



MEDOX® – The power of the Norwegian berry conquers the German market

Evonik Industries – one of the world’s leading specialty chemicals companies – acquired the Norwegian startup MedPalett AS. MedPalett specializes in dietary supplements containing anthocyanins and distributes the unique branded product MEDOX®: for over 17 years, subscribers in Norway have been swearing by the power of the wild Scandinavian blueberry and the blackcurrant, which are rich in anthocyanins.

Full service from a single source

Evonik established its new subsidiary Evonik Digital GmbH in Essen with the objective to expand new digital business models. In search of a full service agency to launch MEDOX®’s products on the German market, the young company became aware of communicode. The selection process focussed on experiences in a wide range of disciplines: sought after was a service provider that convinced conceptually, strategically as well as technologically. As one of the major digital agencies in the Essen area, communicode was able to prevail against its competitors. The focus of the new project is on launching MEDOX® products on the German market.

Digital product launch in Germany

In order to continue the success story of the Scandinavian Superfood also in Germany, the first tasks was to conduct a target group and market analysis. Based on the Information gathered, communicode designed and launched a digital marketing campaign for MEDOX®. A comprehensive media plan was created once appropriate marketing channels had been evaluated, the focus being on continuous performance optimization and a branding campaign to increase brand awareness. With the aim of distributing the innovative dietary supplement throughout Germany, communicode created targeted campaigns for display advertising and social media channels. These are flanked by SEO measures.

In its capacity as overall project manager, communicode controls all service providers involved in the product launch. The particular challenge of the project was to professionally serve all necessary channels from a single source and to oversee the market launch as a full service digital agency right from the start.

Online marketing at the highest level

Currently, MEDOX® is exclusively available online. communicode recommended a “digital-first strategy”, which enables simple success tracking, thus timely adaptation at minimum cost risk. Based on Shopware 5.2, communicode developed a webshop according to latest technology standards. As the Scandinavian branded product is only available to subscribers, the Premium Plugin AboCommerce is being used: the plugin enables the end customer to order at self-determined intervals. Apart from that, graduated prices with special discount functions are guaranteed.

Shopware shopping worlds is employed to raise the buying interest of new customers: the inclusion of videos, banners and product images present the product visually appealing in all respects.

To achieve a smooth live operation, communicode set up a staging process: the strict separation of test and production environment enables testing of innovations without risk. The online shop is cloud-hosted – via Amazon Web Services (AWS). Fitting the brand image, communicode- apart from the technical realization- is also responsible for design and content creation of the online shop.

Sophisticated fulfillment processes for a service-oriented customer approach

Apart from a wide range of payment methods and customer-friendly returns management, tailor-made after sales services and sophisticated logistics processes also play a decisive role in creating a positive shopping experience.

communicode convinced Evonik Digital by its advisory competency in respect of fulfillment as well as its professional management of external logistics service and payment service providers.

The product launch was achieved within only five months of the project duration. Due to a holistic business strategy, the Essen team succeeded in equipping MEDOX® for the digital future. Following a hypercare and maintenance phase, communicode will continue to accompany the branded product as a full-service service provider during its successive conquest of the digital market.

1. Homepage MEDOX®
2. Landing page “This is MEDOX”
3. Order overview
4. Interesting facts



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