

RightWay Nutrition HGC Platinum Ambassador Programing

Representing RightWay Nutrition, Digital Launch designed implemented and managed all aspects of the HGC Platinum brand launch. On behalf of RightWay Digital Launch engaged superstar celebrity bombshell entertainer Carmen Electra to be the Global face of the HGC Platinum brand.

Digital Launch was retained to design, produce and manage:

- Digital Marketing and CPG Analysis
- TV Commercial Campaign
- Tradeshow Activations
- Retail Packaging Campaign
- Digital Ad and Social Campaign



- **Results of Engagement:**
- Created product names HGC Platinum X-30
- Created and executed marketing campaign with GNC
- Took Product #1 In Diet Supplements in GNC
- Was Awarded GNC Rising Star Award
- Produced Commercial and infomercial
- Created 8 National Events

