



HenleyCentreHeadlightVision

Project Physical Activity:  
Communication development  
Debrief

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# Presentation Outline

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- Introduction
  - Background and Objectives
  - Methodology & sample
- The context for all
  - Macro drivers across the sample
  - Cross-segment triggers and barriers to activity
- Communication – generic and segment specific
- Concepts/ Supports – generic and segment specific
- Way Forward

The background is a vibrant green color. Overlaid on this are several large, semi-transparent shapes in orange and teal. These shapes are stylized, overlapping, and somewhat abstract, resembling large letters or geometric forms. The orange shapes are more prominent and appear to be layered over the teal ones. The overall effect is a modern, graphic design.

# Introduction

- BACKGROUND & OBJECTIVES
- METHODOLOGY & SAMPLE

## BACKGROUND AND OBJECTIVES

### Background

Within London, the physical activity steering group (PASG) engages a range of key partners. They include Transport for London, London Parks Forum, London Play Association, Leisure Operators, Pro-Active Partnerships, Chief Leisure Officers, Sport England, YMCA central, Youth Sport Trust and Sustrans.

THE PASG is responsible for delivering the physical activity legacy workstream of the NHS London 2012 legacy plan.

All stakeholders in the steering group have an interest in sport and physical activity. They have however identified that there has been a very silo-ed and diverse approach to promoting, publicising and marketing sport and physical activities across partners. Different priorities i.e. transport, health, sport, facilities management, education and training of each of the partners to some degree compounds the differences in approaches.

Among parallel activities, stakeholders have identified a need to develop and test marketing communications messages specific to physical activity, active travel and sport which are appropriate to 19 Sport England cluster groups. Stakeholders are also committing to a common identity and local activity search tool.

HenleyCentre HeadlightVision has conducted a number of projects around the Sport England segmentation and has a proven track record in developing effective communication for private and public sector.

HCHLV was ask to help the PASG develop effective, targeted communication to help motivate selected segments to do more physical activity

## BACKGROUND AND OBJECTIVES

### Objectives

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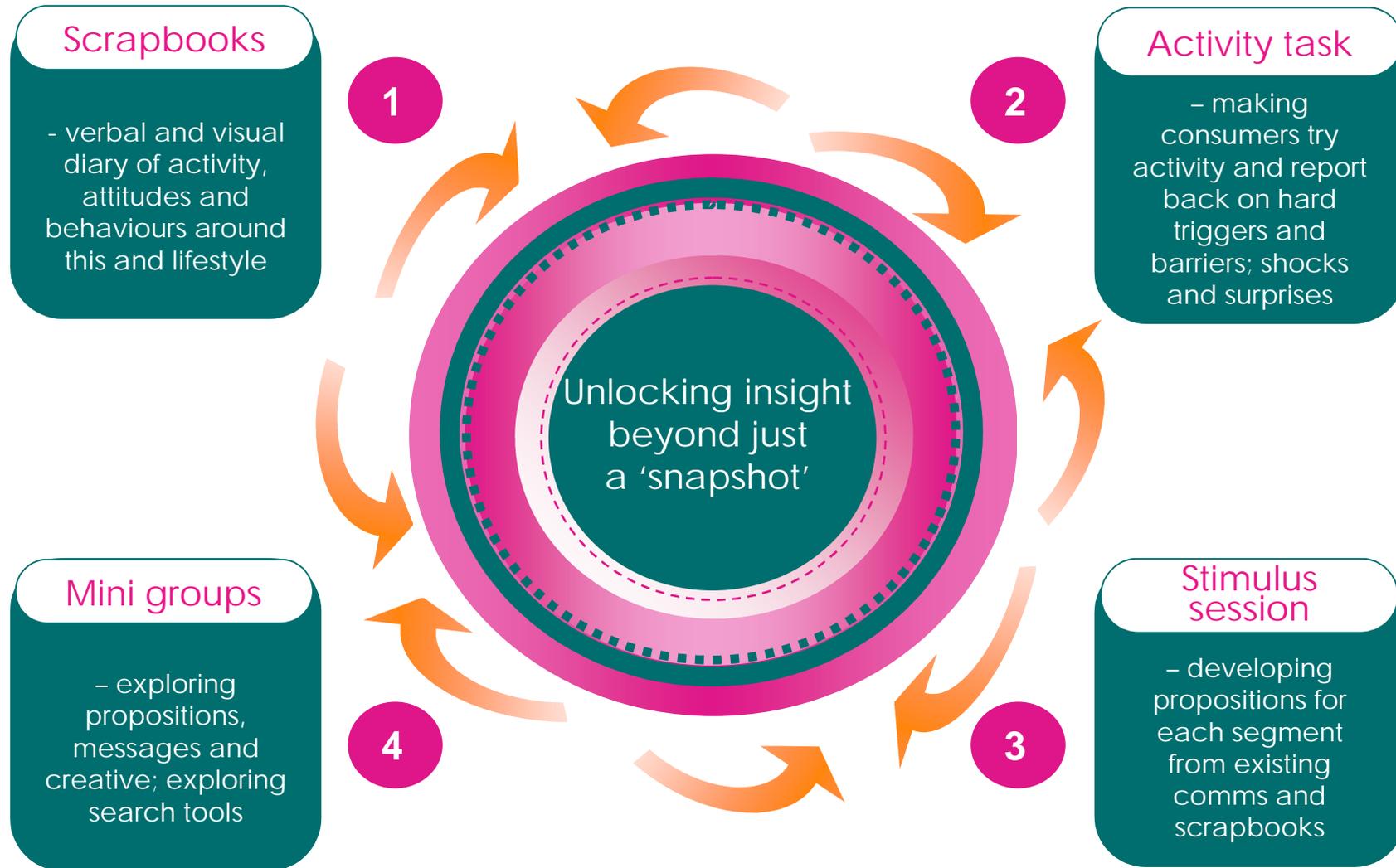
To help develop effective, targeted communication to help motivate selected segments to do more physical activity

- Explore barriers to activity faced by 7 target segments - Jackie, Paula, Elaine, Roger and Joy, Brenda, Terry and Norma - and the task for communication faces
- To gauge reactions to existing marketing communications and identify how these might be developed to encourage the target to start and continue doing more physical activity, active travel and sport.
- Explore the potential of a search engine and hard-copy directory to addressing these barriers.
- Identify wider opportunities to improve marketing communications of activity in London.

Providing insight into how best to communicate with selected targets – reaching across themes i.e. active travel, physical activity and sport

# METHODOLOGY – OVERALL APPROACH

## A mixed methodology of scrapbooks, tasks and group discussions



## METHODOLOGY - SAMPLE DETAIL

A combination of scrapbooks and mini groups for each segment

\*3 x scrapbooks per segment =  
21 x pre-task scrapbook exercises



7 x mini-group discussions (2 hours)

No.	Segment*	Location
1	Jackie	London
2	Paula	London
3	Elaine	London
4	Roger and Joy**	London
5	Brenda	London
6	Terry	London
7	Norma	London

NB: 6 respondents attended each group

\*\*In the case of 'Roger & Joy', research conducted with couples





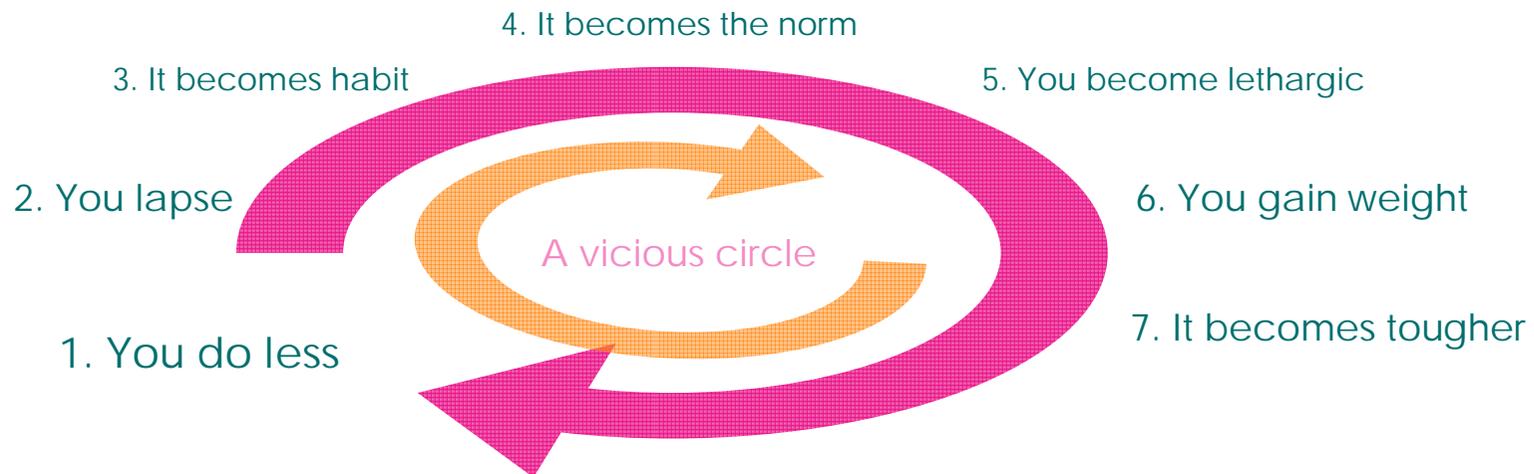
## THE ACTIVITY CONTEXT

- MACRO DRIVERS
- TRIGGERS AND BARRIERS
- COMMUNICATION & TOV

## THE CONTEXT

A predisposed target: but one where the spirit is willing, the flesh often weak!

All are 'open' to doing more activity, but inactivity is a stubborn partner and a challenge to shift



Even among predisposed, any communication faces a hard task to change behaviour. Triggers beyond a communication brief have as much a role to play: from social norms to 'my GP said'...

## THE CONTEXT

Packed lives also mean that activity has much to compete with

Few do not feel they are living packed lives...with even the comfortably retired describing themselves as 'busier than I ever was'

I come back from work and have to feed & bath the kids & once they are in bed I have to do the ironing and clean the kitchen & if time catch up with my husband!!" (Jackie)

"It's almost a cliché with retired people: everyone saying 'I don't know how we ever managed to fit work in'



Leisure and entertainment



Socialising



Daily chores



Domestic routines

Even among very predisposed targets, activity can easily feel like another 'task' to be sidestepped or put off until another time. Communication needs to pitch it as something in key with everyday hardworking lives: not just for the 'lives of leisure'

## THE CONTEXT

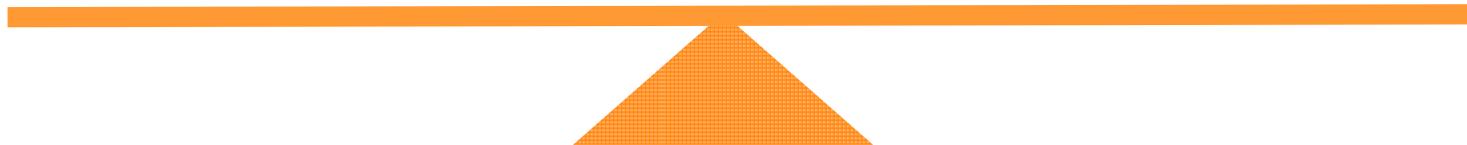
In this tight setting, changing habits and making commitment is fraught

All are wary and tend to sidestep messages / activities which seem to require a grand commitment or a significant shift in habits

So commitment needs to strike a balance

'Repeatable'  
enough to motivate  
doing it regularly  
and not dropping  
back...

...without being so  
'demanding' or  
radical to feel like a  
huge new obligation  
or gear change



Communication should avoid making activity feel like something for the committed and time rich only – and consciously play back ideas which are familiar and intuitive to segments

## THE CONTEXT

In practice there are several triggers to activity resonating with consumers

Broad triggers span the physical to the emotional

### PHYSICAL WELLBEING

Feeling healthy and invigorated; sleeping well; staying mobile or just staying trim

### DIVERSION / RELEASE / ESCAPE

The pleasure from of getting away from it all or 'zoning out'

### SOCIAL/BELONGING

The feeling of being part of a unit: getting togetherness, banter, friendships

### FAMILY BONDS

Enhancing connections with partners, children, grandchildren

### EMOTIONAL WELLBEING

Feeling confident, accomplished or valued

How any of these come into play varies by segment. Where they do, they inform our messages and are a further source for ideating around copy and activities

## THE CONTEXT

Barriers to activity also need to be borne in mind when devising messages

While all are clearly predisposed to activity, these play across segments.

### RELATIONSHIP / FAMILY RESPONSIBILITIES

- Looking after kids
- Elderly parents



### FINANCIAL LIMITATIONS

NB Brenda and Paula

- Financial hardship
- Other needs



### WORK RESPONSIBILITIES

Esp. Elaine & Jackie

- Long hours
- Rationed time



### PHYSICAL/ HEALTH LIMITATIONS

Esp. 'mature'  
segments

- Weaknesses e.g. joints, backs, etc



A challenge for communicating activity – which can after all be 'FREE' and entirely 'a la carte' - is to avoid allowing these to act as reasons to sidestep messages: 'I can't afford it' 'I'm not toned enough' etc

## THE CONTEXT

Meanwhile, the health benefits of activity are so 'self evident' that they feel like cultural wallpaper

All 'know' that activity is good for you, so 'purist' health stories – as we often find – lack impact or any sense of new news for most

Yes, activity spells:

Weight reduction      Longevity      Healthy body, healthy mind      Mobility and dexterity      Prevention

This said, among older segments there's a sense that a degree of explicitness about **HEALTH** and **PHYSICAL WELLBEING** can focus minds and can play a role in messages – akin to the 'quiet word from the GP'

The case for wrapping activity in emotional messages is clear – though there is a role and interest in more explicitness about health among older targets: including TERRY, ROGER & JOY and NORMA

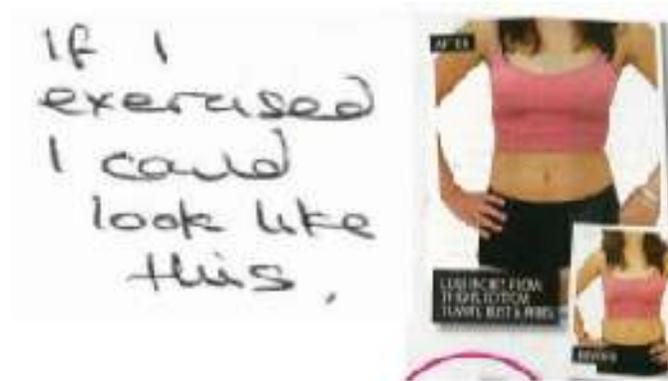
## CONTEXT

Health benefits are 'known' but almost invisible

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"I know I need to do more –  
I've put on some weight!"

"We all know you have to  
keep active to stay healthy  
but we still don't do it!"

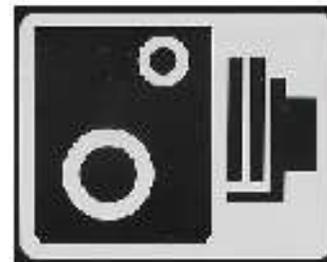


"It's a fact that everyone needs  
to exercise but I'm lazy!"

## THE CONTEXT

So with health facts 'known', there's a general wariness of lecturing on it

In a context where many feel 'lectured' enough, there's 'push back' on health and wellbeing messages that feel as if 'sent from above'



"You just get tired of the Government telling you how to live your life"

There feels like real sense in avoiding TOV and copy which might – rightly or wrongly - be seen to preach or lecture...

## THE CONTEXT

Rather, an empowering, 'can-do', upbeat tone seems to work in this sphere

'Accentuating the positive' – empowering, not scaring



Roundly liked  
enjoyed as  
humorous!



Memorable



Popular: affecting, upbeat  
TOV; emotional wrapping



Informative, not  
alarming

Overwhelmingly, round support across segments for upbeat TOV – even where touching, in some cases, on Physical Wellbeing themes

## CONTEXT

There's also a parallel tendency to assume that activity that 'costs money'

Cost is an issue for some– and an easy sidestep for the harder up

"It costs money" (Paula)



"Now I'm retired we don't have so much income and exercise doesn't come cheap" (Norma)

"Most activity will cost you something" (Terry)

"I would love to join a club but it costs – even just the bus fare there!" (Brenda)

Visuals can benefit from portray affordable / cheap / free forms of activity –offset a default reactions that 'I can't afford a gym'

## THE CONTEXT

Lastly 'activity' also tends to cue 'sport' – which make for easy sidestepping

There's a sense that to 'count', activity is likely to reflect today's gym-centred, sporting, 'body beautiful' regimen



"I go fishing but I'd hardly call that exercise – I only move my arm to cast off!"  
(Terry)



"I don't do any activity...I do gardening and housework but that doesn't really count" (Norma)



Across the segments there's a case to avoid 'sporty' tropes and dial up everyday, non-traditional activity – to offset the risk of sidestepping



## IMPLICATIONS FOR MESSAGING ACROSS SEGMENTS

The context highlights some important lessons to carry forward

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The case for wrapping activity in emotional messages is clear – though there is a role and interest in more explicitness about health among older targets: including ROGER & JOY, TERRY and NORMA

Communication needs to be careful to challenge 'default' assumptions that activity is COSTLY, SPORTY and COMMITMENT HEAVY and strive to play back everyday life activities

Communication should empower. TOV and messaging needs to avoid any sense of preaching, lecturing...  
...or 'teaching grandmother to suck eggs'

# IMPLICATIONS FOR MESSAGING ACROSS SEGMENTS

The context highlights some important lessons to carry forward

---

FIVE Broad triggers span the physical to the emotional

## PHYSICAL WELLBEING

Feeling healthy and invigorated; sleeping well; staying mobile or just staying trim

## DIVERSION / RELEASE / ESCAPE

The pleasure from of getting away from it all or 'zoning out'

## SOCIAL/BELONGING

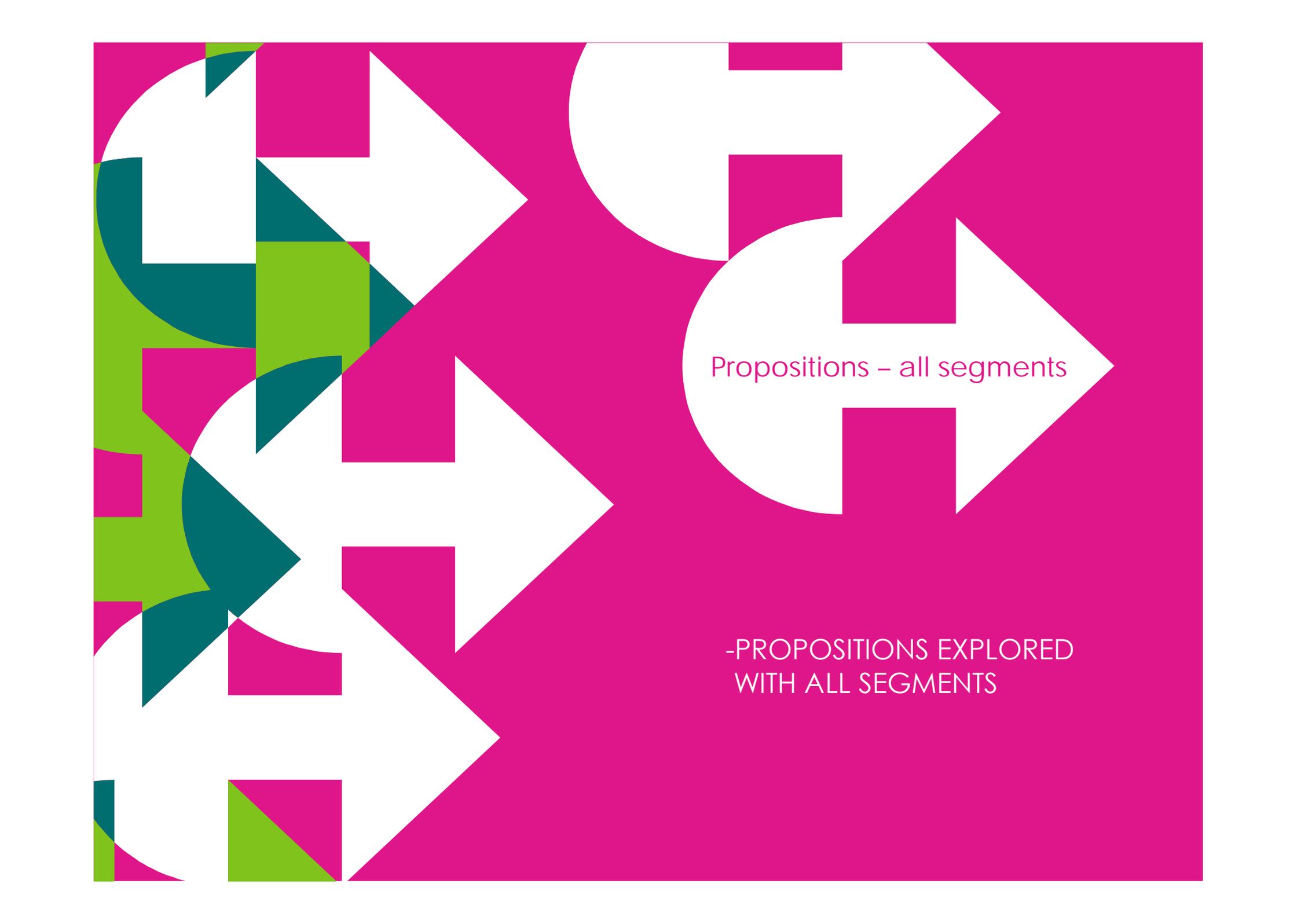
The feeling of being part of a unit: getting togetherness, banter, friendships

## FAMILY BONDS

Enhancing connections with partners, children, grandchildren

## EMOTIONAL WELLBEING

Feeling confident, accomplished or valued

The image features a vibrant pink background. On the left side, there is a vertical strip containing overlapping geometric shapes in shades of teal, lime green, and white. The rest of the page is dominated by several large, white, stylized arrow shapes pointing to the right. These arrows are layered and partially overlap each other. The text 'Propositions - all segments' is centered within the largest arrow shape. Below this, the text '-PROPOSITIONS EXPLORED WITH ALL SEGMENTS' is written in a smaller, white, sans-serif font.

Propositions - all segments

-PROPOSITIONS EXPLORED  
WITH ALL SEGMENTS

## MESSAGES – ALL THE INFORMATION 'All the Information You Need to Get Started'

Many people want to do more physical activity, but need help to find out where to start. Our guidance can help you with hundreds of ideas for activities and active travel just right for you. You'll be enjoying it in no time.

- Online directory of activities for people like you in your area
- 'Active travel' ideas e.g. cycle routes and walking routes
- Activities for the home, the garden, leisure centre, or even in the park

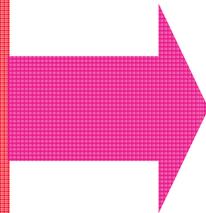


## MESSAGES – ALL THE INFORMATION

Information is a useful support to inspire and define activity

A welcome support to activating activity and a potential idea generator / reappraiser – rather than a call to action

None are 'sitting at home for want of information'... Rarely a case of 'Built it and they will come'



...however, little doubting the **UTILITY** of comprehensive information on local activity to impatient, time poor consumers!

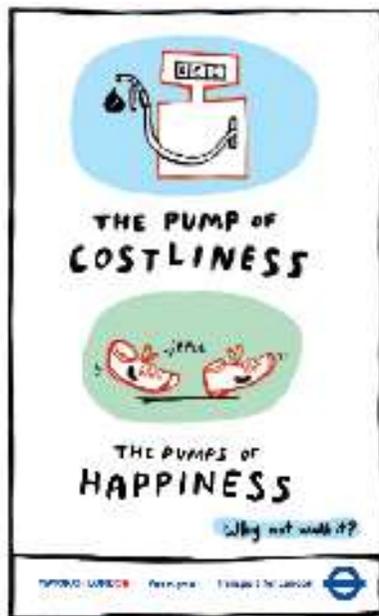
"I have never thought of gardening as activity – I suppose it is"

...and scope for this to help **BROADEN THE DEFINITION** of activity for consumers and offer **IDEAS and INSPIRATION**

So, a welcome support and 'nice to have' with potential to inspire and help define activity - rather than an activator message in its own right

MESSAGES – SAVE MONEY (ACTOBE TRAVEL I)  
 'Activity / Active Travel Can Save You Money'

At a time when the cost of travel and entertainment feels like it's going up and up, doing things 'on your own steam' can be cheaper and much more rewarding. The savings you'll make aren't bad either.



## MESSAGES – SAVE MONEY (ACTIVE TRAVEL I)

Money-saving is a credible support but struggles as a call to action



Clearly money savings resonate – and the economic climate is increasingly receptive to cost messages: particularly for **PAULA, BRENDA AND TERRY**

However, as an overarching message tends to struggle to feel credible and activate where it hasn't already done so or 'preached to the converted'

\*Sense that if something is free, we're well aware of it and it's not something to shout about!

\*Can feel hollow and lack emotional hooks – simply making a virtue out of necessity or obligation

"I don't think anyone needs telling how much you save by not driving to the newsagent – the numbers tell you that"

"A lot of travel is done on foot as it's cheap but – it's not a choice"

Hence while roundly relevant, cost savings and very attuned to the climate, cost savings feel more 'and by the way' support than message per se

## MESSAGES – ACTIVE TRAVEL II

### Active Travel Is Often Simply Easier

Walking or cycling to a destination is often quite simply the easiest and quickest way to get there. You'll avoid many of the usual stresses of travel: waiting, congestion, parking and benefit from a burst of activity you'll feel good about.



## MESSAGES – ACTIVE TRAVEL II

Claims of ease feel truthful, credible – but pedestrian!

Inconveniences and frustrations of modern motoring and congested public transport are widely recognised – a popular bugbear

Indeed many already do claim to 'vote with their feet' where this is an option and walk to local destinations

BUT

\* Little sense of 'new news' or reappraisal: widely felt to be an utterly self evident truth!

\*Some credibility gaps / sniping: active travel is easier if you're not carrying shopping / kids / fearless

Among older segments, street level hazard (crime, darkness, etc) further undermine claims

Functional benefits of active travel do not a compelling core message make – again confirming the importance of wrapping active travel in EMOTIONAL MESSAGES

## MESSAGES – MESSAGING AROUND PARK / PLACE

### The Park: Britain's No.1 Gym / Activity Complex

#### THE PARK: BRITAIN'S NO.1 GYM / ACTIVITY COMPLEX

Welcome to Britain's finest activity complex: your local park. It's easy to reach, has no contract fees and plenty of space. Whether you're on your own, with friends or with people like you, it's the natural place for your activity.



## MESSAGES – MESSAGING AROUND PARK / PLACE

Appeals to park/place can resonate, but need to be utterly credible



A free, local accessible port of call for parents and grandparents – of particular known relevance to budget conscious PAULA

### WHERE CREDIBLE, FITTING WITH:

ACTIVE TRAVEL + KIDS  
SWIMMING + KIDS  
WALKING + KIDS  
MUM & CHILD EVENTS  
'EXPLORER' EVENTS



✘ However, conditions clearly vary wildly... and for many – especially older targets - parks can be perceived as 'no go' areas and youth hangouts



Youth hangout?



Uninviting?

All told, a relevant message - but only where conditions can credibly deliver safe, stimulating and varied activity!



## MESSAGES – APPEALS TO CIVIC PRIDE 'We are London's Get Up and Go Borough'

### WE ARE LONDON'S GET UP AND GO BOROUGH

Be a part of London's Most Active Borough [or 'Britain's 'activity city']]. Whether it's on your own, with friends, in the park or just travelling to work, you'll feel good being part of it – and we'll all be the envy of our neighbours.



## MESSAGES – APPEALS TO CIVIC PRIDE

Civic pride messages are risky: setting up high expectations and harder falls

Appeals to localism feel intuitive – and local 'delivery' and access is important to this target the needs of this target

However, the prevailing climate for many feels rather 'anti-civic' – perhaps especially so in London. 'Local' can read as 'local government' / problem



Local crime



Local Services



Local Initiatives

While 'localism' inherently appeals – messages playing to civic pride face high expectations. If they underdeliver they're 'set up for a fall'



## Segments and their Messages

- RECAP ON OUTLOOK & ACITIVITIES
- ACTIVITY INSIGHTS
- MESSAGES AND ACTIVITIES AND COPY POINTERS

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PAULA



## PAULA – STRETCHED SINGLE MUM

Paula is cash and time strapped but has much to gain from activity



Paula  
Age 26-35  
Single  
Job seeker  
or PT Low  
skilled

### WHO IS SHE?

Paula lives in a council flat with her three children. Connor and Kyle are at school now, but Ruby is still at home.

Paula gets state benefits, but money is always tight. At the weekend she sometimes takes the kids swimming or ice skating. She also takes them to the park – she's keen that they get exercise and she's aware that all TV and junk food won't do.

As for herself, Paula hasn't done 'real' activity since school – though she walks and goes to the park. She likes it when she does it – but many a day she tends to just crash on the sofa in front of the TV – that's what kids do to you!

### What kind of activities tend to play best here?

ACTIVE TRAVEL + KIDS  
SWIMMING + KIDS  
WALKING + KIDS  
MUM & CHILD EVENTS  
'EXPLORER' EVENTS

DANCE

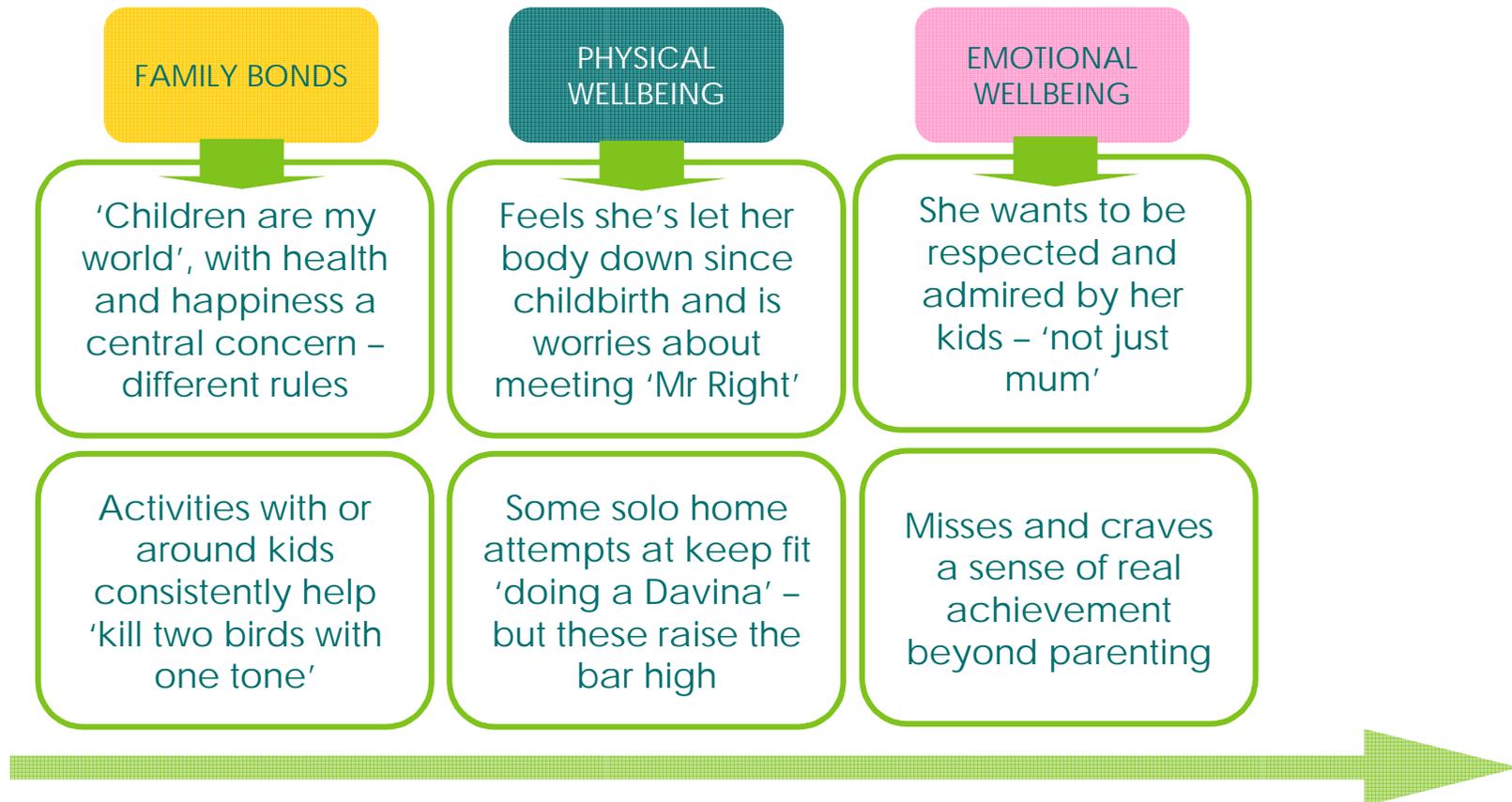
YOGA / PILATES  
AEROBICS  
SPINNING / STEP  
ICE SKATING

She's a ready convert to activity – provided this can be easily accommodated by budget and by children's needs



## PAULA – STRETCHED SINGLE MUM

Key platforms for messages for Paula centre around children and self image

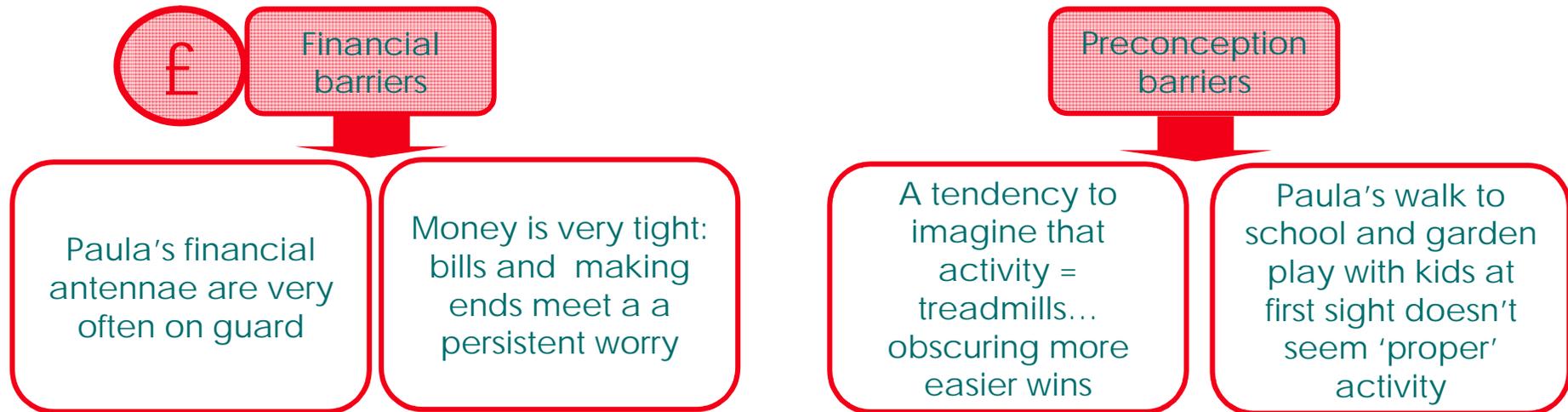


Activity can help me 'do right by my kids' and look and feel better

## PAULA – STRETCHED SINGLE MUM

Meanwhile preconceptions around activity need also be challenged

Paula easily activity as meaning SPORT and hence cost – rather than the everyday and affordable...which she indeed may already be doing!



...so free or affordable activity that doesn't shout 'cost' plays well!

...so important to look ensure that everyday activity is not obscured by sport or 'a bar too high'

Hence comms cues should seek to challenge preconceptions that **ACTIVITY = SPORTS = COST**...rather than accessible everyday pursuits

# PAULA – STRETCHED SINGLE MUM

## Children at the heart...with body close behind

### FAMILY BONDS

my biggest accomplishment.  
I love all the time I spend

It's so important to spend quality time with the kids as much as you can



my son is my world



I would love to look like



### PHYSICAL WELLBEING

I used to have a better figure before I became a Mum – I'd love to get rid of my belly!

I'd love to have some alone time to do things I want to do without feeling guilty

I feel I have lost my identity – I'm just a Mum. If I could meet others like me it would be good

### EMOTIONAL WELLBEING

You don't want you kids to take you for granted – you're not just 'mum'

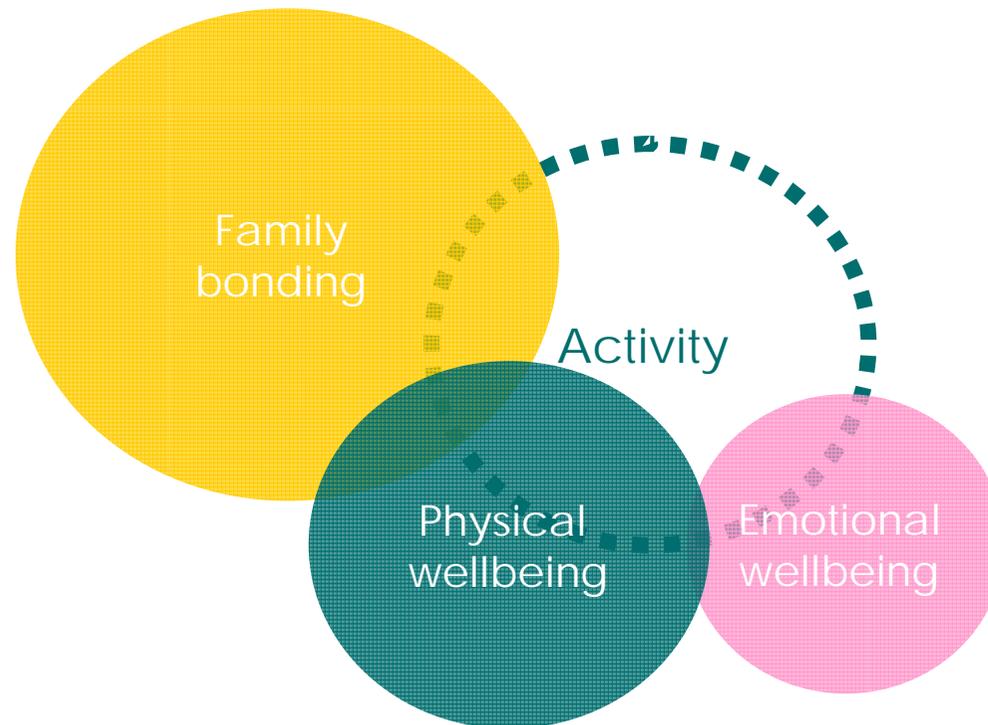


## PAULA – STRETCHED SINGLE MUM

### Key message platforms for Paula summarised

Activity resonates primarily where it promises FAMILY BONDING (mother + children).

It also resonates where it promises physical well being – keeping or recovering your figure – and a more general sense of pride achievement within tight circumstances



Paula is drawn to activity which accommodates both her and her children and which can help deliver '(physical) confidence and pride'

## MESSAGES – WINNERS

### Inspire The Kids – Be A Supermum

#### INSPIRE THE KIDS – BE A SUPERMUM

'Kids can take mums for granted sometimes, and forget the 'person behind the Mum'. Activity with kids is a great way of showing them another side of your: that you're more than just a mum and have some tricks or stories up your sleeve. There's nothing like the feeling of surprising and inspiring them with a side of you they don't see everyday'



## MESSAGES – INSPIRE THE KIDS, BE A SUPERMUM

The idea of mum inspiring kids with activity is very resonant

Appealing by playing to key desire of advancing **FAMILY BONDING** and fostering **EMOTIONAL WELL BEING** – allowing Paula to show another side of herself to her and ‘be proud’

✓ Has a sense of empathy with mum-the-person- who is often not the target but the appendage

✓ Being labelled as ‘just a Mum’ and sacrificing personal identity are very familiar sentiments

✓ Challenging and inspiring them – feels innately like good parenting and keeps kids fully centre stage

### ACTIVITIES WHICH FIT WELL

- ACTIVE TRAVEL + KIDS
- SWIMMING + KIDS
- WALKING + KIDS
- MUM & CHILD PARK EVENTS
- ‘EXPLORER’ WALKS

### COPY THOUGHT STARTERS

We’re supporting Mums Team  
Make a splash with the kids

Show them another side  
Not just mum – you’re an inspiration

An inspirational, upbeat message playing to Paula’s core insights



## MESSAGES – WINNERS Get Back Your Glamour

### GET BACK YOUR GLAMOUR

‘Having kids can leave you feeling that you’ll never get your figure back – and not many mums look (or want to look) like **Victoria Beckham**. Regular activity or active travel is a great way to get back in shape and looking great. Who needs personal trainers or boring diets?’



#### 20-Minute Park Workout for Moms Playground Push Ups



##### In this article:

- [Use Weight](#)
- [Backward Push Ups](#)
- [Monkey Bar Pull Ups](#)
- [Bike Bench Press](#)
- [Back Squat Staircase](#)
- [Slack Towel](#)
- [V Sit Ab Toner](#)
- [Hammer Arm Toner](#)
- [Emancipate Workout PDF](#)



## MESSAGES – GET BACK YOUR GLAMOUR

With tact, getting into better physical (and emotional) shape plays very well

Appealing to underplayed desire to **PHYSICAL WELLBEING** – being in shape and **EMOTIONAL WELL BEING** – feeling more confident as a result

✓ Reflects experiences that if you look good, you have greater inner confidence – indeed merely doing it adds to that self belief!

✓ Getting trim is a common aspiration / frustration though coyly voiced - and a hurdle to the romance many are seeking !

But tact needed to ensure the 'bar isn't too high' or celebrity-standard...and not unduly sport- or 'gym-centric'

### ACTIVITIES WHICH CORRESPOND

- SWIMMING + KIDS
- ACTIVE TRAVEL: WALK AND BIKE
- DANCE YOGA / PILATES
- AEROBICS / SPINNING / STEP
- ICE SKATING

### COPY THOUGHT STARTERS

Get back to feeling good

Keeping in shape & losing weight is easy  
We're making it easier to get in shape  
Keeping fit / trim is fun and easy with...  
Who needs boring diets?

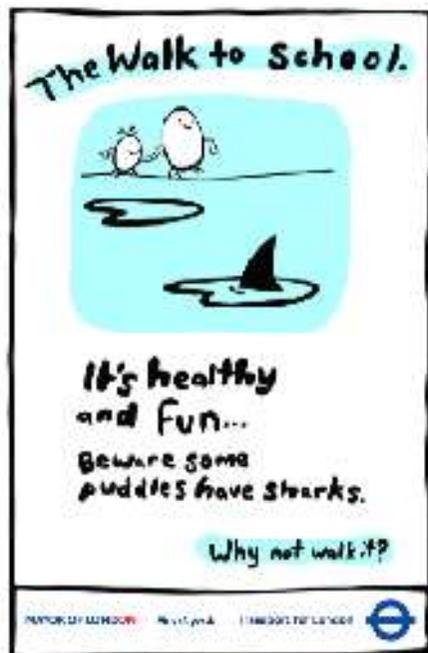
So, a body-image message that avoids alienating: 'feel more confident'

## MESSAGES – WINNERS

### Quality Time With The Kids

#### QUALITY TIME WITH THE KIDS

'Activities or active travel are a great way to spend some quality time and share with the kids. We see them every day but how often do we get the chance to catch up and really spend time with them. You'll snatch some quality time with your kids – and come away feeling great too'



## MESSAGES – QUALITY TIME WITH THE KIDS

Activity as 'we time' is food for thought – but has quite narrow application

Playing to desire to bond with children **FAMILY BONDING...** and a good example of something that often already happens (though not considered activity!)

✓ Echoes frustrations that daily routines and kids' leisure habits can make communication a rarity

✓ Car travel is notoriously distracted and radio-filled...ruling out conversation – contrasting with the chat on walks

✓ Child health per se a common preoccupation – and one that plays to different rules

### ACTIVITIES WHICH CORRESPOND

Above all, activities which favour conversation

- ACTIVE TRAVEL: WALKING
- WALKING + KIDS
- MUM & CHILD (PARK) EVENTS

### COPY THOUGHT STARTERS

Beware – some puddles have sharks  
Catch up on the kids' chatter  
Find easy ways to keep the kids active...time for you too

Sense that easy to execute - most immediately as for active travel



## MESSAGES – LEARNINGS

### Me Time for Busy Mums

#### ME TIME FOR BUSY MUMS

As a hard working mum, no one deserves 'me time' and a chance to get away from it all more than you. Activity is a great way to get some rare quiet time for yourself, change gear and think of you for a change.



## LEARNINGS – ME TIME FOR BUSY MUMS

An 'ideal' but jars with an emotional and practical commitment to kids

Little doubting the positive impact and **EMOTIONAL WELL BEING** benefits of 'me time', but the idea of 'time out' lacks credibility time stretched target

✓ Has a sense of empathy:  
"Whoever wrote this understands us!"

✗ 'Solitary' focus of me time tends to feel unworkable and even guilt prone – at odds with **FAMILY BONDING** instincts and real diaries

✗ 'Me time' belongs to 'down time' or pampering - rather than healthy activity

### ACTIVITIES WHICH CAN CORRESPOND

YOGA  
AFTERNOON SWIMMING  
DANCE

### COPY THOUGHT STARTERS

NB 'me time' while immediately understood tends to belong to indulgence and pampering...vs 'time to yourself' or 'a break from the kids'

'Me time' is more secondary support to finite activities and a nice to have – rather than a workable motivating message

## LEARNINGS

### The Best Things In Life Are Free

#### THE BEST THINGS IN LIFE ARE FREE

'At a time when the cost of living and keeping kids entertained feels like it's rocketing, doing activity 'on your own steam' can be simpler, cheaper and much more rewarding. The best things in life are free!'



## LEARNINGS – THE BEST THINGS IN LIFE ARE FREE

'Free' is a credible support – but feels hollow and self-evident as message

While clearly a 'benefit' and a 'nice to know', being free per se tends to lack a sense of 'new news' or aspiration – or even at times borderline 'depressing'

✓ Clearly budget is and issue for Paula... and saving money a regular preoccupation

✓ Affordable or subsidised costs for activities can make the difference between participating or not

✗Sense that if something is free, we're well aware of it and it's not something to shout about!

### ACTIVITIES WHICH CAN CORRESPOND

SUBSIDISED VENUE -BASED OFFERS  
E.G. SWIMMING + KIDS

### COPY THOUGHT STARTERS

Referencing discount / affordable / subsidised tends to have greater impact than 'free'. "If it's free it's just...there"

Cost discounts feel more compelling supports than the very open free

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ELAINE



## ELAINE – EMPTY NEST CAREER LADIES

For all her looming freedom and spirit, Elaine is currently under pressure



Elaine  
Age 46-55  
Married  
Professional  
Children left  
home

### WHO IS SHE?

Elaine is 53 and married with two children who have now left home. Having picked up her career again after the children went to school, Elaine is now a full time senior teacher.

In a few years' time she'll consider dropping her hours ready for retirement, but for now she's enjoying the career opportunities and chance to stretch herself.

When Elaine gets home from work she enjoys a glass of wine while making a healthy dinner for herself and her husband.

What kind of activities tend to play best here?

SWIMMING  
GARDENING  
WALKING

YOGA / PILATES  
ACTIVE TRAVEL / CYCLE

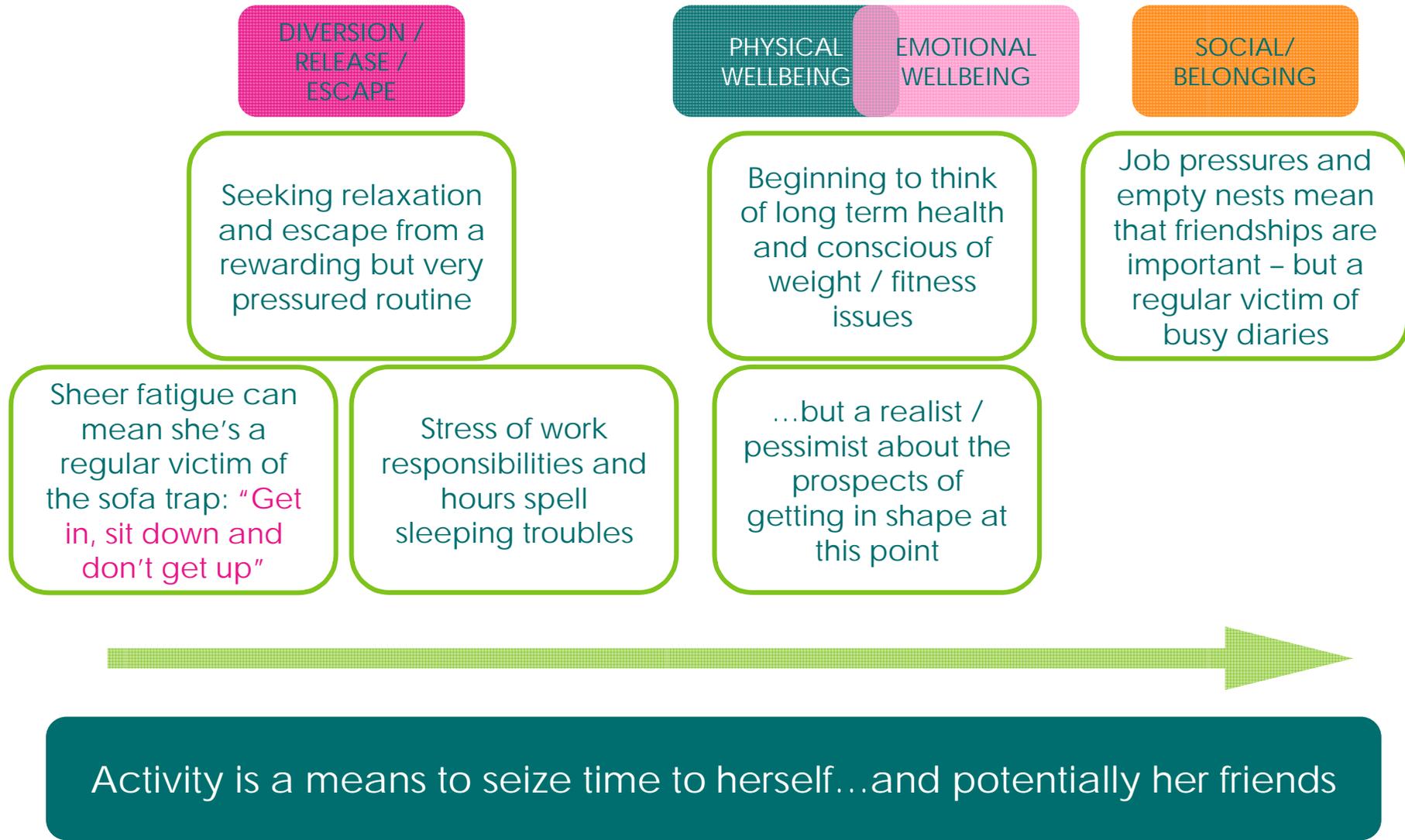
DANCE EXERCISE  
CLASSES (STEP SPIN)

A challenging target, given time pressures in an age which has yet to reach a pre-retirement slowdown. Spirit often willing , flesh often weak



# ELAINE – EMPTY NEST CAREER LADY

Platforms for Elaine centre on the need for ESCAPE and 'me / we time'



## ELAINE – EMPTY NEST CAREER LADY

Meanwhile, Elaine is perhaps more commitment phobic than most

Work responsibilities and time scarcity mean that commitment is especially problematic



Tightly packed working and social diaries



Shifting work schedules



Unable to commit to weeks en masse

More than any other target, Elaine's messages really need to underplay any obligation and the regimen and allow activity to fit in

# ELAINE – EMPTY NEST CAREER LADY

## Just give me a moment to myself for a while

DIVERSION /  
RELEASE /  
ESCAPE

If you get home, you just have to sit down and you've lost the will

You escape with a bottle of wine and the TV on after along day and you just, well, zone out

You're in a funny limbo where the kids have gone, but you're still working so your job takes even more

SOCIAL/  
BELONGING

I have to battle to see my friends - they become more even more important when the kids leave home



I'm not going to get my figure back – I've had kids and I like food too much. I want to feel confident though.

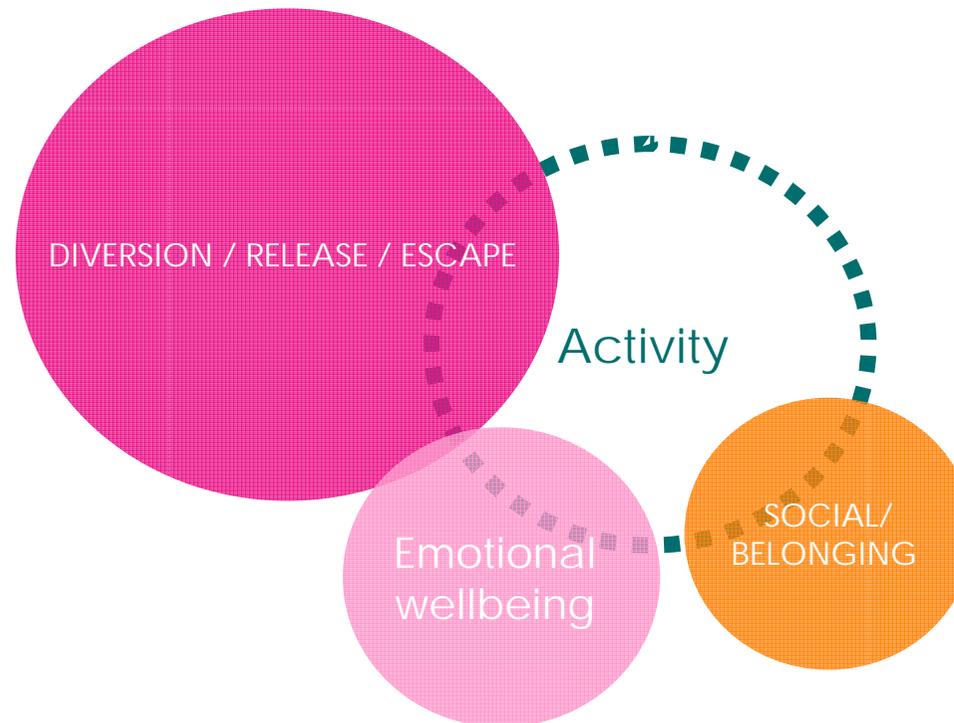
PHYSICAL  
WELLBEING

EMOTIONAL  
WELLBEING



## ELAINE – EMPTY NEST CAREER LADY Just give me a moment to myself for a while

Activity resonates primarily where it promises **DIVERSION AND ESCAPE**, a sense of **EMOTIONAL WELLBEING** from being Physical and where it offers a vehicle for **SOCIAL CONTACT** – principally with existing rather than new friends



Elaine is drawn to activity which can both fit in with and help escape from work

## MESSAGES – WINNERS

### Activity – The Great Stress Reliever

#### ACTIVITY – THE GREAT STRESS RELIEVER

A long, hard day can leave our bodies and minds restless. If you crave a decent night's sleep and a clear head, doing an activity could be the solution. It will help you forget the hectic day and leave you feeling relaxed and mellow.

- Cycle or walk to your next destination and arrive relaxed
- Activity can relieve stress e.g. horse riding, walking, gardening
- Go for a stress busting jog
- Clear you head – walk between meetings
- Chill out – take a relaxing walk before dinner
- You'll sleep better if you get exercise



## MESSAGES – ACTIVITY – THE GREAT STRESS RELIEVER

Messages stressing the release and clarity activity gives plays very well

Playing to key need for **DIVERSION AND RELEASE** from a life that can be dominated by 'other people' and by work...and a wider need for emotional

✓ ✓ Credible: echoes past experiences 'You do sleep so much better' and the effects of physical 'space': garden / park / great outdoors

✓ Attuned to Emotional Wellbeing: stress and sleep difficulties widely seen as a harmful effect of poor work life balance

But need to ensure that experience can be low stress: e.g. 'free lanes' vs 'kids everywhere'

### ACTIVITIES WHICH CAN FIT WELL

- GARDENING
- WALKING / ACTIVE TRAVEL
- YOGA / PILATES
- SWIMMING ...lanes permitting

### COPY THOUGHT STARTERS

If Work's Been Hell, Yoga is Heavenly  
Time For You  
Clear Your Head  
Sleep Better

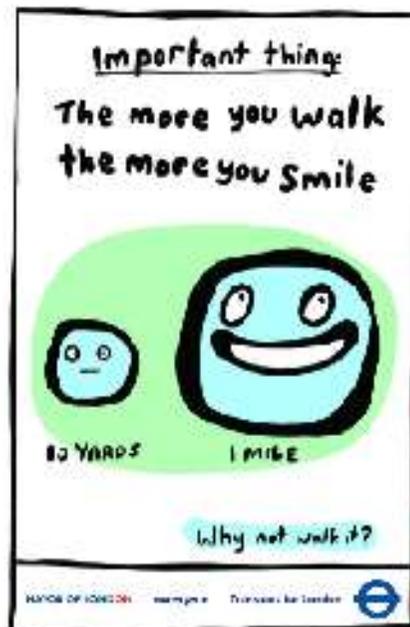
A welcome challenge to the key tensions in Elaine's working life

## MESSAGES – WINNERS

### 'It's Easy to Make it Part of the Routine'

#### ACTIVITY – 'IT'S EASY TO MAKE IT PART OF THE ROUTINE'

Having a busy schedule can leave you with no spare time to do any activity. So instead of setting special time aside, why not incorporate an activity into your normal routine? That way you get all the added benefits from physical exercise – without having to take on more commitments.



MESSAGES – ACTIVITY – MAKE IT PART OF THE ROUTINE

‘Enabling’ activity to fit resonate as they take on board diary overload

Plays to a craving for **DIVERSION AND RELEASE** while recognising and accommodating the realities of tight, moving working schedules

✓ Acknowledges and empathises with the struggle to ‘create’ time – and the hazards of the sofa trap

✓ Seen to good effect at work already: cycle to work schemes, lunchtime walks

✗ BUT fitting it in is not does not feel EASY: need to ensure that this can credibly be claimed

ACTIVITIES WHICH CAN FIT WELL

- WALKING / ACTIVE TRAVEL
- LUNCHTIME WALKS
- AT WORK CLASSES / YOGA

COPY THOUGHT STARTERS

We Know there are Only 24 Hours  
The Practical Way  
Make it Part of the Routine

If delivered credibly, presents activity in an accommodating and empathic light – well attuned to busy working lives



## MESSAGES – LEARNINGS

### Treat Yourself To Some Me-time

#### 'TREAT YOURSELF TO SOME ME-TIME'

You've dedicated your life to others – raising children, looking after your husband. Now it's time to treat yourself for being so great. Taking time out to do an activity is a chance to spend some quality time with yourself – and come out feeling better.



MESSAGES – ACTIVITY – TREAT YOURSELF TO SOME ME-TIME

For Elaine, 'Me Time' tends to push escape too far the bounds of credibility

While there's little denying the sense of **ESCAPE**, Elaine has far more compelling and established routines that deliver this

✓ Lesser notion of 'getting away from all feels relevant, and a relevant supporting benefit of activity

✗ 'But 'Me time' is the realm of pampering, treats and spas – something that is affordable and in reach for Elaine

ACTIVITIES WHICH MAY CORRESPOND

WALKING  
CYCLING  
YOGA  
GARDENING

COPY THOUGHT STARTERS

NB 'me time' while immediately understood tends to belong to indulgence and pampering...vs 'time to yourself' or 'a break from the routine'

'Me time' is a secondary support rather than a wholesale message for activity



## MESSAGES – LEARNINGS

### 'Hold on to Your Figure and Stay in Shape'

#### HOLD ON TO YOUR FIGURE AND STAY IN SHAPE

You've always cared about your looks and now there's even more reason to look after yourself. Forget the anti-aging creams and time-defying lotions – these won't give you 'a bum like J Lo'. Activity is a great weapon in fighting the aging process – and one you'll feel great doing



MESSAGES: 'HOLD ON TO YOUR FIGURE AND STAY IN SHAPE'  
Emotional wellbeing – feeling great - resonates more than body image

While **BODY IMAGE** is clearly a concern, the softer benefit of **EMOTIONAL WELLBEING** – feeling great / confident – is a stronger, less polarising cue for Elaine

✓ Bursts of activity widely appreciated with making you feel if not 'physically gorgeous', mentally confident and sunny

I'm not going to get my figure back – I've had kids and I like food too much. I want to feel confident though.

✗ Overt emphasis on **BODY IMAGE** and 'beautiful people' generally raise hackles: they don't live real lives

You don't need to have the body of Madonna at 50 – you can still feel good about yourself

The emotional wellbeing benefit of activity – 'you'll feel great' is a relevant support – but overt body image tends to polarise

## MESSAGES – SOCIAL MESSAGES

There feels like a case for a activity for socialising message

**SOCIAL / BELONGING** is an important need for Elaine, given the back seat this is given due to work responsibilities

✓ Motivation and not letting down from friends has played a role in the past in getting her out

✓ Activity is a less intimidating- prospect when there's safety in numbers

✓ Specific activities offers a genuine chance to catch up and talk

### ACTIVITIES WHICH CAN FIT WELL

WALKING

YOGA...and the 'APRES'

DANCE EXERCISE...and the 'APRES'

CLASSES (STEP SPIN) ...and the 'APRES'

?

### POTENTIAL COPY THOUGHT STARTERS

Relax with Friends [and keep trim]

Time for Friends, Time for You

Walk the Walk and Talk the Talk

While dependent on more than one target, messages pitching activity as something that can support and be supported by friendship can motivate and increase 'stickiness': both parties are committed!



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ROGER & JOY



## ROGER & JOY – EARLY RETIREMENT COUPLES

More free time for hobbies – but duty calls and ‘it’s not all roses’



Roger & Joy  
Age 56-65  
Married  
Retired or  
part-time

### WHO ARE THEY?

Roger is 61 and Joy is 57. Last year Roger’s accountancy firm made cutbacks and he was offered a generous long-service redundancy payment with which to take early retirement

Joy has always worked mornings as a receptionist in the local GP surgery, but is planning to retire herself late next year

Roger walks the dog to the paper-shop each morning, plus often plays golf. When Joy’s around, they often go for a walk together or help out with childcare

What kind of activities tend to play best here?

WALKING  
GARDENING  
MIXED DANCING

FISHING  
GOLF

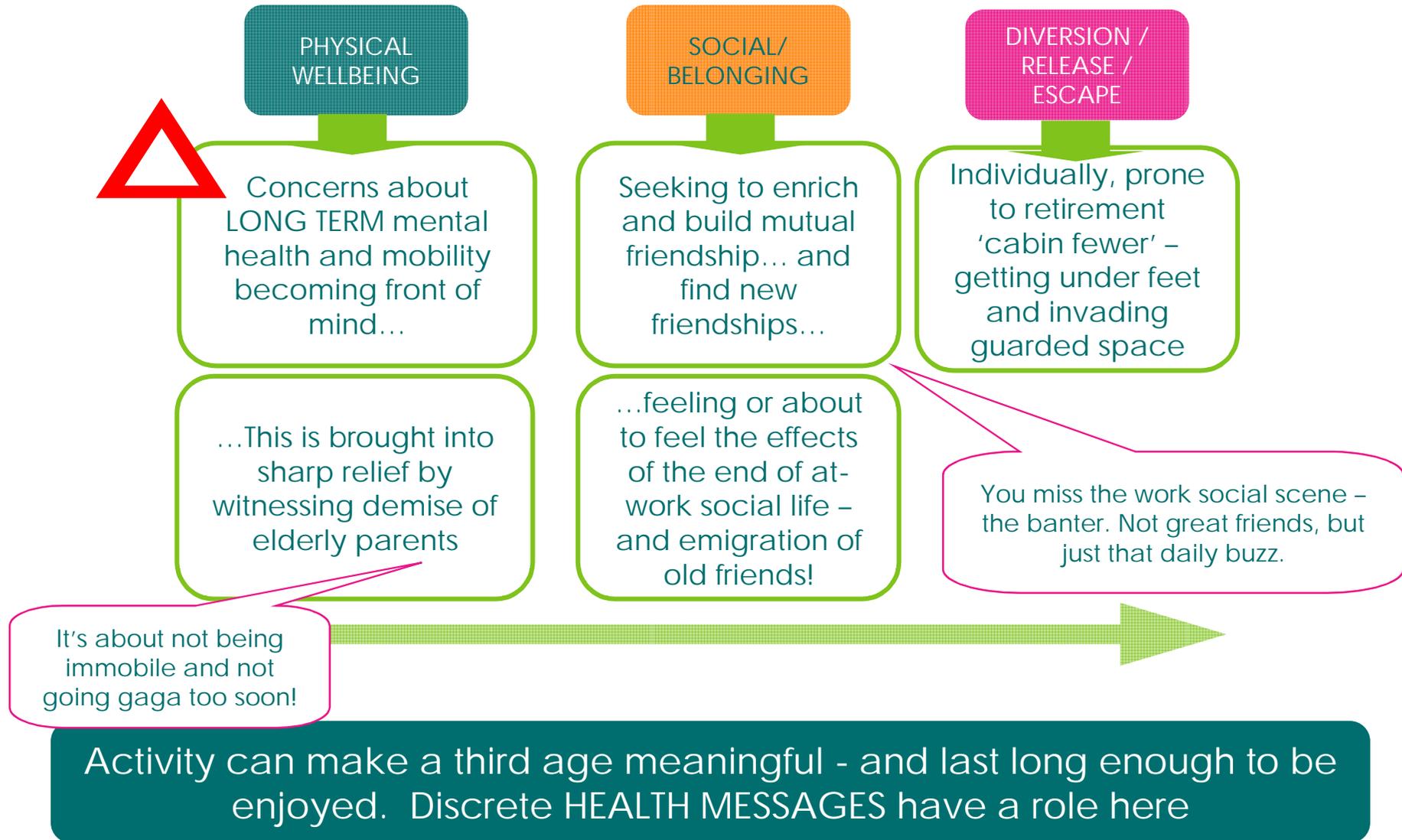
AQUA AEROBICS  
SWIMMING  
YOGA

Good predisposition to doing more activity – as time is freed up and long term health really begins to focus minds



## ROGER & JOY – EARLY RETIREMENT COUPLES

Message platforms combine health anxieties with social needs



# ROGER & JOY – EARLY RETIREMENT COUPLES

## Anxious about long term health and seeking social reward



## ROGER & JOY – EARLY RETIREMENT COUPLES

Meanwhile while 'old', Roger & Joy are anything but 'gold'

Seeing a strong distinction between selves and parents...so extremely wary of old labels or 'special treatment'



Pushing back against inferences that they are living – or soon to live – the 'Life of Riley': elderly parents, 'dependent' children

We're old, but we're NOT Golden Oldies. My mother's crowd are old she's 89 and 25 years older than me.

Kids boomerang – you think they've gone but they always come back for something

Communication with Roger & Joy needs to studiously avoid – and perhaps even actively subvert Senior Citizen / 'Evergreen' / Cruise cues

MESSAGES – LEARNINGS  
'Enjoy The Good Things in Life'

ENJOY THE GOOD THINGS IN LIFE

You worked hard for your retirement and it's **time for you to enjoy yourself** and pursue the things you never had time for before. Activity is just another way to reward yourself and one that'll leave you feeling even better. It's a great way to relax, have fun **and keep the mind and body healthy.**



- Make a treat more rewarding by combining it with exercise / activity
  - Golf followed by a great meal
  - Swimming + spa; aqua aerobics + massage
- Walk or ride to your next destination and take the long way round
- Walking group for local 50+ couples: e.g. local history, flora & fauna, Victorian LDN



## MESSAGES: ENJOY THE GOOD THINGS IN LIFE

The understated long term health cues here really stand out

While largely stating the obvious – ‘we all want good things’ – keeping the mind & body healthy resonates well with quiet anxieties about **PHYSICAL WELL BEING**

✓ A light touch handling of **LONG TERM HEALTH** – optimistic and couched in ‘good times’ – so not an example of preach or scare!

✓ Attuned to common sense and folk wisdom...  
**‘Healthy body / healthy mind’**

I really like this – it’s saying....it’s optimistic...it’s you should!

**ACTIVITIES WHICH CAN FIT WELL ALL!**

**COPY THOUGHT STARTERS**  
Want to stay mentally sharp?  
Keep [healthy] and feel great  
Keep You Heart Happy

Hence as with other older targets, worth exploring ways to tactfully convey long term health messages in optimistic hues – referencing without alarming or preaching!

## MESSAGES – LEARNINGS

### 'Expand Your Social Circle'

#### EXPAND YOUR SOCIAL CIRCLE

Around retirement, social lives are often not what they were. Activities are a great way to reconnect with old and new friends - sociable, fun and great source of banter and camaraderie. You're retired – but who says you need to be retiring?

- Retired walking groups
- Golf mornings / afternoons
  - Tuition for beginners; with others of similar standard
- Activities followed by a rewarding lunch and a few drinks
- Mixed doubles followed by afternoon tea



## MESSAGES –EXPAND YOUR SOCIAL CIRCLE

The social benefits of activity also resonate well

Plays well to R&J's desire for greater **SOCIAL** contact – both between themselves and with others

✓ A valuable substitute for missed social vibes - sociable but not socially demanding

✓ Credible: echoes experiences of other scenes: pub quiz, volunteering



✗ But caution advised re language: Sociable... but not **overbearing** or 'Nightmare Holiday Couples'

### ACTIVITIES WHICH CAN FIT WELL

GROUP WALKING / RAMBLING  
MIXED DANCING e.g. LINE DANCING  
MIXED RACKET SPORTS / GOLF

### POTENTIAL COPY THOUGHT STARTERS

Retired But Not Retiring  
It's Fun and Friendly  
Vs 'Meet New People'

Clear potential – though sociable needs to avoid being overplayed at the risk of being overbearing or 'needy'

## MESSAGES – LEARNINGS 'Enjoy Time Together'

### ENJOY TIME TOGETHER

Around retirement, you may find you have more time. Perhaps it's time to rekindle your friendship and get to know each other again. There's no better way than to participate in an activities together.

- Take in some inspirational walks together: Richmond Park, Greenwich
- Dance classes for mature couples: rediscover youth and meet others too
- Walking together - a great way to spend some quality time
- Mixed badminton / cycling together – but not cooped up



## MESSAGES –ENJOY TIME TOGETHER

Very similar reasons drive 'time together' – though less compellingly

Again, plays to the important **SOCIAL** dimension – though lacks impact or new news as rather self evident

✓ Reflects common need of couples to reacquaint and adapt to new domestic conditions

✓ Credible sense that activity can promote quiet bonding 'enjoying each other's company'

...BUT tends to feel self evident and trite: 'if you don't get on, the horse has bolted by now'

### ACTIVITIES WHICH CAN FIT WELL

WALKING / ACTIVE TRAVEL  
MIXED DANCING e.g. LINE DANCING  
MIXED RACKET SPORTS

### POTENTIAL COPY THOUGHT STARTERS

It's Fun  
Rediscover Old Times  
Retired but Not Retiring

Clear potential – though sociable needs to avoid being overplayed at the risk of being overbearing or 'needy'



## MESSAGES – LEARNINGS

### 'Have Some Time Out from One Another'

#### HAVE SOME TIME OUT FROM ONE ANOTHER

With retirement, suddenly you're seeing so much more of your nearest and dearest than you have done in years did. Why not find a rewarding activity to get your own 'space' once in a while? You'll feel better for it and banish that feeling of 'living on top of each other'.



## MESSAGES –TIME OUT FROM ONE ANOTHER

Thought provoking– but mutual escape is not a 'big tent' message

Mutual desire for **DIVERSION / RELEASE** rings true...albeit elliptically

✓ Retirement 'cabin fever' is instantly recognisable

✓ A rationale already behind solo swimming / shopping / 'allotment time'

✗ Some risks though if not lightly handled with playing to 'her indoors' / 'him indoors' stereotypes!

### ACTIVITIES WHICH CAN FIT WELL

- FISHING; GOLF
- AQUA AEROBICS SWIMMING
- YOGA

### POTENTIAL COPY THOUGHT STARTERS

Get Some Time to Yourself

Definite role to play around at a tactical level for solo activities...but any overt messaging needs to be carried off diplomatically



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**Age 56-65  
single /  
married  
Low-skilled  
worker**

Terry



## TERRY – LOCAL OLD BOYS

Terry is stuck in a health rut and will find it hard to break out



Age 56-65  
single /  
married  
Low-skilled  
worker

## WHO IS HE?

Terry is 59 and lives on his own in a council flat. Having worked on and off as a builder, he has struggled in recent years to get work. He has a small income

He spends his mornings watching TV, plays darts at the pub, angling or on the allotment

Fitness feels to be a thing of the past. Terry is at the pub most nights. Healthy eating and activity isn't high on his list of concerns – it's expensive and can feel like all too much effort

What kind of activities tend to play best here?

WALKING

FISHING  
MIXED DANCING  
GOLF

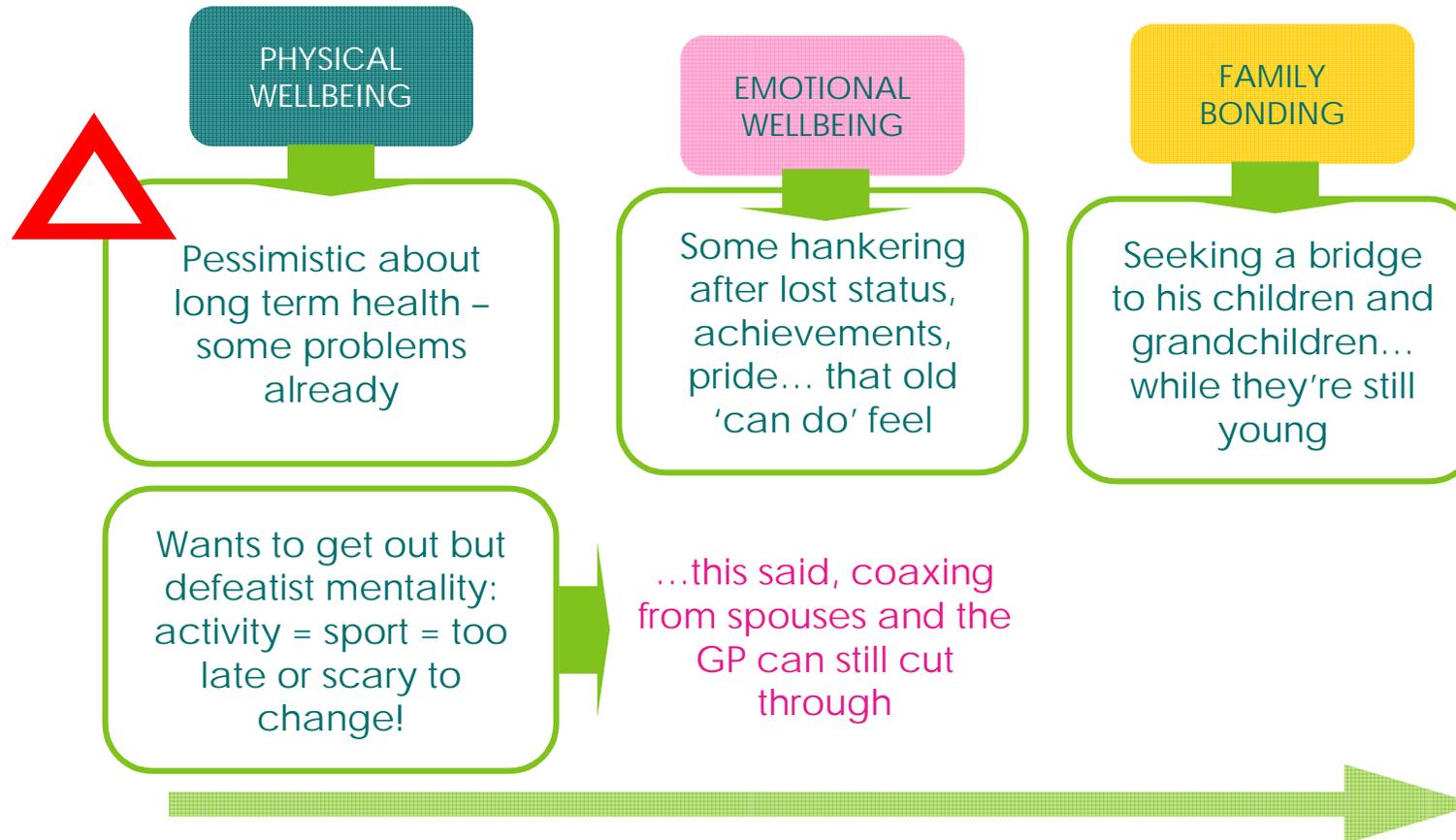
DARTS  
SNOOKER / POOL

One of the hardest to activate: there's a sense of great lethargy and a pessimism about long term health, fostering a 'why bother' mood



## TERRY – LOCAL OLD BOYS

The 'staying alive' end of PHYSICAL WELLBEING dominates



As with other older targets, messages can discreetly harness anxieties about health / survival...as well as those 'softer' needs

## TERRY – LOCAL OLD BOYS

Meanwhile, a challenging target - as defensive and prone to sidestepping

More than any other target, all too easily equates activity with wholesale COMMITMENT and HABIT CHANGE ...rather than DIY, fishing or gardening!



Innately contrarian and cynical: dislikes being 'told what to do' or criticised - and is wary of being patronised or 'sold a line'



"It's not as if I'm in the pub every day - that's not fair"

Communication with Terry should strive to be cynic-proof and straight talking – and steer well away from 'gym' and 'sport'

# TERRY – LOCAL OLD BOYS

Message platforms centre around survival anxieties and emotional needs

EMOTIONAL WELLBEING



I was a really good footballer until me 30's

If you don't have hobbies then you're in trouble

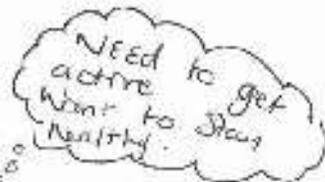


FAMILY BELONGING



I want to be around to see the grand children in the good times before they turn into teenagers

Me and my son have no common ground for conversation



When the doctor says something you listen... like with smoking

You want to do things while you still can – I had a hearty murmur

Activity can kill you!

PHYSICAL WELLBEING

## MESSAGES: STAYING ALIVE?

Most immediately therefore a tactful long term 'health' message

Anxieties about **PHYSICAL WELLBEING** – if not staying alive -  
suggest that this is fertile ground

However, cynicism and defeatism mean that communication needs to  
avoid lectures, alarm or raising the bar too high

Rather, a case of 'Every Little Helps' – talking about long term health  
while the world of the GP surgery and wise to the cynic in Terry

ACTIVITIES WHICH CAN FIT WELL  
ALL!

## COPY THOUGHT STARTERS

Start with a Walk  
Fitter a Bit at a Time  
Fell Fitter / Feel Better  
Reduce the risk

So a real role for a diplomatic, 'straight talking' veiled health message



## MESSAGES

### Still Got It

It's easy to start feeling you've lost your edge or a competitive streak in retirement. A bit of bracing activity can give you that great feeling that 'you've still got it' - the feeling of pride you get when you surprise the grandkids or your mates...or just yourself



- Walk or even cycle to your next destination: you did it on your own steam
- Teach others a sport / activity you know e.g. boxing/ fishing
- Take your grandkids on a bike ride/ swimming

## MESSAGES - STILL GOT IT

Pride and the being respected – that you can still cut it – also play well

Pride and a desire for validation are an important source of **EMOTIONAL WELLBEING** for Terry- something that wanes in retirement

✓ Echoes in a tendency to claim to be not #competitive' - while still clearly having a competitive streak

BUT

A case of quiet, private pride in achievements – NOT sprinting octogenarians!

Avoiding the language of overt competition and bravado: which Terry avoids as unfit

ACTIVITIES TO FIT (all low intensity)  
FISHING GOLF  
DARTS / SNOOKER / POOL  
MIXED DANCING

COPY THOUGHT STARTERS  
Nice To Know You Still Can

Understated appeals that 'show yourself you can' – 'with a twinkle' can inspire... provided they

## MESSAGES

### Connect with Kids and Grandkids

'Many granddads feel they are spectators when it comes to their grandchildren's (and their children's) lives – especially if gran isn't around. Activities are a great way to spend quality time together with grandkids and get to know them better'



- Walk there instead of taking the car – time to chat and banter
- Activities for father, son (and grandsons) e.g. fishing, golf, walking
- Show your grandchildren your local area/ where you grew up
- Take part with your grandkids – don't be a spectator
- Free days out with grandkids – grandparents day at the park
- Escape to the park with your grandkids

# MESSAGES - CONNECT WITH KIDS AND GRANDKIDS

Connecting with kids resonates – but has limited reach

Desire for **FAMILY BONDING** rings true – ‘granddad’ does indeed tend to be given a a back seat and do lose touch with dad

✓ Where experienced, coaching or teaching one’s own kids is noted as a genuine pleasure

✓ Grandchildren can slip away too easily... and Terry’s own kids have their own lives

...but that this is often precisely both parties like it!

They’re lovely until they become teenagers

### ACTIVITIES WHICH FIT

- FAMILY WALKING
- FAMILY FISHING
- FAMILY GOLF
- COACHING IN GENERAL

COPY THOUGHT STARTERS  
 Down to earth Ways to have Fun with the Grandkids

‘Connecting with the next generation’ hence has a tactical role to play

## MESSAGES

Just Like it Used to be

Remember how activity used to feel? Remember running errands as a child? Remember the feeling you once got from playing sport or got on your bike? There's no reason why you can't get that same pleasure – with activities that you know and feel good about and at your pace. Who needs gyms? You don't.



## MESSAGES

### Same Crowd, Different View

There's no shortage of socialising when you're retired – but isn't it funny how much of it seems to happen in the pub? Activities with your pals that take you outside the pub are a great change of scene and a real break - and the added benefit of feeling better. Same crowd – different view.



## MESSAGES

### The Boredom Buster

Retirement beats working any day – but at times you can get into a routine that quickly starts feeling like you're stuck in a rut. Taking up a physical activity again or trying out active travel can inject a buzz and energy into your routine you might not have felt for a while. It's a great boredom buster.



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Jackie



## JACKIE – MIDDLE ENGLAND MUM

Her family takes precedence resulting in her own needs being neglected



Jackie  
Age 36-45  
Married  
Part time skilled  
worker,  
Housewife  
Children

### WHO IS SHE?

Jackie, 43, is married with three school age children. She works part time at a call centre and her husband Gary is a salesman.

Life is hectic for Jackie. She doesn't get much time for herself, being busy ferrying the children to school, grocery shopping, work, after school activities and getting dinner on the table. She feels like a taxi service for the kids these days, forever taking them to one activity or another, both in the week and at weekends – and rarely does Gary seem to share the work

### What kind of activities tend to play best here?

ACTIVE TRAVEL + KIDS  
SWIMMING + KIDS  
WALKING + KIDS

DANCE  
AEROBICS/ CLASSES

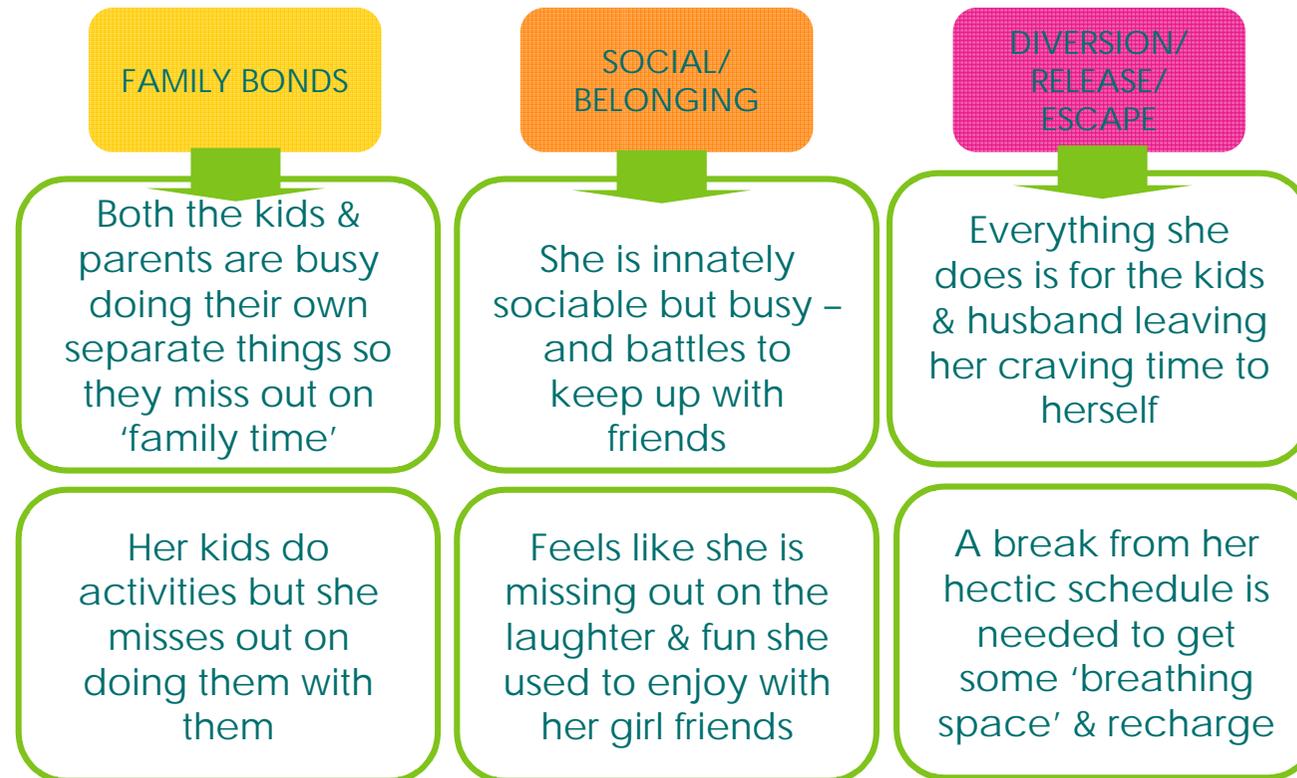
YOGA/ PILATES

Jackie feels like a natural activity candidate – she just needs help to juggle it around her busy schedule



## JACKIE – MIDDLE ENGLAND MUM

Key platforms for messages here centre around family and time to herself



Activity is an opportunity to connect with yourself again

# JACKIE – MIDDLE ENGLAND MUM

Whilst family are important, time to herself is a key trigger

FAMILY BONDS

Everyone is busy doing their own things - we rarely do things as a family



I don't have time to see my friends much these days now I have the kids to think about

SOCIAL/  
BELONGING



I'd love to be able to relax and have time to myself

I love my kids but sometimes I just need time to myself - some adult time

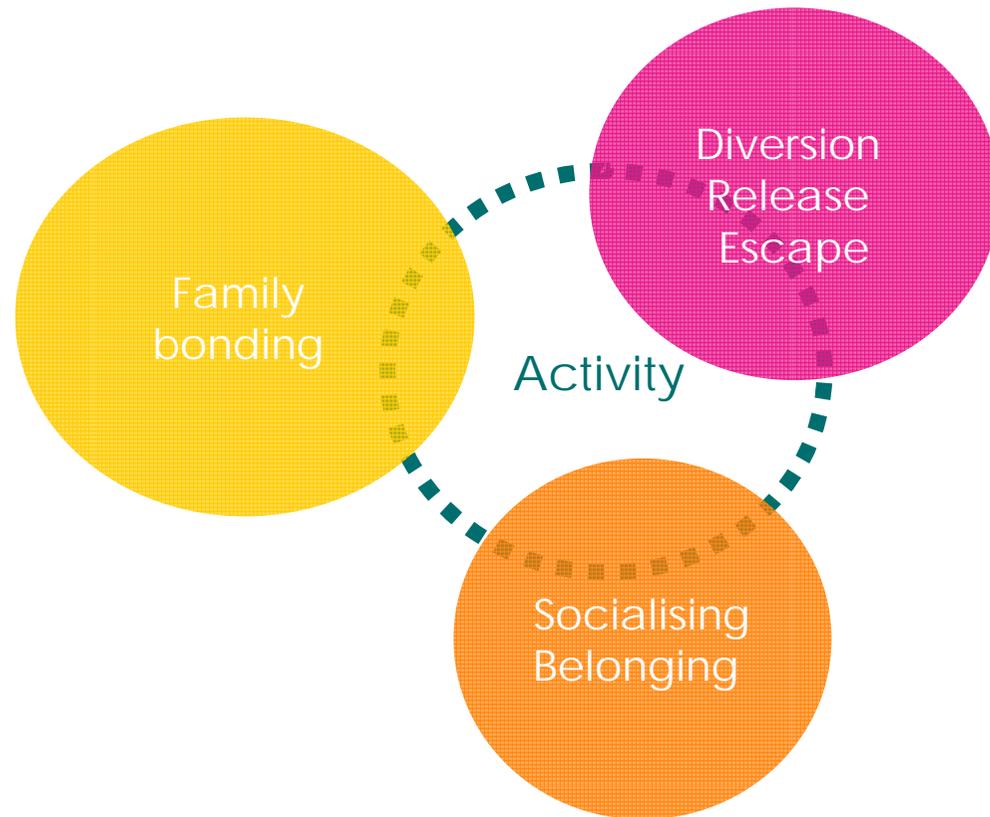
DIVERSION/  
RELEASE/  
ESCAPE



## JACKIE – MIDDLE ENGLAND MUM

### Key message platforms for Jackie summarised

Activity can appeal to Jackie by tapping into her three key needs: it facilitates FAMILY BONDING, is a way of SOCIALISING with friends and a means to ESCAPE for some adult time



Activity need to support bonding with friends/ family

## MESSAGES – WINNERS

### Catch up with friends

#### CATCH UP WITH FRIENDS

'With busy working and parenting lives, we often don't see our friends as much as we'd like. Activities or active travel are a great way to seize some quality time with them beyond the usual entertaining and going out. You'll catch up and feel better for it'



## MESSAGES – CATCH UP WITH FRIENDS

The idea of doing activity to escape with friends is very appealing

Plays well to her need for **DIVERSION/ RELEASE/ ESCAPE** as well as tapping into her desire for **SOCIAL/ BELONGING** with her friends

✓ Empathises with the demands she is under (work, kids, husband...)

✓ Suggests a solution to her current frustration of not spending quality time with friends = highly appealing

✓ Provides an opportunity for her to have time out from her family & space to recharge

### ACTIVITIES WHICH FIT WELL

- JOGGING/ WALKING WITH FRIENDS
- EXERCISE CLASSES WITH FRIENDS – AEROBICS/ DANCE/ PILATES/ YOGA

### COPY THOUGHT STARTERS

Walking with friends is a great way to catch up  
 Classes: time to yourself – even better with friends  
 Catching up with friends face to face is great for laughs & a friendly moan

Research shows that we are more likely to do regular activities that keep us fit if we do them with friends

X – the club for friends

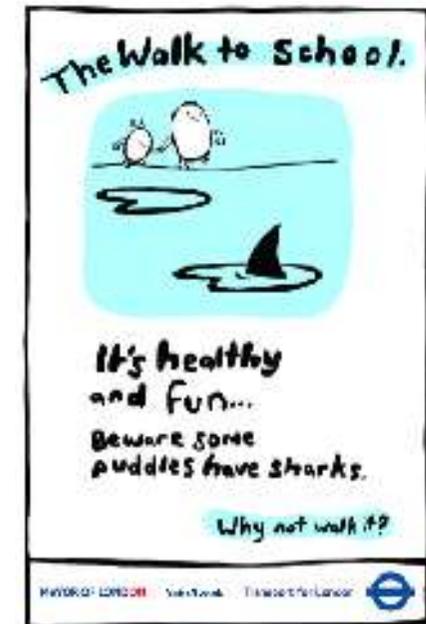
An engaging message which plays to Jackie's core insights

## MESSAGES – WINNERS

### Quality time with the kids

#### QUALITY TIME WITH THE KIDS

'Activities or active travel are a great way to grab some quality time with the kids. We see them every day – but how often do we get the chance to catch up and really talk to our bundles of joy (it's hard enough getting them to sit around one table)'



MESSAGES – QUALITY TIME WITH THE KIDS

Activity as 'we time' is food for thought – but has quite narrow application

Playing to desire to bond with children **FAMILY BONDING...** and a good example of something that often already happens (though not considered activity!)

✓Echoes frustrations that daily routines and kids' leisure habits can make communication a rarity

✓Car travel is notoriously distracted and radio-filled...ruling out conversation – contrasting with the chat on walks

✗ Increasingly hard to bond with the children as they grow older & more independent "my teenage son doesn't want to be seen walking with me!"

**ACTIVITIES WHICH CORRESPOND**

Above all, activities which favour conversation

- ACTIVE TRAVEL: WALKING
- WALKING + KIDS
- FAMILY (PARK) EVENTS/ ACTIVITIES e.g. skating

**COPY THOUGHT STARTERS**

It's easy to find the perfect family activity (perfect family not guaranteed)

Family activities in London to make the most of your time together

Sense that easy to execute - most immediately as for active travel



## MESSAGES – WINNERS

### Me time for busy Mums

#### ME-TIME FOR BUSY MUMS

'As a hard working mum, no one deserves 'me time' and a chance to 'get away from it all' more than you. Activity or active travel is a great way to get some rare quiet time for yourself - a chance to change gear and recharge batteries'



## LEARNINGS – ME TIME FOR BUSY MUMS

An 'ideal' but lacks credibility amid so many better offers!

Little doubting the positive impact and **DIVERSION / RELEASE/ ESCAPE**, but the idea of 'time out' lacks credibility for a time stretched target

✓ Has a sense of empathy:  
Plays to the need of time out  
from hectic family life

✗ Scepticism  
surrounds the  
reality of making  
this happen with  
so many other  
priorities

✗ 'Me time'  
belongs to 'down  
time' or  
pampering -  
rather than  
healthy activity

✗ Somewhat  
unbelievable -  
active travel can  
have the opposite  
affect e.g. if  
carrying shopping

### ACTIVITIES WHICH CAN CORRESPOND

YOGA/ PILATES  
AFTERNOON SWIMMING  
DANCE

### COPY THOUGHT STARTERS

You're everything to everybody; we can  
help you find time for you

'Me time' or time to find myself is a secondary support to and a nice to have – rather than a workable motivating message



## MESSAGES – LEARNINGS

### The natural energy booster

#### THE NATURAL ENERGY BOOSTER

'With a daily routine like yours, it's no surprise that there often comes a time during the day when you're lacking energy and you're ready to collapse by evening. Activity is – funnily enough - a great way to boost energy and refresh yourself through the week – and a great way to a night's sleep'



## MESSAGES – THE NATURAL ENERGY BOOSTER

An energy boost is a 'nice to have' but not a trigger

Fails to play to any key triggers to get Jackie to do more activity so lacks appeal

✓ A relevant message – it appreciates that she is busy and worn out

✓ Resonates with Jackie - she could do with some energy to help her manage the demands put on her

✗ Somewhat considered an oxymoron: having to exert energy to get energy?!

### ACTIVITIES WHICH FIT WELL

- WALKING
- SWIMMING

### COPY THOUGHT STARTERS

Give yourself a lift with a walk

Energy boost for Mums

Getting an energy boost is a side benefit of any activity: secondary support vs trigger

## MESSAGES – LEARNINGS

### Fit in some active fun

#### FIT IN SOME ACTIVE FUN

'You've got a busier schedule than most and there's hardly room to add to it. So why not work some activities into the normal daily routine? You're already a champion – and activity or active travel make you feel even better. If anyone can do it, you can!'



## MESSAGES – FIT IN SOME ACTIVE FUN

Activities that fit around Mum are a great idea

This overcomes practical barriers to activity however it fails to tap into any emotional territory to hook Jackie so appeal is limited

✓ Family life can be unpredictable so Jackie can't set special time aside for activity therefore working in activities to your routine is more likely

✗ Holds little appeal – “why would I want to make my already hectic life more busy?!”

### ACTIVITIES WHICH FIT WELL

- ACTIVE TRAVEL – walk/ cycle
- DROP IN CLASSES
- SHORT SESSIONS e.g. 20 minute workouts
- MUM & KID ACITVITIES

### COPY THOUGHT STARTERS

We're backing busy Mums – activity sessions for Mums whilst kids are busy too  
 We've got dance classes day or evening; fun workouts that work round you  
 20 minute convenient day/ evening.  
 Weekend fitness classes for busy mums

While the supports are attractive, emotional triggers are lacking

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Norma



## NORMA – LATER LIFE LADY

Norma is able to now enjoy her retirement & activity could feature



Norma  
Age 56-65  
Single/  
married  
Low skilled  
worker  
Retired

### WHO IS SHE?

Norma is 60 and has now retired. Having spent the last few years as a part time domestic, she has little income now and a basic private pension to subsidise her state allowance. She lives in a small bungalow, although thankfully the small mortgage has been paid off.

Norma likes to get out for a bit in the day. She goes to an aqua aerobics class at the leisure centre, which is heavily subsidised for her as a pensioner.

She also walks to buy a lottery ticket, go to the library or to afternoon bingo. She has to take her time though, as she's not as well these days, having seen the late onset of diabetes in the last few years. When she gets home, Norma likes to sit and watch TV, knit or do some embroidery. At weekends her family usually visit her

What kind of activities tend to play best here?

WALKING  
GARDENING  
AQUA AEROBICS  
DANCE CLASSES  
KEEP FIT CLASSES  
SWIMMING

Norma has time to embark in activity but it needs to offer her some benefit over other leisure/ social pursuits



## NORMA – LATER LIFE LADY

### Key platforms for messages for Norma focus around health promotion and enhancing relationships



## NORMA – LATER LIFE LADY

Norma has health concerns which tend to give her licence to 'sidestep'

Norma has reached an age where her body isn't what it used to be and her physical health is a top of mind concern

Health  
barriers

Norma has health problems that prevent her from doing certain types of activity e.g. arthritis, back aches

"I never used to get out of breath when I was working but now I get puffed walking up the stairs!"



Preconception  
barriers

Norma is scared of doing damage to her health through activity & worried that there are no activities she will be able to do

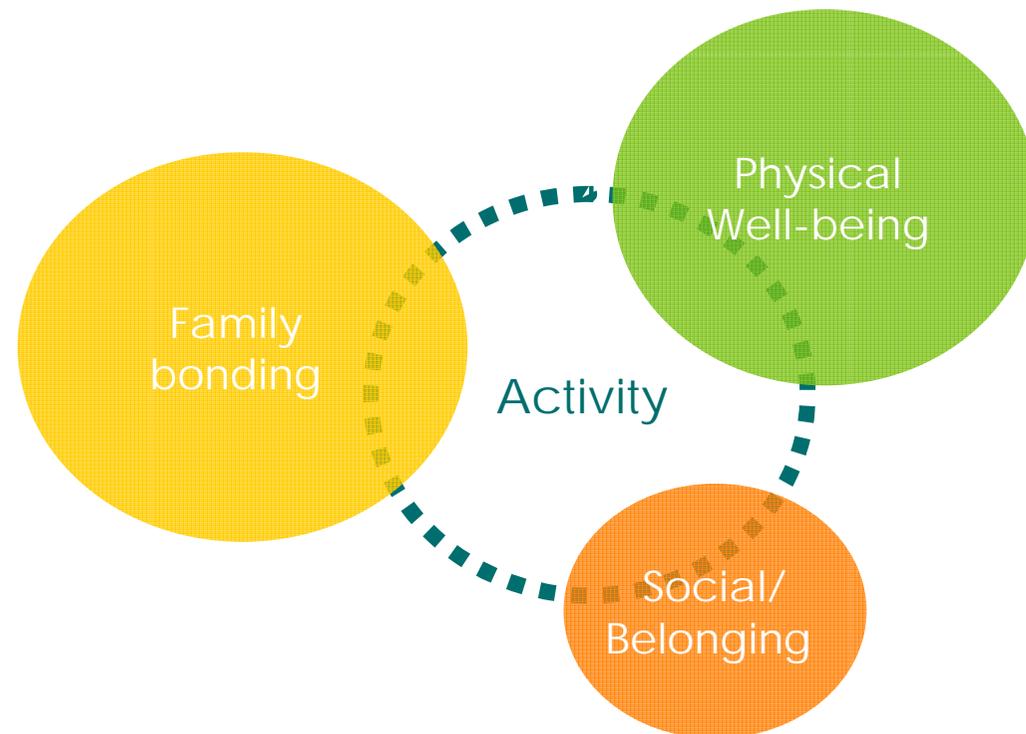
"My back can't take certain exercise – it might damage it further"

Communication must take into account her health issues and reassure that she CAN do activity and that it is GOOD for her

## NORMA – LATER LIFE LADY

### Key message platforms for Norma summarised

Activity interests Norma if it will help with her long term health and physical appearance i.e. PHYSICAL WELL BEING, and if enables her to BOND WITH FAMILY i.e. grandkids or if it enhances her social life



Focus around physical well-being and grandchildren is a winner

# NORMA – LATER LIFE LADY

Being healthy and having fun with grandchildren are prime motivations

FAMILY BONDS

I would do anything for my grand children - I love them!



My Grandchildren

I have a large circle of friends that I have fun with

SOCIAL/  
BELONGING



I want to be healthy so I can do all the things I want to

PHYSICAL  
WELLBEING

I wouldn't mind losing a bit of weight – especially my bingo wings!

Be healthy!



## MESSAGES – WINNERS

### Make grandchildren even more fun

#### MAKE GRANDCHILDREN EVEN MORE FUN

'Spending time with the grandchildren is important to you. Why not show them a thing or two and take part in an activity with them. You may just impress them and you'll all have fun too'



## MESSAGES – MAKE GRANDCHILDREN EVEN MORE FUN

Grandchildren are a powerful hook for Norma

A message that plays on the most emotional trigger to Norma – **FAMILY BONDING** with her grandchildren being the main focus

✓Shows a good understanding of Norma's current priorities in life (spend time with grandkids)

✓Promotes bonding with grandchildren and being able to 'impress' them is endearing

✓Focuses on having FUN with activity which is important to Norma at this stage in her life

### ACTIVITIES WHICH CORRESPOND

- PARK ACTIVITIES for grandparents & grandkids
- WALKING ADVENTURES with grandchildren
- GRANDPARENT/ KID JOINT ACTIVITIES

### COPY THOUGHT STARTERS

Finding down to earth ways of having fun with the grandkids is easy. Start with a walk  
You're a walker – help your grandkids get the walking habit

Activity that encourages bonding with grandchildren is motivating

## MESSAGES – WINNERS

### Support to help you get active

#### SUPPORT TO HELP YOU GET ACTIVE

'Getting fit and doing physical activity can be daunting. As when you get older your joints and physique aren't what they used to be. Don't worry – there are plenty of activities designed for people like you and experts to advise you. With guidance, you get enjoy all the benefits of activities that are just right for you'



MESSAGES – SUPPORT TO HELP YOU GET ACTIVE

Improving health and physical well-being through activity works well

A relevant message that plays to **PHYSICAL WELL-BEING** – a key driver to activity for Norma

✓ Sympathetic to emotional concerns of doing exercise – daunting, scary etc

✓ Overcomes concerns around activity of danger to health by offering guidance & support

✗ Care needs to be taken not to imply OAP/ handle with care – they are old!

ACTIVITIES WHICH CORRESPOND

- EXERCISE CLASSES FOR 'NORMA' TYPES LADIES e.g. aqua aerobics, keep fit classes
- ACCOMPANIED/ SUPERVISED WALKING CLUBS

COPY THOUGHT STARTERS

Improve mobility, reduce injury risk, keep fit & active

If you're keen we're here to help you  
Aqua aerobics classes are good for you – GPS recommend it

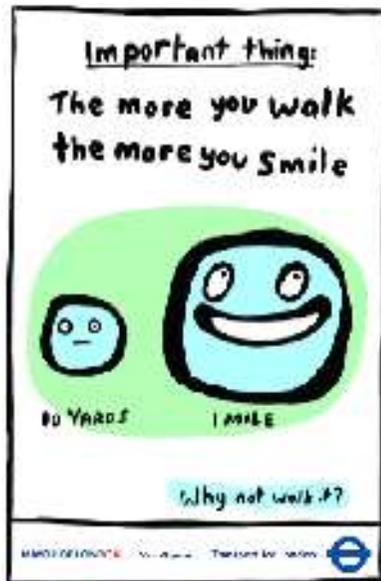
So messaging around activity as a means to **PHYSICAL HEALTH** – with support and reassurance - resonates

## MESSAGES – LEARNINGS

### Get natural energy and feel better

#### GET NATURAL ENERGY AND FEEL BETTER

'We all need an extra energy boost sometimes, even when we are not busy. That's why doing a from of activity is the perfect way to recharge. It can make you sleep better, keep you in shape and it will help you live that longer, healthy life you want'



## MESSAGES – GET NATURAL ENERGY AND FEEL BETTER

Feeling healthy and having energy to enjoy life is desirable to Norma

Relevant **PHYSICAL WELL-BEING** support, but lacks impact. Indeed the idea that activity begets energy can feel counterintuitive!

✓ Relevant: she often feels tired and could do with more energy to help her do things such as play with grandkids, chores

✓ Offers a cure to bad night's sleep - a common problem among Norma and peers

✗ Fails to play strongly on **PHYSICAL WELL-BEING** and emotional needs

### ACTIVITIES WHICH CORRESPOND

- WALKING
- GARDENING
- YOGA
- SWIMMING

### COPY THOUGHT STARTERS

The easiest ways to feel great are often the simplest. It can start with a walk  
 A potter round the garden is good for you  
 Recharge by doing activity such as walking – it will give you energy for when the grandchildren visit

Getting an energy boost from activity is appealing but is not a strong enough trigger by itself. Again, more of a 'nice to have' support

## MESSAGES – LEARNINGS

### Make socialising even more rewarding

#### MAKE SOCIALISING EVEN MORE REWARDING

'Retirement gives you the time to spend doing the things you enjoy in life – friends and family. So why not show your friends a good time and involve them in an activity? You can still have your usual fun and laughter - but afterwards you'll feel even better'



## MESSAGES – MAKE SOCIALISING EVEN MORE REWARDING

Enhancing socialising through activity is appealing

Plays well to the importance of Norma’s social life and desire to have a good time with friends – **SOCIAL/ BELONGING**

✓ Conveniently feeds activity into Norma’s main preoccupation of spending time with her friends

✓ Appropriately positions activity around bonding with friends & having a good time together

✗ Norma already has a strong social circle so meeting new friends is not a driver – it must offer something unique in addition in order to appeal

### ACTIVITIES WHICH CORRESPOND

- DANCE SESSIONS
- WALKING CLUBS
- SOCIAL FITNESS CLASSES e.g. aerobics

### COPY THOUGHT STARTERS

Your more likely to do regular activities that keep us fit if we do them with friends  
 X – the club for friends  
 Fun dance classes for you & your friends

Activity with friends is interesting but does not offer strong benefits over her current social pursuits

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Brenda



## BRENDA – OLDER WORKING WOMAN

A busy lifestyle & low wage means activity takes a back seat



Brenda  
Age 46-55  
Single/Married  
May have children  
Low skilled worker

### WHO IS SHE?

Brenda is 51 and works in a local food factory on the production line. Her two children have left home now, so it's just Brenda and her husband in the terraced house.

Brenda gets up early and walks to the early shift at the factory. After a long day on her feet and a walk back home again, she's too tired to do much with her evenings. A good dose of TV soaps provide some welcome relaxation, or she might go to the bingo hall instead. Dinner is inevitably oven food – she's too tired to go to any effort.

On Saturdays Brenda looks after her grandchildren while her daughter works; often taking them swimming. If she doesn't have them she'll go to an exercise class instead, but with them in tow and the adventure play area being pricey, that doesn't happen often.

What kind of activities tend to play best here?

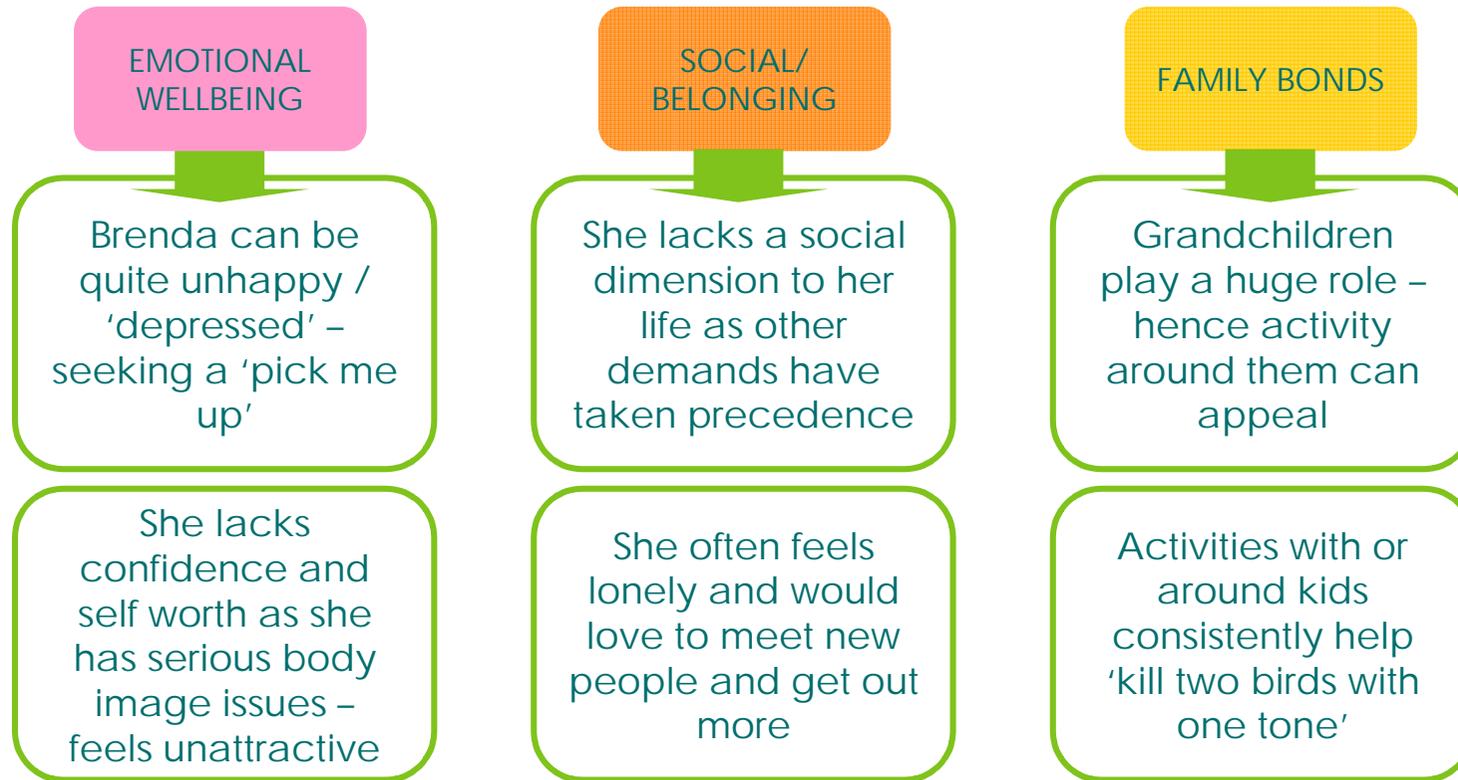
SWIMMING  
WALKING  
CYCLING  
GARDENING

Activity can give a lease of life and be the natural 'upper'



## BRENDA – OLDER WORKING WOMAN

Key platforms for Brenda focus around her emotional well-being & connecting with friends/ family



Activity can help me improve my self confidence and help me find some new friends

## BRENDA – OLDER WORKING WOMAN

Brenda has confidence issues which is stopping her trying activity

A hard working life and busy family demands have left Brenda feeling somewhat lonely, worthless and unattractive

Preconception  
barriers

She hasn't paid much attention to her image/ appearance for years & feels unattractive

She hasn't socialised with other ladies since the kids were young & worries about fitting in

She lacks confidence to try new things since she has been doing the same regime for years

"I can imagine turning up & seeing them all in leotards – all really fit – they'd just laugh at me!"

"Will I be able to have a laugh with people like me i.e. not skinny athletes?"

Communication must be gentle and encouraging

## BRENDA – OLDER WORKING WOMAN

In addition time and cost are significant barriers to activity

Work responsibilities and family/ household demands mean that commitment is especially problematic



Time barriers

A solid, regimented diary means activity must be pencilled in in advance

...so activity must be scheduled and offered at times to fit around her working hours

£

Financial barriers

Paula's financial antennae are very often on guard

Money is very tight: bills and making ends meet is a persistent worry

...so free or affordable activity that doesn't shout 'cost' plays well!

As such, Brenda has a multitude of barriers to activity, so messages must work hard and avoid letting her 'sidestep'

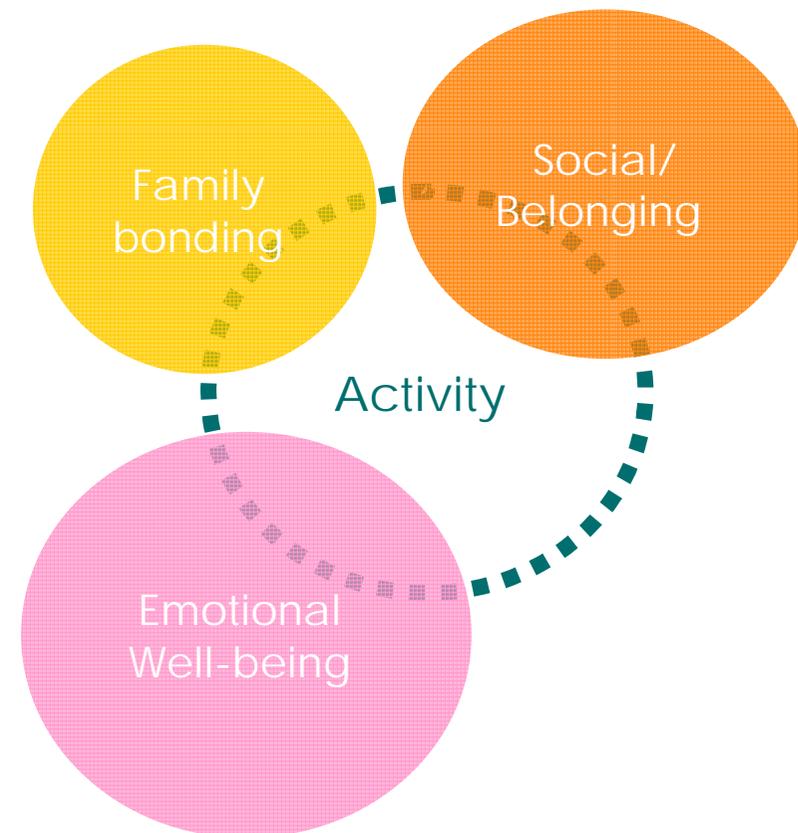


## BRENDA – OLDER WORKING WOMAN

### Key message platforms for Brenda summarised

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Activity interests  
Brenda by enhancing  
her time BONDING  
with family, offering  
her an opportunity to  
SOCIALISE and a way  
of servicing her  
EMOTIONAL WELL-  
BEING



Brenda is drawn to activity that will improve her emotional well-being  
and improve her social life

# BRENDA – OLDER WORKING WOMAN

## A chance to put herself first and have a good time

FAMILY BONDS

I would do anything for my grandchildren – I love spending time with them

I once did line dancing with some ladies- we all laughed like a drain!

SOCIAL/  
BELONGING



I need to lose weight – I feel so unattractive

I have neglected myself over the years – I don't feel confident anymore



EMOTIONAL  
WELLBEING

## MESSAGES – WINNERS

Come and join us

### COME AND JOIN US

'Living the same routine year after year can sometimes make you feel like you are stuck in a rut. Joining a group activity with other ladies like you could give you a breath of fresh air, make you laugh and give you a good time. Activity is a great way to make new friends and feel better'



## MESSAGES – COME AND JOIN US

Making friends and having fun greatly appeals

Plays well to her desire and need for **SOCIAL/ BELONGING** – offers new friendships in an appropriate manner

✓Emphasises well with Brenda's monotonous, lonely routine and hooks her attention – 'stuck in a rut, need a breath of fresh air...'

✓'Group activity' overcomes barriers of concern of solitude and 'ladies like you' reassures that she will fit in & won't be snubbed

✓Playing on 'fun' and 'having a good time' works well with Brenda as her life is dull and she needs to brighten it up!

### ACTIVITIES WHICH CORRESPOND

- DANCE/ AEROBICS CLASSES
- WOMEN ONLY CLASSES
- WALKING CLUB

### COPY THOUGHT STARTERS

Why women trust us to help keep them fit?

Meet people like you – lots in common, and not an athlete among us!

A winning proposition which reassures activity is welcoming and friendly



## MESSAGES – WINNERS

### Relax with some me time

#### RELAX WITH SOME ME TIME

'Hard workers like you should be rewarded. After a long day at work what better than to take some much deserved time out and participate in some restful activity. It'll soothe your mind and relax your body'



## MESSAGES – RELAX WITH SOME ME TIME

Activity that relaxes and rejuvenates Brenda is enticing

Appealing to underplayed desire to **EMOTIONAL WELL BEING** – increasing her sense of worth and feeling happier as a result

✓ Relevant message which is sympathetic and acknowledges the hard work Brenda does

✓ Appealing idea – to be rewarded by restful activity to soothe and relax her mind & body – she needs it!

✗ Is it credible? Can activity be restful? – rings alarm bells around crowded swimming pools etc  
 ✗ Apart from a spa can I afford this type of activity?

### ACTIVITIES WHICH CORRESPOND

- YOGA
- SWIMMING
- MEDITATION CLASS
- OUTDOOR/ SCENIC WALKING

### COPY THOUGHT STARTERS

Swimming - the everyday exercise that's relaxing too

If work's been hellish, yoga is heavenly  
 You deserve some 'me time' – our great value classes can cost less than a magazine & make you feel great

Relaxing activity is appealing but it must seem affordable - and be credible



## MESSAGES – LEARNINGS

### Connect with grandkids/ be an even better gran

#### CONNECT WITH GRANDKIDS/ BE AN EVEN BETTER GRAN

'Looking after the grandkids can be a task - and some grandparents feel like spectators. Why not show the grandkids a good time by taking part in an activity with them? You'll get quality time together and you'll feel even more involved'



## MESSAGES – MAKE GRANDCHILDREN EVEN MORE FUN

Grandchildren are a hook for Brenda – but often already a ‘done deal’

**FAMILY BONDING** is important to Brenda especially when it comes down to her grandkids so any message that mentions is relevant and motivating

✓ Appropriate hook: Brenda cares enormously for her grandkids

✗ Doesn't consider her demanding diary - she has a lot on her plate and lacks time and energy

✗ Old news – she already devotes as much time to her grandkids as she can & already does activities with them when she can (park, garden, walks)

### ACTIVITIES WHICH CORRESPOND

- PARK ACTIVITIES for grandparents & grandkids
- WALKING ADVENTURES with grandchildren
- GRANDPARENT/ KID JOINT ACTIVITIES

### COPY THOUGHT STARTERS

Finding down to earth ways of having fun with the grandkids is easy. Start with a walk

You're a walker – help your grandkids get the walking habit

Activity that encourages bonding with grandchildren is important but not the strong driver for Brenda



## MESSAGES – LEARNINGS

### Get an energy boost/ a natural lift

#### GET AN ENERGY BOOST / A NATURAL LIFT

'The daily grind can leave us feeling drained and lethargic. Believe it or not, activity can give you a great natural energy boost that will re-energise you and lift your spirits. You'll feel better – with a natural lift'



MESSAGES – GET AN ENERGY BOOST/ NATURAL LIFT

Attractive in theory, but struggles to avoid feeling counterintuitive

A relevant message which plays on **EMOTIONAL WELL BEING** but is not naturally associated with activity so is not an effective proposition

✓ Has relevance to Brenda – she often feels tired & drained as her work & responsibilities take their toll on her

✓ Getting an emotional boost/ lift is desirable as she is feeling somewhat low and depressed

✗ Is it effective? Brenda is pessimistic that activity can give her energy – she thinks it will do the opposite!

ACTIVITIES WHICH CORRESPOND

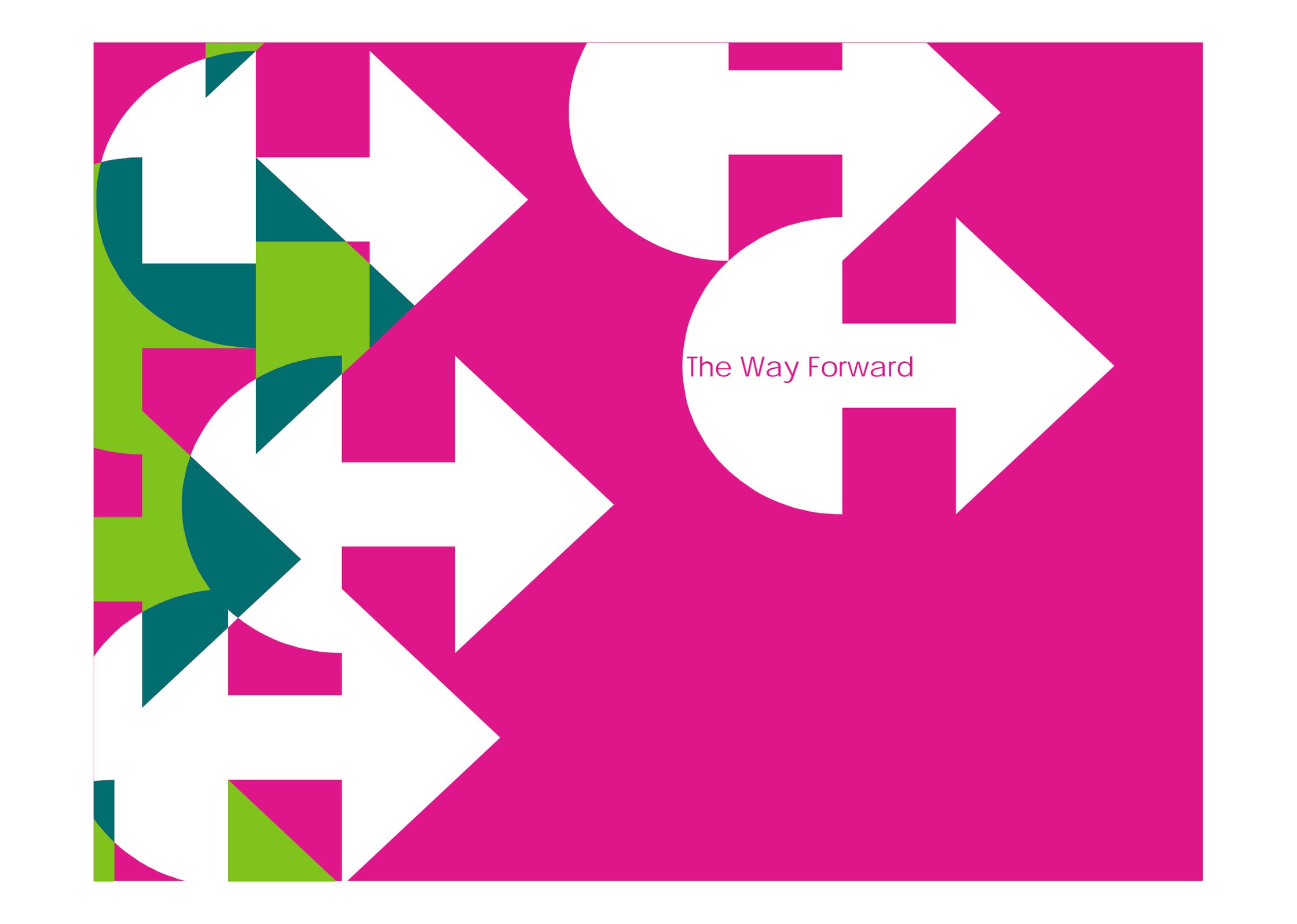
- WALKING
- GARDENING
- YOGA
- SWIMMING

COPY THOUGHT STARTERS

A potter round the garden is ACTUALLY good for you

Activity such as walking – it will give you energy for when the grandchildren visit

Activity can not credibly be positioned as providing an energy boost for Brenda

The image features a vibrant, abstract background composed of various geometric shapes and colors. A large, solid pink area occupies the right half of the frame. On the left, there are overlapping shapes in teal, lime green, and white. Several white arrows of varying sizes point towards the right, some overlapping the pink background. The text 'The Way Forward' is centered within one of the larger white arrows.

The Way Forward

Need to challenge activity baggage and explore upbeat empowering tone

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The case for wrapping activity in emotional messages is clear – though there is a role and interest in more explicitness about health among older targets: including ROGER & JOY, TERRY and BRENDA

Communication needs to be careful to challenge 'default' assumptions that activity is COSTLY, SPORTY and COMMITMENT HEAVY and strive to play back everyday life activities

Communication should empower. TOV and messaging needs to avoid any sense of preaching, lecturing...  
...or 'teaching grandmother to suck eggs'

A hierarchy of messages to activate activity to take forward



## THE CONTEXT

In practice there are several triggers to activity resonating with consumers

Broad triggers span the physical to the emotional

### PHYSICAL WELLBEING

Feeling healthy and invigorated; sleeping well; staying mobile or just staying trim

### DIVERSION / RELEASE / ESCAPE

The pleasure from of getting away from it all or 'zoning out'

### SOCIAL/BELONGING

The feeling of being part of a unit: getting togetherness, banter, friendships

### FAMILY BONDS

Enhancing connections with partners, children, grandchildren

### EMOTIONAL WELLBEING

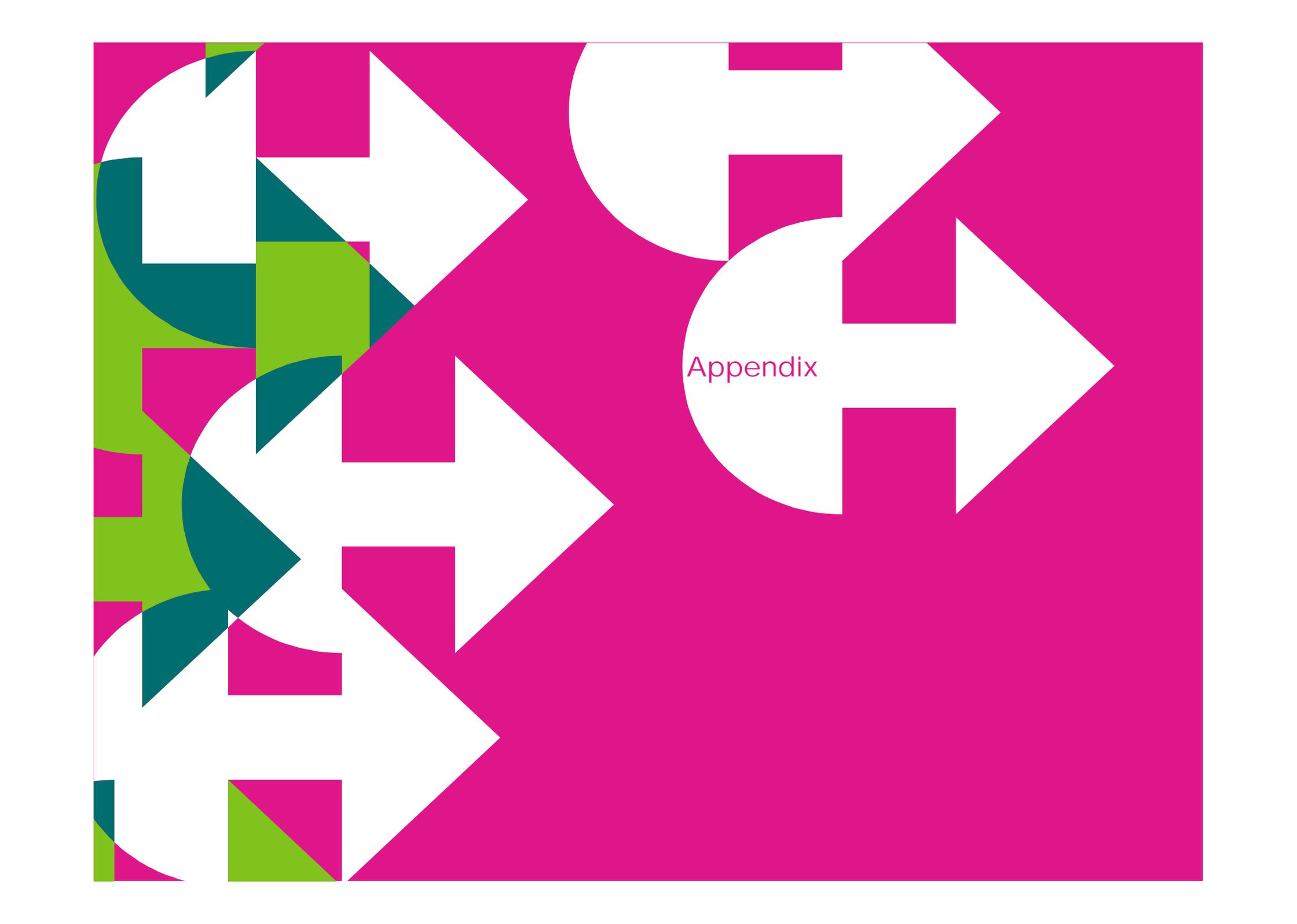
Feeling confident, accomplished or valued

How any of these come into play varies by segment. Where they do, they inform our messages and are a further source for ideating around copy and activities



A hierarchy of messages to activate activity to take forward



The image features a vibrant, abstract background composed of various geometric shapes and colors. A large, solid pink area occupies the right half of the frame. On the left, there are overlapping shapes in teal, lime green, and white. Several white arrows of varying sizes point towards the right, some overlapping the pink background. The word "Appendix" is written in a pink, sans-serif font, centered within one of the white arrows.

Appendix

## THE CONTEXT

Triggers then 'flex' according to their impact as cues to doing more activity

Triggers - and their degree of importance - vary by segment

