

The Modern Well-Being Dilemma... AND HOW BRANDS CAN HELP SOLVE IT

Edelman's "The American Well-Being Study" found companies and brands have an opportunity to support individual well-being. Those that do are rewarded through increased brand trial and advocacy.

THE STRUGGLE OF TODAY'S HEALTH-MINDED CONSUMER

OUR DEFINITION OF WELL-BEING HAS CHANGED & IS MORE COMPLEX



74% of us consider well-being to be more about our mental and emotional state

WE LACK CLARITY ON HOW TO REACH OUR TOP WELL-BEING GOALS



1/2 Less than half understand how to achieve mental and emotional well-being

ACROSS GENERATIONS, WE VIEW WELL-BEING DIFFERENTLY

MILLENNIALS cite the most barriers to achieving their goals, even though they are the most motivated generation in their well-being pursuits



57% say they need more roadmaps & direction while GenXers (36%) & Boomers (34%) rely less heavily on these tools

GEN-XERS & BOOMERS face more practical or "functional" barriers in achieving well-being



53% of Boomers feel held back by their financial stability

54% of Gen Xers struggle with stress & 51% with not getting enough sleep

HOWEVER, WE ARE ALL APPROACHING WELL-BEING ALONE... AND IT SHOWS



89% of people feel they are personally responsible for their own health and well-being

NEARLY 1/2 of people don't turn to others for support

AS A SOCIETY, WE FEEL JUST "OKAY"

36% of Millennials and Boomers feel "very satisfied" with their well-being

Gen-Xers trail behind with 27% reaching the "very satisfied" level



In today's hyper-social world, we don't do *anything* alone. So, why are we approaching our health and well-being in isolation?

COMPANIES & BRANDS HAVE A ROLE IN PERSONAL WELL-BEING



65% think companies and brands can do more in helping us on our well-being journey

85% say they are likely to buy products and services from companies that effectively engage in well-being



5 WAYS BRANDS CAN ENGAGE CONSUMERS EFFECTIVELY ON PERSONAL WELL-BEING

1 TAKE AN ACTIVE INTEREST IN YOUR CONSUMER'S WELL-BEING

Help customers navigate well-being with expertise, experiences and products that make them feel healthier. Explain the benefit of your products ingredients and sources.

2 MOTIVATE AND FACILITATE YOUR CUSTOMERS TO CONNECT WITH OTHERS

Connect your consumers to others like themselves who are faced with similar goals and challenges. Encourage consumers to get support and encouragement from like-minded friends, family and loved ones.

3 PERSONALIZE THE WELL-BEING EXPERIENCE

Offer recommendations that impact the physical, emotional and mental factors of well-being. Partner with your consumers to help them solve challenges and barriers they may encounter.

4 IMPACT THE WELL-BEING OF OTHERS

Take positive actions that affect the well-being of your consumers and society overall. Educate and engage consumers on healthy behaviors and around the positive actions your brand is taking to impact well-being.

5 CARE ABOUT YOUR CUSTOMER TODAY... AND TOMORROW

Innovate to help your consumers get and stay on a healthy path and reward them when they reach their goals. Continue to engage your consumer on their well-being long after they purchase your product.

Brands can join and participate in the consumer well-being journey and ultimately help us create a "Culture of Well-Being" — shaping the products we buy, the foods we eat and the brands we support.

