



# The Larger Market Formula

Below is an integrated, strategic breakdown of the **Larger Market Formula**, **Google's 7-11-4 Rule**, and **Brand Salience**, tied specifically to Cellmaxx's branding, messaging, and content.

## 1. Larger Market Formula – “Don’t Just Sell to the 3%”

### What It Means

This pyramid model shows the **real size of your market**:

Market Awareness Level	Market %	Description
 60% Not Problem Aware	60%	They don’t even know they need your solution.
 20% Problem Aware	20%	They feel something is wrong, but don’t know what.
 17% Info-Gathering Mode	17%	Actively learning, comparing, considering.
 3% Ready to Buy	3%	Actively searching to purchase—NOW.

Most brands waste budget chasing the 3%, but the real **growth** and **loyalty** happen when you nurture the rest—especially the **60% and 20%**.

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## How Cellmaxx Can Leverage It

### 60% – Not Problem Aware

**Goal:** Spark curiosity. Create problem awareness.

- Content: “Why fatigue might start at the cellular level” / “Don’t wait for illness to start healing”
- Format: TikTok POV skits, Instagram Reels, carousel myths
- CTA: “Is your body overdue for a reset?”

### 20% – Problem Aware

**Goal:** Connect the dots between their fatigue/stress/aging and Cellmaxx.

- Content: “You feel tired—but your cells might be tired too”
- Format: Simple explainer reels, testimonials
- CTA: “Support your cells. Support your future.”

### 17% – Info-Gathering Mode

**Goal:** Build trust with science + user proof.

- Content: Comparison charts, before-after, user journeys
- CTA: “Try Cellmaxx for 10 days—let your body tell the difference.”

### 3% – Buying Now

**Goal:** Make buying effortless.

- CTA: “Get RM10 off your first box today—your reset starts now.”
  - Channels: Shopee, website checkout, TikTok shop, landing pages
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## 2. Google's 7-11-4 Rule – “*Brand Familiarity Engine*”

### What It Means

A potential buyer needs:

- **7 hours of content**
- **11 touchpoints**
- **4 locations/channels** ...before they feel ready to buy.

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### How Cellmaxx Implements This

Element	Strategy for Cellmaxx
<b>7 Hours</b>	<ul style="list-style-type: none"><li>- Drip content across TikTok, IG, FB, YouTube Shorts</li><li>- Educational explainer series</li><li>- 10-Day Challenge Guide (email + WhatsApp)</li></ul>
<b>11 Touchpoints</b>	<ul style="list-style-type: none"><li>- Retargeted ads</li><li>- Unboxing experiences</li><li>- Testimonial reels</li><li>- Founder story</li><li>- FAQs</li><li>- WhatsApp check-ins</li><li>- Email nurture series</li></ul>
<b>4 Channels</b>	<ul style="list-style-type: none"><li>- Instagram (Reels + Carousels)</li><li>- Facebook (testimonies + lives)</li><li>- TikTok (mythbusting + rituals)</li><li>- Website (science + product details)</li></ul>

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## Connection with Larger Market Formula:

- **7-11-4** is *how you reach* the 97% of the market not ready to buy.
  - By **saturating content across formats + platforms**, Cellmaxx builds
    1. Familiarity
    2. Trust and
    3. Top-of-mind awareness
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## 3. Brand Salience – “*Being Remembered When It Matters*”

### What It Means

**Brand salience** is the likelihood that your brand comes to mind **at the right moment** (when the customer is thinking of a solution).

It’s not just awareness—it’s *mental availability*. It’s the reason you think of **Panadol** for headaches or **Blackmores** for vitamins.

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### Why It Matters for Cellmaxx

Cellmaxx is not yet the default brand for:

- Cellular fatigue
- Energy reset
- Aging support

Salience ensures that when someone *feels tired, starts aging, or sees a parent fall sick*—they think **Cellmaxx** first.

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## How to Build Brand Salience for Cellmaxx

Strategy	Application to Cellmaxx
<b>Distinctive Brand Assets</b>	Aqua colors, soft-sachet look, AFA wave icon, “Your Daily Reset” phrase
<b>Repetition in Context</b>	Always tie brand to “cellular regeneration,” “energy reset,” “long-term vitality”
<b>Content Patterning</b>	Repeat storytelling: “Day 1 vs Day 10”, rituals, “1 sachet = 1 daily reset” visuals
<b>Community Anchors</b>	“Regenerator Club” loyalty program, testimonials, WhatsApp group for wellness reminders
<b>Trigger-Based Content</b>	Example: “Feeling tired after lunch? Your cells might be calling for a reset.”

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### Connection with 7-11-4 & Larger Market Formula

- **7-11-4** builds the *exposure frequency* needed to trigger salience.
  - **Larger Market Formula** tells you where to plant salience—especially in the unaware and problem-aware zones.
  - Salience is the *bridge* between awareness and action.
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## Conclusion

Strategy	Purpose	Application for Cellmaxx
Larger Market Formula	Uncover full market opportunity	Content & CTA tailored to 97% who are not ready to buy
7-11-4 Rule	Build brand familiarity over time + platforms	Content batching, retargeting, omnichannel presence
Brand Salience	Be remembered at the point of need	Ritual anchoring, strong visual/verbal identity, daily language patterns

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