



Brady Communications | Offering a Healthy Alternative



An online search for wellness.

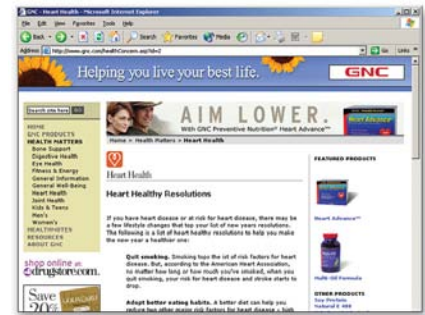
With over 5,000 retail stores, GNC is one of the world's largest retailers of nutritional supplements. With this presence, it's important the GNC Web site be an integral part of the consumer experience.

When GNC retained Brady Communications to develop a new Web site, we first recognized their consumers' need for information. Research showed us that their Web visitors were not only bargain hunters, but also information seekers. We quickly realized the opportunity for GNC to take a leadership position in providing wellness and product information online.

To accomplish this goal, we needed a robust content management system. Off-the-shelf software solutions were expensive and did not meet the specific needs of the site. Brady Communications developed a custom administration system that allowed GNC to develop new and deeper content on a variety of health conditions and relate this content to specific products. The result was easy-to-find content with a high degree of relevancy.

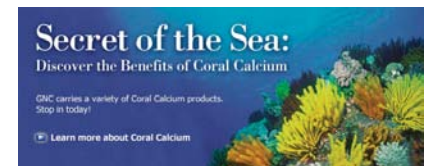
In conjunction, we re-branded the site and designed a user experience consistent with the retail shopping experience and other customer touchpoints. As customers have come to rely on GNC as a source for information, site traffic has increased 308 percent in two years.

Brady Communications is a strategic marketing communications firm providing high quality print and interactive solutions.



Contextual Marketing: Win, Win

The site contains over 9,000 pages of clearly organized health and product information. Articles about specific health categories are integrated with related GNC products through an administrated database. This contextual marketing helps GNC meet their users' need for information while effectively promoting their products.

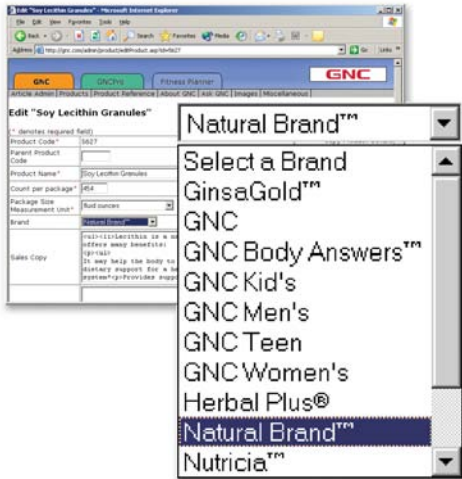


Custom Advertising

A library of product-specific banner ads includes an administration feature. At any time GNC can select the products they want to promote online and in one easy step the designated ads will rotate throughout the site.

Keeping Content Fresh

A custom content management system allows GNC to manage nearly all of the web site content, including a database of 1,200 GNC products, health articles, images, press releases and more.



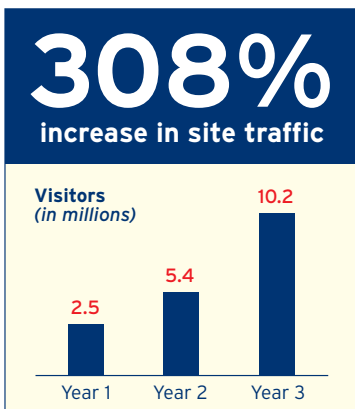
Optimizing Real Estate

This interactive "space saver" allows users to browse through several products by health category. By using a rollover animation, GNC is able to feature more products and information on their home page while maintaining clean design and usability.



Across the Board

To keep communications consistent, the database of product information is available to GNC's customer service department.



Results Add Up

The re-launch increased site traffic by 308% in two years. GNC's position as a source of health and wellness information is greatly strengthening as users now have an overall experience that makes health information useful, accessible and enjoyable.





BRADY COMMUNICATIONS

Brands. **Brand Strategies.** Market Positions. Brochures. Magazines. **Annual Reports.** Recruitment Materials. Media Kits. **Literature Systems.** Promotions. Product Launch Support. Direct Mail. **Identities.** Posters. Point-of-Sale Materials. Display Systems. Free Standing Inserts. **Packaging.** Exhibit Booths. Trade Show Materials. Advertising. Letterhead. Business Cards. Event Promotion. **Multimedia.** Sales Presentations. CD-ROMs. Kiosks. Handhelds. **Web Sites.** Hostings. **Internet Strategies.** E-Commerce. Online Advertising. Search Engine Optimization. **Database Design and Development.** Technical Architecture. Content Management Systems. Interface Design. Usability Testing. User Experience Planning. **Strategic Marketing Communications.**

Think further.

The difference between good communication and great communication is the power of discernment: keen **insight** into your marketing goals and good judgment on the right message and creative to help you meet them. **Helping you go farther takes someone who thinks further.**

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www.bradycommunications.com

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