



**thinkThin snack bars expanding as more consumers look for natural snack options**  
Founder CEO discusses marketing approach, growing presence in 2012

Oct 25, 2011

**ThinkThin, a maker of natural energy bars and other high protein snack options, is finding continued success as more consumers turn to healthier on-the-go options.**

Lizanne Falsetto, chief executive officer and founder, started the Ventura, Calif.-based company after she spent 14 years away from the United States modeling and traveling and had a challenging time finding nutritious on-the-go snacks when she returned.

She decided to make her own gluten free, high protein, no sugar bars and couldn't keep up with the demand once friends and family started spreading the word. **From there, her one-woman venture turned into a firm with 23 employees, according to the [Los Angeles Times](#), and sales that grew 51 percent in 2010.**

[ThinkThin](#) bars are now available throughout the country at specialty grocery stores like Trader Joe's and Whole Foods, and more mainstream supermarket chains such as Duane Reade and Kroger.

According to the company all of its products are based on four key nutritional principles: high protein, no sugar, low sugar and gluten free. thinkThin's product line currently contains 12 flavors of protein bars; four flavors of thinkThin Crunch; three flavors of thinkThin Crunch Fruit & Nut; and four flavors of thinkThin Bites.

**In an interview with DailyVista, Falsetto discussed thinkThin's marketing approach, which includes promoting the brand beyond its natural energy offerings.**

**DailyVista:** How is the company gearing its in-store and offline/online marketing to reach current and new audiences? Is sampling priority number one?

**Lizanne Falsetto:** thinkThin best enjoys its community eye-to-eye. **We want to engage our consumers and have them experience a thinkThin moment. First and foremost this is achieved by participating in demos in stores which provides consumers an immediate tasting, motivating them to purchase the product that day.**

**In addition, our guerilla marketing provides a face-to-face, spontaneous thinkThin moment, engaging the consumer to understand, taste and experience our delicious food. We also recently rolled out a national advertising campaign reaching consumers all across the nation in the form of advertisements on billboards, bus shelters, subway panels and an ad in People Magazine.**

**DailyVista:** How does the company gear its social media strategy to engage customers? It looks like the company is really trying to make its Facebook page more into a healthy lifestyle destination versus just promoting thinkThin products based on your video presence and blog posts.

**Lizanne Falsetto:** Yes we are definitely a lifestyle brand based around weight wellness, longevity and a vibrant active healthy life. Our celebrity following has been completely organic. **We want to connect and have a relationship with our consumers and thinkThin is working to inspire our Twitter, YouTube and Facebook communities to do just that.**

**Through our current social media outreach campaign, we engage with thought leaders, bloggers, and other influencers in the areas of wellness, health, and food, with the goal of not only empowering our networks to live the most vibrant life possible, but creating conversations that provoke, inspire, and educate.**

**DailyVista:** Is being up front and center also a big part of your marketing and growth strategy? If yes, why is this the case?

**Lizanne Falsetto:** Absolutely! It is really important for our consumers to realize that the founder is a foodie, and that I love to cook and know a huge amount about nutrition.

This is the key to how good our food tastes and how well it performs. **The success of this formula has skyrocketed and the obvious next step is for us to keep communicating this. We are currently running a bi-coastal out of home media campaign along with national print and continued social media. Everyone can expect a lot more of this in 2012.**

**DailyVista:** What are the primary marketing challenges that thinkThin is currently facing, if any, and how is the company working to overcome these obstacles?

**Lizanne Falsetto:** The team is incredibly important and very carefully selected. **Our biggest challenge is expanding resources to support the company's growth.**

**DailyVista:** Who does thinkThin consider its primary consumer audience, and how may this change as the company grows and consumer mindsets continue to move towards healthier options?

**Lizanne Falsetto:** **Our primary demographic is females between the ages of 22-54; mother, wife, foodie, working women, active stay at home moms. These are the people who usually buy the food for the household so of course men and children come with this.**

**DailyVista:** Do you find that thinkThin gears its consumer marketing strategy to reach people more at the psychographic level, versus targeting specific demographics?

**Lizanne Falsetto:** **Yes, we speak directly to those who embrace a vibrant life and know that good health is a key to this. Our consumer is active and lives a full and varied life.** What is fabulous for us is that these are the very people we all want to have in our lives anyway, so to have this as your target is joyful for us – it's all about what's inside.

**DailyVista:** Are any agencies helping with thinkThin's marketing and communications efforts? If yes, which firms and how are they involved?

**Lizanne Falsetto:** We collaborate with a very talented agency in Southern California, [Bright Design](#) (Marina Del Rey, Calif.) They are a design firm specializing in branding, corporate identity and CPG packaging. Bright truly understands our brand and they do a phenomenal job at communicating to consumers the look and feel of thinkThin.