

## PREMIUM NUTRITION COUNSELLING SERVICE: A CO-CREATION FOR BETTER COMMUNICATION TO CLIENTS

A. Almeida,<sup>1</sup> E. Dias,<sup>1</sup> J. Almeida-de-Souza,<sup>2</sup> S. Jornalo<sup>3</sup>

<sup>1</sup> Student, DEMOLA Project, ESTIG, Instituto Politécnico de Bragança, Portugal  
[andrlu18@hotmail.com](mailto:andrlu18@hotmail.com), [edimilsondias14@live.com.pt](mailto:edimilsondias14@live.com.pt)

<sup>2</sup> Centro de Investigação de Montanha (CIMO) e Departamento das Tecnologias de Diagnóstico e Terapêutica, ESSA, Instituto Politécnico de Bragança, Portugal  
[julianaalmeida@ipb.pt](mailto:julianaalmeida@ipb.pt)

<sup>3</sup> CryoslimClinic, Bragança, Portugal  
[sjornalo@hotmail.com](mailto:sjornalo@hotmail.com)

### Abstract

**Introduction:** Find the best way to communicate to clients is a challenges for all company.

**Challenge and aim:** Premium Nutrition Counselling was a North Portugal DEMOLA co-creation case propose together with CryoslimClinic company. CryoslimClinic offers aesthetic services and nutrition consultations, has two employees and is headquartered in the city of Bragança. This company is satisfied with its client portfolio in the area of aesthetics, but would like to expand its clientele in the area of nutrition. So, the aim of this co-creation process was find a better communication canal to communicate with nutrition consultation clients.

**Methods:** To better understand the challenge, field visits were made to the company, analyzes of the company's communication channels with its customers and the application of a questionnaire with potential customers. Ideation was carried out with support to the DEMOLA co-creation process, including validating the idea with specialists in Marketing.

**Finds:** The company does not yet have a functioning website, but use social media: a Facebook page and two Instagram channels (aesthetic and nutrition). Different images for each of the social networks are used, with no interconnection between them or a direct link to the company logo. The number and frequency of publications is not homogeneous and depends on the time availability of the business owner. There is no marketing professional working with the client.

**Solutions:** Create a website, interconnected with social networks (Figure 1), standardize the images on social networks with direct link to the company logo, define a periodic publication plan, hire a qualified Marketing professional or an internship for beginning.



Figure 1: Website prototype for client's communication