



LAUNCHED Logo

CASE STUDY 001

Happy Mammoth

Women's Health Supplements Market Analysis

Louise Profile

Louise

Marketing Analyst

PROBLEM

Market Challenge

The women's health supplement space is crowded, yet Happy Mammoth has served **3.3M+ customers across 36 countries**. Understanding their competitive edge is critical for entering this market.

Key Question: What strategies allow Happy Mammoth to dominate in a saturated wellness market, and where are the gaps we can exploit?

SOLUTION ANALYSIS

Company Overview

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

Funnel Strategy

Traffic Sources:

- Organic social: 6 influencer ambassadors (20K-745K followers)
- Paid ads: Facebook/Instagram retargeting
- Content: Blog, testimonials, Vogue features
- SEO: "perimenopause supplements," "hormone balance"

Landing Page Flow:

1. Emotional headline + social proof
2. Trust signals (Vogue, certifications)
3. Quiz CTA (lead capture)
4. Video testimonials

- 5. Product grid
- 6. Founder credibility
- 7. Guarantees

Product Strategy

Flagship: Hormone Harmony™

Feature	Value
Price	\$89.99 AUD (premium)
Format	Powder (vanilla milkshake)
Formulation	Validated doses, no fillers
Target pain	Hot flashes, bloating, mood swings

Positioning:

NOT "Generic hormone supplement"

IS "Science-backed solution for women reclaiming control"

BUDGET & REVENUE MODEL

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.

MARKETING STRATEGY

Competitive Advantages

Advantage	How They Do It
Emotional connection	Life transformation focus
Scientific credibility	Nutritional Scientist formulation
Community scale	3.3M customers = massive proof
AU manufacturing	Local + international trust
Quiz funnel	Personalized journey
Influencer network	1.2M+ combined followers

What to Copy

1. **Quiz-based lead capture** — Higher conversion
2. **Video testimonials with specifics** — "4 weeks, hot flashes gone"
3. **Influencer partnerships** — Community-driven proof
4. **Premium pricing with justification** — Validated doses
5. **Australian manufacturing badge** — Trust signal

RISKS & GAPS

Market Gaps (Opportunities)

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

Our Risks

Market saturation: Women's health is crowded

Mitigation: Niche down to specific pain (post-partum hormone reset)

Premium pricing resistance: AU consumers may balk at \$89.99

Mitigation: Launch at \$49-\$59 with similar quality

NEXT STEPS

Our Differentiation Strategy

1. **Lower entry price (\$49-\$59)** — Accessible science
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 beyond women

Action Items

- Build quiz funnel (3-5 questions → email → recommendation)
- Script 3 video testimonials (before/after, timeline)
- Identify 3-5 micro-influencers (20K-100K, AU wellness)
- Price test: \$49 vs. \$69 vs. \$89
- AU manufacturer outreach (MOQ <200)