# Communications Strategy Case Study

## Does Your Skin Need a Multivitamin Skincare Product?

## Blog Link : https://www.bluenectar.co.in/blogs/beauty-wellness-articles/skincare-multivitamins

**ARTICLE INSIGHT**
What Are Multivitamins?
Builds scientific credibility before discussing skincare.

**STRATEGIC ANALYSIS**
Communication Strategy: Education-first approach. Behavioural Economics: Authority Bias. Funnel: Top Funnel Awareness. E-E-A-T: Expertise and trust building.

**ARTICLE INSIGHT**
Does Your Face Serum Have Multivitamins?
Connects internal nutrition with external skincare.

**STRATEGIC ANALYSIS**
Communication Strategy: Narrative bridge. Behavioural Economics: Cognitive Consistency. Brand Positioning: Skin nourishment, not cosmetics. Funnel: Consideration.

**ARTICLE INSIGHT**
Multi Vitamins = Multi Benefits
Simple message linking skin, body and mind.

**STRATEGIC ANALYSIS**
Communication Strategy: Message simplification. Behavioural Economics: Processing Fluency. Brand Positioning: Holistic wellness.

**ARTICLE INSIGHT**
Vitamins in Everyday Foods
Shows practical vitamin sources from daily diet.

**STRATEGIC ANALYSIS**
Communication Strategy: Value-first content. Behavioural Economics: Reciprocity. Funnel: Educational engagement before selling.

**ARTICLE INSIGHT**
Multivitamins Exist in Nature
Promotes plant-based and natural nourishment.

**STRATEGIC ANALYSIS**
Communication Strategy: Philosophy reinforcement. Behavioural Economics: Naturalness Bias. Brand Positioning: Ayurveda-inspired wellness.

**ARTICLE INSIGHT**
Should We Take Supplements?
Balanced discussion instead of pushing products.

**STRATEGIC ANALYSIS**
Communication Strategy: Trust-led communication. Behavioural Economics: Transparency increases credibility. E-E-A-T: Trustworthiness.