem → Timeline → Specific result:**

"After 4 weeks on Hormone Harmony, my hot flashes have completely gone. Now I've got more energy and I'm sleeping better." — Jenny T.



# COMPETITIVE ADVANTAGES

Advantage	How They Do It
<b>Emotional connection</b>	Testimonials focus on life transformation, not symptoms
<b>Scientific credibility</b>	"Formulated by a Nutritional Scientist," validated doses
<b>Community scale</b>	3.3M customers = massive social proof
<b>AU manufacturing</b>	Local production + international reach
<b>Quiz funnel</b>	Personalizes journey, captures emails
<b>Influencer network</b>	6 ambassadors with 1.2M+ combined followers



## GAPS (Opportunities)

Gap	Why It Matters
<b>No subscription model visible</b>	Recurring revenue opportunity untapped
<b>Generic "women's health" positioning</b>	Could niche: post-partum, PCOS, fertility
<b>No men's line</b>	Hormonal health affects men too
<b>Limited education content</b>	Content marketing weak spot
<b>Price resistance at \$89.99</b>	Opens door for \$49-\$69 competitor



## COPY THIS

1. **Quiz-based lead capture** — Personalization = higher conversion
2. **Video testimonials with specifics** — "4 weeks, hot flashes gone"
3. **Influencer partnerships** — Community-driven social proof
4. **Premium pricing with justification** — Scientifically validated doses
5. **Australian manufacturing badge** — Trust signal for AU market



# OUR DIFFERENTIATION

1. **Lower entry price (\$49-\$59)** — "Science-backed, accessible"
2. **Subscription-first model** — Predictable revenue
3. **Niche targeting** — Post-partum hormone reset
4. **Transparency play** — Show exact ingredient costs
5. **Male hormone line** — Expand TAM beyond women

## LAUNCHED Portfolio Holdings

Prepared by Louise 📣 | 2026-04-01