

**DMS**

# Health & Wellness Check-Up: Consumer Values In 2020



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## About This eBook:

As January approaches, the health and wellness industry is expected to experience peak consumer interest, and advertisers are finalizing strategies to increase awareness, engagement and sales in 2021. The *Health & Wellness Check-Up: Consumer Values In 2020* eBook from Digital Media Solutions® (DMS) features trends advertisers can use to better understand the booming health, fitness and wellness industries alongside evolving consumer priorities and expectations.

Health and wellness has evolved as a personal lifestyle value that significantly influences consumers' purchasing decisions. From more consumers focusing on healthy eating and nutrition to an increase in people seeking holistic approaches to managing stress and anxiety, the global pandemic in 2020 presented unique societal shifts which have influenced many consumers to invest in their health and wellness in new ways. As COVID-19 persists, it is likely wellness will continue to be of the utmost importance to consumers.

The *Health & Wellness Check-Up: Consumer Values In 2020* eBook was published to help digital advertisers better understand evolving consumer expectations and create strategies to meet consumers where they are with what they need. Insights featured in the *Health & Wellness Check-Up: Consumer Values In 2020* eBook can help prepare advertisers for the key health and wellness shopping period in Q1 2021.

**The *Health & Wellness Check-Up: Consumer Values In 2020* eBook contains DMS thought-leadership content on the following trends:**

1. From Health To Life Insurance, Consumers Seek Relevant Providers & Innovative Products
2. Major Brands Tap Evolving Consumer Interest In Fitness & Wellness During COVID-19
3. Digital Tools & Ecommerce Help Advertisers Deliver Healthcare Products And Services
4. Consumer Interest In Healthy Living Causes Uptick In Health & Wellness Activities And Products

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# Section 1: From Health To Life Insurance, Consumers Seek Relevant Providers & Innovative Products

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In 2020, growing concerns for personal health altered the way many consumers shopped for insurance. While the open enrollment period typically requires consumers to consider their various medical and financial needs, this year, consumer sentiment, resulting from COVID-19 and a sense of instability around the country, led consumers to feel increasingly focused on the health and safety of themselves and their families. Demographically diverse audiences demanded affordability, optionality, seamlessness and empathy from healthcare brands and insurance providers. In 2020, brands and providers leveraged digital strategies to reach consumers and boost engagement and enrollments.

The following articles illustrate how brands responded to heightened consumer demand and innovated the insurance shopping experience in 2020.

- [Shopping For Life Insurance Plans During A Pandemic Could Mean A More Digital Experience](#)
- [3 Life Insurance Brands Make Emotional Connections And Offer Digital Solutions](#)
- [Walmart Insurance Services Launches In Time For AEP & Offers A Streamlined Approach To Medicare Coverage](#)

# Shopping For Life Insurance Plans During A Pandemic Could Mean A More Digital Experience

Original Publish Date: August 26, 2020

Over the course of the last six months, consumer behaviors and needs have shifted because of the unforeseen circumstances of COVID-19. Few people grasped or could have planned for such a life-changing event, but a silver lining of the pandemic is consumers realizing the importance of financial planning, including life [insurance](#). This increased demand, and the constraints of COVID-19, have led consumers and insurers to change their approach to buying and selling insurance.

## Unexpected Events Have Consumers Seeking More Financial Security, Including Life Insurance

Although it's always a good idea to have comprehensive financial goals and plans for the future, using a change in circumstance like COVID-19 to get finances in order is not abnormal. According to an article in [Forbes](#), "A survey conducted in May and June 2020 by Life Happens, an industry-funded education group, found that 67% of Americans say that the pandemic has been a wake-up call for them to examine their finances. And 30% say that life insurance has been one of the top topics for dinner table discussion." [Shopping for life insurance](#) has changed in several meaningful ways for consumers during the pandemic.

## Telehealth May Become The New Normal For Life Insurance Plans That Require Physical Exams

During the pandemic, [telehealth](#) has increased in popularity for obvious reasons, which includes insurance policies that require a physical exam. [Forbes notes](#) that many insurers are "working on ways to use data (such as electronic health records and prescription databases) as a substitute for medical exams and to digitalize the life insurance buying experience." Although innovative, telehealth exams are not always possible or preferred, and insurance brands quickly adapted by offering competitive "no-exam" rates to [consumers shopping](#) for good deals.

As with many new digital and service adaptations that have evolved during the current crisis, what will last into the new normal remains to be seen, but brands that meet consumer expectations for affordable, frictionless exchanges may increase loyalty and positive word of mouth.

## Life Insurance Brands Can Use Digital Marketing Strategies To Differentiate Their Offerings During COVID-19

Although the pandemic has spurred many people to consider the need for life insurance, the health risks inherent with COVID-19 could also impact who is eligible for certain life insurance plans. Travel frequency and destinations, previously a mostly perfunctory question for insurance brands, is now more important and could cause delays for consumers shopping for insurance. Overall, consumers should expect some

postponements because of increased health concerns or if they have recently traveled. When shopping for insurance, these factors should be a consideration. [According](#) to some life insurance experts, a “vast majority of the life insurance market” has instituted changes to underwriting because of COVID-19.

Life insurance brands that are able to be clear and concise with their policy guidelines and differentiate their offerings via content marketing, targeted advertising and personalized messaging should be able to offer peace of mind to consumers shopping for insurance during these difficult times. Insurance insiders [believe](#) that the pandemic will ultimately lead to a more efficient and less burdensome life insurance application process as brands are forced to be agile and meet changing consumer needs. However, the changes aren’t likely to be immediate, with digital adaptations and seamless integrations evolving over time.





## 3 Life Insurance Brands Make Emotional Connections And Offer Digital Solutions

Original Publish Date: November 12, 2020

For many families and individuals this year, health and wellness has been a top priority. The pandemic and lockdowns have led many people to consider the quality of their health, both as it relates to [COVID-19](#) and the impact of quarantines on overall well-being. This introspection by consumers during a global health crisis has caused a spike in [life insurance policy purchases](#), especially by [Millennials](#), who are now [considering the importance](#) of life insurance products, long considered something for older people. "It's [COVID-19] forced the idea of financial protection and mortality to the top of mind for consumers in a way very few events have," [said](#) insurance expert Jennifer Fitzgerald.

Many insurance firms are benefiting from the renewed interest in life insurance. For example, AccuQuote, which saw life insurance policy sales grow more than [30%](#) due to the pandemic. And, other metrics bore out similar information about the growth in this vertical. In 2020:

- Between March and May, Google Search traffic for "life insurance" saw an uptick of [50%](#).
- Between April and September, the nation's largest life insurance provider, Northwestern Mutual, saw a jump of [15%](#) in the number of life insurance policies sold.
- Between July and August, life insurance and investment ads increased on air [77%](#), according to ad tracking firm Ace Metrix.

For brands, striking the right tone in [life insurance commercials](#) is critical, especially when appealing to younger audiences who often consider the purchase of life insurance fussy and time consuming. Many advertising campaigns over the last year have appealed to the emotions of audiences, tugging at heart strings and asking consumers to consider their families when they contemplate whether or not to buy life insurance. Almost all life insurance brands, particularly newer providers, focus on ease of enrollment, affordability and digital tools to make the process seamless.

### Bestow Users Humor – And Shame – To Reach Consumers Who Don't Have Life Insurance

A little guilt goes a long way. In a series of commercials from Bestow, an online insurance agency, people without life insurance are "outed" by their friends and family. In one of the funny spots, a mom on the playground is "mom shamed" for not having life insurance, a relatable experience for many parents. The commercials aim to use humor, and a bit of guilt, to convince consumers to purchase life insurance. There are three different spots in the new brand campaign, which are debuting across Bestow's home state of Texas first, but will roll out nationally in early 2021.

Bestow has seen increased traffic during the pandemic. "In COVID, we have certainly seen a lot of higher intent, traffic and interest in life insurance as people start to consider their mortality more seriously," [said](#) Tannen Campbell, who joined [Bestow](#) last year as chief marketing officer. Like many other insurance start-ups, Bestow [offers](#) low-premium, term life policies aimed at younger consumers that can be almost entirely acquired online without phone calls or meetings.

## New York Life Insurance Reminds People That To Love Someone Can Mean Taking Action

Although the [New York Life commercial](#) “Love Takes Action” aired during the [2020 Super Bowl](#), prior to COVID-19 reaching the U.S., this spot still appeals to the hearts of consumers, urging them to take action for the good of their families. The touching advertisement explains the four different kinds of love as described in the ancient Greek language, landing on the importance of doing the right thing for the ones you love. By eliciting feelings of love and compassion from viewers, New York Life prompts consumers to consider how life insurance protects loved ones. “The creative aims to remind Americans that they have the power to act on their love, whether through considerable hardships or the smallest and most personal gestures,” [said](#) Kari Axberg, VP of brand marketing, New York Life. “Fortitude is required to build better futures for loved ones, and we want to celebrate love taking action with our policy owners, future customers, agents and employees.”

As a [heritage](#) brand, New York Life may have more traditional, robust products that appeal to older consumers. However, their detailed and sophisticated website offers reassurance and easily accessed answers to a host of questions about enrollment, plan options and coronavirus concerns.

## Ethos Uses Real People To Sell Their Message Of Life Insurance For Regular People

[Ethos](#), a digital life insurance company started in 2016, which offers quick and easy life insurance quotes and enrollment, launched “Why I Chose Ethos,” a campaign featuring real people sharing why Ethos works for them. The commercials are able to tap into the feelings many consumers have about getting life insurance — that it can be cumbersome or time consuming, and whether it’s even necessary. By sharing the stories of real customers, Ethos can reach consumers and offer solutions for those people who might be feeling overwhelmed by the prospect of getting life insurance, and want reassurance that it’s as straightforward as Ethos Promises.

Life insurance companies that are able to emotionally connect with consumers, while leveraging digital solutions like online enrollment, are able to establish credibility with new consumers, especially younger life insurance shoppers. By sharing an authentic message that resonates with consumers, and meets their current needs for seamless, digital solutions, life insurance companies can stay relevant during turbulent times and scale enrollments.





# Walmart Insurance Services Launches In Time For AEP & Offers A Streamlined Approach To Medicare Coverage

Original Publish Date: October 9, 2020

[Walmart](#) is now in the insurance business. Recently, the mega-retailer announced the launch of Walmart Insurance Services. The new service coincides with the [Annual Enrollment Period](#) (AEP), October 15-December 7, when Medicare beneficiaries can add or drop parts of their [Medicare insurance coverage](#) and prescription plans.

Walmart aims to streamline a notoriously cumbersome and frustrating experience. “We want customers to feel confident in selecting a Medicare plan that best fits their needs, budget and lifestyle,” [said](#) David Sullivan, general manager of Walmart Insurance Services. “And we want to be a trusted partner on their health care journey. Helping customers select the right Medicare insurance plan to meet their needs aligns with Walmart’s mission of helping people save money and live better.”

## Walmart Wants To Bring Simplicity To A Complicated Service

Walmart will begin offering Medicare insurance plans through Walmart Insurance Services during the AEP. Health insurance can be an overwhelming process for many people, and Walmart hopes to simplify the process for Medicare beneficiaries of selecting and enrolling in Medicare supplemental insurance with three simple goals:

### 1. Walmart Insurance Services Is Enhancing The Transparency Of Medicare Insurance Options

Removing the complexity of the enrollment process and the pricing of Medicare plans is a key promotional component of Walmart Insurance Services. As a licenced insurance brokerage, Walmart Insurance Services can provide credible solutions for Medicare insurance customers who may feel confused by the AEP process.

### 2. Walmart Insurance Services Is Providing Cost Effectiveness For Medicare Insurance

Sullivan notes that only [one in 10 Medicare beneficiaries](#) are enrolled in plans that offer them the least amount of out-of-pocket expenses, which Walmart hopes to remedy by offering affordable plans. Walmart’s central marketing premise has always been value, which is reflected in the retailer’s commitment to cost-effective health insurance coverage.

### 3. Walmart Insurance Services Is Offering Only Quality Medicare Insurance Providers

Walmart is partnering with well-known providers in the health insurance business to offer a variety of plans from the Medicare marketplace. By hitting the ground running with trusted partners, Walmart can offer reassurance to consumers who may be curious about the relationship between the retailer and health insurance.

## Walmart Enters The Health Insurance Market By Promising Convenience And Value For Consumers

Walmart has long promised its customers value, convenience and one-stop shopping experiences that meet the needs of most consumers. Walmart Insurance Services is offering the same promise, at a time when differentiation is critical. According to Bertha Coombs at [CNBC](#), "this year there is a 32% increase in the number of Medicare Advantage plan choices," which can be overwhelming, despite the benefits of having a variety of plans to choose from. Streamlining a complex, onerous process could be the factor that sets Walmart apart in a booming market that sees 10,000 [Baby Boomers](#) aging into Medicare every day.

"We're always looking for ways to help our customers save money and live better, and insurance services is one another way we do that," [said](#) Randy Hargrove, Walmart spokesperson. Brands, like Walmart, that are able to effectively leverage their images and consumer loyalty to launch new products and services are able to more quickly gain consumer confidence and on-board customers.

### The following excerpts are from DMS Insights articles that explore the AEP and OEP market and enrollment in 2020.

#### [Understanding The Medicare Annual Enrollment Period \(AEP\) Audience](#)

For health insurance marketers, it is critical during AEP to reach the right consumers with the right information while breaking through the influx of advertising during insurance enrollment periods. Understanding the AEP audience can result in more effective marketing messaging and targeting. While many of those shopping during AEP will be in search of better plans, Baby Boomers aging into the program will be looking for Medicare Advantage plans for the first time and are an important audience niche for health insurance brands.

There may be some concerns for AEP shoppers this year due to current events that could impact future Medicare coverage. Insurance brands able to offer reassurances to beneficiaries shopping for Medicare Advantage during AEP and create compelling messaging that targets the needs of the 65 and older market may be more likely to drive awareness, engagement, buy-in and loyalty.

#### [What Will Health Insurance Open Enrollment Look Like This Year?](#)

Americans over 50 are increasingly interested in health and wellness, exercising regularly and finding ways to maintain healthy habits. According to a recent study by Aging 2.0, 46% of 54-60-year olds and 39% of 61-66 year olds will download a wellness app. For insurance brands interested in this demographic, marketing strategies that highlight alternative doctors and medical options specific to consumers over 50, digital innovations that include online wellness programs and apps and user-friendly customer portals can appeal to older health insurance shoppers.

Health insurance brands that can speak to the concerns of open enrollment shoppers right now, using clear, informative content marketing, differentiating their services and appealing to targeted audiences, may generate higher-intent leads and increase their enrollment numbers.

## Section 2: Major Brands Tap Evolving Consumer Interest In Fitness & Wellness During COVID-19

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Shutdowns, periods of quarantine and the general increase in time spent at home because of COVID-19 caused many consumers to shift their approaches to fitness and wellness, including beauty, nutrition and exercise. The rise of video conferencing culture and a lack of special events prompted a decline in makeup sales but growth in skincare products and solutions. With many gyms and related facilities closed, at-home fitness equipment, apps and brands experienced a surge in consumer interest.

The following articles describe health and wellness campaigns and partnerships launched by major brands to help connect with consumers with evolving needs and interests related to the fitness, wellness and beauty markets.

- [Marketing Meets Health & Wellness In Latest Brand Partnerships](#)
- [Brands Target Pregnant Women With Fitness & Wellness Campaigns](#)
- [In-Home Fitness Brands See Opportunities To Grow Subscriber Bases During Quarantine](#)
- [Peloton And Other Luxury Brands Target Cost-Conscious Consumers With Lower-Priced Items](#)
- [Surging Skincare Sales And Ecommerce Growth Reshape The Beauty Industry](#)
- [Evolving Quarantine Demands: Home Hair Care Product Sales Surge](#)

# Marketing Meets Health & Wellness In Latest Brand Partnerships

Original Publish Date: September 25, 2020

While most consumers were hunkered down at home during this spring, essential workers like Walmart employees continued to fulfill their duties so others could access groceries and other important items. Prioritizing the health and [wellness](#) of its workforce, [Walmart](#) is partnering with [Thrive Global](#) to protect and incentivize their employees' well-being. The retailer is using the app [Thrive ZP](#) to help Walmart employees make better choices in six categories: food, [fitness](#), family, money, gratitude and sleep. In the midst of COVID-19, employee health programs are not just extra perks. In fact, health programs are becoming essential services to improve immunity to disease, stress management and the mental adaptability of employer workforces.

Consumers are demanding more from the brands and retailers who provide their daily goods and services. In addition to a heightened emphasis on [social responsibility](#), consumers also want to see brands prioritizing values related to health, wellness and general well being expressed in both consumer and employee relations. Similarly to Walmart, major brands such as Amazon, CVS, Starbucks and Target are forming strategic partnerships to improve and expand their health and wellness programs, following industry best practices to provide maximum benefits to employees.

## Walmart & Thrive ZP Partnership Gives Life To Shifting Brand Values

Walmart's partnership with [Thrive Global](#), a behavioral change technology company started by Arianna Huffington, is based on the belief that every individual has the power to transform their life by making small, healthier choices. Walmart employees and their families were encouraged to begin a 21-day challenge, starting September 1, and share their successes with others via the [Thrive ZP app](#). The Walmart/Thrive ZP challenge inspired users to incrementally celebrate progress as they were encouraged to make "better choices" every day. "At Walmart, I've seen firsthand how small changes lead to big results, for both our associates and our customers," said David Hoke, senior director of health and well-being at Walmart. Research has revealed that workplace culture is the most significant factor in [worker engagement and well-being](#), and the inspirational success stories from over [230,000 entries](#) on Thrive ZP app confirm the positive cultural shift.

## CVS & Amazon Focus on Total Health

CVS Health, the [largest pharmacy chain](#) in the U.S., and Amazon, the [largest online retailer](#), are each forming strategic partnerships to expand and improve the health and wellness of their employees and consumers. The scope and scale of the CVS and Amazon health and wellness programs show a focus on "total health"—the physical, mental and social well-being for all.

## Focus On Fitness: CVS & Apple Fitness+ Partnership

This month, CVS announced that they are partnering with Apple to offer special access for their clients, customers and employees to the [Fitness+](#) subscription program, a “personalized fitness experience” designed to be used with the new Apple watch due out later this year. The CVS and Apple wellness partnership is an expansion of the relationship between Aetna, a CVS Health Company, and Apple. Originally established in 2016, the Aetna/Apple partnership saw 90% of participants in the program reporting a health benefit from the use of their Apple Watches. Increasing engagement and motivation to become fit is the goal of the new CVS/Apple partnership, and Apple Fitness+ purports to seamlessly integrate Apple Music with workouts from top trainers and metrics from the iPhone and Apple watch. [The latest science](#) suggests that being fit boosts our immune systems and that even a single workout can improve our ability to fight off germs. Jonathan Mayhew, executive vice president and CTO for CVS Health [said](#), “Innovative fitness offerings like Fitness+ are even more critical as people strive to maintain their health during these challenging times.”

## The Company Clinic: Amazon & Crossover Health

In July, Amazon [announced](#) their partnership with [Crossover Health](#) to open clinics in 20 locations, offering a range of medical, dental, mental health and wellness services for Amazon employees. The Crossover Health clinics will be sited near Amazon fulfillment centers and operations facilities. The wide range of health and wellness services and the exclusive access for Amazon employees and their families make the partnership with Crossover Health a ground-breaking program. “Now it’s more important than ever to make care available through multiple channels and across the full continuum. Our advanced primary care model will serve as vital infrastructure to deliver expanded access to care in-person and online to meet the needs of Amazon’s employees and their families.” said [Scott Shreeve](#), MD, CEO and co-founder of Crossover Health.

## Starbucks & Target Launch Mental Health & Well-Being Partnerships

The [CDC](#) acknowledges that the measures for keeping the coronavirus at bay may increase the incidence of stress, anxiety and loneliness. [Starbucks](#) and [Target](#) are focusing their strategic partnerships on the mental health of their employees, clients and customers.

## Starbucks & Lyra Health Partner For Employee Mental Health

At the outset of the pandemic, Starbucks [announced](#) their innovative partnership with [Lyra Health](#) to improve the mental health of their employees in this time of stress. The Starbucks/Lyra Health program allows employees and their families up to 20 free mental health sessions, in person or via video, with a therapist or coach each year. Daniel H. Gillison, Jr., CEO of [National Alliance on Mental Illness](#) (NAMI), said of the program: “We know having access to free mental health sessions can make a positive impact on anyone struggling with their mental health. This is a new standard for employee benefits which will not only improve the lives of individuals but also the company.”

## Target Mental Health Partners With Daylight & Sleepio Apps

In their efforts to help their employees deal with the stress of the pandemic, [Target](#) has partnered with a variety of online mental health services and apps to provide 24/7 mental health support and therapy. Target has created a team member [LifeResources](#) hotline to connect employees to mental health counselors free of charge around the clock. For employees with medical coverage through the company, Target is also working with the web-based mobile health apps [Daylight](#) and [Sleepio](#). [Daylight](#) features therapy to cope with worry and anxiety, and [Sleepio](#) uses cognitive behavioral therapy to improve sleep. Target's partnership with [United Healthcare](#) provides Bullseye Healthspot, a service the company calls a "healthcare concierge," encouraging employees to be advocates for their own health by granting access to a call center team to answer questions about physical or mental health coverage or services. Target is also partnering with [Weight Watchers](#) for nutrition and weight loss management and [Cirrus MD](#) for instant access to medical providers.

## Health & Fitness Marketing Partnerships Connect Brands To Evolving Consumer Values

Ophelia Yeung, senior research fellow at Global Wellness Institute, [states](#), "In the last few years, wellness has become a dominant lifestyle value that is profoundly changing consumer behavior and changing the markets." It is clear consumers are not going to blindly give their loyalty to brands that do not align with their [evolving, more socially focused values](#). The pandemic has accelerated the need for brands to step up and show increased care for consumers and employees. As the pandemic continues, brands are looking for ways to connect to shifting consumer trends in health and fitness.

Further fueled by the events of COVID-19, many of the latest campaigns and partnerships launched by major brands are aimed at health and wellness initiatives, providing opportunities for brands to connect to a growing health-conscious market. Earning real estate on a consumer's mobile device and within other consumer tech products helps brands to stay connected to target audiences as digital channels become more competitive. By leveraging effective targeting, partnerships with tech gadgets and [apps](#) can help brands increase engagement and also deepen their understanding of their target audiences.





# Brands Target Pregnant Women With Fitness & Wellness Campaigns

Original Publish Date: September 28, 2020

Rising health concerns, the dread of cancelling popular pregnancy milestones celebrations like baby showers and the limitation on the number of visitors in maternity rooms have many pregnant women wanting more care from the brands they support. Overwhelming feelings of uncertainty are driving expecting moms to search for ways to get exercise, stay active and de-stress with comfort and self-care.

From apparel to beauty, major consumer brands, including Every Mother, FitTrack, Nike and The Honest Company, have recently launched new products and campaigns aimed at connecting with the evolving needs and values of expecting moms during COVID-19.

## FitTrack Debuts New Intelligent Maternity Scale For Expecting Mothers

In August, health and fitness technology brand [FitTrack](#) launched a new product specifically geared toward moms-to-be. Marketing to the needs of pregnant women, [FitTrack Beebo](#) is an accurate smart scale designed for expecting mothers to easily track details about their health and bodies during pregnancy. The intelligent FitTrack maternity scale can help women assess aspects of their health journeys from pregnancy to postpartum.

In a press release, FitTrack founder and CEO [Jeffery Lee Sawyer, said](#), “We are thrilled to offer a unique, accurate and truly reliable smart scale that’s tailored to pregnant women at a time when their health — and that of their baby — is more important than ever. Beebo is made for moms, by moms, because we want to make sure we’re bringing them smart technology they can rely on, through every step of their pregnancy journey and beyond.” To promote the new fitness scale designed for pregnant women, FitTrack added more content aimed at expecting moms on its Facebook and Instagram pages.

## Nike Markets To Expecting Moms & Furthers Inclusivity Initiative With The Launch Of ‘Nike M’

Nike has been diligently working to address the needs of female athletes. Earlier this month, in an effort to expand its inclusivity initiative, Nike announced the launch of its latest product line, [Nike M](#), a collection of products designed for expecting mothers. In a press release, [Nike said](#), “Motherhood should be the start of a new stage — not a stop — in a woman’s sport journey.” Nike has been working on the Nike M line for three years, during which the footwear juggernaut examined data from more than [150,000 body scans](#) of pregnant women and conducted interviews with [30 pregnant athletes and mothers](#) on their apparel needs pre- and post-partum.

From pregnancy to motherhood, Nike wants to establish lasting relationships with female consumers and maintain brand loyalty through all of their audiences’ life stages. Carmen Zolman, Nike Senior Design Director, told ELLE magazine, “We noticed many women hacking their Nike apparel to make it work for them longer throughout their pregnancy. We wanted to bring the full power of Nike sport science to maternity and truly listen, learn and innovate for her at this stage of motherhood.”

## Beauty & Self Care Brands Target Expecting Moms With New Product Launches

While the beauty industry often promotes the ideas of perfection and presentation, the beauty industry does not always align with the needs of diverse audiences, including pregnant consumers. The Honest Company and Clarins launched products in 2020 designed specifically to address the needs of expecting moms. In January, Jessica Alba's The Honest Company announced its new collection for pregnant consumers, Honest Mama. Marketing its product line as offering "self care for the bump and beyond," the new Honest Mama collection includes items like bump care kits, body butter, body oil and soaking salts. As with all Honest products, items in the Honest Mama collection are marketed as safe wellness products that provide expecting moms with clear information.

Beauty powerhouse Clarins launched its newest stretch mark cream, Body Parter, in March, highlighting the product's "mom-friendly formula." The Clarins brand site offers a dedicated [maternity page](#) focusing on "beauty through every stage of motherhood." From essential pregnancy products to beauty tips for expecting moms, Clarins offers content on topics ranging from stretch marks and unexpected body changes to exhaustion and postpartum skin care.

## Every Mother Expands Its App Platform For A Growing Audience

While many gyms and fitness centers were shut down for months in 2020, pregnant consumers sought alternatives, often from fitness apps, to address their workout needs. Founded by personal trainer Leah Keller, [Every Mother](#) announced it would be using \$1.5 million to expand its fitness streaming platform designed for pre- and post-natal care and wellness. The expansion is expected to help Every Mother keep up with app user demand. While the Every Mother fitness app was already profitable in early 2020, COVID-19 further accelerated its [growth](#). Every Mother saw new registrations to their platform grow by [50%](#) in April. With 37,000 Instagram followers, Every Mother consistently connects with its audiences, sharing testimonials, workout tips and premium content, such as live Q&A sessions with fitness experts.

## Brands Must Address Evolving Consumer Needs To Retain Expecting Moms Past Pregnancy

The battle for customer loyalty is fierce. As more consumers head online for their shopping needs, it has become even easier to quickly compare product availability, delivery expectations and price from brand to brand and product to product. To maintain customer loyalty, brands need to differentiate themselves and authentically connect with their audiences, even while the behaviors of their audiences may be evolving.

While there are some products that women will only use during pregnancy, marketers have an opportunity to connect with expecting mothers and establish lasting relationships that extend beyond the day the baby is born. Understanding the changing needs of female consumers as they transition into pregnancy and motherhood is essential for brands looking to sustain meaningful connections with key audiences.

COVID-19 has illuminated new concerns which caused many consumers to shift their priorities to reflect a new emphasis on health, wellness and fitness. By addressing the needs of expecting mothers, brands like Nike, FitTrack, Clarins and The Honest Company are positioning themselves for long-term relationships with a larger segment of female consumers.

# In-Home Fitness Brands See Opportunities To Grow Subscriber Bases During Quarantine

Original Publish Date: April 7, 2020

Self-isolation can best be described as both incredibly boring and strangely taxing, perhaps even more so for people balancing work, kids and the worry that comes with a global pandemic. For many people, finding an opportunity to work-out during the day has offered a respite from the strangeness of self-isolation.

An article in *The Atlantic* [summarizes](#) the benefits of exercising, “Even more than usual, we have a very good reason to exercise: Working out contributes to good health, which in turn helps us maintain sturdy immune systems. Making moves seems especially beneficial now, as people spend more time at home, far from the friends and family they usually see, and probably glued to the news. Exercise is well known for its mood-boosting abilities, and many of us could use a lift.”

Many gyms, studios and fitness instructors have taken their classes online, offering live-streams, pre-recorded classes, [YouTube](#) channels and more to give their clients something that feels like the gym experience they were so used to, or to reach new consumers who want to start exercise regimens while self-isolating. And for [fitness brands](#) that already streamed their classes, the coronavirus crisis has provided major upticks in business. “We have seen incredible engagement from current subscribers as well as new subscribers since the coronavirus began to keep people at home. [The first week of April] we saw a 220% increase in subscribers and a 79% increase in usage vs. the same time last year on Beachbody on Demand,” [said](#) Beachbody Co-Founder and CEO Carl Daikeler.

## Beachbody Sees Huge Surge In Subscribers Since Self-Isolation Took Effect

[Beachbody](#) had a built-in advantage as a fitness brand at the time the coronavirus self-isolation began, because its business model is already designed around streaming workouts of different types from a variety of instructors. There is no need for complicated equipment, and the streaming infrastructure is already refined. “We have been selling fitness and nutrition content for over 20 years and have seen several evolutions, from VHS to DVD and now to digital streaming. Regardless of the format, we have always maintained a holistic approach to helping people get fit and lose weight,” [said](#) Daikeler.

Since the start of the coronavirus, in addition to increased membership enrollment, Beachbody’s free kids classes on Vimeo have “seen a huge spike in usage of over 13x,” [according](#) to Daikeler. The Beachbody CEO believes many of Beachbody’s new customers will stick around once self-isolation ends because of the benefits and value of the \$99 per year service.

## Peloton Offers Extended Free Trial Of Its Popular App During Coronavirus

Although [Peloton](#) has [suspended](#) delivery of their treadmills and changed the way they deliver their famous bikes because of coronavirus, the brand has extended the free trial of its [Peloton](#) app to 90 days. “I think all of us knew we were part of something really cool before, and right now I feel like the Peloton community has become a real lifesaver for a lot of us,” [said](#) Denis Morton, a Peloton instructor since June 2017. “Exercise is our refuge now. A lot of times we get into this mindset like, ‘Oh I have to work out, and I don’t have the energy for that.’ But then this becomes like a little oasis in our day.”

The Peloton app offers thousands of classes including yoga, running and strength training. Peloton recently [stopped producing](#) live-stream cycling classes, but still offers pre-recorded classes for bike enthusiasts.

## Barre3 Promotes Discounted Equipment And Free Trial

[Barre3](#), which has studios all over the country and hundreds of online workouts, describes itself as “a full-body balanced workout combining strength conditioning, cardio, and mindfulness. Our mission – and the driving factor behind every move we do in class – is to teach people to be balanced in body and empowered from within.”

During self-isolation, barre3 is offering 15-day free online trials and 10-50% off props and clothing. In b3 Magazine, the online magazine of barre3, the brand directly [addressed](#) its “barre3 tribe,” offering encouragement to members rattled by the coronavirus upheaval. “Maybe rather than watching the news, we’d be better served by streaming a workout from our local studio or from barre3 online.” Adding, “When we take just ten minutes to connect mindfully with our bodies, we tap into deeper currents of energy and calm.”

## CorePower Yoga Streaming A Special Collection Of Online Classes

Yoga is a great option to tone the body and settle the mind, the latter of which is certainly beneficial during a pandemic. Many yoga studios, including [CorePower Yoga](#), are offering membership specials and free classes during self-isolation. The Denver-based studio has addressed COVID-19 closures directly on their website, offering tips and blog posts on creating soothing practice spaces at home, meditation during these challenging times and general self-care and well being. Additionally, CorePower Yoga has curated a weekly collection of [live-streamed yoga classes](#) free to anyone, including non-members. For unlimited access to more than 250 classes, subscriptions are \$19.99 per month.

The future is uncertain. When society will return to “normal” is hard to say, but for now it’s important to stay healthy and mindful. Brands that can offer simple comforts, either by being reliable and present for their existing customers or by offering something new or discounted to people stuck at home looking for a physical outlet, are likely to gain loyalty, brand engagement and gratitude from consumers during this difficult time.

# Peloton And Other Luxury Brands Target Cost-Conscious Consumers With Lower-Priced Items

Original Publish Date: September 24, 2020

Many luxury brands have recently launched less-expensive offerings of their products, often done to expand the reach of brands, create broader awareness and engagement and scale revenues. In the case of a brand like Peloton, which recently introduced lower prices and new products, expanding the product line with lower-priced items can be a way to meet the demands of newly interested consumers. For other brands, particularly in fashion, lower-priced items are often marketed and promoted separately from high-end labels, introducing the luxury brands to net-new audiences. When balancing multiple products across a range of price points, brands need to be conscious of maintaining brand integrity. Relevant messaging with effective targeting becomes essential for brands looking to expand their customer bases without losing their luxury cache.

## Peloton Capitalizes On Consumers Working Out At Home By Introducing New Lower-Priced Products

Peloton is a notoriously expensive exercise brand that specializes in top-end hardware, including its famous stationary bike and, added in 2018, a treadmill. Both Peloton exercise equipment products feature large screens on which users interact with instructors and follow chosen exercise routines. This unique mix of a fun social media-like environment and exercise class has made the brand wildly popular. Peloton's stock surged [178% this year](#), while gyms were closed during the pandemic and consumers turned to exercising at home.

Leveraging their popularity, and the opportunity to offer more products across a broader spectrum of consumers, Peloton introduced a lower-priced treadmill called the Tread and gave their higher-priced treadmill the name Tread+. The new, lower-priced Peloton Tread will have a smaller platform and a traditional running belt, more like other treadmills on the market. The price is also \$1800 less than the original Peloton treadmill. At the same time, Peloton lowered the price of its original bike and introduced the more expensive Peloton Bike+, with the added enhancement of a larger screen that can rotate 360 degrees. In addition to its hardware, Peloton offers on-demand and live-streamed fitness classes through its digital membership, and the moveable screen on the Bike+ is marketed as making it easier to move from spinning to yoga.

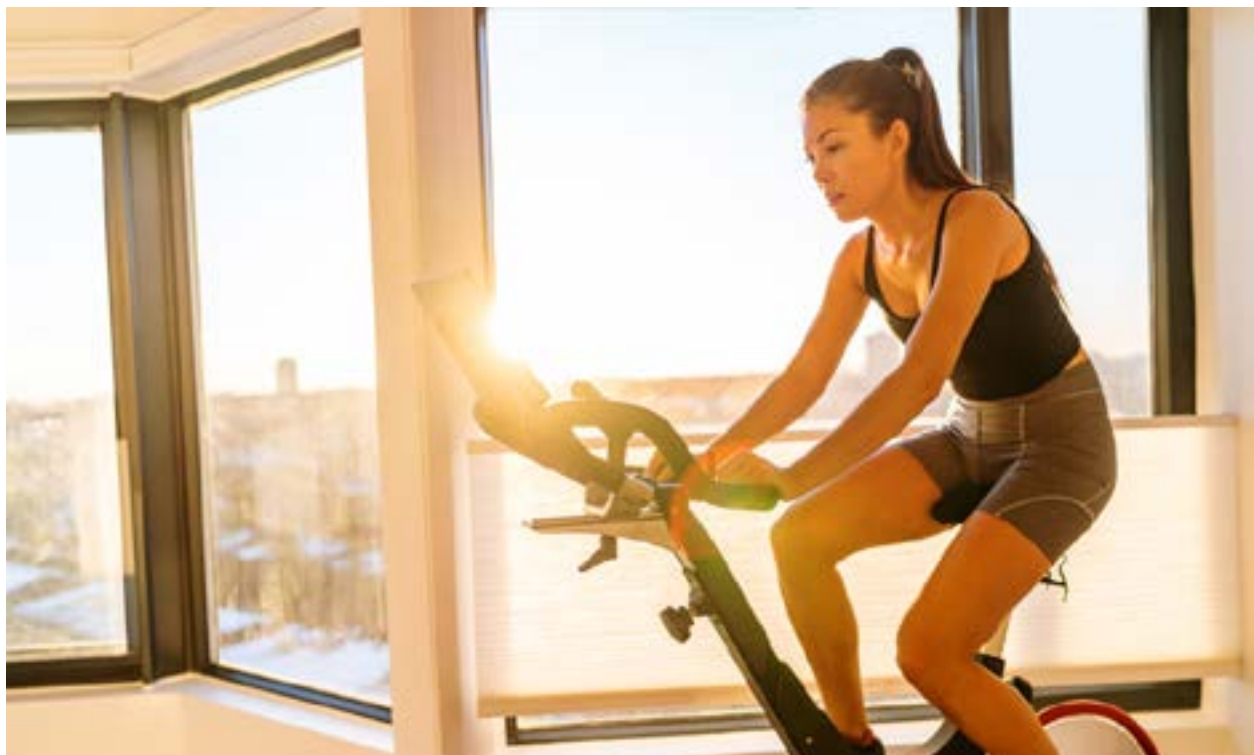
When introducing a new lower-priced product, brands must consider if there is a market for the product and whether or not the lower-priced product will impact the luxury image of the brand. In the case of Peloton, the jump in interest from people wanting to exercise at home made introducing the Tread a smart move. The concurrent introduction of the Peloton Bike+, allowed the brand to stay true to their original brand identity by simultaneously promoting a newer, more exclusive product.

## Designers Deploy Strategic Partnerships To Introduce Less Expensive Fashion Lines

Lower-priced fashion lines, often called bridge or diffusion lines, were a popular way for fashion houses to “leverage the reputation of their respective mainlines to attract a following of their own” [according](#) to Rocky Li at Grailed, a menswear marketplace. However, the rise of copycat fast fashion and the increased interest in streetwear, led to the demise of a lot of high-end diffusion lines.

Many designers read the writing on the wall and entered into strategic partnerships, or limited time co-branded “drops,” with popular mall brands. “The most clear cut example [of co-branded drops] is H&M. Its pioneering high-profile designer collaborations, including Comme des Garçons in 2008 and Maison Martin Margiela in 2012, proved designer fashion was available at a price point even lower than diffusion could offer. These releases were a game changer for fast fashion, and H&M’s competitors took notice and followed suit,” [noted](#) Li. Recent co-branded drops included Missoni x Adidas, Dior x Nike and Sandra Mansour with perennial collaborator H&M. Streetwear represents the authenticity that many consumers crave, so when fashion brands create products for the influential streetwear consumer group, instead of diluting the brand, the lower-priced items generate hype and excitement. By effectively using strategic partnerships, fashion brands are able to connect with different audiences across products lines.

For luxury brands that want to offer a broader product line, including lower-priced products, understanding the market forces, consumer perceptions and possible targeting opportunities should inform marketing strategies and promotions. Many luxury brands will be able to leverage their cache, popularity and reputation while expanding into lower price points. But luxury brands considering expansion should be conscious of appealing to different shoppers with a mix of highly targeted multichannel strategies.





# Surging Skincare Sales And Ecommerce Growth Reshape The Beauty Industry

Original Publish Date: May 15, 2020

Marc Jacobs once said, “Makeup is the finishing touch, the final accessory.” In 2019, the global beauty industry was valued at [\\$532 billion](#), with cosmetic products – inclusive of eye, face, nail and related accessories – accounting for [\\$6 billion](#) of sales in the U.S. But, the rise of the global skincare market, coupled with the societal and economic shifts resulting from COVID-19, could dramatically change the future of the cosmetics industry.

## The “Lipstick Effect” On Consumer Beauty Spending During Economic Downturns

During every economic recession from 1973 to 2001, spikes in unemployment in the U.S. were parallel with upticks in consumer cosmetics – with spending increases specifically linked to lipstick products leading to beauty mogul Estée Lauder coining the phrase “[lipstick effect](#).” As the phrase suggests, when consumers face financial stress, they seek satisfaction from small indulgences. Looking good to feel better is the [rationale](#) for consumers’ prioritization of non-essential beauty product purchases when facing economic distress. During the Great Recession, a [broader spectrum of beauty products](#) experienced spikes in sales, causing the lipstick effect to represent a wider array of SKUs.

## The Lipstick Effect Gets A Makeover During COVID-19

Although COVID-19 is a health crisis, its effects have already resulted in recession-like turmoil. Social distancing and spending more time at home appears to be inspiring consumers to embrace a new level of comfortableness – void of makeup in daily life. The surge in consumers working from home, reviewing the essentialness of each purchase and decreasing participation in social events may have prompted lip cosmetics sales to plummet [62.4%](#) during the week of April 4, compared to the same time last year. But that’s not the whole story. Face and eye cosmetics sales declined while sales of personal care products surged. With access to nail and hair salons either unavailable or limited, personal care product sales indicate an increased need for at-home nail and hair care products. Hair care product sales spiked [82%](#), and nail care product sales increased by [9%](#) as self-care blossomed in March, according to retail data platform [NDP](#).

## Gen Z Could Be Powering Skincare’s Rise To Outshine Cosmetics In The Beauty Industry

The global beauty industry is facing a major transition. Even before COVID-19 became the catalyst for in-store cosmetics purchases to slip, shifting consumer values encouraged the embrace of skincare instead of cover up. From 2012 to 2019, the size of the global skincare market [grew by 41.8%](#), and it is projected to continue its upward growth pattern, forecasted to hit a valuation of [\\$189 billion by 2025](#). Much of the skincare industry’s growth can be attributed to Gen Z, as this generation has [not embraced cosmetic products](#) in a similar fashion to their generational predecessors.

According to a survey by leading investment bank Piper Jaffray, in 2019, American teenagers showed an overall declining interest in cosmetics. The survey also highlighted a [decline](#) in the number of teenagers who wear makeup daily. Piper Jaffray Senior Research Analyst [Erinn Murphy said](#), “The increased use of skincare is cannibalizing some makeup usage, and so it becomes a bit of a self-reinforcing cycle — when consumers start to feel better they feel less need for coverage, and so less makeup is needed.” With GenZ spending power projected to exceed [\\$140 billion](#), beauty brands, retailers and manufacturers will not likely ignore [Gen Z’s values](#), but instead they will respond to GenZ’s desires and behaviors by increasing their promotion and production of skincare products.

## Social Media & Innovative Online Campaigns Reshaped The Beauty Industry

The global beauty industry has significantly benefited from advancements in digital marketing. Many beauty brand marketers deploy innovative online campaigns and heavily employ social media marketing tactics to reach consumers and engage current customers. The boom in digital content has empowered beauty brands to step away from the makeup counter and showcase their products in new ways. [Social media](#) helps beauty brands establish stronger connections with new and current audiences by posting engaging content that brings brand personas to life.

As new niche and indie beauty brands enter the market, [YouTube](#) channels remain flooded with beauty tutorials and how-to content. User-generated content ([UGC](#)) and [influencer marketing](#) has helped brands like [Glossier](#), Fenty Beauty, Kylie Cosmetics and ColourPop compete with legacy brands like L’Oreal and Estée Lauder. Social platform advancements such as [Pinterest’s shoppable pins](#) and [Instagram’s in-app checkout](#) elevated beauty brand marketing and evolved the shopping experience. Many brands now rely on social media channels as an extension of their customer’s buying experiences, encouraging seamless transaction journeys from “like” to cart.

Cosmetics is not the only beauty sector experiencing boosts from social media. Social media opened up new avenues for purchasing and discussing skincare products, routines and trends. [Instagram](#) and YouTube content is helping skincare brands harness the power of visual experiences – a strategy which proved profitable for cosmetics. Skincare, which focuses on correction, remedy and preventive measures, previously sat in the shadow of its more glamorous counterpart, cosmetics. Not anymore.

[Stephan Kanlian](#), head of a think tank at New York’s Fashion Institute of Technology, noted that 2018 was the first year skincare sales outpaced cosmetics in the beauty industry, much of which was due to the growth of social media. Today’s consumers are more sophisticated in their searches for beauty and skincare products, however. Shoppers want clean ingredients, eco-friendly packaging and relatability. Social media content empowers consumers to quickly find the products they identify with their values and needs.

Beauty brand Summer Fridays, launched two years ago by two Instagram influencers, was based entirely on the sales of its single product: facemasks. Summer Fridays Co-Founder [Marianna Hewitt said](#), “Everything we do as far as packaging, and boxes, and messaging, and photography should really be thought of on social, first and foremost.” The hashtag #facemask (pre COVID-19) produced more than [2.4 million images](#) on Instagram. Consumers are finding brands that embrace their evolving values via social media, and they are displaying their use of products with UGC visual content.

## COVID-19 Accelerates Growth Of Online Beauty Sales & Ecommerce

In-store sales reigned supreme for years, representing [81% market share](#) in the beauty industry with consumer beauty spending largely influenced by special [sales, unique products and rewards](#). In the past couple of years, discounted offers and loyalty programs drew consumers away from drugstores, pharmacies and department stores, transitioning more cosmetics buyers to purchase directly from brand websites.

Most recently, with in-store shopping virtually impossible, COVID-19 appears to be accelerating a rise in beauty ecommerce. Online sales of self-care products were strong in Q1 2020, up [24%](#) from 2019, according to market research firm NDP Group, with double-digit increases for makeup, skincare, fragrance and hair products. L'Oreal, the leading global beauty company, reported an increase of [52%](#) in ecommerce sales in its first quarter financial results. [L'Oreal attributes](#) the rise in its ecommerce sales to a combination of conditions surrounding COVID-19 and the brand's digital media and content expertise. Employing a [people-based marketing](#) strategy prior to COVID-19 helped L'Oreal sustain its ecommerce business. At the end of 2018, [L'Oreal](#) committed to leveraging its [robust customer data](#) to create more targeted marketing and rebrand itself as a [beauty tech company](#).

The beauty industry is on the cusp of a revolution. The societal shifts of COVID-19 amplified issues and weaknesses that were already prevalent in sales trends and shifting consumer values. A new reliance on data could become the hottest trend in beauty marketing.

Beauty brands struggling with brick-and-mortar sales woes should consider shifting their marketing strategies to leverage the power of their [first-party data](#) to better understand their customers and target audiences. To remain relevant and profitable moving forward, the most successful beauty brand marketers will utilize digital marketing strategies to acquire and retain customers, develop engaging content focusing on diversity, inclusion and social responsibility, and maintain transaction processes that prioritize convenience, optionality and affordability.



# Evolving Quarantine Demands: Home Hair Care Product Sales Surge

Original Publish Date: May 8, 2020

Grey hair stops for no one. And, while hair salons are closed during quarantine, many people are seeing this fact come to life. As roots and boredom creep in, and dye jobs fade and grow out, people are taking matters into their own hands and buying home hair-care products to color and style their own hair.

[According](#) to Doug McMillon, [Walmart](#) CEO, the [needs of consumers](#) self-isolating are changing. “You can definitely see that as people have stayed home, their focus shifted.” Adding, “People are starting to need a haircut. You see more beard trimmers and hair color and things like that. It’s interesting to watch the dynamic play out.”

## Hair Dye Sales Soared In Mid-April

By mid-April, many people across the U.S. had settled into their quarantine routines and knew which products and services they regularly needed and how to get them. However, the best of intentions can’t stop two-tone hair from appearing as color grows out, and the panic-buying for hair coloring products is reflected in the [23%](#) YOY sales jump for the week of April 11. L’Oreal, which has overall reported a downturn in sales, indicated that “home-use hair color” sales were [accelerating](#). Other items like hair clippers, up 160%, were big sellers in April.

As spring turns to summer, more haircuts and hair experiments may be likely as people want fresh summer looks, and brands should engage accordingly. Offering advice and dos and don’ts via [content marketing](#) and subscriber emails can give consumers the confidence to try something new.

## Celebrities Get In On The Home Hair-Care Trend With Instagram Realness

Magazines have been saying stars were “just like us” for years, and during quarantine it might actually [be a little true](#). Many celebrities have popped up on Instagram showing off their grey roots — and their solutions. Eva Longoria, who is a L’Oreal spokesperson, took to [Instagram](#) for a full step-by-step, how-to of her covering her gray roots with the L’Oreal Excellence Creme haircolor. Longoria shot the [spot like a commercial](#), using her iPhone, and even admits to wanting to roll with it and see how she liked her grays, but chickening out. Brands that can leverage their [celebrity endorsements](#), especially in a real and approachable way during difficult circumstances may elicit consumer appreciation and loyalty.

## YouTube Helps People Do Their Hair In Quarantine With Popular Tutorials

As DIY beauty gets more popular, so are the tutorials. Since the beginning of self-isolation, people have turned to [YouTube](#) for help learning how to do lots of things, from making banana bread to giving haircuts. From an article in [USA Today](#), “As non-essential stores in many states remained closed, people have taken it upon themselves to ensure their hair remains well-kept. Between March 10 and April 15, videos with ‘haircut’ and ‘home’ or ‘how to’ in the title saw more than 56 million views on YouTube, an increase from the 34 million views from Jan. 1 through March 9.”

Consumer behaviors are shifting all the time during this crisis and are often reflected in what people search for online and sales spikes in certain products and services. These movements in consumer engagement and preferences can be a [helpful consideration](#) for marketers before launching new campaigns or spending ad dollars.



## Section 3: Digital Tools & Ecommerce Help Advertisers Deliver Healthcare Products & Services

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In 2020, digital tools and ecommerce platforms completely changed the way consumers accessed healthcare products and services. Telemedicine, medical testing, safe-at-home solutions for seniors and mental health all experienced evolutions in usage and digital access. This shift mirrored the increased need for and interest in health-related care this year and consumer expectations of seamless, digital connectivity when possible.

The following articles highlight the major innovations that helped healthcare and wellness advertisers connect with new audiences:

- [Medical Alert Marketing Provides Examples Of Consistent Innovation](#)
- [Telehealth Subscriptions Offer Support During Coronavirus](#)
- [New Online Shopping Trend: At-Home Medical Testing](#)
- [3 Effective Marketing Campaigns Promoting Mental Health Wellness](#)
- [LinkedIn's New Healthcare Hub: Just The Facts](#)
- [Making Health And Safety Claims: Lysol Demonstrates The Correct Path](#)
- [Online And Big Box Pharmacies Expand Options To Meet Consumer Demand](#)



# Medical Alert Marketing Provides Examples Of Consistent Innovation

Original Publish Date: May 28, 2020

[Medical alert systems](#) are growing in popularity as the current health crisis makes it difficult to have physical contact with older adults. “In this era of the coronavirus pandemic, they [med alert systems] can be a tool deployed to bridge the tech/touch divide,” said [Anne C. Sansevero](#), Founder of HealthSense and member of the Aging Life Care Association.

## Advanced Technology, An Aging Population & Stay-At-Home Orders Contribute To Medical Alert Demand

The global medical alert market is expected to experience a CAGR of 14%, rising from roughly [\\$6 billion](#) in 2020 to \$11.7 billion by 2025. Several factors have contributed to this boom in med alert business, including innovative technology, the rise of the [elderly](#) population across the globe and the current [health crisis](#).

An increasing number of medical alert brands are utilizing new technologies in their medical alert systems in order to become more effective, minimize risk and offer the easiest, most up-to-date options for consumers. The introduction of smart [wearable](#) devices, GPS tracking, built-in fall detection sensors and the implementation of AI and IoT continue to be major focus areas for technological advancements. These innovations allow for members of the older generation to have medical alert monitoring wherever they go, not just in their own homes. And, because the aging-alone segment continues to grow, older adults will likely continue depending on apps and similar tech devices to feel at ease and more connected.

The COVID-19 pandemic has made it difficult for much of the population to check up on their older relatives. A recent [study](#) found that medical alert systems could significantly help in easing consumers’ minds during these uncertain times. And, as more of the population enters into older age, experts predict that sales of these systems will continue to climb.

## The Medical Alert Industry Welcomes A Newcomer: Snug Safe

The newest player in the medical alert industry, Snug Safe, entered the scene in a major way. Relying heavily on the benefits of a mobile app, Snug Safe received an abundance of positive feedback from users, with [93%](#) of the retirees who tested Snug Safe stating they felt more secure, and 90% saying they would recommend the Snug Safe app to others.

Each Snug Safe subscriber simply sets up an account, chooses their emergency contacts and selects their daily check-in time. The app then sends the user an alert at their chosen check-in time each day. Once the alert is received, the subscriber opens the app, taps the green button to signal “all is well,” and the 24-hour timer resets. If the subscriber fails to respond, the app initiates an alert, sending each emergency contact a text message saying the user has missed their check in. If the user does not check in by a certain time, and a dispatcher does not receive confirmation from an emergency contact that everything is okay, the app automatically dispatches a wellness check to the user’s last known location.

## Best Buy Health Launches Its Own Medical Alert App & Wearable: Lively

Best Buy Health recently launched its new “Lively” app and “Lively Wearable2” medical alert device to help older adults live safely, actively and independently. The Lively mobile app provides users with straightforward, one-touch access to emergency services, while the wearable connects via Bluetooth to the Lively app, through which a user can access their medical history, daily step count data and health tips. The Lively app can also be used to connect with emergency response teams, and it will automatically notify selected family members and caregivers when an emergency takes place.

The Lively app and coinciding medical alert device is the latest addition to Best Buy’s growing collection of consumer health technology. In the last year alone, Best Buy has steadily expanded its footprint, devoting nearly [\\$1 billion](#) toward acquisitions in the consumer health sector, and Best Buy is forecasted to generate up to \$46 billion in revenue from its commercial health business.

Many baby boomers and members of older generations are becoming increasingly [comfortable](#) using technology, and the vast majority of those generations already use smartphones or similar tech devices for a multitude of reasons. Now, as these generations increasingly move into the age range where an additional safety device is often a consideration, an app-based system or wearable option like Snug Safe or Lively is likely to be a top choice.

For medical alert brands looking to attract today’s [baby boomers](#) and growing population of older adults, advanced technology and easy-to-use, [innovative solutions](#) are key to growing brand awareness and new customers. And, with much of the world - especially seniors - still being advised to stay in their homes, this could be an ideal time for medical alert marketers to target a more niche, yet growing, audience.



# Telehealth Subscriptions Offer Support During Coronavirus

Original Publish Date: April 1, 2020

Telehealth, services in which medical professionals offer health-related advice via phone, video or app, may be a necessity during the coronavirus (COVID-19) pandemic because of the highly contagious nature of the virus and an overwhelmed [healthcare](#) system.

For people who aren't sure if their symptoms are COVID-19 or have another illness they need a doctor for but are also self-isolating and don't want to go to a doctor's office, telehealth may be the answer. "Telehealth is an ideal venue for an outbreak like this [coronavirus]. We can increase access to care. We can offer care that is commensurate with the acuity and nature of the symptoms and make referrals as needed. This [telehealth] helps with infection prevention and control and also allows patients to receive their care in the home without exposing themselves to further illness," [said](#) Peter Antall, MD, President and Chief Medical Officer for [American Well](#), a Boston telemedicine company.

Many telehealth and app-based services offer subscription and annual plans for the treatment of physical and mental health needs. Some telehealth services offer ongoing treatments, and other plans are there when consumers need them. Many telehealth businesses have stepped up during coronavirus to offer free treatments and assistance when possible.

## HealthTap Offers Tech-Powered Symptom Analysis And, For An Annual Fee, Virtual Medical Consultations

[HealthTap](#) bills itself as "peace-of-mind on tap," offering an annual subscription that allows members unlimited virtual visits from board-certified doctors for \$119 per year. Members can get [prescriptions](#), specialist referrals, lab results and reminders about treatment plans as part of their annual HealthTap memberships, although the cost of prescriptions and lab tests is extra.

As with many telehealth services, HealthTap leverages technology and comprehensive apps to offer the most up-to-the-minute help. Additionally, HealthTap also has services available via free memberships, like doctor FAQs and readily available virtual visit histories. During coronavirus, HealthTap is [offering](#) free virtual COVID consults "with a U.S.-based, board-certified doctor for anyone experiencing flu-like symptoms including a cough, runny nose or fever."

## Meditation Apps, Like Headspace, Can Offer Comfort During Stressful Times

In light of the ongoing stress that has been brought on by the coronavirus pandemic, [Apple](#) created a Guided Meditation tab in the App Store and is encouraging users "to find time for self-care," as reported in a recent [AdWeek article](#). Meditation apps like [Calm](#), [Breethe](#) and Headspace, all of which offer subscriptions, have seen increased traffic recently, with many users likely seeking ways to find moments of calm during this global emergency.

[Headspace](#), which has monthly, annual, individual, family and student subscriptions, provides subscribers with daily meditations, movement, sleep solutions and targeted mediation programs, like those

designed for kids or for dealing with anxiety. The meditation app developed an extensive response to COVID-19 called “Weathering the storm,” that offers targeted meditations accessible to anyone on the Headspace app, while also pulling together free meditations, support and resources for educators and workplace leaders.

Healthcare workers will have access to Headspace Plus, essentially a full subscription with all the bells and whistles, through 2020. “It’s crucial for us to find ways to support our healthcare workers’ mental health and provide them with tools for managing the very real personal toll this crisis takes on them in particular,” [said](#) Deborah Hyun, Vice President of Global Marketing at Headspace. Hyun also noted that the number of people who have completed the “Stressed” meditation has grown 13-fold compared to the prior 30 days.

## TAO Connect Offers A Comprehensive Mental Health Program By Monthly Subscription

[TAO Connect](#) was originally created to offer mental health support to college students, but it is now available to anyone 16 and older. TAO memberships, which are \$25 per month or \$250 per year, offer “low intensity, high-engagement” treatment for eight different mental health profiles. The TAO therapy itself combines online, interactive education modules, short weekly therapy sessions via video-conferencing and text message reminders related to the agreed upon treatment.

TAO follows a proven measurement system to monitor the progress of clients, and the therapist dashboard allows therapists in the TAO system to keep track of how their clients are doing. Founder Dr. Sherry Benton wants to decrease the disparities that exist in the treatment of mental health issues, [saying](#), “My goal always is to try to do everything I can to reduce mental health disparities. Making [therapy] easier and just as effective is my mission in life.” During coronavirus, TAO is offering free mindfulness exercises on their website.

## Telehealth Is Evolving With The Use Of AI And Partnerships With Hospitals

Over the last several years, the use of telehealth is building momentum. [According](#) to the American Medical Association (AMA), “A national study of insurance claims filed for alternative settings of care found telehealth rocketed up 53% from 2016 to 2017. That growth greatly outpaced other places studied — 14% at urgent care centers, 7% at retail clinics and 6% at ambulatory surgical centers (ASCs).”

Many people want to take control of their own healthcare, and telehealth can provide that autonomy, whether through subscriptions or apps that partner with healthcare providers, like telemedicine start-up [Cyant](#). Cyant uses artificial intelligence (AI) to “drive more meaningful patient-doctor engagements” by guiding users through a series of AI-generated questions and then pointing its members to the right providers. The startup also uses its technology to populate patient charts, reducing administrative burden and doctor burnout. Other telehealth companies are similarly leaning into technological options and partnerships to offer the most sophisticated and user-friendly services.

The advancement in telehealth technology and the ease and trust people feel using telehealth services could have a long-term impact on the delivery of healthcare, and in the short term provide relief during the coronavirus crisis.

# New Online Shopping Trend: At-Home Medical Testing

Original Publish Date: November 18, 2020

During the [pandemic](#), many health conscious consumers went online to buy a wide range of [health and wellness](#) products. And, now they can buy the peace of mind a medical test may provide without visiting a doctor's office, clinic or hospital. At-home testing kits for COVID-19 and a variety of other conditions are now available from a number of companies, including LetsGetChecked and Everlywell. These companies are gaining consumer confidence through their lab certification processes, privacy measures and personalization. LetsGetChecked and Everlywell are connecting directly to consumers through their online platforms, and they are using digital media channels, strategic partnerships and influencer marketing to reach consumers and boost sales.

## At-Home Medical Test Kits And Online Digital Platforms Are Working Together To Get Results

[LetsGetChecked](#) is a leading personal health testing and insights company that offers more than 30 at-home testing kits for coronavirus, STDs and [vitamin](#) deficiencies. The kits can be purchased directly online at [letsgetchecked.com](#) or on [Amazon](#), and at some retail stores and pharmacies like [CVS](#). Austin-based [Everlywell](#) was the first company to receive an Emergency Use Authorization from the FDA to sell an at-home COVID-19 test. Everlywell also offers 35 different testing panels ranging from food sensitivity to fertility. The testing kits are sold online and at retailers [CVS](#) and [Target](#).

For both LetsGetChecked and Everlywell, once a kit is received at home, the customer activates the test online, completes an online health screening, takes the test as directed and sends it back to the company. After lab testing and review by a medical team, additional support services are offered including medical advice and, in some cases, e-prescriptions via an online platform. To gain the trust of consumers, the companies both emphasize stringent privacy measures on their websites, anonymous analysis of samples, a promise not to share data with third parties and industry standard encryption methods. Both LetsGetChecked and Everlywell also emphasize personalized service, with results reviewed by teams of certified physicians and delivered via nurses by phone and the online platforms.

LetsGetChecked's online platform and [app](#), called a health dashboard by the company, can be used to connect health data from the tests with data from [wearable devices](#) such as [Apple](#) Health, [Fitbit](#) and [Garmin](#). Some types of tests, such as hormone or cholesterol tests, are available by [subscription](#) from LetsGetChecked. Everlywell also offers a subscription option, including a monthly [membership](#) for testing for sexually transmitted diseases. As institutions, schools and businesses work to open their physical facilities, the market for wholesale coronavirus tests has grown and LetsGetChecked and [Everlywell](#) both offer their coronavirus tests in bulk to meet this need.

## Booming Demand For At-Home Tests Aligns With Rise In Consumer Adoption Of Ecommerce

Ecommerce sales for medical at-home tests has seen significant growth this year. LetsGetChecked sales have boomed since the onset of the pandemic in March, recording 880% year-over-year growth from 2019. The company has seen major upticks in online sales of all of its tests, and LetsGetChecked

chief executive, Peter Foley credits much of the growth to online sales as many consumers seek to avoid doctors, hospitals and clinics out of concern over the pandemic. Everlywell has also seen major increases in the number of people buying its at-home health tests since the pandemic started. Online sales of thyroid tests in March and April jumped more than 120% compared to January and February, the site's Vitamin D kit saw a 118% increase and a comprehensive women's health test saw an uptick of 64%.

## Everlywell and LetsGetChecked Form Strategic Partnerships To Promote At-Home Medical Test Sales

Both popular at-home testing brands have formed strategic partnerships with healthcare companies to provide testing for insurance members during the pandemic.

### LetsGetChecked + United Healthcare And ConcertoHealth

LetsGetChecked has partnered with United Healthcare since 2018 and scaled up this partnership in March 2020 at the outset of the pandemic. LetsGetChecked also partnered with [ConcertoHealth](#) in June to provide tests for the coronavirus to vulnerable patients in Washington and Ohio. According to [Foley](#), ConcertoHealth "carries out hugely important work on the front line of healthcare, looking after the health of the most vulnerable populations in the states in which it operates."

### Everlywell + Humana

Partnered with [Humana](#), a health insurance company with more than 20 million members, Everlywell provides tests to send to the homes of patients due for screenings for a variety of health concerns.

### LetsGetChecked + American Airlines

LetsGetChecked and American Airlines are forming a mutually beneficial partnership to enable safe air travel through the use of coronavirus testing. Airports around the country are [requiring](#) travelers to show proof of negative coronavirus tests before travel, and this month American Airlines [began](#) offering travelers to Belize, Grenada, and St. Lucia at-home coronavirus tests from LetsGetChecked for [\\$129](#), allowing travelers to potentially bypass mandatory quarantine requirements at their arrival destinations.

### LetsGetChecked + Various Sports Leagues, Tours And Teams

Regular testing for COVID-19 has become an essential step for sports leagues to safely remain in play, and LetsGetChecked formed strategic partnerships with professional sports leagues to meet this need. The [United Soccer League](#), the PGA [European Tour](#) and the [Trinity Racing](#) Cyclo-Cross team are all using LetsGetChecked as part of their safe sport protocols. Strategic partnerships such as these drive sales for LetsGetChecked and provide social media marketing opportunities from grateful athletes and fans.

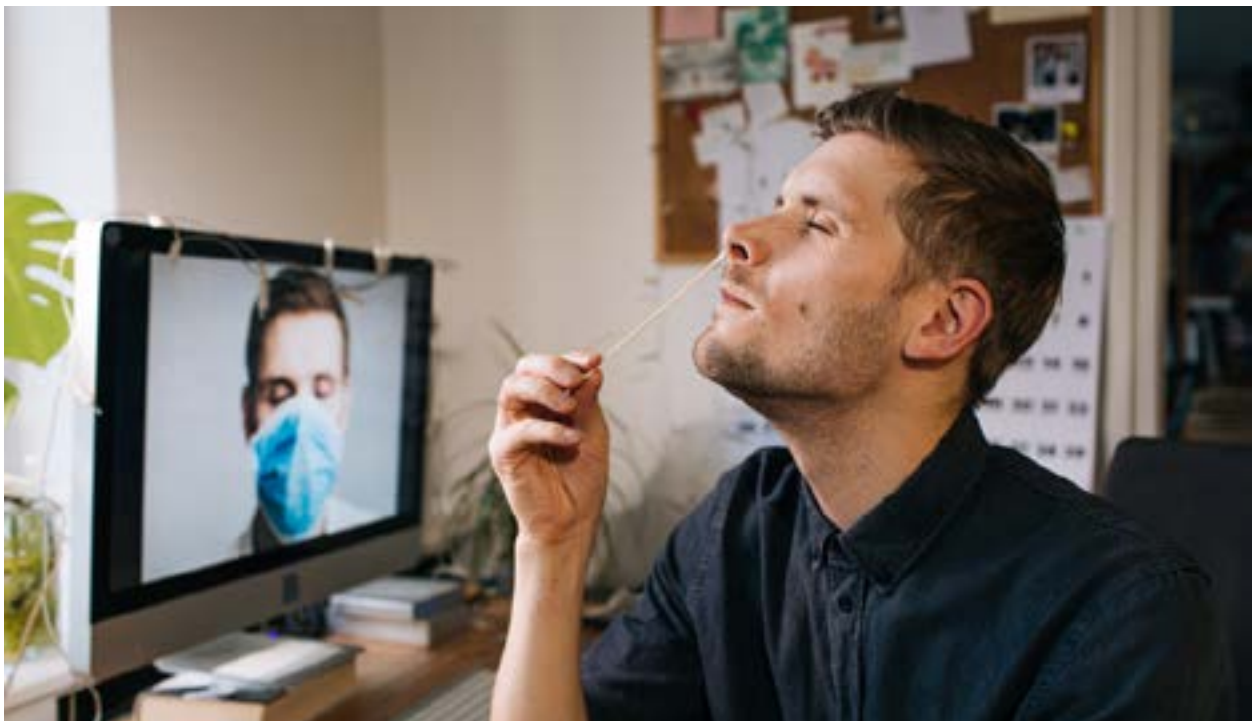


## At-Home Medical Testing Companies Lean On Digital Channels And Influencers To Connect With Interested Consumers

LetsGetChecked recently [launched](#) their first ever [video campaign](#) titled “Know Your Health, Know Yourself,” that will air on several U.S. broadcast networks and streaming platforms including Apple TV, Roku and Amazon Fire through the end of the year. The campaign suggests that at-home medical testing can help us connect with each other safely during the pandemic, targeting consumers with older relatives with the tagline “let’s check on loved ones” and young people who want to safely socialize after testing with the tagline “let’s check on friends.” The brand encourages self care with the reminder: “don’t forget to check yourself.”

LetsGetChecked is also using celebrity influencers to promote their products on social media channels, including [John Legend](#) and [Jessica Chastain](#), who both filmed themselves using LetsGetChecked at-home COVID-19 tests before public appearances. With a corporate emphasis on sexual health, Everlywell [tapped](#) “Queer Eye” star Jonathan Van Ness to serve as the company’s first celebrity ambassador in September, partnering with him for a series of social, digital and streaming ads for Sexual Health Awareness Month.

Staying home to stay healthy is still the best practice right now, resulting in health and wellness products becoming strong ecommerce sellers during the pandemic. LetsGetChecked and Everlywell are building on the growth of online shopping with their at-home testing kits that allow for private, safe testing and personalized health insights via digital platforms. The brands are using a wide array of digital, streaming and social media channels to connect with potential customers and forming partnerships with insurance companies, airlines, celebrities and sports leagues to market their popular products. As the pandemic continues to evolve and ecommerce continues to grow, consumers will continue to invest in their overall health, leaning on the brands that best respond to their evolving needs and desires.



## 3 Effective Marketing Campaigns Promoting Mental Health Wellness

Original Publish Date: February 5, 2020

Mental illness is an issue that affects [one in five American adults every year](#), and awareness around the dangers of untreated depression and other medical conditions related to mental health is growing. Well-implemented campaigns promoting the importance of understanding and [treating mental illness](#) can reach audiences struggling with finding help.

### With Help From A Future King And England's Football Association (FA), #HeadsUp Focuses On Getting Men And Athletes The Mental Health Support They Need

The Duke of Cambridge (AKA Prince William) is in a unique position to create a specific program addressing the mental health needs of men and athletes. "As President of The FA I saw an opportunity to bring the sport I love – that many men talk about more than anything else in their lives – to help lead the next phase of the conversation [around mental health]," said the Duke.

[Heads Together](#), a mental health initiative spearheaded by The Royal Foundation of The Duke and Duchess of Cambridge and The Duke and Duchess of Sussex, partners with #HeadsUp, which focuses on helping athletes talk about their mental health struggles. By making the mental health issues of FA athletes more public, #HeadsUp hopes to increase the comfort among non-athletes, and particularly men, to also share their own stories of depression, grief and other issues that may be difficult to discuss. The #HeadsUp movement has the support of top tier sponsors, including Emirates, and elite athletes, who have participated in a series of videos promoting #HeadsUp and airing across [YouTube](#) and other social media platforms. The Cambridges and participating athletes also regularly use their social media feeds to highlight #HeadsUp initiatives.

### By Tapping Into The Sharing Spirit Of Social Media, Instagram Launched #HereForYou

In 2017, Instagram [introduced](#) #HereForYou. Timed to launch during May, which is Mental Health Awareness Month, the powerful social media platform set out to merge the natural tendency of people to share their mental health journeys on Instagram with the power of the community to help. "Every day on [Instagram](#), we see people share their mental health journeys and connect with communities of support. From dedicated accounts around an issue to unique hashtags adopted by groups, these communities are helping to make illnesses that are often invisible to friends and family visible through photos and videos," [said](#) Kevin Systrom, Co-Founder and CEO of Instagram.

The team at Instagram also created tools in the app that make it easier to anonymously help Instagram users who may need additional help with mental health struggles. After receiving a tip, Instagram reaches out to the user, offering support options, including connecting the user with mental health organizations. According to Systrom's blog, "half of all chronic mental illness begins by the age of 14," making social media a natural outlet to reach teens who may be struggling. A Pew Research study found [34%](#) of teens share things on social media related to their "emotions and feelings."

## A Campaign To Bring Awareness To Postpartum Depression Included A Multichannel Strategy Geared At Medical Professionals And Moms

“It comes down to stopping power,” [said](#) Kathryn Black, a team member from the agency behind the postpartum depression (PPD) awareness campaign for Sage Therapeutics. “We needed to really shatter the stigma and this culture of silence associated with postpartum depression.”

Sage Therapeutics wanted to convey the seriousness of the subject while also capturing the attention of medical professionals and moms. By settling on the “culture of silence” around PPD, which impacts [10-20%](#) of new moms but goes undiagnosed 50% of the time, as the thematic touchpoint for the advertising, the campaign was able to create a compelling promotion that deployed across a variety of channels.

The advertising featured women sucking on “silencing” pacifiers and launched during the annual American College of Obstetricians and Gynecologists conference. The campaign included static panels, hanging banners, door drops, elevator clings, interactive kiosks and a video wall showing women in the campaign spitting out pacifiers. The campaign was in support of Sage Pharmaceuticals’ new PPD medication and led to increased chatter and awareness around the mental health needs of new moms.



# LinkedIn's New Healthcare Hub: Just The Facts

Original Publish Date: September 18, 2020

LinkedIn recently launched a new "[Healthcare Hub](#)" in an effort to assist healthcare marketers in reaching consumers more effectively by utilizing the full scope of LinkedIn's capabilities.

## What Is The LinkedIn Healthcare Hub?

LinkedIn's new Healthcare Hub was [created](#) to tackle four of the most prevalent challenges that many marketers currently face when connecting with consumers, through a hub of tools, resources and audience insights. According to [LinkedIn](#), these healthcare marketing challenges include engagement, trust, mindset and targeting.

The Healthcare Hub taps into the "most relevant insights" on LinkedIn in order to effectively connect healthcare brands with healthcare target audiences. For example, telemedicine has emerged as a rapidly growing conversation topic throughout the healthcare industry. On LinkedIn, content related to telemedicine grew [726%](#) at the start of the pandemic, with engagement surrounding telemedicine experiencing a [691%](#) spike. LinkedIn's Healthcare Hub was created to identify these types of timely trends, allowing marketers to better understand topics relevant to large and engaged audiences so they can adjust their targeting strategies accordingly and create relevant content for consumers.

The Healthcare Hub also accesses LinkedIn's advanced [targeting](#) capabilities, giving healthcare brands the tools needed to "identify, qualify and convert valuable leads on a trusted platform." LinkedIn [shared](#) in its announcement, "Combining [first-party data](#), such as company name and job title, with derived data, such as job seniority derived from title, creates powerful datasets for audience curation. Going one step further to add behavioral data means you can also target personas within key groups, such as Opinion Leaders or Mass Affluent."

## Why Did LinkedIn Create The Healthcare Hub?

The healthcare industry has experienced major shifts throughout the pandemic, affecting the expectations and demands consumers have of healthcare brands and providers. LinkedIn [believes](#) it has the necessary resources and tools to help healthcare marketers "educate, engage and advocate" in front of a massive audience actively seeking out the latest trends and news surrounding the healthcare industry today. LinkedIn currently hosts [8.6 million](#) healthcare practitioners and 600,000 "institutional investors" actively using the platform. Additionally, healthcare influencers using [LinkedIn](#) today have more than 2.4 million followers combined.

"Even before the pandemic struck, healthcare marketing was at a turning point. Challenged by rising costs, evolving consumer expectations, disruptive new market entrants and complex health and technology ecosystems, healthcare marketers are facing a growing impetus to evolve," [LinkedIn](#) shared.

## How Will LinkedIn's Healthcare Hub Help Digital Marketers?

LinkedIn's Healthcare Hub presents an opportunity for healthcare marketers to leverage key audience insights, identify evolving trends and join in on active conversations with consumers who are looking to engage. As the healthcare industry continues to evolve, these advanced targeting and messaging capabilities will become essential for brands looking to connect with consumers and create measurable ROI.

As the professional networking platform [noted](#), "With millions of healthcare professionals, decision-makers, investors and other key audiences, marketers on LinkedIn can target healthcare networks to connect, innovate, educate and collaborate with purpose."



# Making Health And Safety Claims: Lysol Demonstrates The Correct Path

Original Publish Date: July 13, 2020

“Two Lysol products have been approved by the Environmental Protection Agency (EPA) for use against the novel coronavirus, SARS-CoV-2. The products are Lysol Disinfectant Spray and Lysol Disinfectant Max Cover Mist, both approved last week for use on hard, nonporous surfaces,” reported [Healthline](#) on July 6.

Lysol has been a popular brand throughout the coronavirus pandemic, as consumers [binge-shopped](#) cleaning [products](#), particularly at the beginning of quarantines. News of the newly approved products will likely cause another spike in sales for Lysol, a brand that has made its health claims official. For brands yet to receive EPA approval, it's important to tread carefully when making any health or safety claims.

## Brands Must Market Health And Safety Claims Truthfully

Savvy shoppers, especially in the internet age when ads are everywhere, often ask themselves if something is too good to be true. When it comes to the safety of cleaning and wellness products, brands have to be very careful to follow the Food and Drug Administration (FDA) and Federal Trade Commission (FTC) guidelines when branding and marketing. The FTC plainly states, “companies must support their advertising claims with solid proof.” For example, several years ago the FDA [ruled](#) that soaps containing triclosan and triclocarban could not be marketed as antibacterial, because they couldn't prove that they were safe or more effective than soap and water.

Lysol took the proper steps to get government approval and to be clear about how to use the newly EPA-approved cleaners, addressing [rumors](#) about ingesting household cleaners (don't) and giving very specific guidelines on how products should be used to be effective. The language used in Lysol branding is also reflective of the proven claims, like killing 99% of viruses, with the small print explaining which types of germs and pathogens are killed by the product.

## Health And Wellness Products Must Tread Carefully With Definitive Marketing Language

Health and wellness brands, which can be inclusive of everything from luxury spas to herbal remedies, represent a massive industry. Direct-to-consumer (DTC) products are very successful in the wellness industry, particularly with powerful influencers on social media promoting the products. But, it's important that any brand that partners with health and wellness [influencers](#) is mindful of any unproven, yet seemingly definitive health claims that are being made, which could be either harmful to consumers or trigger misrepresentation investigations from the FDA or FTC. In the early days of the coronavirus, multiple brands espousing healing or curative effects were warned, by the FDA and FTC, to cease all claims.

Until proof is obtained and approval is received, brands are better off focusing on language that captures the general benefits of wellness versus specific claims that can't be proven. Consumers during the pandemic may be particularly anxious about the latest health news and treatment, so brands should be helpful, but wary of offering any direct guidance that could conflict with that of healthcare professionals.



# Online And Big Box Pharmacies Expand Options To Meet Consumer Demand

Original Publish Date: April 16, 2020

In response to the social distancing and quarantines required because of coronavirus, many Americans stocked up on essentials like [toilet paper](#), hand sanitizer and [canned goods](#). However, a legitimate concern for many during this crisis is access to their prescriptions, due to self-isolation and worries about the medicine supply chain being impacted.

In response to consumer concerns, the CDC [recommends](#):

- Unless it's an emergency, use [telehealth](#) services for answers to health-related questions.
- Keep several weeks of prescriptions on hand when possible, and purchase through online services or opt for delivery in order to avoid in-person pharmacy visits.

Many major retail and online pharmacies are offering coronavirus responsiveness via amended delivery policies and helpful, proactive content marketing that keeps consumers informed and reassured.

## Online Pharmacies Offer A Variety Of Services Including Contactless Deliveries During Coronavirus

Digital, or online, pharmacies work several ways. [Capsule](#), a service based in New York City for New Yorkers, operates basically like a regular pharmacy, accepting insurance and filling prescriptions for delivery — but online instead of in person. [Honeybee](#), also an online pharmacy, is focused on providing low-cost drugs using what Honeybee has dubbed an “ethical mark-up” instead of the traditional mark-up of some pharmacies. This policy allows Honeybee to offer low prices, but they don't take insurance.

[Millennials](#) and younger generations are of particular interest to online pharmacies, because these generations are less likely to want to wait in line and deal with paper prescriptions. DrugTopics.com, a website that represents the views of pharmacists recently [reported](#), “These [younger] customers have one primary shopping platform: their cell phone. The era of waiting in lines and dealing with [salespeople] is over. It's archaic, and to most Millennials, undesirable. In almost every industry you can see the [shift](#) from traditional, retail experiences to [digital](#), convenient experiences. Pharmacy is no different and must evolve along with the rest of the American market.”

Digital pharmacies are uniquely positioned during this global pandemic to offer contactless deliveries with little disruption to their existing business models. By also offering around-the-clock pharmacy chats and [content](#) that speaks directly to consumer concerns about certain medications, these digital pharmacies can provide additional guidance to existing and new consumers during coronavirus.

## Amazon-Owned Pillpack Leverages Their Content Marketing

[PillPack](#), owned by [Amazon](#), is a full-service pharmacy that coordinates with the doctors of its customers nationwide to create prescription profiles that automatically renew and ship. The PillPack service prioritizes urgent prescriptions, and pills come individually packaged with the time and day they should be taken for simple and efficient management of multiple prescriptions. The delivery is free, and PillPack customers pay co-pays or out-of-pocket expenses, as with any prescription.



In response to the coronavirus crisis, PillPack has created COVID-19 content for their online magazine [Folks](#). The PillPack content includes articles on how to manage the loneliness that comes from isolation and the experiences of those impacted by COVID-19. In lieu of overt advertising, content marketing can be a gentle and effective way to let customers know that brands care and are listening.

## Big Retail Brands Walgreens And CVS Offer Free Delivery And Industry Knowledge For Consumers

Although many retail brands have closed around the country, most major retail pharmacies have remained open, and pharmacists are considered essential workers. Walgreens provides a comprehensive [FAQ](#) on their website, getting ahead of any questions about store safety, access to prescriptions, the knowledgeability of their pharmacists about COVID-19 and why their stores are opting to remain open: “Walgreens champions the health and well-being of every community in America, playing a critical role in providing patients and customers access to the care, products and services they need. This is even more important as we work around the clock to support the COVID-19 pandemic.”

CVS is offering [similar content](#) to proactively answer consumer questions and concerns, and both CVS and Walgreens are providing free delivery for certain prescriptions and store items. Both brands are also in the spotlight as drive-thru testing sites for COVID-19, with CVS operating three sites currently and Walgreens planning to expand to seven states with 15 testing sites in the near future.

Many consumers, understandably scared and anxious about their health right now, are taking in news on a daily basis about how to stay healthy and avoid illness. Maintaining normal healthcare routines with the least amount of disruption, which many pharmacies are providing through delivery options, remains of utmost importance. By also offering helpful, informative content that can reassure consumers and provide answers to often asked questions, online pharmacy brands are providing additional services that may lead to long-term brand loyalty and trust.



## Section 4: Consumer Interest In Healthy Living Causes Uptick In Health & Wellness Activities And Products

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During a time when healthy minds and bodies became talked about across the country, consumers embraced the value of leading healthier lives. Consumers gravitated toward dietary supplements with the hope of bettering their overall well-being — from immunity to mental health. The allure of the outdoors, an abundance of free time and the opportunity to stay active drove diverse consumer audiences to participate in new activities like fishing and golf. And, while professional live sports remained on hold early in the pandemic, consumers were exposed to more non-traditional sports like cornhole and disc golf, leading to a boost in consumer interest in these outside activities.

The following articles illustrate how consumer demand for healthy living caused a boom in socially distant outdoor sports and activities and a rising interest in dietary supplements.

- [Weight Loss Brands Leverage Digital Solutions For Holistic Experiences](#)
- [Dietary Supplement Demand Rises, Increasing Opportunities For Health & Wellness Advertisers Ahead Of Resolution Season](#)
- [Fitness and Wellness Brands Leverage The Popularity Of Apps](#)
- [Catch & Keep: New Audiences Get Hooked On Fishing During COVID-19](#)
- [Golf Marketing Tees Up For Success & Draws In New Audiences During Social Distancing](#)
- [Cornhole & Other Non-Traditional Sports Get Off The Bench & Reach New Audiences](#)

# Weight Loss Brands Leverage Digital Solutions For Holistic Experiences

Original Publish Date: December 10, 2020

Before wellness, [there was dieting](#). Now, many brands that focus on weight loss take more holistic approaches that incorporate overall health and positive body images. The holistic messaging of wellness brands resonates with consumers seeking authenticity, particularly those who are interested in a whole body approach to fitness, dieting and nutrition.

As weight loss brands, like Noom, Optavia and WW, embrace wellness-based approaches, reaching consumers digitally is more important than ever, particularly for brands engaging the increasing numbers of [young people](#) interested in wellness. Additionally, web traffic has increased [20% during the pandemic](#), people are buying products and services online more than ever, and brands that want to keep up, launch new ideas and meet consumers' needs, must think digital.

## Noom Appeals To Social Media Savvy Millennials Who Like To Share Their Stories

At first glance, it's hard to tell what makes [Noom](#) different from other weight loss programs. It requires food tracking and exercise like many competitors, but it also relies heavily on encouraging behavioral changes and getting to the root of issues that may cause overeating. The Noom app offers advice and quizzes to help analyze eating and dieting habits, and it offers advice on the best, most nutritious foods for individual Noom members. "The education elements that the [Noom] app includes, like how it teaches you about calorie reduction and carbohydrate intake, as well as how to increase physical activity, is really helpful and crucial information if you want to lose weight in a sustainable way," [writes](#) registered dietitian Nora Minno for Women's Health.

The app-based Noom program costs \$59-\$144 with the price depending on enrollment duration. There is also a free version of the Noom app, but it offers fewer features and no personalized plans. Noom describes its weight loss approach as breaking "self-sabotaging behaviors and develop[ing] balanced relationships with food and yourself that last," [according](#) to an article in Good Housekeeping. Which adds, "The individualized coaching [within the Noom app] is also essential, since it provides a veritable cheerleading team through your phone who can help you stay engaged with the platform." Members get personalized items, generated by the Noom algorithm based on prior information inputted by individual members, to check off each day to help reach their goals.

Noom relies heavily on members sharing their weight loss journeys and connecting with one another through the Noom message boards and live chats. Noom is considered the weight loss app for [Millennials](#), with an emphasis on the usability of the app and connection members can make with one another, an extension of social media use Millennials are already comfortable with. The Noom app has 50 million users.

## Optavia Leverages Content Marketing And Ecommerce To Share Success Stories And Sell Branded Supplements

[Optavia](#), a weight loss plan that involves [meal replacement](#) snacks the brand calls “fuelings,” relies heavily on positive content marketing, including video explanations of their various plans, as part of their digital advertising strategy. Optavia also regularly touts success stories, coach profiles, recipes and product launches on [Instagram](#). Social media has become a go-to resource for many people looking for weight loss inspiration, diet ideas and new products, offering much of the same community-based connection and engagement that people often seek out from weight loss meet-ups.

Optavia’s trademarked Habits of Health, plus Optavia coaches, offer step-by-step guidelines to incorporate the Optavia “fuelings” with a “lean and green” diet. As with most current weight loss plans, Optavia aims to incorporate the whole body experience and Optavia community to create a supportive, holistic atmosphere that has more lasting results. Tiered plans on Optavia range in price depending on how many meals a member opts into, but the [ecommerce platform](#) can be used by anyone to buy any Optavia products. An easy-to-access ecommerce store may resonate with consumers looking toward a “new year new you” approach as 2020 winds down, and the store can be an entry point for people interested in Optavia but not ready to sign up for the whole system.

## WW, Formerly Weight Watchers, Ramps Up Digital Platforms With Launch Of Wellness Strategy

Few weight loss brands had more name recognition than [Weight Watchers](#), which rebranded as WW and adopted a more whole body approach in 2018. And, while some members balked at the holistic approach after years of very weight loss focused messaging, the brand boasted of a record high [5 million members](#) prior to the pandemic. Recently, WW course-corrected to create a better [balance](#) between its wellness initiatives and its weight loss mission in order to meet the needs of a broader audience with a mix of goals. The brand’s new myWW+ seems to be taking a page from Noom, offering a personal assessment that accounts for lifestyle, sleep and behavior patterns, all while still relying on WW’s proprietary and legendary SmartPoints System.

One of the main features of WW that has long distinguished it from other weight loss plans, are the in-person meetings that provide motivation, guidance and accountability. “Before the pandemic hit, about a quarter of the company’s members were paying \$44.95 a month for access to workshops in its 800 branded studios or 2,500 locations like community centers, places of worship, hotels and other spaces. The other subscribers pay \$20.95 a month for WW’s app. The company had been making its digital platforms a priority,” [said](#) Nick Hotchkin, the chief financial officer for WW. The inability to meet in person during COVID-19 has accelerated WW’s move to digital, as people everywhere move many of their interactions and purchases online. The WW digital options range from use of just the app to the app plus workshops, virtual and live experiences, and personal coaching. Brands that are able to offer tiered [subscriptions](#) often find greater reach with audiences of different income and interest levels.

## Healthy Eating & Wellness Are Top Of Mind As We Head Into Resolution Season

In 2020, fully understanding how to stay healthy and fit, in mind and body, may be more top of mind than any other year. Brands that can reach consumers via digital tools and platforms that make healthy eating and nutrition accessible, fun and supported, are likely to find lasting consumer bases. By implementing interactive whole body approaches, tiered app subscriptions and easy access to products and services, weight loss brands are likely to gain the trust of consumers well into the future.



# Dietary Supplement Demand Rises, Increasing Opportunities For Health & Wellness Advertisers Ahead Of Resolution Season

Original Publish Date: November 2, 2020

The “new year, new me” mindset looks to be starting ahead of schedule this year, with the importance of investing in health and [wellness](#) becoming a major priority for many consumers in light of the [coronavirus](#) pandemic. Dietary supplements, in particular, have experienced continued growth and demand, likely because of promises to help consumers lead healthier lives during a time when a healthy mind and body is of great concern across the globe.

## The Rise In Dietary Supplement Usage Varies Across Audiences

According to a recent [survey](#) from the Council for Responsible Nutrition (CRN), 73% of American consumers shared they have taken dietary supplements this year. This consumer behavior aligns with the steady stream of growth the dietary supplement market has experienced over the past five years, improving from [68%](#) usage among consumers in 2015. Of the surveyed consumers, CRN revealed that “female adults, adults aged 35+, adults with a higher household income and adults with a college degree” showed the highest likelihood of taking dietary supplements. However, factors like a [growing](#) aging population have also been attributed as key drivers for the continued growth in 2020, as this demographic continues to seek products that aid in preventing “age-related disorders.”

“Overall health and wellness benefits” came in as the [most](#) important reason behind consumers’ choice to use dietary supplements. An increased interest in [supporting](#) immune health was also revealed as a top reason for supplement intake, followed by the need to “fill nutrient gaps” in diets and additional heart health support. Vitamins and minerals in particular are the most widely used form of supplement taken by consumers, with [98%](#) of survey respondents sharing they have taken this form of supplement in the past year.

## COVID-19 Has Significantly Impacted Consumer Interest In Dietary Supplements

There has been a heightened awareness around what it means to be “healthy” in today’s pandemic-conscious world. With the increased attention on well-being, the health and wellness industry has had to respond to a spike in demand. Multinational food processing and commodities trading corporation [Archer-Daniels-Midland](#) (ADM) revealed that 57% of consumers are “more concerned about their immunity” as a result of the coronavirus pandemic. Additionally, 85% of American’s credit COVID-19 as a “reminder to take care of their overall health.”

“Certainly there was a significant peak [in vitamin and supplement sales] around that stock-up period [in March 2020], but they’re continuing at elevated levels [as] buyers continue to pick up more and more vitamins and supplements,” said [Kathryn Peters](#), executive vice president of business development for SPINS, a wellness-focused data technology company.



CRN's survey revealed that since the start of the pandemic, 43% of dietary supplement consumers have altered their supplement regimens. In fact, [91%](#) of respondents reported an increased usage of dietary supplements — whether through new supplements added, increased dosage or a higher frequency of usage. “We’ve witnessed from CRN’s COVID-19 survey that the pandemic has not only encouraged the majority of Americans to be more conscious of their health and wellness, but the crisis has also forced consumers to adapt to the current reality and change some of their previous lifestyle behaviors,” said [Brian Wommack](#), CRN’s senior vice president of communications.

## Health & Wellness Advertisers Can Leverage Increased Consumer Interest & Demand Ahead Of Resolution Season

Health and wellness has evolved into a popular lifestyle value that significantly influences consumers’ purchasing decisions. Now, with COVID-19 top of mind for so many consumers, the shifting of priorities toward a heightened awareness around health and wellness seems to be at an all-time high.

Consumers’ gravitation toward diet supplements to better their overall health – from immunity to mental health to a boost of energy – will likely only continue growing as we enter into peak resolution season. The start of a new year, especially after 2020, which has brought so much concern surrounding health, is always a time when consumers reflect on the ways they can better their physical and mental health. Advertisers across the health and wellness industry should use this increased consumer demand in dietary supplements and overall interest in wellness to aid in building their brand presence.

Advertisers have an opportunity to connect to a growing health-conscious market, as consumers are constantly seeking new and innovative ways to improve their mental and physical states of being. Brands that can capitalize on the upcoming health-focused resolution season and differentiate themselves from competitors in a crowded marketplace will likely become leaders in an industry that shows no signs of slowing down.

“The new normal is by no means in its finality of what it’s going to look like; in fact, I think we are just really getting started, and this new propensity to self-care will last beyond the world reopening,” said [Kristin Hornberger](#), executive, healthcare, for IRI Worldwide.





# Fitness & Wellness Brands Leverage The Popularity Of Apps

Original Publish Date: December 9, 2020

According to an article in [TechCrunch](#) by Sarah Perez, 2020 has set new records in mobile app downloads, usage and consumer spending. Medical, health and fitness apps saw the largest gains of any app category early in the pandemic, with their location opt-ins increasing by [150%](#) between March and June.

Apps tend to be more accessible and interactive than traditional websites, engaging consumers and allowing brands to create direct relationships with customers to gain loyalty. Apps typically also save consumer data, offering personalized experiences for customer and first-party data collection opportunities for app owners and advertisers. Leveraging this valuable data, health and fitness brands are using apps to scale revenue through subscription services, in-app advertising and strategic partnerships.

## Nutrition Apps

### My Fitness Pal & Wellory Offer Healthy Eating Support Online And Virtually

As Americans have focused on staying healthy and eating at home during the pandemic, the use of diet and nutrition apps has soared. According to [Data Bridge](#) Market Research analyses, the diet and nutrition apps market is expected to gain strong market growth in the forecast period of 2020 to 2027 with a compound annual growth rate (CAGR) of [20.9%](#).

[MyFitnessPal](#)'s Calorie Counter was the [top-grossing](#) health and fitness app in the Google Play Store worldwide in September 2020. MyFitnessPal encourages users to think about the foods they eat, while also helping users become more active. The company [announced](#) in October that they had reached the 30 million user mark, and *Business Insider* [rated](#) MyFitnessPal the best weight loss app for total fitness in 2020. To continue their momentum of growth, MyFitnessPal is [debuting](#) an application programming interface (API) which connects with a long list of compatible technologies and devices, including Fitbit, Apple Health, BodyMedia, Runtastic and Withings, to enable the real-time exchange of user data in order to personalize nutrition and exercise tools and support for customers. MyFitnessPal has a free version that provides opportunities for in-app advertising for their partners and a \$9.99/month subscription version that is ad-free and has options for customization including goal-setting features, increased customer support and workout routines.

[Wellory](#) is a new app that bills itself as taking an “anti-diet approach” to nutrition and wellness, using a managed marketplace model to match users with licensed nutritionists, registered dietitians or certified health coaches. Users meet one-on-one with diet professionals in facetime calls to create personalized plans for losing weight or achieving other health goals. After the initial meetings, users share their meals through a photo-tracking feature, and nutritionists respond with personalized advice, tips and recipes. Wellory subscriptions cost \$59.99 per month, and founder Emily Hochman has [stated](#) that Wellory plans to introduce additional pricing tiers and explore partnerships with wearable technology and diagnostic companies, as long as they can keep the “human coach at the center of understanding health data.”

## Mental Wellness Apps

### Calm & Headspace Provide Meditation And Stress Relief From The Comfort Of Home

The pandemic has led to a surge in downloads of [mental wellness apps](#), according to a report from [Sensor Tower](#). Meditation apps Headspace and Calm have also seen significant adoption by employers in recent months, as companies seek to help their employees cope with the stress of working from home and staying focused when surrounded by distractions and responsibilities.

In 2020, more than [60 million](#) people have downloaded [Calm](#), touted as the number-one app for sleep, meditation and relaxation. The Calm app offers guided meditations, sleep stories, breathing programs, stretching exercises and relaxing music. Calm used their sleep stories as a platform to draw in dozens of celebrities as narrators, including LeBron James, Stephen Fry, Harry Styles and Matthew McConaughey. During the pandemic, Calm focused on partnerships to expand free access to more users. In May, nonprofit health system Kaiser Permanente [announced](#) it was making the Calm app's premium subscription free for its members.

Headspace generates more than [\\$100 million](#) in revenue per year from paid subscribers and businesses subsidizing employee subscriptions. Headspace has partnered with a number of employers during the pandemic including Adobe and GE, reporting a greater than [500% increase](#) in inbound interest from companies seeking mental health help for their workforce. During the pandemic, Headspace was the first to offer free memberships to front-line medical professionals and first responders. It later expanded its free access to the unemployed and launched a collection of free content for those living in New York, in partnership with New York Governor Andrew Cuomo. The Headspace app's content is organized according to themes such as calm, focus, kindness and sleep, and it is geared to specific age groups.

## Fitness Apps

### Strava and AllTrails Find Success As People Continue To Work Out At Home

During the pandemic, there was a surge in fitness app downloads and daily active users (DAUs). According to a mid-year survey by OnePoll, [74%](#) of Americans used at least one fitness app during quarantine, and [60%](#) enjoyed their home workouts so much they now plan on canceling their gym memberships for good. Strava and AllTrails, two of the most popular fitness apps, help users get outside to find and share trails to bike, hike or run.

[Strava](#), a fitness tracking app that uses GPS technology to track exercises like cycling and running, has become one of the [top-performing apps](#) in 2020. Strava's SOLOdarity Challenges, programs that help users be physically active and competitive while staying socially distanced, have had nearly one million participants this year, [according to](#) the company. In recent years, Strava has transformed from a simple fitness tracker to a full-fledged social platform, allowing users to follow athletes, comment and "like" posts, activities and photos. Strava connects with popular devices like [FitBit](#) and [Peloton](#), and Strava [announced](#) an updated goals feature that allows users to set aspirations in expanded categories. To build their user base, Strava [announced](#) they are offering Strava Metro, a collection of urban human-powered transport data that helps pedestrians and cyclists navigate effectively in cities around the world, free of charge for urban planners, city governments and safe infrastructure advocates. Concerns about public transportation during the pandemic has resulted in a growing need for bicycle and pedestrian

infrastructure. Mark Gainey, co-founder of Strava said, “We felt Strava Metro was too valuable and important not to make available to any organization attempting to make a difference in designing the cities of the future.”

When the lockdowns eased up in early May, the [AllTrails](#) app saw a huge [increase](#) in downloads and usage as people sought safe exercise outdoors. With a database of more than 100,000 trails, the app includes photos, maps, user reviews, sunrise and sunset times, elevation and difficulty level. The app has a free version and a subscription-based premium version. According to Ron Schneidermann, CEO, the app has seen an uptick in paid conversions this year. “For \$30 a year, to be able to provide that level of freedom and normalcy and health, even when times are tough, it seems like a really great investment. And thankfully, people are taking advantage of it,” [said](#) Schneidermann. AllTrails has committed to donating [1% of all profits](#) to partner organizations that share their beliefs, including The Student Conservation Association, The Trust for Public Land and SHIFT (Shaping How We Invest For Tomorrow), gaining new users for the app from the memberships of these organizations and building support from consumers who [favor brands that are socially responsible](#).

[Emarketer](#) reports that U.S. adults spent an average of [four hours](#) on mobile internet per day in 2020, with three hours and 35 minutes of that time spent on mobile apps. The main driver for the recent increase in app usage is the pandemic, but the mobile app usage growth trend is predicted to continue into 2021 and beyond as new behaviors become habits.

Mobile apps have become core products for fitness and wellness brands, building value and purpose that can drive long-term engagement with customers and positively impact brand loyalty. Health and wellness brands are leveraging the popularity of their apps to create meaningful, personalized experiences for their customers and brand partners, while building their user bases and scaling revenue.



# Catch & Keep: New Audiences Get Hooked On Fishing During COVID-19

Original Publish Date: September 16, 2020

As a result of the global pandemic, consumer behaviors and values evolved, and many people developed interests in new hobbies and forms of entertainment. At-home hobbies were the first to take hold, for obvious reasons, but the summer months found people outside enjoying all that nature has to offer. From fly fishing in rivers to recreational fishing near the shore line, fishing has soared in popularity during COVID-19. Sports, outdoor and active apparel brands, like Columbia Sportswear, and fishing-related nonprofit organizations have an opportunity to innovate their marketing strategies to retain new numbers of fishing enthusiasts and build brand loyalty, turning this new trend from fad to future conversions.

## COVID-19 Hooked More Consumers On Recreational Fishing

The slow, serene nature and outdoor setting of fishing, coupled with the ability to enjoy time alone or with others at a safe distance, has positioned fishing to be an ideal distraction during COVID-19. The need to find a socially distant activity, engage in a calming hobby and spend time safely outside all created the perfect scenario for the rise of anglers (people who fish with a rod and line) in the U.S. Fly-fishing, especially, discourages crowds, as the activity suggests a [minimal distance of 75 feet](#) from one angler to another for safety.

According to the [Recreational Boating and Fishing Foundation \(RBFF\)](#) “2020 Special Report On Fishing,” [3.1 million](#) consumers tried fishing for the first time in 2020, growing the total number of U.S. consumers who fish recreationally up to more than [50 million](#). During Q2, the number of fishing licenses in the U.S. jumped 10.2% compared to the same period in 2019.

The need for escapism and serenity are key influencers driving interest among new fishing participants. Among all first-time fishers, [59%](#) noted the desire for a stress-free activity as their main motivator for participating, with interest in an outdoor activity a close second. Prior to their first fishing excursion, 71% of all first-time participants believed fishing would be relaxing and unwinding. Most consumers who fish typically engage in the sport while enjoying another outdoor activity. Specifically, 84% of campers noted that they engage in some sort of fishing activity.

## Fishing Brands Could Bait New Consumer Segments As Interest Grows

Despite challenges brick-and mortar stores are facing during the pandemic, the sports fishing equipment market is estimated to grow by [3.5%](#) this year, as the effects of COVID-19 encouraged a broader audience to embrace fishing.

## Female Participation In Fishing Is At An All-Time High

After a decade of fishing participation among women remaining relatively flat, in 2020 the number of female fishing participants grew by 3%, with the most growth among girls ages 13 to 17. According to RBFF, [35%](#) of female fishers claimed they would like to fish more often.

## Hispanics Represent The Fastest Growing Fishing Audience Segment

Year over year, fishing participation among Hispanics grew by 4%. In 2020, the total number of Hispanics who fish hit 4.4 million. Among all ethnic groups, Hispanic people represent the largest segment of new anglers. Additionally, in 2020, Hispanic fishing participants planned or attended more annual fishing outings than the average angler, 20.3 times per year compared to 17.5.

## Columbia Sportswear Launches Partnership To Retain Diverse Fishing Audiences

Major sports apparel brand, [Columbia Sportswear](#) took steps to connect with younger and more diverse audiences in its latest brand partnership. Last month, Columbia Sportswear announced avid fishing, hiking and outdoor enthusiast and [NASCAR](#) star Darrell “Bubba” Wallace Jr. as their newest brand ambassador. Wallace is known as the, “fastest fish on the track,” and Columbia Sportswear stresses this on their [dedicated Instagram highlight](#) about Bubba.

Although consumer interest in fishing and outdoor activities is high, Columbia Sportswear stores struggled during mandatory closures for parts of 2020. With an opportunity to recover and capitalize on new consumer interest, Columbia Sportswear’s announcement of their partnership with a 26-year-old African-American race car driver is perfectly timed to connect with diverse Gen Z and Millennial audiences. In a press release Wallace [said](#), “Columbia Sportswear is a perfect fit for my lifestyle away from the track. I love spending time outdoors – boating, golfing, hiking, photography – just anything to help me decompress from a hectic racing schedule.”

## Outdoor Sporting & Apparel Brands Need To Focus On Catching & Retaining New Audiences

During 2020, many Americans developed a heightened interest in outdoor activities causing a [boom](#) in [outdoor product sales](#). Johnson Outdoors CEO Hele Johnson-Leipold [told reporter Tom Ryan of RetailWire](#), “[Consumers] are eager for recreational activities that are rejuvenating to the mind, body and spirit and safe to enjoy.” Brands selling fishing equipment and apparel have the opportunity to convert casual anglers into life-long customers, but digital marketers representing outdoor and fishing brands will need continued focus on engagement of new audiences to maintain mindshare.

The RBFF’s audience expansion campaigns, such as [Women Making Waves](#) designed for women audiences and [Vamos a Pescar](#) for Hispanic audiences, will continue to engage diverse audiences. Fishing outdoor brand marketers may want to support the messages of the RBFF as they continue promoting all types of fishing activities as fun, relaxing and low-cost ways to enjoy the outdoors no matter how the effects of COVID-19 evolve.

# Golf Marketing Tees Up For Success & Draws In New Audiences During Social Distancing

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The [NBA](#) resorted to playing HORSE. Baseball's spring training came to a screeching halt. And the NFL hosted its iconic annual draft in a fully virtual format from Commission Roger Goodell's man cave. While most sports suffered as a result of social distancing, golf hit a hole in one with new audiences and is experiencing positive growth. The allure of the outdoors, a new abundance of free time and the opportunity to stay active while six feet from other players is attracting new segments of players to tee up and head to the green.

## Golf Is A Growing Sport In America

Even before COVID-19, interest in golf was gaining traction among new players and was a major U.S. sport. 34.2 million Americans teed off in 2019 while one out of every three Americans played golf, watched golf or read about the [\\$84 billion golf industry](#) last year. Increased exposure to the once exclusive sport, from golf games and venues like Topgolf, Drive Shack and indoor simulators, are supporting golf's popularity growth.

## Golf Is Gaining Traction With First-Time Audiences

2019 was a banner year for new golfers, with 2.5 million people playing golf on a course for the first time – breaking the previous industry record which was set in 2000, when the height of Tiger Woods' popularity drove 2.4 million new players to the green.

## Golf Is Attracting Millennials & Gen Z Players

Even though the game debuted in the 15th century, golf's largest player segment is represented by some of the youngest generations, with [6.1 million players ages 18-34](#) steadily increasing their engagement with the sport every year. [AdAge suggests](#) that [Millennials](#) are now helping to revive the sport that was once ill-aligned with their consumer values.

## More Women & Girls Are Becoming Interested In Golf

According to the National Golf Foundation (NGF), [5.6 million golfers](#) are adult women, with the number of women playing on golf courses steadily rising since 2012. In addition to appealing to more adult women, [36% of junior golfers](#) (players under 18) are girls. In 2018, the LPGA launched the [#inviteHER campaign](#) to encourage women participating on off-course activities to feel welcome on the green for rounds of golf play. Executive Director of the LPGA Amateur Golf Association [Jane Geddes, said](#), "We are committed to promoting an environment that makes all females feel more comfortable on the course so they develop into lifetime golfers."

## Recent Golf Sales Reflect A New Golfer

From [March 1st through the 19th](#), golf courses in Somerset County, NJ experienced a dramatic [300% increase](#) in the number of rounds played compared to March 2019. Golf courses around the U.S. [reported similar surges](#). Meanwhile, Google shopping insights show that search volume for “golf” doubled from mid-March to mid-May.

Consumers are searching for limited-contact activities that allow them to safely be outdoors and active. As such, according to retail sales tracker, [NPD Group](#), sales of off-course golf equipment soared in March. Sales of golf nets and screens, specifically, rose [144%](#) and sales of putting and swinging mats increased [138%](#) year over year. Interest in golf products could be an indicator of shifting consumer values. In an NDP press release, [Senior Industry Advisor Matt Powell said](#), “The consumer lifestyle shift, as a result of the current circumstances, has put the sports business in a unique position compared to most other industries. I anticipate we’ll see a renewed emphasis on health and fitness for the long term.”

Online golf retailers are feeling positive. Ed Byman, CEO of Global Value Commerce (GVC), owner of GlobalGolf.com, GlobalGolf.ca, 3balls.com and FairwayStyles.com, believes 2020 is a time for golf retailers to shine. “People are value-oriented right now,” [Byman said](#), “They still want to play, but instead of that \$550 driver, they might buy a \$299 driver.”

## In-Store Equipment & Product Sales Return To Golf Courses & Off-Course Retailers

While the number of golfers actively playing is important, a majority of golf courses rely on the positive impact of in-store equipment, merchandise and related product sales to drive their revenues. During the height of mandated shutdowns in March and April, approximately [70%](#) of golf retailers were closed to the public.

But, as states begin to re-open, golf retailers and on-course pro shops are inviting customers back in, allowing them to complete transactions and browse items in brick-and-mortar locations. With the exception of Michigan, New Jersey, Illinois and New York, by May 25th, [79% of golf retail stores and 66% of on-course golf shops](#) were open and accessible for customers.

[PGA Tour Superstore President and CEO Dick Sullivan](#) noted in-store sales from the first two weeks of May were higher than the full month of May 2019\*. [Sullivan said](#), “Some of it is pent-up demand, but this is the one sport that provides so many benefits — not only the [health benefits](#) of being outside and the exercise, but this great 400-year old game that’s built on relationships.” Core golfers (golfers who play a minimum of eight rounds of golf in a 12 month period) surveyed by the National Golf Foundation (NGF) noted that they are [shifting their discretionary spending](#) away from activities like travel, dining and entertainment. Continued consumer spending shifts could encourage golfers of all kinds to spend more on playing a game that allows them to enjoy the outdoors while practicing social distancing.



## How Can Golf Hit A Hole-In-One & Retain New Audiences

Innovative marketing initiatives such as LPGA's #inviteHER campaign and "The Match: Champions For Charity," which featured PGA superstars Tiger Woods and Phil Michelson playing alongside NFL legends Peyton Manning and Tom Brady, demonstrate how one of the oldest sports in the world can appeal to new audiences with fresh approaches. To maintain its positive momentum with new audiences, the golf industry and brands within will need to learn as much as they can about their new audiences and their reasons for playing, which are likely to be different than their parents' reasons for playing a round of golf. Marketers of golf should prioritize promoting positive and inclusive player experiences, as new golfers are looking to learn the game without feeling stressed or ostracized.

By learning more about the values and habits of their new audiences, golf brands have an opportunity to expand their reach and convert moderately interested players into lifetime golfers.

\*(Note: Sales performance from May 2019 was compared to an equal number of stores open for business during the first two weeks of May 2020)



# Cornhole & Other Non-Traditional Sports Get Off The Bench & Reach New Audiences

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After nearly three months without America's dominant national sports games, some fans might (temporarily) bench the NBA, [NFL](#), NHL and MLB to embrace a new variety of unique professional [sports](#). Mainstream sports have sat on the sidelines as cornhole, spike ball, disc golf and stone-skipping drew in audiences during televised socially distant and crowd-less matches.

## Traditional Sports Viewership & Participation Is Declining

Major sports leagues such as the NFL, MLB and NBA have been struggling over the past decade to retain their audiences' attention. [52% of adults](#) in the U.S. now watch sports only once a month or less. Likewise, a recent university study reported participation in football, basketball, baseball and soccer among 7-17 year olds has [steadily declined for the past 15 years](#). In addition to falling viewership and participation, the technology boom may also be contributing to the decline of traditional sports. While the expansion of [streaming services](#) and the growth of [social media](#) have allowed fans to watch their favorite teams from anywhere and any device on-demand, technology has also relieved fans from the pressure of having to watch sports games live.

## Non-Traditional Sports Rank High Among Younger Consumers

Sports fans are an aging demographic across nearly every major U.S. traditional sports leagues. For the 2017-2018 sports season, the [average age of TV audiences](#) was above 40 for each major U.S. sport:

- NFL: 50 years old
- MLB: 57 years old
- NHL: 49 years old
- NBA: 42 years old

The experience of watching, participating and engaging with sports entertainment has evolved. [Millennials](#) and [Gen Zers](#) are not embracing mainstream sports the same way as prior generations, and younger consumers are not limited to developing sports interest and enthusiasm based on sports offered in school or local programs. Gen Zers and Millennials also want to participate in sports that align with their values of inclusivity and community instead of athletic prowess and competition. According to a recent study by Whistle Sports, [57% of Gen Zers](#) said they feel, "non-traditional sports are more relevant to their generation than traditional sports," and [52% of Gen Z males](#) said they prefer non-traditional sports overall. The study also revealed that Gen Z prioritized activities they could [recreate with their friends](#) and noted traditional sports do not promote the same feeling of participation and inclusion. In 2020, YPulse sports research showed [70% of males ages 13-37](#) surveyed on their sports viewing habits said they do not need to watch traditional sports to feel up to date or relevant.

## Non-Traditional Sports Have Young And Growing Audiences:

### Disc Golf's Casual Culture Attracts Consumers:

Since its inception in 2009, disc golf has experienced a meteoric rise in participation. Although disc golf has rules similar to golf, it's informal and relaxed structure attracts many players without intimidation. According to the Professional Disc Golf Association (PDGA), in 2019, there were [53,000 active players](#) across the country, with 66% of disc golf players aged 39 and younger. The PDGA has an active social media presence, too, with 105,000 [Facebook](#) followers, 31,000 [Twitter](#) followers and 77,000 [Instagram](#) followers.

### Spike Ball Creates An Inclusive Community

Launched in 2008, Spikeball now touts 4 million players globally. In 2015, Spikeball was featured as a product on ABC's Shark Tank, and the sport has since grown into a community of players and fans. The Spikeball game is recommended for anyone 10 years and older, and most avid players are under 30. According to the brand's website, [Spikeball's mission](#) is, "to bring people together through competition and fun." Spikeball's ten core values promote community, connectedness, inclusion, individuality, creativity and fun.

### Pickleball Goes After Multi-Generational Appeal

Pickleball combines elements of tennis, ping pong and badminton and can be played indoors or outdoors. According to the USA Pickleball Association (USAPA), there were 3.3 million pickleball players in the U.S. in 2019. And although pickleball is regularly promoted to the silver-haired crowd, 44% of the core and casual pickleball players aged 34 or younger. The [USAPA attributes](#) the growth of pickleball to the sports, "friendly, social nature, and its multi-generational appeal."

### Cornhole Grows Footprint With ESPN Partnership

Cornhole, once a beloved backyard game and tailgate activity, has grown into a professional sport with pro-players and live coverage. The American Cornhole League (ACL) signed its first contract with ESPN in 2016 and aired its debut professional cornhole match live on ESPN2 in July 2017. Since then, the ACL has extended its contract with ESPN, expanding its content to include nine events and 30 hours of original programming featuring matches between amateur, collegiate and professionally ranked players across ESPN's platforms. ACL Commissioner and Founder [Stacey Moore said](#), "Our collaboration with ESPN has not only helped to further legitimize the sport of cornhole, it's given us exposure to a wide audience of sports fans to appreciate the game."

ACL relies on digital channels to maintain its growth trajectory, with 94,000 fans on Facebook and 33,000 followers on Instagram. [ACL's Facebook page](#) features videos on trick shots, professional matches, player interviews and cornhole culture. In March, ACL partnered with large sponsors for their [#TrickShotsForGood UGC](#) social challenge. For every trick cornhole shot posted tagging Johnsonville, the national sausage brand donated \$1 to the [Robin Roberts Cancer Thrivership Fund](#). Furthering its digital footprint, in August 2019, ACL relaunched its video platform as the ACL Digital Network on [iplayacl.com](#). The [ACL Digital Network](#) is a netflix-like experience for cornhole content viewing where users can access live and on-demand content from a variety of platforms and gain access to premium subscription content.

## The Early Return Of ESPN: The Ocho & Shifting Consumer Demand

Since 2017, every August 8, [ESPN](#) pays tribute to the cult classic comedy movie Dodgeball with a 24-hour broadcast of “The Ocho,” airing lower-tier, quirky and often non-televvised sporting matches. “The Ocho” provides a spotlight on non-traditional sports such as professional arm wrestling, disc golf championships, spike ball tournaments and cornhole matches. With COVID-19 quarantine creating content desperation among broadcast producers, ESPN decided to bring “The Ocho” back on March 22 via ESPN2 in an effort to satisfy its audience’s growing need for new sports content amidst the [coronavirus](#) and absence of the NFL, NHL, MLB, NBA and other traditional pro-sports. The early launch of “The Ocho” could also signal ESPN’s latest audience targeting strategy. In the programming announcement for the 4th annual “The Ocho” day, [ESPN said](#), “There is never a bad time to celebrate creativity and athletes at the top of their sport, no matter how weird or obscure it [the sport] might be. We at ESPN 8: The Ocho salute those who are blazing new trails with marbles and reaching new heights by stacking cups.”

## Brands Teaming Up With Non-Traditional Sports Gain Authentic Access To Younger Audiences

As viewership demographics and fan bases change, brands who team up with non-traditional sports can reach new audiences. Interest in newer sports like cornhole, disc golf, pickle ball and spike ball are growing by the thousands. Similarly, [eSports](#) has been growing rapidly, currently captivating a global audience of 443 billion and generating more than \$1 billion in revenue. Because both non-traditional sports and eSports rely heavily on digital platforms for promotion, the sports associations and brands that partner with them can gain in-depth insights on their fans and viewers. Brands that capitalize on the opportunity to strategically [partner](#) with non-traditional sports and eSports can connect with younger audiences in new ways.





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