



Marketing Communication for Physical Activity

Debrief for the Department of Health

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Managed by



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Presentation outline

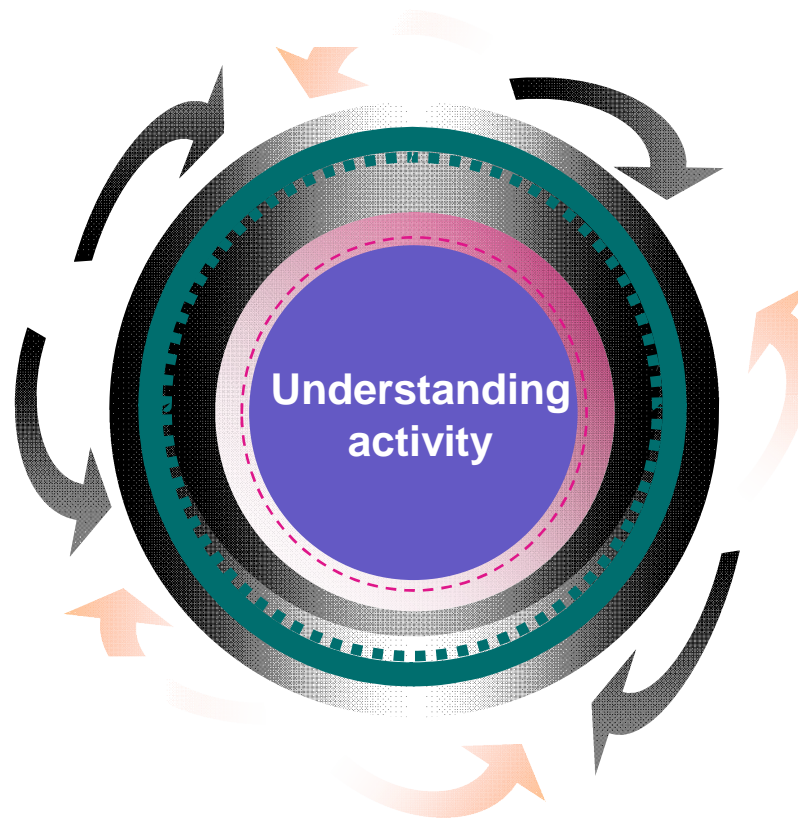
- Objectives, methodology, sample
- Communicating for activity: a reminder of the challenges
- The segments in detail
- One page summary of messages

Methodology

We used a creative, unlocking methodology

Consumer 'scrapbooks'

Diarise and paint a picture of the role of physical activity in your life



Group discussion

Exploring triggers and barriers to activity per se and through developed message concepts

Ideation Session

Developing targeted messages from consumer pre-work

Challenges – a recap

We see five broad benefits to activity: these are the buttons

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

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

SOCIALISING BELONGING
The feeling of being part of a unit: getting together, banter, friendships

FAMILY BONDS
Enhancing connections with partners, children, grandchildren

EMOTIONAL WELLBEING
Feeling confident, accomplished or valued; performing well

Don't make it look expensive – they'll often opt out!

There's a strong tendency to assume that activity always costs money or means 'the gym'



Hence it's worth cueing free or affordability where possible... especially with lower income segments



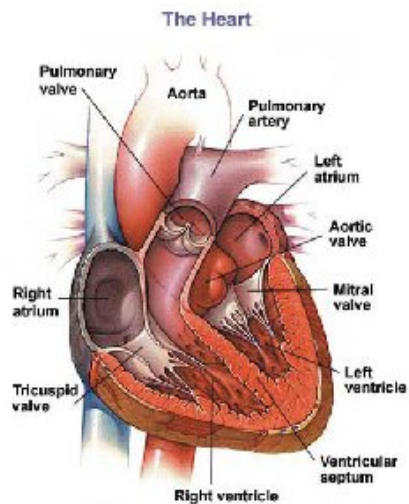
COMMUNICATION CHALLENGE:

Don't make activity look expensive or something that only belongs to the high end gym. All the while, ensure it still feels *aspirational*

Health messaging needs lateral, emotional wrapping

Pure health messages tend to disconnect with consumers

Appealing to emotion resonates more



COMMUNICATION CHALLENGE:

Speak about health in emotional terms. Raw health messages tend to feel like wallpaper or lecturing and elicit the response *'Tell me something I don't know'*

Flexibility is the order of the day – not commitment

Avoid suggesting that activity a substantial commitment

Cue flexibility, trial and 'dipping in and out'



COMMUNICATION CHALLENGE:
Make it feel attainable and manageable, avoiding the sense that activity asks for a substantial commitment or a substantial change of current behaviour from the offset

Avoid the 'body beautiful' and 'gym bunny' standards

Less



More



COMMUNICATION CHALLENGE:

Look for imagery that speaks to the 'normal person' – while keeping an eye on aspiration (*too 'real life' can disconnect with its target too!*)

Encouragement is more effective than cajoling

Less



More



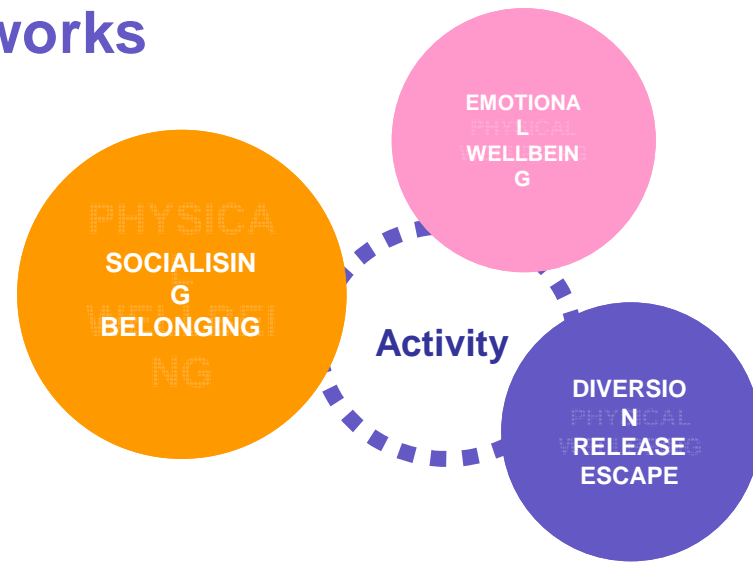
COMMUNICATION CHALLENGE:

Try to avoid cajoling any target. The common reaction to the question 'think you can do it?' tends to be 'No, I don't'

A quick example of how our model works

Triggers

This is somebody for whom socialising is the main trigger for doing activity. They also gain a sense of escaping from it all. They also gain emotional well being – perhaps feeling more ‘at one’ with things or self confident...



Message

The messages that resonate for this person variously push these ‘buttons’ or needs.

With any new communication, it’s beneficial to make sure that your message addresses one or more of these key needs to be able to resonate with its target.



The Six Segments In Detail

Tim

Settling Down Males



Tim knows activity's benefits, but his time is rationed

Tim
Age 26-35
Single / Married
May have kids
Professional

WHO IS HE?

Tim used to be very active in sport but having a new family means that there are - genuinely - few hours left in a day.

Progress at work and longer hours mean that commitment is hard. Activity is an 'all or nothing' – so it's a struggle to imagine a middle ground.

Tim is nostalgic about activity and feels a degree of guilt about how little he is doing and his physical 'slide'. He misses the feeling of winning and needs little convincing of the benefits of doing it.

WHAT ACTIVITIES WORK FOR HIM?

Solo activities resonate
Running Gym, Cycling
Boxing

'With kids' activity:
Walking, sport +creche

Team sports appeal, but their commitment needs playing down:
Football, Rugby, Cricket

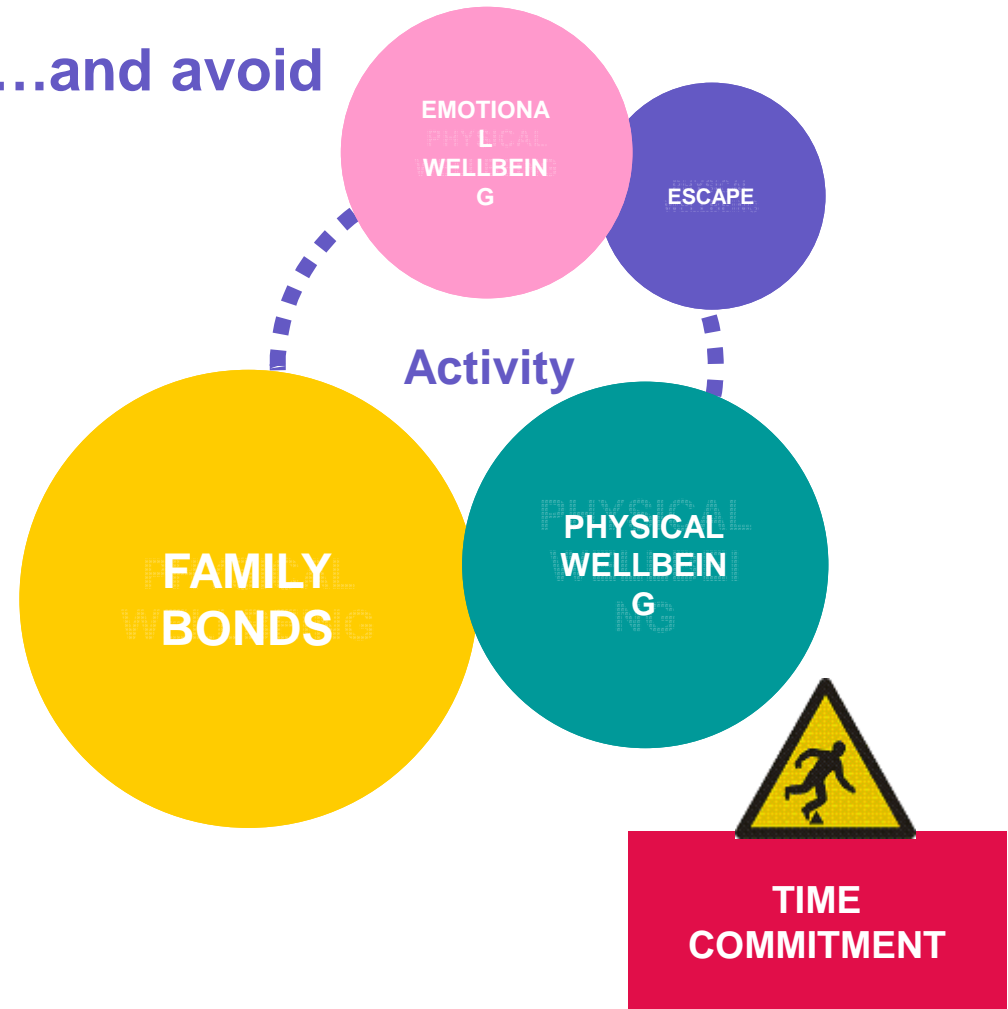
He's well disposed to returning to activity – but time and family are an issue

Tim: which buttons to push...and avoid

Activity resonates if it can enhance **FAMILY BONDS** in a young family which working hours limits

It can provide **PHYSICAL WELLBEING** – appeasing his guilt about losing shape. The **EMOTIONAL WELLBEING** that competing and winning also plays well for Tim. An **ESCAPE** from work's pressures is also welcome.

Time and commitment are his barriers and a tendency to activity as an 'all or nothing'



Tim will respond to activity if it allows family bonding, physical improvement and a sense of achieving something

Tim



TIME COMMITMENT

With activity I never believed in doing it by halves – I used to be full on. So I don't do it at all now!

I used to be incredibly competitive and I still really enjoy winning. I need goals

EMOTIONAL
PHYSICAL
WELLBEING

*DON'T GET ANY TIME AT ALL
& FEEL A BIT DOWN ABOUT IT*

With work, you get your self into a routine where you never see daylight

By the time I get home I often don't even see my daughter – and she takes precedence over any gym

ESCAPE

You feel guilty about losing shape... I did the London Marathon but now I watch a lot of TV and eat a lot!

My family always comes first. Everything I do centres around them.

PHYSICAL
WELLBEING

Everybody remembers the 'Belly's Gonna Get you' because it's so true

FAMILY
BONDS



Family time and activity feels like an easy win for Tim

GET SOME FAMILY TIME TOGETHER

Family time is extremely important to you, but fitting it in to your busy week can be difficult. It's also hard to know what to do all together.

Getting out of the house and doing activity is a great way to spend time together. Share golden moments with your kids and enjoy time with your partner. It's good for your family's health and it gives you a break – and kids will be out like a light by bedtime.



Offering the idea of family bonding – so important in Tim's life

Addressing the time / commitment barrier by rolling two into one

Offering an escape from work...falling short of a winner's fix

Some scope to improve physique... though avoiding over-claim



Family time together calls for shared or combinable activity

Both Tim and partner are potential targets in this respect here

Activities which fit well:

WALKS
PARK GAMES
SWIMMING, SKATING

ACTIVITY + SAFE CRECHE

SIMULTANEOUS PARENT + CHILD SOLO ACTIVITY
E.G. MARTIAL ARTS,
RACKET SPORT

Directions for copy and tone:

Tonally, avoid overstating the pleasure of family time – making it take out rather than message. Tim is well aware of the pleasures of time with the kids.

All told, this is best executed as a family or parent and child activity



Appealing to lost prowess also resonates – with or without kids

GET BACK YOUR EDGE

A few years ago you may have been more active and had a competitive streak and pursuing goals. But now you're working and have responsibilities as a parent. That's taken a back seat.

Getting active again will soon show its rewards – you will feel fitter, and look and feel better. It doesn't need to be a big commitment to get your edge back.



Suggesting that being active doesn't demand a full commitment

Playing to that lingering goal-seeking, competitive streak in Tim

Directly addressing guilt and vanity about physically 'going to seed'



Appeals to lost prowess call for flexible, fit-it-in outlets

A direct message that needs careful handling

Activities which fit well

Solo activities resonate

Running Gym, Cycling
Boxing, Swimming, Gym

Easy access team sport

Football, Rugby, Cricket

Copy and tone pointers

Avoid cajoling or haranguing. The playful spirit of 'belly is going to get you' is order of the day. Also, emphasise the flexible and intense.

- *You're not 'I'm too busy to keep fit type*
- *Don't lose it. Fit the footie in.*
- *Scared of commitment? Don't be.*
- *Life doesn't need to get in the way of feeling great*
- *Get that small fix*

Playing to past prowess needs to be gentle and attainable



Tim also has an appetite for letting off steam and getting away

FIT IN A BURST OF ACTIVITY

You work all day, get home, spend time with your kids, help put them to bed, catch up with your partner, go to bed...go to work, get home...etc. With so much going on, it's not surprising that you could sometimes do with getting away from it all.

Fitting in a short sharp effective dose of exercise can be a great way to looking better and recharging your batteries.



Addressing the time / commitment by squeezing it in, short and sharp

Offering an escape from routine...and rare time to self

Playing to physical vanity: you do want to look better



This lends itself again to solo, easy access intense activity

A direct message that needs careful handling

Activities which fit well

Solo activities resonate

Running, Cycling,
Walking to Work

Easy access team sport

Football, Rugby, Cricket

Copy and tone pointers

Most importantly, copy needs to challenge Tim's 'All or Nothing' take on sport – that a burst of activity can be as good as a full work out.

- Make every minute count
- Life doesn't need to get in the way
- Work. Bills. Commitments.

In all, playing to past prowess needs to be short and attainable




As a parent, combining socialising with kids also resonates


GET ACTIVE WITH FAMILY AND FRIENDS

You had a full social life before kids, but when you have a family socialising is harder to fit in.

Why not kill two birds with one stone by combining family activity with socialising. Try an informal activity with other families. You'll get a bit of socialising for a change and the kids will be entertained. Perfect.



Offering the idea of family bonding – so important in Tim's life



Addressing the time / commitment barrier by rolling 'two into one'



Family time together calls for shared or combinable activity

Again both Tim and partner are potential targets for messaging here

Activities which fit well:

LOCAL ACTIVITY
GROUP WALKS
INFORMAL PARK GAMES

SIMULTANEOUS PARENT +
CHILD SOLO ACTIVITY

Directions for copy and tone:

Avoid overstating demands on time and
commitment: this isn't about regimented
family fun, but leisurely informal fun.

All told, best executed as family or parent and child activity

Lessons from existing communication

Gently talking about physical shape



Everyday, 'fitting it in' feel

Playing to memories of competition



Suggesting light commitment?

Tim's messages: order of potential impact



Get some family time together

Get back your edge

Fit in a burst of activity

Get active with family and friends

Ben

Competitive Male Urbanites



Ben's 'play hard' life means activity is taking a back seat

Ben
Age 18-25
Single
Graduate
Professional

WHO IS HE?

Ben recently started working and enjoys a lively social life – regularly partying and 'overdoing it' during the week.

He has a strong sporting history and loved the competitive and social side of sport at college, but since working he has more entertaining priorities and lacks the network to do more. He also feels guilty about body image and is rather vain – especially when 'meeting the right person' calls for looking good

WHAT ACTIVITIES WORK FOR HIM?

Solo activities resonate
Running Gym, Cycling
Boxing

Team sports appeal, but with light commitment and with the help of networks to help Ben find one:
Football, Rugby, Cricket

Ben always enjoyed activity – but is currently having plenty of fun without it

Ben: which buttons to push...and avoid

Activity resonates where it promises **PHYSICAL WELLBEING** i.e. muscle, physique – appeasing Ben’s guilt about losing shape

He is also drawn to the **EMOTIONAL WELLBEING** that comes from being a ‘winner’ and from looking good as a result of exercise

The **SOCIAL** side of activity is also self evident to Ben. The lack of a **NETWORK** – post college - is a barrier that needs challenging



Ben will respond to activity above all if it promises physique and the self confidence that this provides. The social and competitive benefits are also well remembered

BEN

LACK OF NETWORK



"At college you had it all on a plate for you. Everyone did sport"

"I don't like the idea of being tubby now. But I can still get a way with not doing much"

EMOTIONAL WELLBEING



TEAM SPORT
The fundamental reason for my physical act.



"You want to look your best. There's a lot of competition"

We used to have a laugh [playing]. You'd be ribbing each other"

PHYSICAL WELLBEING

would love to look dead and get fit
BUT
where to start??



SOCIALISING
G
BELONGING



Gentle appeals to looks and body image impact well on Ben

GET YOUR PHYSICAL EDGE BACK

Once you start working full time and long hours, it's not as easy to stay in shape, and sometimes it's easy to let yourself go. You may want to stand out from the crowd – but there's lots of competition out there.

Getting back into an activity can help you get into shape and looking great. Before long, it'll be 'form an orderly queue'.

Offering the
emotional lift of
greater body
confidence

Emphasis on
body – and
playing to guilt
about letting the
physique go



The prospect of looking good works across activities

Vanity needs to be handled carefully and with humour

Activities which fit well

Intense activities

Running, Cycling,
Squash, Gym

Reconnected team sports from college days

Football, Rugby, Cricket

Copy and tone pointers

A 'laddish' tone feels appropriate too.
Tone and copy can *gently* cajole with humour
– though should avoid hectoring, e.g.

- *If your body could speak 'Cheers for the burger. Are we going to the gym now?'*

The 'looks' message can be done with humour



The use of activity as 'party penance' also resonates well

PARTY HARD, PLAY HARDER

When you're not working, your busy social life means you're quite likely to be at the pub or out with friends. That can take its toll on your fitness and mean you losing your edge.

Doing activity – solo or with mates - is a great way to clear your head and put a bit back after those excesses. You'll feel fresher, stronger and able to face the week again.

Atones for guilt about 'party lifestyle' drinking, fast food, hard living

Emphasis on body – and playing to guilt about letting the physique go

Provides the social dimension of play that feels central to Ben's busy social life



Again, 'Party Penance' works across intense activities

It's most closely associated with 'Sunday League' culture

Activities which fit well

Intense activities

Running, Cycling,
Squash, Gym

Team sports from college
days

Football, Rugby, Cricket

Copy and tone pointers

Tone and copy has licence to celebrate extremes of feeling e.g. 'work hard play hard' and adopt a reasonably macho/ tone

- *If your body could speak 'Cheers for the burger. Are we going to the gym now?'*
- *Prove every point. (Loser buys the drinks!)*
- *Work hard. Play harder. Walk it off.*
- *Perfect cure for the mid-week night out*

Best attuned to manageable sport for the 'day after'



Playing with colleagues taps into work-based social life

PLAY WITH YOUR WORK MATES

At college playing sport with mates was on a plate. But if you've moved away since it's often hard to find a crowd to play for or get a group together for an activity.

Playing sport with work colleagues is an easy way to get back into things and get the numbers together. You'll get rivalry and fit in some good exercise.

Playing to Ben's competitive streak and pleasure for winning

Attuned to the social bonds are often important in Ben's workplace

Addressing Ben's lack of networks by using existing work networks



Play with work mates lends itself to flexible team sport

This is a function very well filled by ad hoc five a side football

Activities which fit well

Small format team sports e.g.

Five-a-side Football, 'kick about' Touch Rugby, Cricket

'Goals' centres feel like a gold standard here

Copy and tone pointers

Tonally, there is plenty of permission to celebrate banter, bragging rights and the 'social' angle of work spot...

- Work hard, play harder
- Let the court decide
- Who's boss now?

Loose, informal team sport – plugging into flexible networks and work leagues – feel best placed to deliver this



Offering Ben access to networks also has practical benefits

GET BACK INTO...

You may have been more active back at college and had easy access to activity or a team to play in. Since then, people have moved on and it's easy to get out of the activity habit.

Whether you are looking to get back into a sport you once played or find out about opportunities to join a club or try something else, we have the information and contacts in your area you need to get started again.

Addressing a lack of knowledge of where to go / who to go with – something that **ONLINE CHANNELS** and **NETWORKS** can especially help address

Reassuring on the social front by suggesting that will not be a 'loner'

Potential to pique Ben's competitive streak and memories of past prowess



This is most attuned to team activities that have lapsed

A lack of networks is a common barrier cited for lapsing – though clearly an easy ‘get out’ too!

Activities which fit well

College ‘favourites’

Football, Rugby, Cricket,
Running, Tennis...

Copy and tone pointers

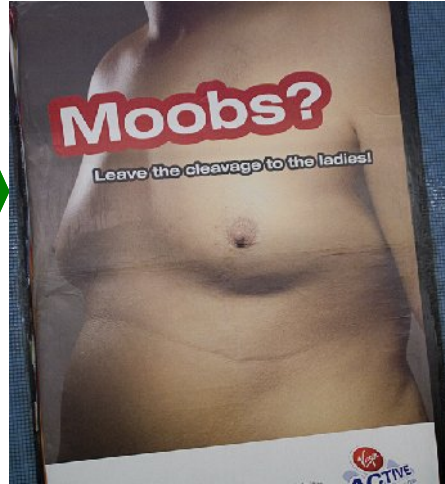
Tone and copy can play to nostalgia and beckon players back... as effective ‘Get Back Into’ Campaigns currently do. They also feel attuned to online channels, where there is scope to reassure and allow investigation

- ‘Welcome back to’...
- ‘Get back in to...’

Ben’s lack of local networks feels like a lesser, but addressable barrier

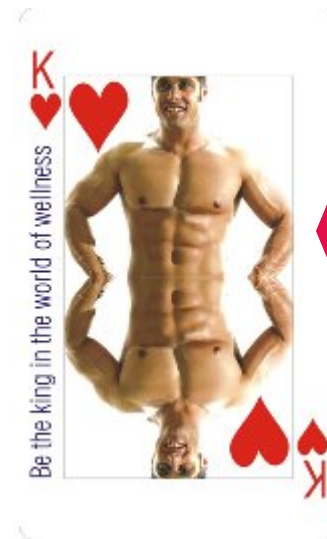
Lessons from existing communication

Humorously talking about physical shape



Playing to the desire to look good

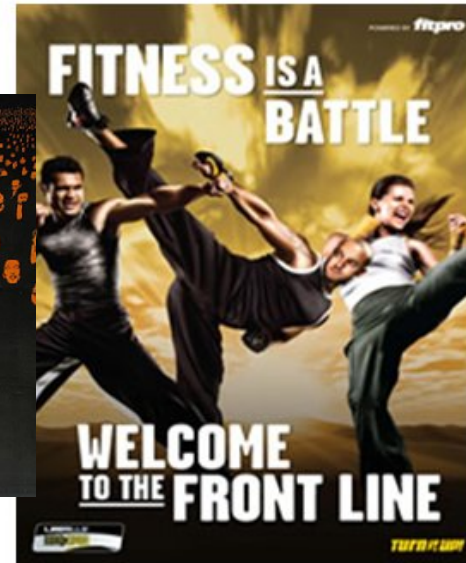
WARNING!
May improve
your
pulling power



Explicitly vain!

Lessons from existing communication

Sociable,
tribal,
competitive
spirit



Playing to
happy
memories; past
prowess



Ben's messages: order of potential impact



**Get your
physical
edge back**

**Party
Penance**

**Play with
work mates**

**Get back
involved**

Helena

Career Focused Females



Helena is very well versed in activity's benefits

Helena
Age 26-35
Single
Full time
Professional

WHO IS SHE?

Helena is well versed in the physical and mental health case for activity and has been a past regular at classes and gyms.

Increasing demands of progress at work and a desire for social compensation can easily squeeze out activity – making it an unenviable sacrifice. She has combined sport and social activity in the past and enjoyed it.

She's often downcast at the way activity is benchmarked by the 'gym bunny' – something she finds hard to live up to.

WHAT ACTIVITIES WORK FOR HER?

Gym based activities:
e.g. Yoga, Pilates, Aerobics
Spinning, Swimming, Dance

Outdoor:
e.g. running, walking

**Some team sport appeal
ala Get Back Into:**
e.g. Netball, Hockey

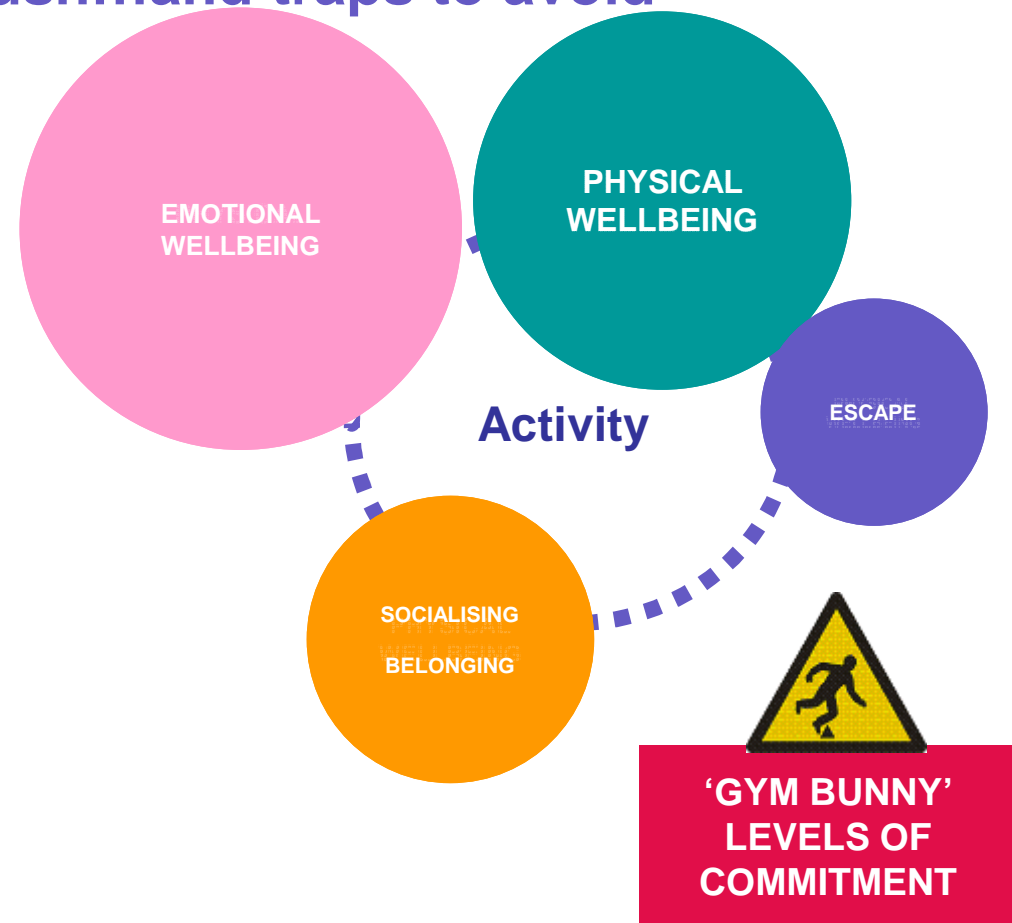
She's an easy convert – but lacks motivation and habits in current form

Helena: which buttons to push...and traps to avoid

Activity resonates where it provides **EMOTIONAL WELLBEING**. This is an acceptable proxy and side effect of the **PHYSICAL WELLBEING** – looking good - this brings.

Where it is possible for activity to be **SOCIABLE** and informal it becomes easier to commit to for Helena – and less of a social *sacrifice*. It also offers an **ESCAPE** from work's pressures.

All the while, the 'gym bunny' benchmark dispirits her



Helena is most drawn to the emotional benefits of activity – though clearly a proxy for a less readily expressed preoccupation with body image

**'GYM BUNNY'
LEVELS OF
COMMITMENT**



"I totally hate gyms... I don't know how people go to them and they're all too obsessed with it"

"It's for the endorphins isn't it ...you feel great for having done it – and it keeps you slimmer, of course"

EMOTIONAL WELLBEING

'Revitalised' 'INSPIRED'

"Nobody says that they do it to lose weight... that's not the cool think to say. It's endorphins"

Balance + be connected with myself.



PHYSICAL WELLBEING

"When I used to go with my friend we used to motivate each other"

Life without friends would be so dull

SOCIALISING
BELONGING



The emotional and physical benefits are critical for Helena

FEEL HAPPY, FEEL HEALTHY

We all need to have laugh and feel good – but busy working lives don't always help.

A dose of physical activity can really give you a 'feel good' buzz, release those endorphins and do wonders for your self confidence. Just twenty minutes of regular exercise will soon make you feel like you're on top of the world again.

Offering the primary emotional benefit of achievement and virtue

Delivering – albeit laterally – the assurance of staying in shape or slimming

Playing to the desire for a release from the stresses of work



These feel well placed to play across activities

Felling (and looking) better for doing activity is well rehearsed in messaging

Activities which fit well

Demanding gym based sessions

Yoga, Pilates, body pump, dance exercise

Swimming, Running, Walking

Copy and tone pointers

Imagery and copy can easily play back happiness and emotional benefits without having to fall to copy.

- Exercise your right to feel fabulous
- Feeling fantastic never goes out of style
- Feeling this great is addictive
- Not just romance gets the heart racing

Doing activity in the cause of emotional and physical well being feels like an 'easy win' for Helena



Getting away is another trigger in Helena's busy working life

CLEAR YOUR HEAD

With busy working lives, it's easy to feel put upon from all quarters. Sometimes you just want a bit of 'time out' from it all to clear your head.

There are plenty of activities which can give you precisely that little feeling of escape and letting off steam. You'll come back feeling rejuvenated and refreshed – a weight off your mind

Playing to the
desire for a
release from the
stresses of a
demanding
working life

Offering the
primary
emotional benefit
of achievement
and virtue



Correspondingly it lends itself to activities around work

Activities which Helena can access while in or around the work moment

Activities which fit well

Demanding gym based post work sessions
Yoga, Pilates, Body Pump, Dance, Swimming, Running, Walking

Lunchtime exercise:
Walking, Running, Walking to meetings

Copy and tone pointers

With imagery, emphasis needs to be on the positive gains from stress relief – rather than on the suffering patient. Some mentions:

- Hacked off at work?
- Walking frees the mind
- Calm, coordinated, confident, you

The short escape from it all is a powerful cue for Helena



The sociable angle is a very powerful motivator for Helena

DO IT WITH FRIENDS

With a busy working life and rushing around all the time, it's hard to squeeze in both friends and motivate yourself to do activity. Some evenings it feels like you have to sacrifice one or the other.

Doing an activity together is a great way to combine socialising with friends and getting healthy. You'll motivate each other and enjoy it more when you do it

Playing to the powerful role of friends and peers: spurring each other on

Offering the primary emotional benefit of achievement and virtue

A safe distance from GYM BUNNY values – as friendly and supportive



Sociable activity is surprisingly versatile

Any activity which friends can attend together or do together, regrouping *after*

Activities which fit well

After workout – e.g. at gyms / in towns

e.g. after yoga, Pilates, body pump, swimming

Self conscious activities:

e.g. running, dance, cycling

Copy and tone pointers

Imagery and copy can play back friendship and cheerful ‘fellow suffering’.

- Stylish. Social. Salsa.
- Where falling over never looked so good
- Time to chat. Time to walk.
- Fit. Fun. Friendly. Fabulous.

Again, a powerful benefit – and a source of mutual motivation for Helena



The idea of 'permission to eat' can work for a relaxed Helena

ENJOY GOOD FOOD

It's clear that enjoying good food and foodie pleasures isn't always compatible with being slim. But we love it and it's a pleasure.

Doing regular physical activity is a great way to avoid always holding back from foodie pleasures - *without* always feeling guilty.

Attuned with Helena's social needs - eating and drinking with friends

Offering the emotional benefit of appeased guilt

Again, far removed from the super-disciplined salad eating GYM BUNNY



This message lends itself to intensive, cardio vascular exercise

Any activity which allows for fat burning and weight management

Activities which fit well

Gym based workouts
e.g. yoga, Pilates, body pump, swimming

Solo activities:
e.g. running, cycling

Copy and tone pointers

Imagery and copy needs to avoid suggesting that 'anything goes' or that a balanced diet still isn't 'required'. There also feels like room to gently mock the 'gym obsession' and self denial with food – as if to say 'yes you can'

All told, an empowering message – that a *disciplined* Helena can live up to

Lessons from existing communication

Real People vs
'Gym Bunnies'.
Happy and
uplifting



Sociable,
shared
setting

Encouraging



Helena's messages: order of potential impact



Feel happy
feel healthy

Clear your
Head

Do it with
Friends

Enjoy Good
Food

Ralph and Phyllis

Comfortable Retired Couples



Ralph and Phyllis know the value of 'healthy body'

Ralph & Phyllis
Age 65+
Married
Retired

WHO ARE THEY?

R&P are comfortably retired and socially active: enjoying the good times. Both have a strong history of activity, but hedonism in retirement has pushed this down the list of 'to do's' that includes social life, grandchildren and volunteering.

They are in reasonable shape, but personal and peer experiences of sudden illness means they want to future proof their bodies (they're converts to keeping the mind busy!).

WHAT ACTIVITIES WORK FOR THEM?

Light solo activity

e.g. Yoga, Aqua Aerobics, Swimming, Tai Chi

Outdoor pursuits

e.g. walking, gardening, ecology, land stewardship, bowls, golf

Light family oriented play

e.g. park games, dance, Wii-fit

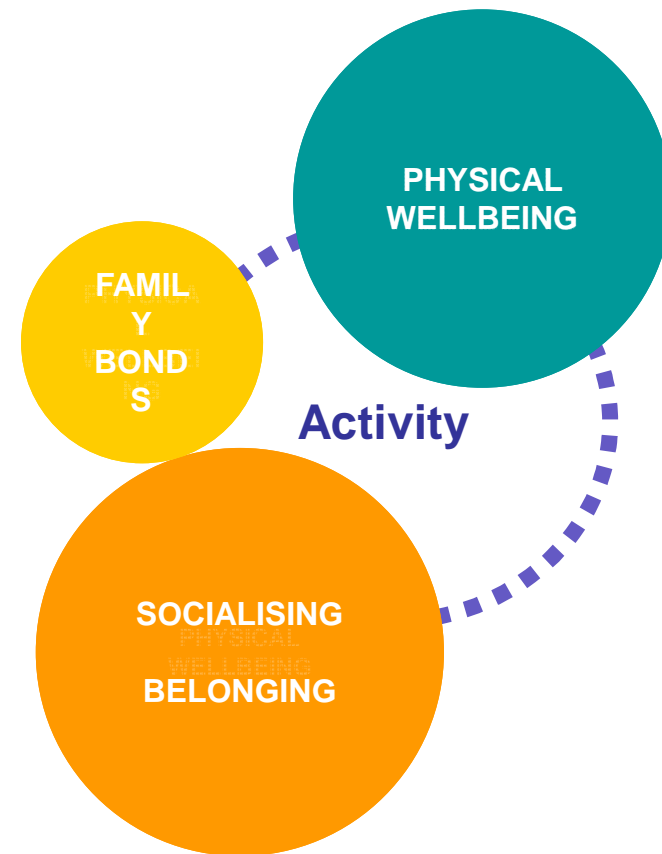
Looking to keep the body healthy – though currently lacking the motivation

R&P: which buttons to push...

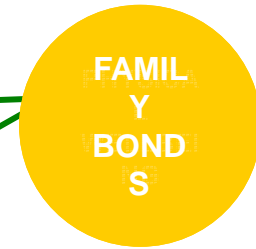
Activity resonates by providing lasting **PHYSICAL WELLBEING** – The ‘Healthy body’ to match the ‘healthy mind’ or better protection if / when health worsens

Where it is possible for activity to have a **SOCIABLE / SOCIAL BENEFIT** it plays to their public spiritedness and volunteerism – and is a good motivator (*‘I will if you do’*)

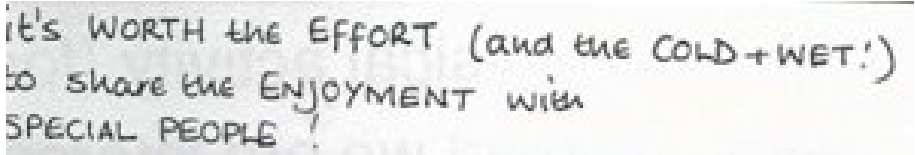
Lastly, activity can resonate by enriching pleasure of **FAMILY BONDS** – grandchildren and children



Ralph and Phyllis are seeking the healthy body to match the healthy mind – and a means to connect with community and family



"I got a tremendous pleasure out of showing my granddaughter how to do a proper hand stand"



"I was a runner until I was 45. I suppose we just got a little too comfortable in recent years"

"The idea of putting a bit back appeals to me...you have time when you're older"

"With physical health I see it as a case of 'use it or lose it'. That's why we all do Sudoku"

"I always found that doing activity with friends made it more fun"

"There's nothing you can do to stop getting illnesses like cancer at this age. But you can be help your body be stronger to cope with illness"





The idea of protecting the body and the mind feels intuitive

HEALTHY BODY / HEALTHY MIND

You've been enjoying retirement for some years now and have every intention of continuing to do so. Keeping your mind busy is a part of that.

In the same way, getting active can help you keep your body in working order and fine tuned for longer. You've got the healthy mind? Why not work on the healthy body too.

Playing to the
desire to future
proof the body...

...and a body
equivalent of the
common
preoccupation
with keeping the
mind busy!



This lends itself to light activity, attuned to this older target

Activities which fit well

Light solo activity
e.g. Yoga, Aqua Aerobics,
Swimming, Tai Chi

Outdoor pursuits
e.g. walking, gardening,
bowls, golf (cycling tends to
feel too dangerous!)

**Activity + mental
stimulation:**
Walking, Golf, Bowls

Copy and tone pointers

Imagery and copy needs to avoid the temptation to speak in 'medical' terms or cue the clinic or the doctor's surgery. It needs to stress the continuation of the good times

- Let the good times stroll
- Walking every day keeps me fit for the other things in life
- What's green and keeps the doctor away
- I love a challenge – that's why I play golf

All told, promising the longevity insurance, without being explicit about mortality



Combining activity with socialising also resonates well

DO IT WITH FRIENDS

Retirement gives you the time to spend doing the things you enjoy in life and spending time friends and family. The trouble is, you often find you're doing less physical activity amid all that fun.

Combining gentle activity with socialising is a great way to motivate yourself and keep the body active to do it, and still ensures you get your fun.

Delivering the social experience
R&P often expect from life in retirement

Offering the motivation and safety in numbers

Playing to the desire to future proof the body



Doing it with friends naturally cues group or plus partner activity

Activities which fit well

For her + friend
e.g. Yoga, Aqua Aerobics,
Swimming, Tai Chi

Outdoor pursuits
e.g. walking

Social sport:
Walking, Golf, Bowls

Copy and tone pointers

Imagery and copy can seek to emphasise the
fun and relative accessibility of pursuits

- The year round friendly game
- Fresh air fun with friends

Social experiences generally make motivation easier – and feel less of a departure or sacrifice for Ralph and Phyllis



Similarly, combining activity with social good often appeals

GOOD CAUSE, GOOD EXERCISE

Many people use some of their free time in retirement to 'give back a bit' to causes they care about - whether that's fund raising, helping transform surroundings, helping out others or passing on your skills.

When it's a physical activity, this can be a great way to motivate yourself and keep the body active to do it – on top of the satisfaction you'll already feel about what you're doing.

Tapping into the volunteer spirit that is common among R&P's age group

Offering motivation by creating a sense of social obligation – 'I can't let them down now'!

Playing back 'keeping the body active'



Activity for good causes is as diverse as their potential causes

These tend to work best for activities rather than sponsored events for a cause

Activities which fit well

Possible examples:

Local conservation projects

Activity / sport coaching

Walks with older peers

Copy and tone pointers

Imagery and copy can indeed emphasise the *cause over the activity* itself, e.g. 'Come and help out...'

Commitments to good causes generally make motivation easier – and tap into an energy for 'putting a bit back' that is common among the prosperous retired



Lastly, it's worth appealing to the rapport with grandkids

MORE FUN WITH THE GRANDKIDS

As a grandparent, spending time with grandchildren is important to you.

Why not take part in a regular activity with them and show them a thing or two? It'll all help towards keeping a health body and you'll all have fun too.



Tapping into a close involvement with family

Playing to the desire to 'future proof' the body



It's attuned to activities that accommodate (but not bore) kids

Activities need to be physically attainable enough for grandparents to do them...but not feel unchallenging for children!

Activities which fit well

Informal park activities

e.g. ball games, cricket

Outdoor pursuits

e.g. walking, safe cycling

Granddad / dad / son:

e.g. Golf

Wii fit

Copy and tone pointers

Tonally, avoid making the pleasure of fun with grandkids too literal. R&P are well aware of the pleasure of spending time with grandchildren.

All told, building on the strong role grandchildren have in their lives currently

Ralph & Phyllis's messages: order of potential impact



Healthy
body
(healthy
mind)

Do it with
Friends

Good
cause,
good
exercise

Fun with
the
Grandkids

Lessons from existing communication

Health message in strong emotional wrapping

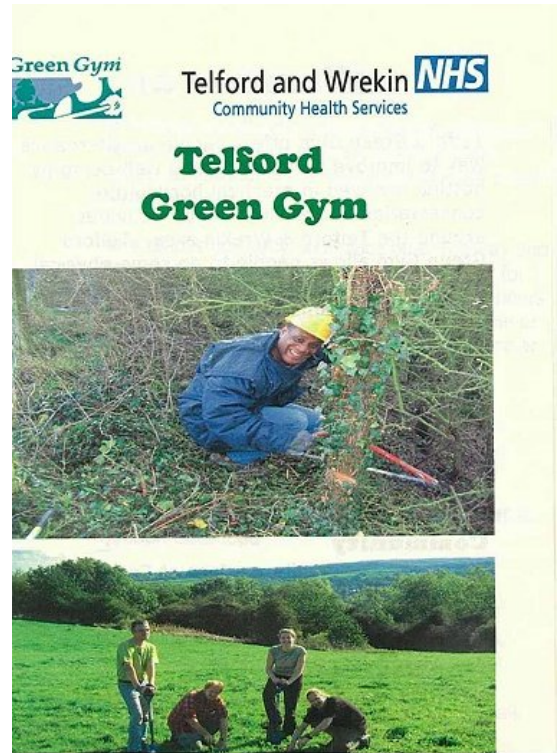


Strong social cues



Lessons from existing communication

Playing to
volunteerism /
public spirit



Shropshire Outdoors
helps people get fitter by
promoting 'green exercise'



We encourage groups and
organisations to take part in
countryside walks,
environmental education,
conservation work and
more!...



...the project aims make the
countryside more accessible
to diverse communities and
promotes countryside
volunteering

Elsie and Arnold

Elsie and Arnold know that activity will do them good but don't know what they can do



Elsie & Arnold
Age 66+
Widowed
Retired

WHO ARE THEY?

Elsie and Arnold are enjoying life. They keep themselves busy with social events such as bingo night and lunch clubs and also spend time with children and grandchildren.

They want to keep their body and mind active and healthy and think it is particularly important to take care of *themselves* since they live alone. They would like to do some gentle exercise to keep mobile and give them some energy, but need guidance on what activity is safe for them to do.

WHAT ACTIVITIES WORK FOR THEM?

Gentle activities:
Walking, Tai Chi/ Yoga

Group activities:
Aerobics classes/ dance classes/ walking club/ bowls

A segment with the time and interest to do exercise, but lacking support and guidance

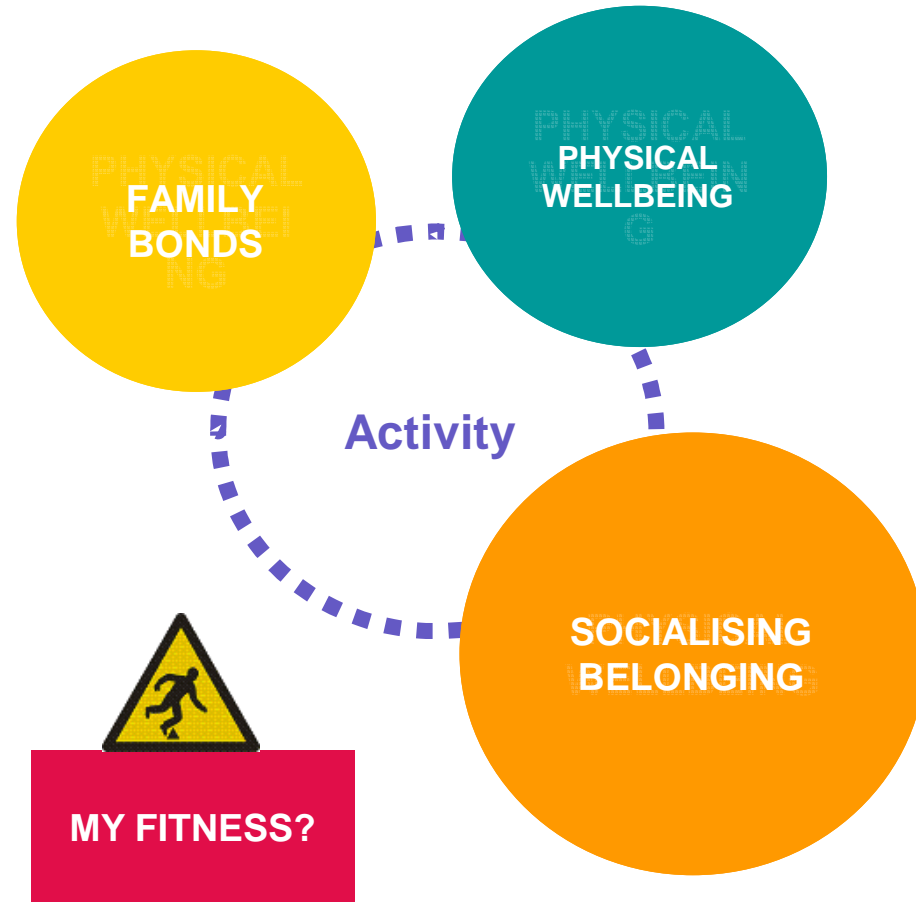
Elsie and Arnold: buttons to push...and pitfalls to avoid

Activity resonates if it can provide an opportunity for **SOCIALISING/ BELONGING**.

It can give **PHYSICAL WELLBEING** by helping mobility and boosting the energy needed to do the things they enjoy doing.

It can also resonate if it helps deepen **FAMILY BONDS** with children and grandchildren.

A common barrier is that E&A can often see themselves as not fit enough to do any activity



Elsie and Arnold will respond to activity if it brings them friendships and fun and improves their physical wellbeing

PHYSICAL WELLBEING
FAMILY BONDS



“Living alone means you have to take care of yourself – you can’t let yourself go - appearance and fitness is important”

PHYSICAL WELLBEING

Looking Good



energy
LOTS OF ENERGY IS NEEDED TO FACE REALITY

“I have had major heart surgery and appreciate and enjoy good health”

“Friends are very important and sharing things with the family is important too”

PHYSICAL WELLBEING
SOCIALISING BELONGING

“I still have friends but my social life is dwindling”

LAUGHTER
PLENTY OF THE ABOVE HELPS US ALL TO KEEP GOING!



Messages that focus on the 'fun' and 'social' side of exercise resonate well

COME AND JOIN US

'Joining a group activity **with people like you** can be 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**'



Activities here are fittingly low intensity – addressing those fears

Activities which fit well

- WALKING CLUBS
- DANCING CLASSES
- EXERCISE CLASSES
- TAI CHI / YOGA

Copy ideas that play well

Promote social benefits of exercise in a light hearted way e.g. via fun, laughter, chat

- *Walking with friends is a lovely way to catch up*
- *Be bowled over by the friendly welcome*
- *Bowling brings new friends*
- *Step. Step. Chat, chat, chat*
- *Dancing is a good way to catch up with friends*
- *Enjoyable, friendly and fun tea dance sessions.*

Best executed as friendly, relaxed activities that can bring fun to their lives




Doing exercise as a way to live longer is a key trigger

MAKE THE MOST OF THE YEARS AHEAD

‘You may not be a spring chicken, but you won’t be getting a telegram from the Queen any time soon. **You’ve still got things to do, places to see and people to meet.**

Getting active and doing a **little exercise can help you build your strength and give you the energy you need** to ensure you enjoy the most of the years ahead. You’ll feel better for it too.’



Offers relevant and appealing physical benefits of energy and strength – things that this segment desires.

Giving the health / longevity message an emotional wrapping

Cueing small, easy doses – not heavy duty activity



Again, appropriately gentle activities and active fun play well here

Activities which fit well

**Gentle:
WALKING**

**Fun:
DANCING
EXERCISE CLASSES**

Image and copy pointers

Encouragement needs to be given – and the word of the GP can help cut through

- *Walking to the local shops can help you prevent injury*
- *GPs know a short walk every day is a great way to keep fit*
- *GPs recommend regular walks as a good way to keep yourself well and cheerful*
- *Walking can loosen joints and strengthen muscles*
- *A gentle spin on the dance floor sets me up for the day*
- *I dance because it makes me happy*

Promoting health benefits as a way of improving quality of life works well – especially if endorsed by GPs

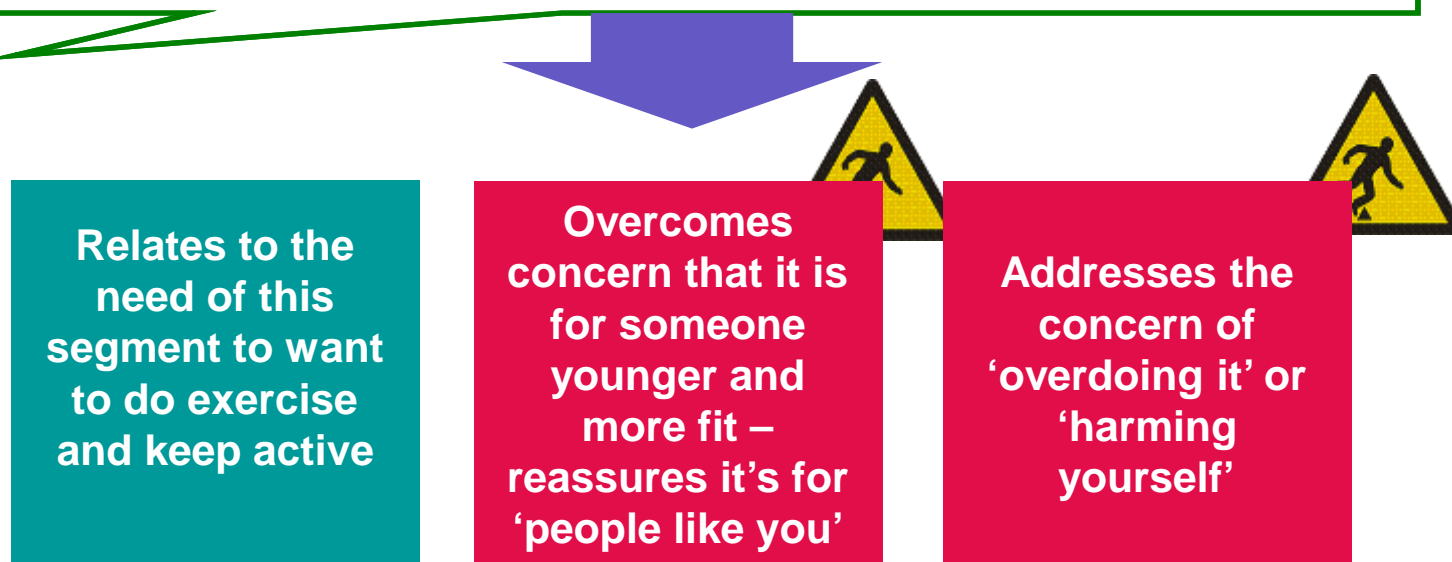


Directly addressing a need for support is also important

WE CAN HELP YOU BE MORE ACTIVE

'We all know that we **should be a little bit more active**, but we're worried about doing anything which **might be too much**.

Don't worry – there are plenty of activities designed for people like you and **experts to advise you**. With guidance, you can enjoy all the benefits of activities which are just **right for you**.'



This can come most immediately from GPs and Experts

Activities which fit well

WALKING
EXERCISE CLASSES
GYM
TAI CHI/ YOGA

Image and copy pointers

Show empathy for their concerns and reassure them that experts are at hand to support and advise them

Examples that work:

- ***Walking to the local shops can help you prevent injury***
- ***A short walk every day is a great way to keep fit***

Be gentle, understanding and encouraging




Linking activity with family creates a compelling message


CONNECT WITH YOUR KIDS AND GRANDKIDS

'Many grandparents feel they are spectators when it comes to their grandchildren's (and their own children's) lives – especially if granddad or grandma isn't around.

Activities are a great way to get some quality time and get to know them better. You'll soon find your inner child.



Plays on their desire to bond with family and enhance their relationship with them



NB Some may not be physically capable of keeping up and joining in

Doing activity and connecting with young grandchildren appeals – though physical limitations need to be borne in mind

Again, emphasis on activities that don't over tax or bore either party!

Activities which fit well

Emphasis on 'all ages'

WALKING

PARK GAMES

WII FIT

Image and copy pointers

'Finding the inner child' and 'showing them a thing or two' is visually fertile territory.

Crucially, activities need to accommodate all ages

Hierarchy of Elsie and Arnold's messages...



**Come and
Join Us**

**Make the
Most of the
Years
Ahead**

**We Can
Help You
Be More
Active**

**Connect
with Kids
and
Grandkids**

Learning from communication

Free is a good
incentive – no
excuse!

Reassuring by
being for 'people
like me'

Health benefit
wrapped in
happiness



Learning from communication

Reassures that it's for 'people like me' so I will fit in and exercise will be for my level



Promotes key benefits of meeting friends and feeling good & and highlights health benefits

Frank



Frank used to be very active but lacks motivation to get back into it

Frank
Age 66+
Married/
Single
Retired

WHO IS HE?

Frank used to be active in his younger days. He was once 'famous on the pitch' and he still relives the stories with his friends down the pub.

He used to be fit and his body used to be in good shape. He knows things have now slipped but lacks the motivation to get back into exercise as he is worried he hasn't got what it takes anymore. He doesn't want to damage his pride.

WHAT ACTIVITIES WORK FOR HIM?

Social activities:
Bowls/ Darts/ Snooker

Solitary activities:
Walking/ fishing/ swimming

Frank knows the benefits of activity all too well but he needs strong prompting and reassurance to get back into it

Frank: which buttons to push...and avoid

Frank enjoys spending time with his wife and family – so strengthening **FAMILY BONDS** with activity appeals.

Friends are very important – so the opportunity for **SOCIALISING/ BELONGING** appeals.

PHYSICAL WELLBEING resonates with Frank as he worries about long term health and keeping mobile.

He also wants to get out more of life and ‘live a bit more’: **EMOTIONAL WELLBEING.**



Frank will respond to activity if it offers him ‘good times and health benefits’. His pride however means he needs careful handling

PHYSICAL WELLBEING
SOCIALISING
BELONGING

"I have a number of good friends I get together with for a good laugh!"

"I have 10 grandchildren between the ages of 4 and 26yrs and I see them 3-4 times a week – I love it!"

PHYSICAL WELLBEING
FAMILY BONDS

"I meet with the same lads down the pub most nights – we enjoy talking and putting the world to right!"



"My family is the top of my list in terms of priorities in life"

"I may not have the six pack I used to have but I still want to fit the clothes I used to wear – I don't want a beer belly"

"I do feel that I'm doing the same routine day in and day out – it's ok but I would like to get into something new"

"Nothing is more important than good health – for me, my family, everyone"

PHYSICAL WELLBEING



"I've got into cooking – I get a real sense of achievement when I cook a masterpiece"

PHYSICAL WELLBEING
EMOTIONAL WELLBEING



The social buzz of exercising with others appeals to Frank

COME AND JOIN US

Living the same routine year after year can sometimes make you feel like you're stuck in rut.

Joining in a physical activity with a group of people your age can be a breath of fresh air, make you laugh and give you a good time. It's a great way to get out more, meet new people and feel better.



He enjoys socialising and having a good time. Meeting new people and having a laugh appeals

Group activity gives an incentive to do exercise – the concern at letting others down can be a strong motivator

Doing exercise with others of similar age and ability reassures him he won't look foolish



Group activity brings social benefits and shows potential to increase motivation

Naturally, this is best brought to life with group activities

Activities which fit well

WALKING
BOWLS
GOLF
DARTS
LINE DANCING

(EXERCISE CLASSES –
if ‘manly’ enough, e.g.
Boxercise?)

Image and copy pointers

Messages should dial up any social benefits of activity, taking the emphasis off health and placing it on onto the ‘fun’. All the while, address those concerns about price and shyness!

Examples that work:

- ***Did you know you can play bowls for less than the price of a pint?***
- ***Getting a round in with friends in the fresh air***

Group activity brings social benefits and shows potential to increase motivation



Although Frank is happy with having a routine he is keen on trying new things and getting more out of life

LIVE LIFE, DON'T JUST EXIST

It's sometimes easy to get stuck in a rut in retirement. Activity is a great way to get out if it, try something new and get the most out of life. Take on an activity as a new hobby and you'll wonder how you ever survived without it



Recognises Frank's desire to do something new outside the 'same old routine'

Offering an opportunity for Frank to gain a sense of achievement and self worth appeals

Talking about the broader emotional benefits of physical health - getting more out of life – is very compelling to Frank

Activities work best here if 'new'...but don't feel like a gamble

As with other mature segments, the GP and healthcare arena feels like an obvious channel

Activities which fit well

WALKING/ RAMBLING
SWIMMING
BOWLING
GOLF
GARDENING

Image and copy pointers

Coax Frank into action while avoiding any suggestion that life is *indeed* dull. Emphasise the adventure and change of scene that activity can bring.

Examples that work:

- ***Stretch your mind, and your legs***
- ***If you've been out of physical activity for a long time then walking is the easiest way to start getting active again***
- ***Because of the reduced stress on your body in the water, GPs often suggest swimming as the best all round gentle exercise***

The task: to convey the rejuvenation that activity brings, without suggesting that life is currently necessarily dull



Frank worries about long term health – a useful trigger

STAY HEALTHY

We all want to stay mobile and continue enjoying independent life, without being burden on anyone.

Doing a bit of regular activity will keep you feeling healthy and keep your body in working order for the long haul.

Communicates a relevant benefit of staying healthy and active

Playing to anxieties about lasting mobility

Taking the pressure off the family

Messages that offer Frank a way of maintaining health and staying active resonate

Applications and copy thought starters

Activities which fit well

WALKING/ RAMBLING
SWIMMING
BOWLING
DARTS
GOLF
GARDENING

Image and copy pointers

Remind Frank of the health benefits of exercise - but more carrot than stick...

Examples that work:

- *If you've been out of physical activity for a long time then walking is the easiest way to start getting active again*
- *Did you know swimming is a great way to keep your muscles and bones in good working order?*
- *Because of the reduced stress on your body in the water, GPs often suggest swimming as the best all round gentle exercise*



Frank enjoys spending time with his partner

ENJOY TIME TOGETHER

With retirement, you sometimes find you have a bit more free time than you used to. Perhaps it's time to rekindle your friendship and get to know each other again? There's no better way than to do a sport or outdoor activity together



Frank wants to maintain a strong and close relationship with his partner

Frank believes that it is as important for his partner to stay healthy as it is for him. This idea benefits both of them.

"If you agree to do things together you are more likely to do it rather than not bother"

"I think that it's important that you and your partner both stay healthy so should do exercise together"

Communicating activity as a way of enhancing Frank's relationship with his partner is motivating

Again, this is naturally suited to 'plus partner' activity

Activities which fit well

'For Couples'

WALKING/ RAMBLING

DANCING

GARDENING

Copy / imagery pointers

Let imagery convey a sense of Frank and his partner working together as a team to stay healthy and encourage 'quality / special' time together.

Avoid being literal in copy about the benefits to the relationship – something that is likely to antagonise both parties if too explicit




Activity with family can be compelling, if age permits


CONNECT WITH YOUR KIDS AND GRANDKIDS

Many granddads feel they are just spectators when it comes to their grandchildren's (and their children's) lives.

Activities are a great way to spend quality time together and get to know them better



Plays on his desire to bond with family and nurture the relationship



NB Some may not be physically capable of keeping up and joining in

Frank is keen on enhancing family relationships – especially with his grandchildren, age permitting

Again, emphasis on activities that don't over tax or bore either party!

Activities which fit well

WALKING
PARK GAMES
WII FIT

Image and copy pointers

Again, 'finding the inner child' and 'showing them a thing or two' is visually fertile territory.

Activities spanning generations and accommodating both.

Hierarchy of Frank's messages...



Come and
Join Us

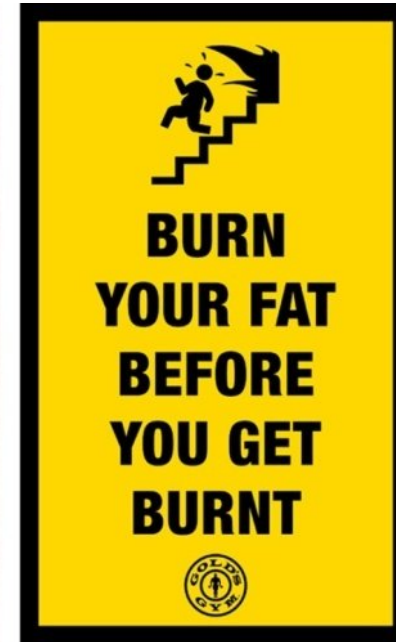
Live Life –
Don't Just
Exist

Stay
healthy

Enjoy time
together

Connect
with kids
and
grandkids

Learning from communication in the territory



Whilst Frank needs a nudge to get active messages should not be too blunt

Learning from communication in the territory

Promotes
convenience –
door to door
service

'Free' is a
always good
incentive



Messages that address perceived barriers of doing activity work well – they leave consumer with no excuse to stay in!

Learning from communication in the territory

Mentions relevant health concerns – lose weight, blood pressure

Offers a range of activities and flexibility to fit with individual preferences

BUT can feel rather busy and hard to digest

What is **X EXTEND ?**
 EXTEND provides gentle exercise to music for men and women over sixty and for the less able of all ages.

The classes are run by qualified tutors who hold a nationally recognised exercise qualification.

The groups are friendly and fun. Anyone can take part.

Come and give it a go and see if it's for you.

Why do I need to be more active?
 There are many reasons:

- Lose weight
- Lowers blood pressure
- Improves mobility
- Makes your heart stronger
- Reduces your risk of developing diabetes, heart disease or having a stroke
- Protects and maintains bones
- Makes you feel good
- Increases independence, improves strength, co-ordination and balance
- Meet new people

What can I expect?
 Sessions can be chair based or standing, moving around the room and using specialist equipment.

The classes are designed to suit the abilities of all those who are taking part.

Where can I take part?
 If you want to know where your nearest class is please contact us and we will help you find one that is suitable for you.

active SANDWELL Sandwell **NHS** Primary Care Trust

ACTIVE 4 LIFE

YOU CAN DO IT! GET ACTIVE JOIN **X EXTEND**

Just 30 minutes a day can make a difference

Your total of 30 minutes can be made up of:

- 3 x 10 minutes
- 2 x 15 minutes

Try to build up to a minimum of 30 minutes continuous 5 days a week. Don't over do it - for health benefits exercise at a pace that makes you warm and slightly out of breath.

Children
 Children and young people should take part in at least one hour of physical activity every day.

For further information and advice contact

agewell
 Healthy Ageing

Agewell, Suite 13
 Vision Point, Vaughan Trading Estate
 Sedgley Rd East, Tipton, DY4 7UJ

Tel: 0800 011 4656
 Tel: 0121 289 3100/3101
 Fax: 0121 289 3105
 Email: agewell@agewellsandwell.org.uk

Learning from communication in the territory

Can inspire: exploring
and see new places
through exercise

Walking in North Kesteven



Exploring North Kesteven on foot, follow these walks to discover a variety of countryside scenes, ancient woodlands and delightful villages.

The fascinating history woven into the landscape will be revealed, from the sites of Roman waterways and medieval castles to the airfields of the Royal Air Force past and present.

Learning from communication in the territory

All about
keeping fit no
matter what
way



Relates to
everyone –
everyday
activities

Sense of fun
and light
heartedness

Light hearted, real life communication is welcomed

Way Forward

Your one pager



Frank



Elsie & Arnold



Ralph & Phyllis



Helena



Ben



Tim

Come and Join Us

Come and Join Us

Healthy body (healthy mind)

Feel happy feel healthy

Get your physical edge back

Get some family time together

Live Life – Don't Just Exist

Make the Most of the Years Ahead

Do it with Friends

Clear your Head

Party Penance

Get back your edge

Stay healthy

We Can Help You Be More Active

Good cause, good exercise

Do it with Friends

Play with work mates

Fit in a burst of activity

Enjoy time together

Connect with Kids and Grandkids

Fun with the Grandkids

Enjoy Good Food

Get back involved

Get active with family and friends

the
futures
company

Thank you!

jake.goretzki@thefuturescompany.com

the coming together of
Henley Centre HeadlightVision
and Yankelovich