The Health of Your Brand May Hinge on Wellness

Key Considerations for Bringing Your Wellness Story to Life As ‘Feeling Good’ Becomes a Necessity and Not a Luxury
Over time, people’s understanding and approach to wellness has evolved in line with larger societal shifts.

**Post WWII**
- **Impact on Wellness**: Fitness & the Food Pyramid
  - Exercising becomes an extra-curricular activity and Americans turn to the food pyramid for a balanced diet.

**.com Era**
- **Impact on Wellness**: New Routines & Diet Crazes
  - Good and bad habits come to life in the form of supplements, drugs, and diets like South Beach and the Master Cleanse.

**Rise of Social Media**
- **Impact on Wellness**: Rise of Clean & Sustainable
  - As the lines between aspirational and realistic goals blur, new diets arise (i.e., pineapple, keto, Whole30) and the self-care trend begins.

**Covid-19 Pandemic**
- **Impact on Wellness**: Expansion Beyond Diet & Fitness
  - Conversations around wellness become more multi-faceted, with mental health and fitness technology becoming key topics of conversation.

**Societal Shift**
- **Impact on Wellness**
  - Americans have more disposable income and time to spend on leisure activities.
  - Consumers have easy access to a wealth of information. The country starts to see the effects of obesity.
  - People find ‘inspiration’ everywhere and ‘foodie’ culture emerges.
  - While society’s physical health is endangered, stay-at-home measures create shared perspectives and experiences around isolation, wellbeing, and more.
As the notion of wellness has evolved, so too has its depiction in media and content.

Yesterday
health & wellness was considered something you could “see,” whether it was physical or mental.

Today
storytelling features a more layered and holistic health & wellness approach to include elements and experiences that you “can’t see.”
Not only has the meaning of wellness evolved, but its importance as a personal goal has been elevated in recent years.

As of 2022, 60% of adults say wellness is more important than before the pandemic.¹

Through education and promotion of idyllic lifestyles, social media has heightened wellness as a priority.

A more vocal conversation around identity is driving new forms of more personalized wellness offerings.

Technology such as apps, wearables, and smart devices has boosted the accessibility, accuracy, and popularity of personal wellness.

Conversations around issues like mental health are being normalized in pop culture, putting an emphasis on mindfulness and mental wellbeing.

Sources: 1. Mintel
**Looking to the Future**

Consumers are taking a more holistic view of wellness to include dimensions that encompass mind, body, and spirit

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage/Increase</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>Health</strong></td>
<td>35%</td>
<td>35% of consumers use their smartphone or wearable device to track their health, which is more often than they did pre-pandemic[^1].</td>
</tr>
<tr>
<td><strong>Fitness</strong></td>
<td>$3.9B</td>
<td>$3.9B is the expected market value of the VR-powered fitness and wellness market by 2023[^2].</td>
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<tr>
<td><strong>Nutrition</strong></td>
<td>+48%</td>
<td>+48% increase in total enrollment for food subscription services since the pandemic[^3].</td>
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<tr>
<td><strong>Appearance</strong></td>
<td>+16%</td>
<td>+16% growth in DIY beauty and personal self-care category since 2020[^4].</td>
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<tr>
<td><strong>Sleep</strong></td>
<td>+7%</td>
<td>+7% is the expected growth CAGR for the sleep aid market over the next eight years[^5].</td>
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<tr>
<td><strong>Mindfulness</strong></td>
<td>+65%</td>
<td>+65% YoY increase in the number of searches for yoga and meditation apps[^6].</td>
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Despite society’s prioritization of wellness over the past few years, barriers still exist, and there are often factors outside of one’s control that make achieving wellness difficult.

“Brands must create wellness solutions intrinsically connected to our existing ecosystems to increase accessibility and the likelihood that they will be implementable.”

CHRISTIANNA GORIN
Co-Lead of North America & Chief Experience Officer, VMLY&R Health
Since wellness needs are unique and multi-faceted, they tend to fall into distinct groups with different behaviors and priorities.

“Wellness doesn’t have an easy solution or one-size-fits-all product, it is about finding the products, community and resources you need to fill you up.”

J O E C A R R
Senior Brand Marketing Manager, Walgreens

Wellness Wishers | 63M
- Struggle with health & wellness choices
- Skew middle-aged and white

Image Shapers | 54M
- Image conscious tastemakers who prioritize a healthy lifestyle
- Strong multicultural influence and skew towards urban metros

The Invincibles | 53M
- Generally less conscious of their health and wellness decisions
- Younger and male skewing

Trusting Patients | 47M
- Take an active role in managing their health and rely on doctors
- Skew 65+ and retirees

Healthy Holistics | 36M
- Committed to exercise & active health management
- Trust holistic medicine & open to alternative methods

Source: 1. MRI-Simmons Spring Doublebase 2022 – Health & Well-Being Segment / NBCU Analysis & Adaptation
Many brands are taking steps to demonstrate their role in enhancing personal wellbeing...

"Spotify Gives Workers a Paid Week Off to Recharge"

"Petco Appeals to Pet Parents as a Health and Wellness Retailer"

"Hilton and Peloton Team Up to Enhance the Travel Wellness Experience"

"Procter & Gamble Eyes Gen Z with New Brand ‘for Body and Mind’, Quiet & Roar"

"Powerade Encourages International Star Athletes to Take a Breath and ‘Pause’"

...But wellness can’t be something brands only occasionally talk about

Consumers look to brands for information and advice on important societal issues

61% of global consumers say businesses are the most trusted institution, ahead of NGOs and governments¹

Consumers expect brands to help support and nurture their wellness needs

46% of global consumers feel brands consider their wellness a priority but 75% believe brands could do more for their wellness²

Employees expect wellness programs

73% of employers believe in 3 years they will have a differentiated wellbeing strategy to compete for talent and meet a wide variety of needs³

Sources: 1. 2022 Edelman Trust Barometer; 2. Ogilvy; 3. Forbes
One of the pandemic’s greatest lessons has been the elevation of wellness from passing trend to lifestyle essential.

People expect brands to recognize and embrace wellness as a growing priority, and demonstrate their commitment to helping employees and consumers live healthier and more fulfilling lives.

Brands have an opportunity & responsibility to strengthen connections with consumers by embedding wellness as a cornerstone of their brand and business strategies.
As people turn to content for “me time”, brands can play an active role in helping people get the most out of these moments while also telling their wellness story.

When we look at what Americans do to improve their outlook and find “me time”, 6 of the top 10 are media-centric:

- **50% listen to music**
- **37% sleep**
- **34% watch TV programs**
- **34% watch movies**
- **31% exercise, work out, take bike rides**
- **27% play video games**
- **27% go for walks**
- **22% pray**
- **19% use social media, chat, or online forums**
- **18% read books or magazines**

Those who watch TV for “me time” say that it helps them feel more relaxed, more clear-headed, and more like themselves.

“Once I put my son to sleep, this is my time to unwind and watch my shows. Those are the ones that I must like, sit and pay attention. I need every detail. I need to know what’s going on.”

Woman, Age 28, Memphis, TN

“I need to wind down. So, in the evening we always put on something funny, and we have certain comedies that we’ll just rotate and go through the whole show.”

Woman, Age 58, Saint Peters, MO

“I think for me it’s something that I don’t have to do for someone else. My whole day is always around what someone else needs and what someone else chooses and it’s like a piece of control. It’s one thing that I get to pick that I want to do.”

Woman, Age 30, Virginia Beach, VA

Source: NBCUniversal Proprietary “Me Time” Role of TV Study, 2022
Here are 4 key considerations for effectively communicating your wellness story:

01. **Educate**
   and authentically demonstrate your brand’s commitment to wellness issues

02. **Align**
   with wellness-oriented moments, programming, and events

03. **Engage**
   and reinforce messaging with strategic audiences

04. **Create**
   connection through wellness experiences
01. Educate and authentically demonstrate your brand’s commitment to wellness issues

**BRAND CONSIDERATIONS:**

As consumers increasingly focus on feeling good, brands have an opportunity to not only be clear on their commitments but also demonstrate how consumers can make more wellness-oriented decisions.

Communicate your wellness efforts and educate consumers about your brand benefits through custom content, sponsorships, and talent partnerships.

**WAYS TO ACTIVATE:**

- **Editorial Stories**
  - of inspirational wellness thinkers or activists from around the world

- **Branded Content**
  - showcasing your brand’s unique wellness initiatives

- **Wellness Ambassadors**
  - via talent partnerships where influencers highlight personal journeys and the role your brand plays(ed)

- **Sponsorships**
  - or takeover stunts showcasing your wellness efforts on a larger scale
Align with wellness-oriented moments, programming, and events

**BRAND CONSIDERATIONS:**

Certain environments and events attract audiences who are naturally interested in that topic and seek greater knowledge and/or interaction.

Build a deeper connection with an already invested audience and reinforce your messaging by aligning with contextual, wellness-related environments and events.

**WAYS TO ACTIVATE:**

- **Brand Spotlight**
  in native wellness content environments
  (i.e., morning shows, lifestyle content environments, etc.)

- **Contextual Targeting**
  across wellness moments in premium content environments
  (i.e., healthy living, comedy, lifestyle, etc.)

- **Wellness-oriented Cultural Moments**
  (i.e., Mental Health Awareness Month, Wellness Wednesdays, etc.)

- **Events and Programming**
  that celebrate or promote wellness lifestyles
  (i.e., sports, fitness, mindfulness, etc.)
03. Engage and reinforce messaging with strategic audiences

Brand Considerations:
A data-driven approach can help identify sources of growth, improve targeting, and tailor messaging.

Leverage data to relevantly reach audiences across platforms and reinforce brand messaging with wellness targets.

Ways to Activate:

- **Leverage 1P Data**
  to engage or suppress current customers

- **Create Custom Audience Segments**
  by working with partners to leverage multiple data sources

- **Seamlessly Connect with Target Audiences Across Platforms**

- **Consider a Local to National to Global Approach**
  when telling your wellness story
Create connection through wellness experiences

Brand Considerations:

Collective excitement around in-person events and the rise of new, immersive virtual experiences continues to fuel the return of entertainment experiences.

Capture attention and create a lean-in moment with key audiences by evaluating the role your brand can play within virtual or in-person wellness-oriented experiences.

Ways to Activate:

Motivate and Reward Employees through unique experiences and incentives

Promote and Drive Engagement around your brand’s wellness-oriented partnerships and collaborations

Provide Branded Wellness-centric Experiences at key in-person events

Consider the relevance of your brand’s role in Wellness-Oriented Virtual and Gaming Experiences
Thank You

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