

株式会社天藤製薬様 ボラギノールスムーズ便秘薬 LP制作

The image displays a comprehensive set of promotional materials for Boraginol Smooth便秘薬 (Boraginol Smooth Constipation Medicine) developed by Tenpo Pharmaceutical Co., Ltd. The materials are arranged in a collage, showcasing the brand's visual identity and marketing strategy.

Smartphone Mockup: The central focus is a smartphone displaying the product's landing page. The page features the product name "ボラギノールスムーズ" (Boraginol Smooth), the tagline "新発想の便秘薬" (New concept constipation medicine), and a prominent price tag of 1,320円 (1,320 yen) with a 20% discount. The page also includes a call to action "初回限定価格で購入" (Purchase at the first-time limited price) and a link to the Amazon account for a coupon.

Flyers and Cards: Surrounding the smartphone are several flyers and cards, each highlighting different aspects of the product:

- Product Benefits:** Cards emphasize the product's ease of use, such as "飲みやすい小粒タイプ" (Easy-to-drink small granule type) and "便秘のお悩みありませんか?" (Do you have any constipation concerns?).
- Price and Promotion:** Multiple cards display the "初回限定価格" (First-time limited price) of 1,320円, along with the "20% OFF" discount and the "Amazonアカウントをお持ちならワンクリックで購入完了" (Purchase completed with one click if you have an Amazon account) feature.
- Product Information:** Cards provide details about the product's ingredients, such as "水酸化マグネシウム" (Magnesium hydroxide), and its effectiveness, stating "3つの理由" (3 reasons) why it works.
- Customer Testimonials:** Some cards feature images of people, likely representing satisfied customers, and text like "ご家族全員でご利用いただけます" (Can be used by the whole family).
- FAQ and Contact:** A section titled "よくあるご質問" (Frequently asked questions) addresses common queries about the product's safety and usage.

The overall design is clean and professional, utilizing a color palette of blues, yellows, and whites. The typography is clear and legible, ensuring that the key messages are easily understood by the target audience.

デバイス

SP

担当

構成設計/ アートディレクション/
デザイン/コーディング