



The Momentum of Wellness:  
**What It Means for Your Brand**

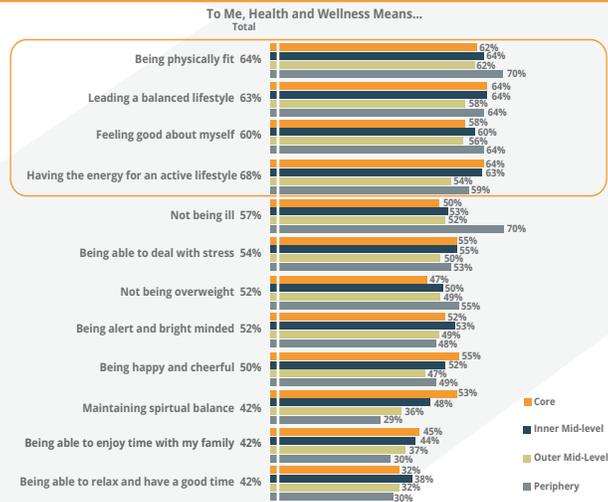
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# FOR EVERY BRAND THERE'S A WELLNESS OPPORTUNITY

The future of health is wellness. And it's emerged as a key component of consumer decision-making. We're more aware than ever of what we put into and onto our bodies and are adopting positive lifestyle attitudes and behaviors to achieve higher levels of physical, mental, emotional and social well-being.

Health is a yes or no diagnosis based on concrete measures. It's also perfunctory, reactive and compliant-based. Wellness, on the other hand, is experiential, proactive and relies on intuitive feelings of balance and control. It's also multi-dimensional.

Health + Wellness encompasses the physical and the emotional, the tangible and the intangible



The way we see it, “wellness” now encompasses virtually every vertical. And we see ample opportunity for brands across all sectors to connect with consumers who integrate aspirational and behavioral wellness goals into their everyday activities.

This e-book explores the current state of the wellness category, examines some emerging trends, and provides a way forward for both existing and emerging wellness marketers to tap into and harness the momentum of wellness.

trust  
your  
journey

## FROM FAD TO NECESSITY

Wellness is no longer an option. It's not something we're willing to trade off. Because it's our lifestyle. This means actively seeking solutions that provide better, easier, "self-serve" ways to manage and improve our health.

The Global Wellness Institute estimates that the world's wellness economy exceeds US\$3.4 trillion. To put this into perspective, this is three times larger than the global pharmaceutical industry. Here are the key category sectors and their 2014 market sizes (because of sector overlap, these numbers add up to more than the total):

- Beauty and anti-aging (\$679 billion)
- Healthy eating, nutrition, and weight loss (\$574 billion)
- Wellness tourism (\$494 billion)
- Fitness and mind-body (\$466 billion)
- Thermal baths and hot springs (\$450 billion)
- Preventive and personalized medicine (\$433 billion)
- Complementary and alternative medicine (\$187 billion)
- Wellness lifestyle real estate: (\$100 billion)
- Spa industry (\$94 billion)
- Workplace wellness (\$41 billion)

Market watchers agree that **the trajectory of consumer spending in the wellness category will continue to increase in the future.** The beneficiaries of this spend will be the brands that best assist consumers in their quest to live balanced and healthy everyday lifestyles—encompassing physical, mental, emotional and social wellness.



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# SOCIAL TRENDS

Some of the major social trends that have come together to accelerate the growth of the wellness category include:

**Aging baby boomers**, born between 1946 –1964, are now suffering from chronic diseases and conditions. Their demand to counteract these effects and to maximize overall wellness is soaring. Upshot: don't ignore their relevance or their huge spending power.

**For Millennials**, wellness is a daily pursuit. They're armed with apps and trackers to assist with, monitor and share their fitness and health success with friends. Upshot: they're active networked stakeholders in their own (and their friend's) health.

**Clean beauty**. Concerned that chemicals in personal care products may be hazardous to their and their families health, almost 50% of females are planning on purchasing natural or organic beauty and personal care products within the next year. Upshot: with trust in business already low, don't claim it if you can't deliver it.

**Wellness in place**. With growing awareness that dwellings affect wellness, our homes are becoming our sanctuaries with wellness features baked-in. Travel is also getting healthier, with travelers demanding experiences that help bring calm amidst the chaos. Upshot: Architects, household goods, hospitality, airlines - rethink your value propositions.

**Sleep is Health**. Lack of sleep can lead to heart disease, high blood pressure, stroke, weight gain and diabetes. According to the CDC, 70MM Americans suffer from chronic sleep problems. Upshot: U.S. is the single largest market for sleep aids. Can you weigh in?

**Balance is key**. Knowing we can't do it all, we follow the healthy habits we know we should but reward ourselves with things that are comforting, relaxing or simply make us happy. Upshot: health and wellness is about developing a healthy lifestyle focused on the long term, customized to each individual and incorporating trade-offs of everyday life.

**Regardless of category there's a connection to be made and a sizeable opportunity to be captured in this growing market.**

# M-FACTORS

At Trajectory, we believe in the power of momentum. Because just like a sports team that has momentum going into the playoffs, a company following a successful IPO or a viral video garnering millions of views through word-of-mouth, consumers are swayed by a brand's momentum. Experience has taught us that a **distinct set of characteristics and behaviors drive brand and business momentum**. And they should guide how brands respond to the momentum of wellness. We call these characteristics and behaviors the M-factors:

## Know-how

Knowledge is power. Brands on the rise demonstrate their expertise, providing our System 2 “thinking” brains with credible proof that they know what they're doing and that they're the best solution to a particular need. Case in point: **GNC**

## Authenticity

Energized brands live their values and practice what they preach. Authenticity is a particularly important value to millennials, who avoid brands that try to appear to be something that they're not. Case in point: 

## Dynamism

Leading brands stay ahead of the game. Dynamism is the ability of a brand to anticipate and lead change and to continue to surprise and delight customers while remaining true to its values and beliefs. Case in point: **ALOHA**

## Differentiation

Of all the components fueling a strong brand, one of the most critical is differentiation. But beyond identifying a meaningful point of difference that really matters to consumers, brands must possess the courage to focus on this point of difference. Case in point: **method**

# M-FACTORS

## Emotional pull

Emotion creates unique meaning and an instinctive attraction that goes beyond rational reasons for making a purchase. All brands on the rise have a mastery of emotion that touches consumers (and connects with our System 1 brains) at a deeper level. Case in point: 

## Symbolism

Great brands develop their own emotional shorthand and incorporate it into everything they do. They use shapes, colors, images and sounds to build brand equity and to evoke particular emotions that trigger our intuitive System 1 brains. Case in point: 

## Alignment

It's imperative for brands today to present a consistent look, message, emotion and experience across all consumer touchpoints and across all products and categories. Achieving this not only creates attraction and belief, but maximizes value of marketing budgets. Case in point: 

## Tribe

Brands on the rise create, foster, and facilitate communities of like-minded individuals. This is particularly important in the wellness category, given that the “we” factor influences so much behavior. Case in point: 

Igniting momentum draws people in, shifts attitudes and beliefs, generates conversations and spurs brand growth. The key is to know how to leverage these M-factors in ways that are genuine to your brand and align with the values and behaviors of wellness-engaged consumers.



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## A CASE STUDY

Our client, a leading manufacturer of cosmetic lasers for dermatologists and plastic surgeons was making the first foray into the consumer market. Their plan was to introduce the first FDA-cleared, at-home laser clinically proven to reduce fine lines and wrinkles around the eyes. Here's how we put our M-Factors to work in the marketplace:

Our **differentiation** was based on filling a gap in the market (between at-home creams/lotions and professional treatments) and consistently telling a simple and single message.

Our **authenticity** was grounded in the company's history and success on the professional side of the business.

Our story led with **know-how**, to build the trust necessary to ask consumers to pay a retail price of \$499 (e.g. FDA-cleared, same skin-renewing technology used by doctors, safety and clinical testing).

We integrated **emotional pull** into our messaging by promising women a proactive way at-home to reverse the signs of aging in just one month with dramatic dermatologist-quality results.

Our entire program – from PaloVia name, packaging graphics, packaging structure, website, in-store, video, social media, etc. created **alignment** in look, emotion and experience across all touchpoints.

We used the same **symbolism** (i.e. style, typefaces, colors, imagery) across all touchpoints throughout the customer journey to trigger recognition and emotion.

We built **dynamism** into our plan; with our first product creating a perfect stepping stone for a meaningful and exciting brand vision and future product plan.

We created and fostered a **tribe** of like-minded female purchasers, both online and through events; many of whom joined in to spread the word for PaloVia.

## SUMMARY

The trends all point in a single direction – more and more consumers are spending on health and wellness. It's a way of life that now touches everyone and everything, and consumers of both sexes and across all demographics are propelling it forward. For brands, it represents enormous potential. On the other hand, it represents enormous risk to relevance and revenue if you choose to sit on the sidelines.

For more information on how we can help your brand tap into the momentum of wellness, contact Trajectory's Rick Zaniboni. He can be reached at [rz@trajectory4brands.com](mailto:rz@trajectory4brands.com), or via phone at 978-994-8009.

Healthfully yours...

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