

PRODUCT INTRODUCTIONS

I Imagine Studio has helped Lifeway introduce several new products to the market through print, radio, and television campaigns.

LASSI

In 2006, Lifeway developed its own version of the classic South Asian yogurt drink Lassi. This product was directed at the Indian American market, as Lifeway sought to capitalize on the drink's popularity in India. I Imagine Studio launched the Lassi marketing campaign in the Chicagoland area, creating billboards to advertise the drink in communities with large Indian populations. We also negotiated front-page placement in several of the largest Indian newspapers in Chicago, such as India Tribune and Desi Talk. Today, the product is marketed nationwide.

RICH IN CALCIUM

Lifeway®

Lassi

INDIAN YOGURT SMOOTHIE

strawberry

8 FL OZ

Lassi

is here!

Lifeway®