



Brand Strategic Guide - CELLMAXX

Cellmaxx exists to bridge the gap between advanced wellness science and accessible, everyday health maintenance. It believes cellular regeneration is not a luxury—it's a basic right.

Brand Purpose & Vision

Brand Purpose

To empower everyday Malaysians to regenerate their vitality and cellular health using nature's most intelligent superfood—AFA stem cell technology.

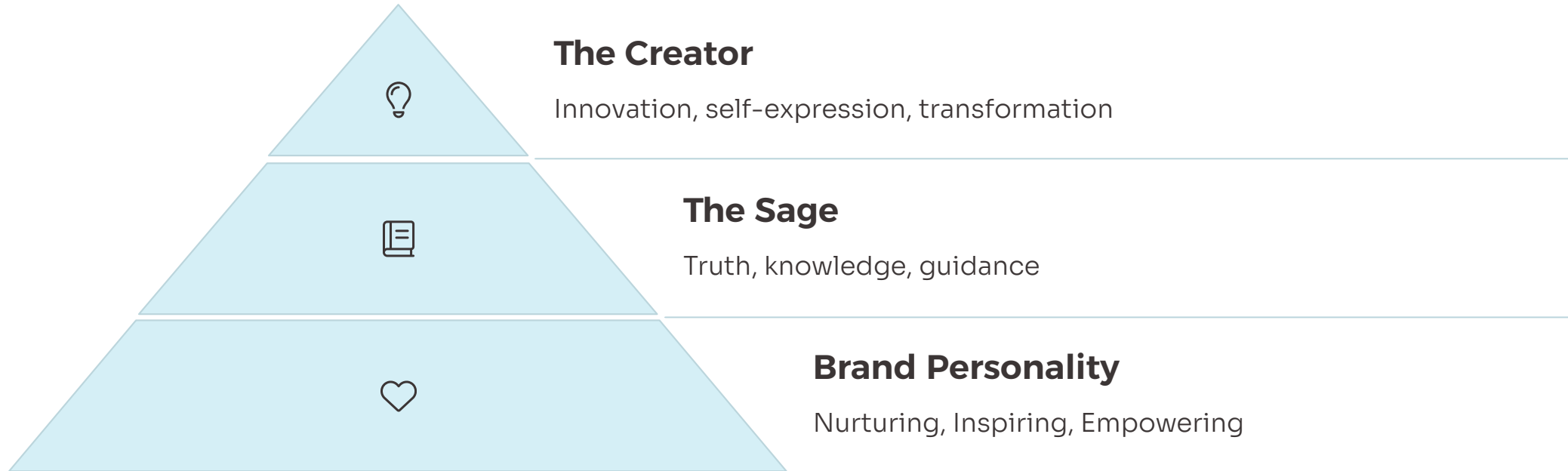
Just as skincare became part of a self-care ritual, Cellmaxx is pioneering a culture where internal cell repair becomes a daily wellness habit.

Brand Vision

To become Southeast Asia's most trusted and accessible stemcell-based wellness brand, enabling millions to age actively, live longer, and feel younger—cell by cell.

By 2030, Cellmaxx aims to be in every major pharmacy and health store across Malaysia and Singapore, cultivate a community of 1 million users who consume Cellmaxx daily, and back its product efficacy with clinical research and education to gain the trust of health professionals.

Brand Archetype & Personality



The Creator archetype is about innovation, self-expression, and bringing transformative ideas to life. Cellmaxx embodies this through AFA technology, turning complex stem cell science into daily, consumable sachets. The Sage archetype adds credibility through education and research-backed information.

Positioning Statement

Target

For health-conscious Malaysians aged 25 and above

Category

Cellmaxx is the premium stem cell-based supplement

Benefit

That helps rejuvenate your body from within, boost vitality, and promote long-term wellness

Reason to Believe

Because it is formulated with AFA technology—nature's most potent stem cell activator—trusted by thousands and backed by science



Target Audience Personas

The Preventive Professional

Name: Nurul, 34

Profession: Senior Executive at a GLC

Location: Klang Valley

Income: RM6,000–RM10,000/month

Psychographics:

- Believes in prevention over cure
- Curious about new health trends but avoids hype
- Looks for long-term health solutions
- Wants to stay youthful and energetic for her career and family

The Recovery Seeker

Name: Encik Razak, 52

Profession: Small business owner (catering)

Location: Johor Bahru

Income: RM4,000–RM7,000/month

Psychographics:

- Wants to avoid relying on medications
- Believes in natural healing (e.g. madu, habbatus sauda')
- Seeks products that align with Halal and natural claims

Brand Promise



Brand Promise Statement

"Every sachet of Cellmaxx delivers nature-powered cellular renewal"



Functional Promise

Supports cell regeneration using nutrient-rich AFA



Emotional Promise

Restores confidence in aging and health journey

This is more than a product claim—it's a functional + emotional contract between Cellmaxx and its customers so you can feel younger, live stronger, and take charge of your long-term health.

Messaging Pillars



Cellular Rejuvenation from Within

Your body already has the intelligence to repair itself—Cellmaxx activates that power through AFA stem cell support.



Backed by Science, Powered by Nature

Cellmaxx is formulated with AFA (Aphanizomenon flos-aquae), a clinically studied superfood with stem cell-supporting properties.



Wellness Made Easy, Every Day

One sachet a day makes Cellmaxx part of your morning routine—no complex regimens, no hard pills.



Affordable Premium Health

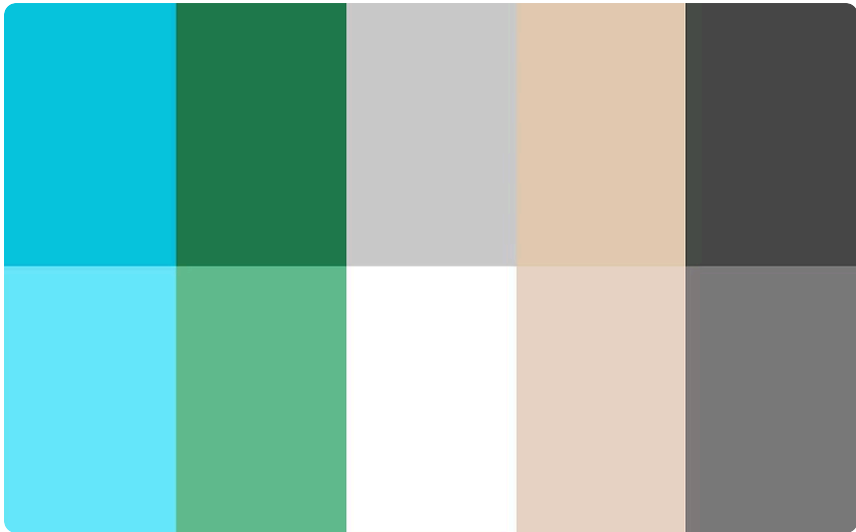
High-performance health supplements don't have to cost hundreds. Cellmaxx delivers advanced wellness at a fair price.



Your Daily Reset Button

Beyond prevention, Cellmaxx becomes a ritual of resetting your body after fatigue, stress, or overwork.

Visual Identity



Color Palette

Primary Color: Soft Aqua Blue or Mineral Green (Symbolizes water, nature, purity, and stem-cell regeneration)

Secondary Colors: Clean White (clinical feel), Warm Sand/Beige (wellness), Charcoal or Slate Gray (modernity)



Typography

Header Font: Sleek, humanist sans-serif (e.g. Montserrat, Lato) for clarity and modern authority

Body Font: Neutral serif (e.g. Merriweather, Georgia) for warmth, readability, and trust



Logo Style

Design Theme: Circular or wave-based, echoing cell membranes or water flow

Typeface: Clean, geometric sans-serif for modernity

Verbal Identity



Tone of Voice

- Empathetic (speaks to real health concerns)
- Clear (no jargon or woo-woo)
- Uplifting (instills hope, possibility, daily progress)



Writing Style

- Conversational yet credible
- Use analogies to explain science simply
- Avoid exaggerated claims or miracle language



Phrases to Use

- "Daily ritual of repair"
- "Backed by nature. Validated by science."
- "Support your cells. Support your future."
- "Smart health. Every day."



Phrases to Avoid

- "Cure" or "treats disease" (regulatory risk)
- "Magical" or "miracle" (breaks Sage credibility)
- Overhyped MLM lingo: "You'll never get sick again!"



Customer Experience Strategy



Stage 1: Discovery

Help potential customers understand why Cellmaxx is different from other supplements through educational videos, testimonials, and interactive quizzes.



Stage 2: Consideration

Build credibility and nudge trial with scientific explanations, doctor videos, free samples, and product comparisons.



Stage 3: Purchase

Make buying simple with easy checkout, multiple payment options, fast shipping, and welcoming emails.



Stage 4: Unboxing

Create a moment of surprise with personal messages, usage guides, QR codes to videos, and reminder cards.



Stage 5: After-Sales Support

Encourage habit formation with WhatsApp check-ins, educational emails, and reorder reminders.



Stage 6: Loyalty & Advocacy

Turn users into fans with testimonial contests, referral rewards, community groups, and surprise gifts.

Brand Identity Prism

Physique

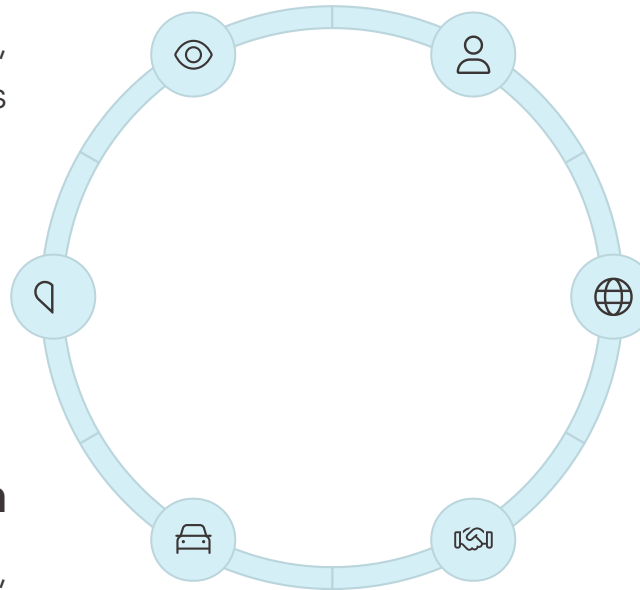
AFA-based stem cell supplement, clean
minimal packaging, easy daily ritual,
visual symbols of waves and cells

Self-Image

"I'm doing the right thing for my body,"
"I deserve to feel better every day"

Reflection

Proactive about health, informed,
intelligent, in control, balancing modern
life with self-care



Personality

Warm, knowledgeable, empowering,
speaks like a trusted wellness coach

Culture

Belief in natural intelligence of the
human body, rooted in science,
accessible wellness

Relationship

Wellness mentor, health guide, ritual
partner, daily health anchor



Social Media Strategy

Platform	Audience	Content Types
Instagram	Wellness-driven women 25-40	Carousels, Reels, testimonial quotes, story polls
TikTok	Curious learners, trend-driven, younger	Skits, myth-busting, unboxing, voiceovers
Facebook	35+, group-centric, long-read tolerance	Testimonies, journal posts, live Q&As, articles
Pinterest	Women 25-45, ritual-builders	Infographics, visual boards, quotes, educational pins
LinkedIn	Working professionals 30-50	Founder story, entrepreneur content, thought leadership

Primary Goal: Build trust, educate through simplicity, and inspire daily health rituals with a Creator + Sage archetype voice that is warm, clear, curious, and wise.

Content Strategy

Brand Values & Beliefs

Share the why behind Cellmaxx

Engagement & Community

Drive shares, UGC, and 2-way interaction



Product Education

Explain AFA, stem cells, how it works








Emotional Stories

Real testimonials & transformation moments

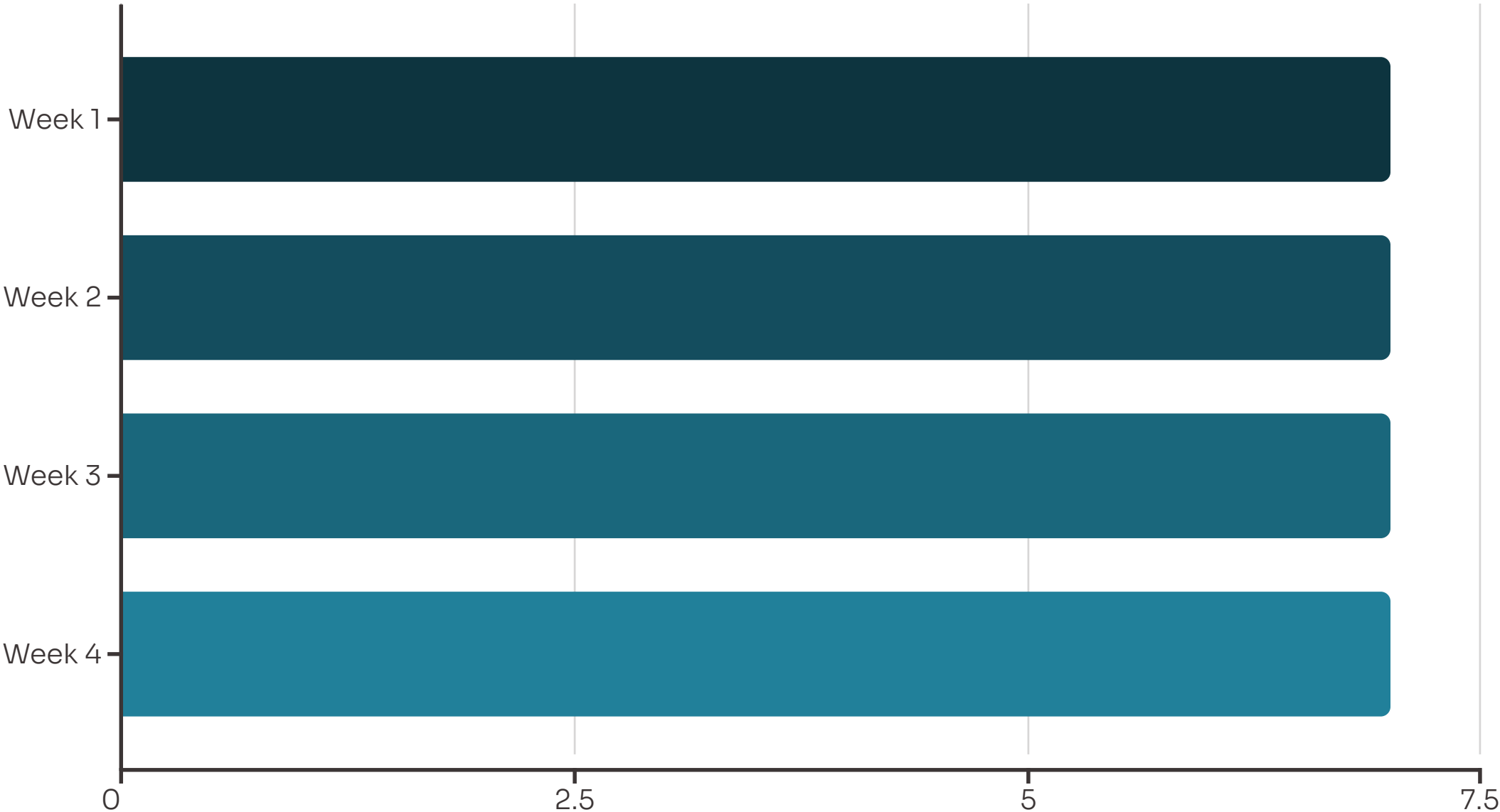
Wellness Education

Holistic content to live well daily

Content Formats

- | | | | |
|---|--|--|--|
|  <p>Video (15-60s)
IG, TikTok, FB Ads</p> |  <p>Carousel Posts
IG, FB, LinkedIn</p> |  <p>Static Visuals
Pinterest, IG</p> | <p>99 Testimonial Snippets
Stories, FB, WhatsApp</p> |
|  <p>Mini Blogs/Articles
FB, LinkedIn</p> |  <p>Infographics
Pinterest, IG, LinkedIn</p> |  <p>Live Sessions
FB, TikTok</p> |  <p>Email Content
Drip sequences, promotions</p> |

30-Day Content Calendar



The 30-day content calendar includes brand introductions, educational carousels, testimonials, explainer videos, polls, UGC reposts, wellness tips, founder stories, FAQ videos, quizzes, promo reminders, live Q&As, and community shout-outs distributed across a month.

Execution Flow

Ideation

Use a 5-pillar brainstorm grid every month. Pull inspiration from comments, FAQs, testimonials, and trends to generate content ideas across all pillars.

Batching

Dedicate 1 shoot day/month to create 8-12 Reels & photos. Repurpose testimonial stories into at least 3 different formats for maximum reach.

Scheduling

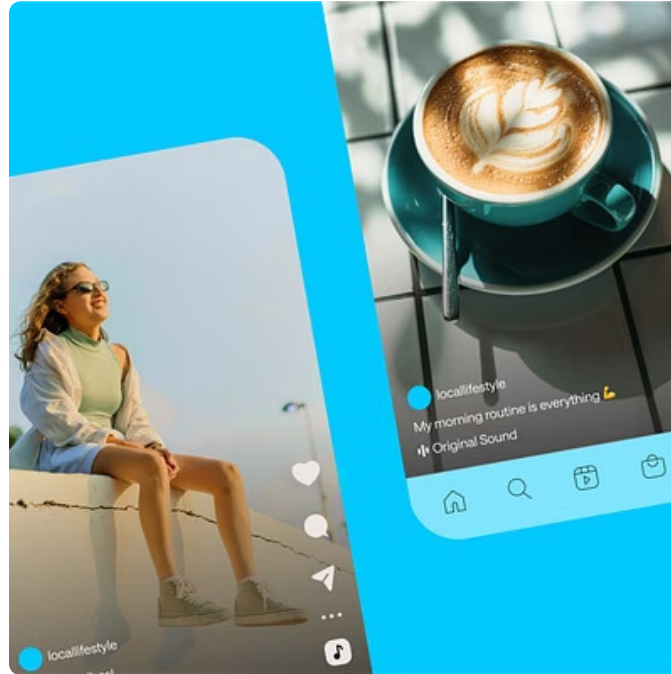
Use Later, Metricool, or Notion calendar to schedule 2-3 posts/day across Instagram, Facebook, TikTok, and Pinterest.

Optimization

After 30 days, evaluate top performing posts, highest DM drivers, and best-performing CTAs. Double down on formats that work best.



Instagram Strategy



Instagram strategy focuses on wellness-driven women 25-40 who are visual learners. Content includes educational carousels about AFA, morning ritual Reels, testimonial quotes with aesthetic photos, and interactive story polls to drive engagement.

TikTok Strategy

15s

Myth-busting

Quick videos debunking stem cell misconceptions

30s

POV Skits

Relatable scenarios showing product benefits

60s

Unboxing

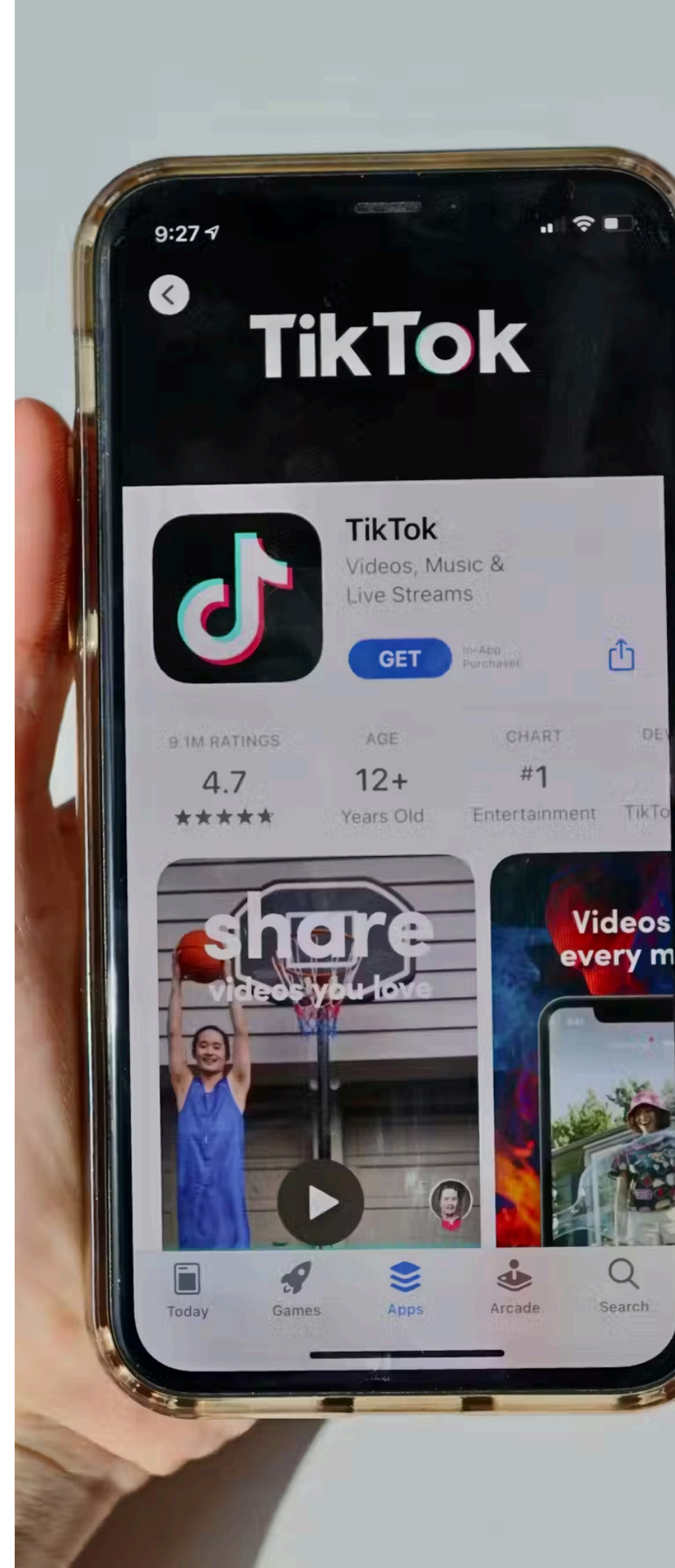
Authentic reactions to product experience

45s

Before/After

Transformation stories with voiceovers

TikTok strategy targets curious learners who are trend-driven and younger. Content is friendly, fast-paced, and delivers bite-sized clarity through skits, myth-busting, unboxing reactions, and transformation stories.



Facebook Strategy



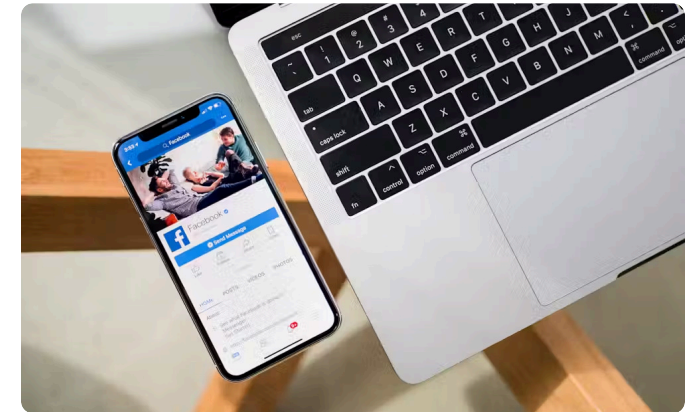
Testimony Compilations

Showcasing real results from multiple users to build trust and credibility among the 35+ audience who values social proof.



Live Q&As

Interactive sessions with health experts or ustaz-doctors to address questions and concerns, building authority and trust with the audience.



Shareable Articles

Educational content like "5 Signs Your Cells Need Repair" that provides value while subtly promoting the product benefits.

LinkedIn & Pinterest Strategy

LinkedIn Strategy

Target working professionals aged 30-50 with smart, purpose-driven content:

- Founder story of Cellmaxx
- "How entrepreneurs manage energy through stem cell nutrition"
- Thought-leader posts on cellular longevity
- Highlight resellers & brand agents as "wellness partners"

The tone should be professional yet accessible, focusing on the business case for wellness and how Cellmaxx supports busy professionals.

Pinterest Strategy

Target women 25-45 who are ritual-builders and vision-boarders:

- Infographics: "Benefits of Stem Cell Nutrition"
- Morning health rituals visual boards
- Quotes with calming, minimalist graphics
- Pin-to-educate content: "Foods that support cell health"

The tone should be aspirational and visual, focusing on creating beautiful, shareable content that inspires wellness routines.