



## Marketing Communication for Physical Activity

Debrief for the Department of Health

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*Managed by*



March 2<sup>nd</sup> 2010

## Presentation outline

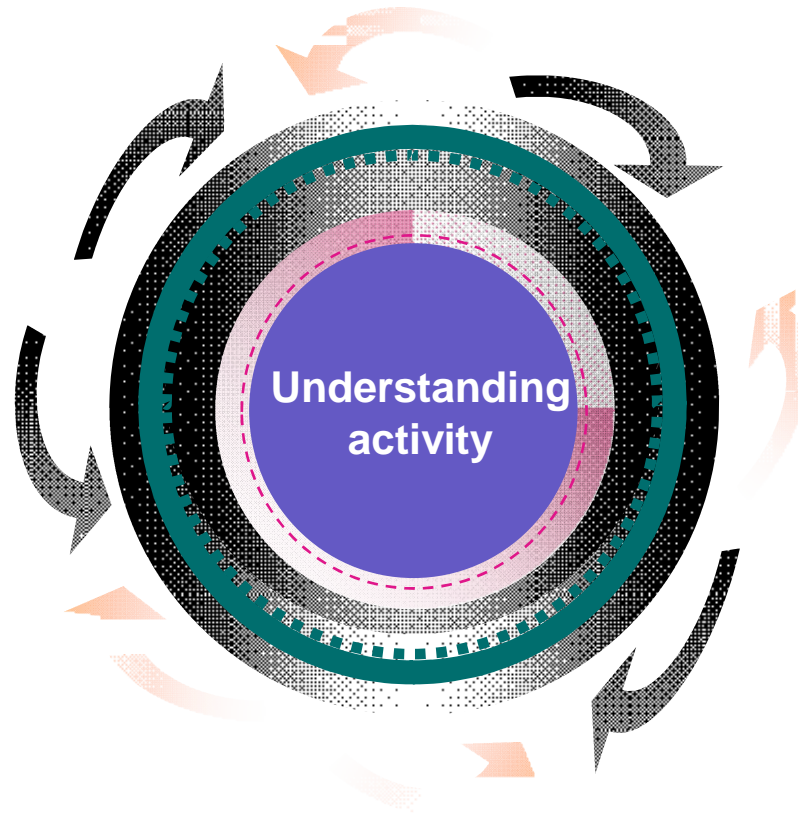
- Objectives, methodology, sample
- Communicating for activity: a reminder of the challenges
- The segments in detail
- One page summary of messages

# 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



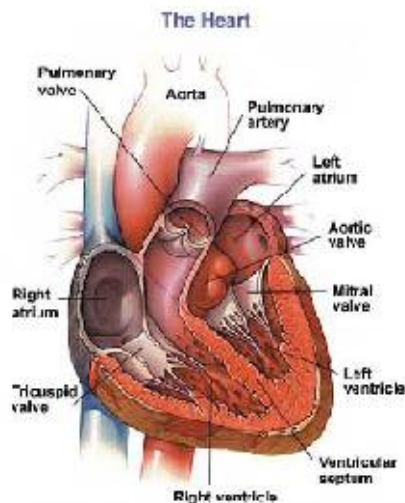
### COMMUNICATION CHALLENGE:

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



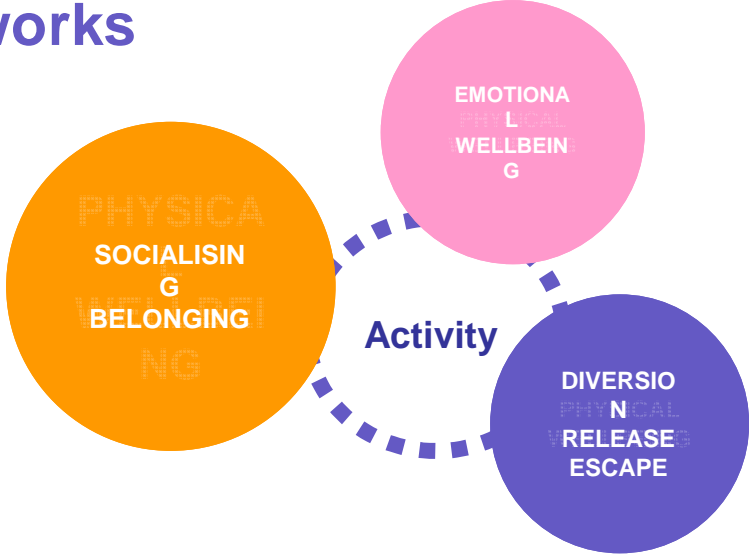
### COMMUNICATION CHALLENGE:

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

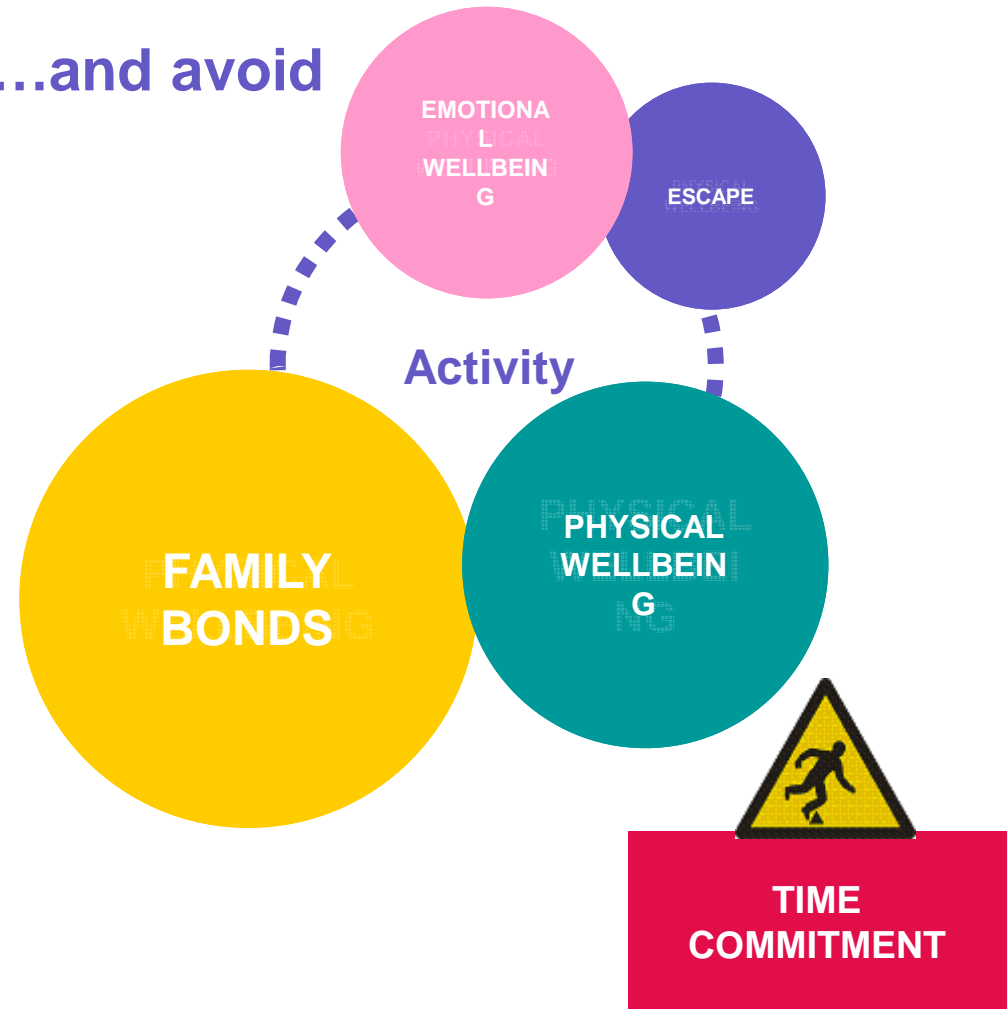
He's well disposed to returning to activity – but time and family are an issue

## 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



Explicitly vain!

## Lessons from existing communication

Sociable,  
tribal,  
competitive  
spirit



Playing to  
happy  
memories; past  
prowess

My team. My mates. My game.  
My life.

Play.



the coming together of  
tenley Centre headlight vision  
and Yankelovich

the  
future of  
community

## 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

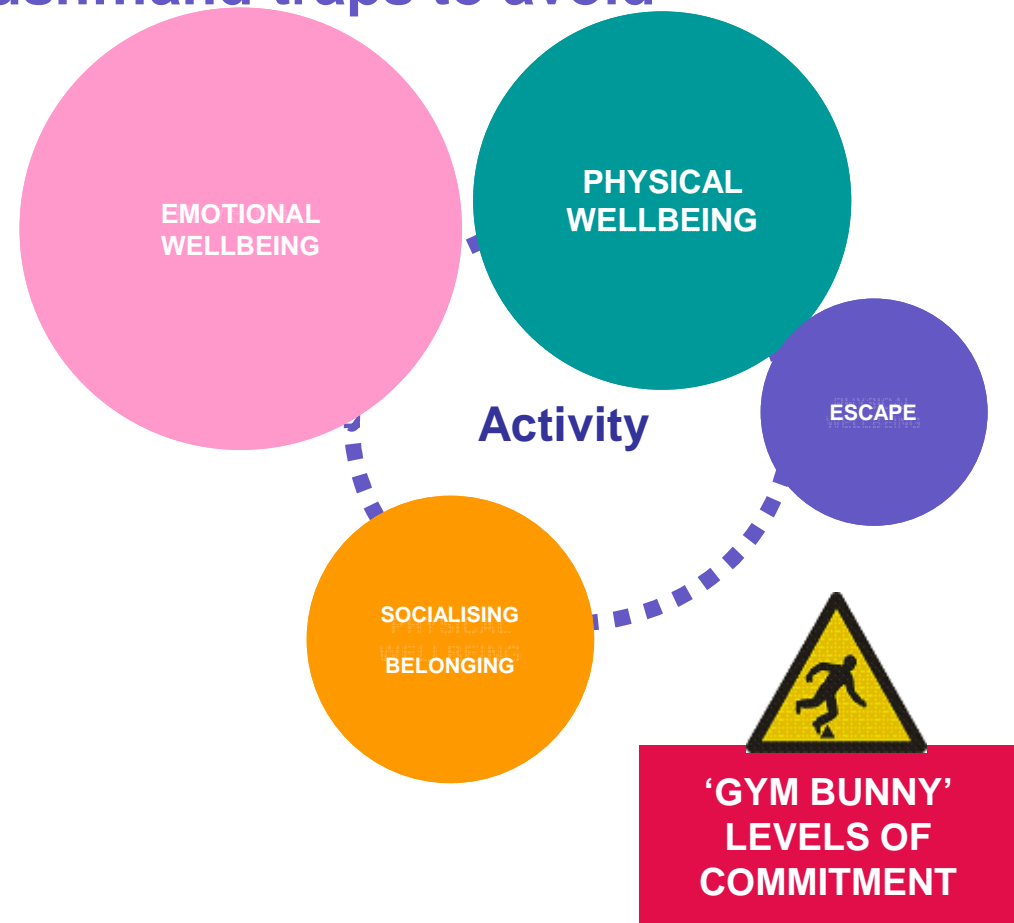
She's an easy convert – but lacks motivation and habits in current form

## 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 + re 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

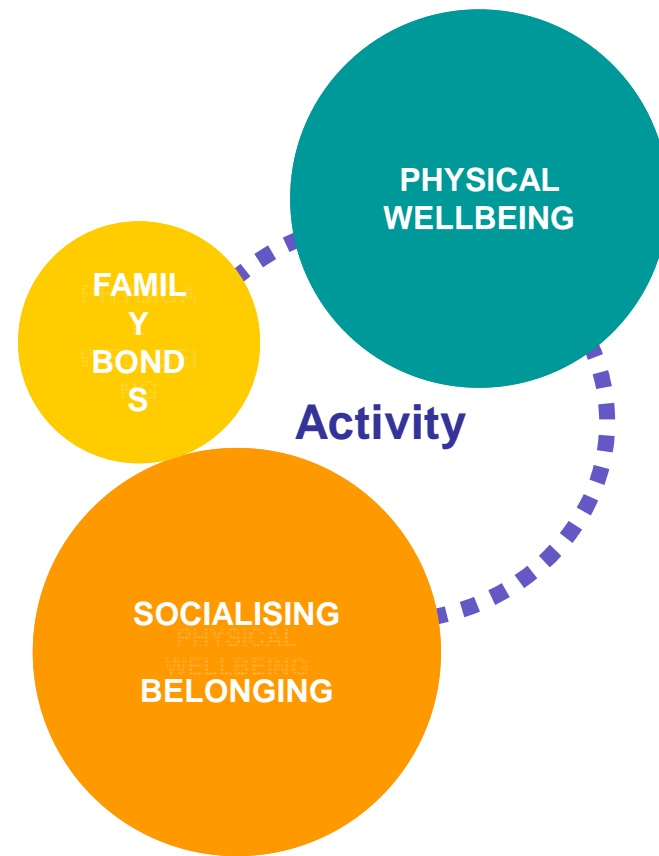
Looking to keep the body healthy – though currently lacking the motivation

## R&P: which buttons to push...

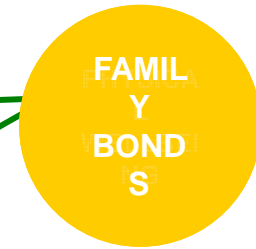
Activity resonates by providing lasting **PHYSICAL WELLBEING** – The ‘Healthy body’ to match the ‘healthy mind’ or better protection if / when health worsens

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’*)

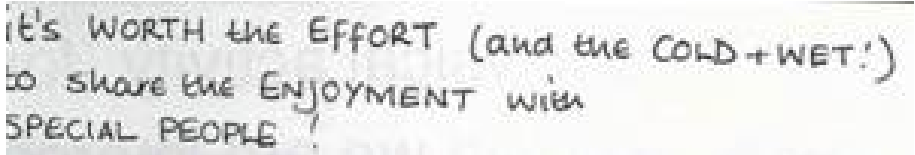
Lastly, activity can resonate by enriching pleasure of **FAMILY BONDS** – grandchildren and children



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"*

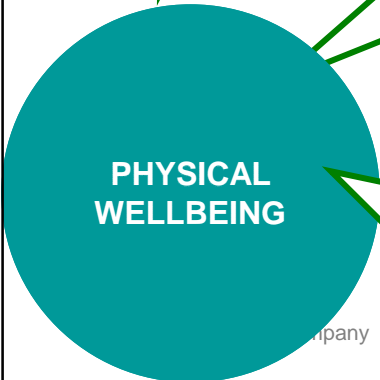


*"I was a runner until I was 45. I suppose we just got a little too comfortable in recent years"*

*"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

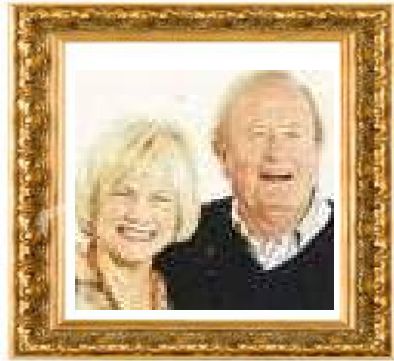
Wii fit

### 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

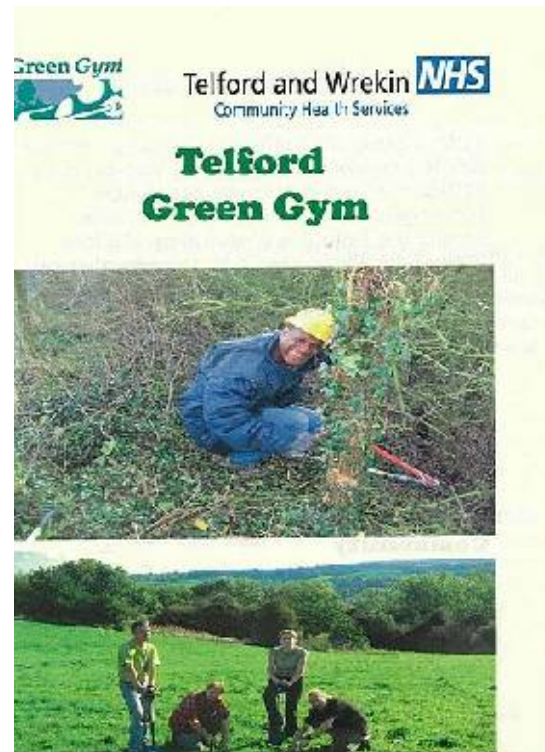


Strong social cues



## Lessons from existing communication

Playing to  
volunteerism /  
public spirit

A poster for 'Shropshire Outdoors' with a green background. It features a leaf icon and a ladybug icon. The text describes the project's goals: helping people get fitter through green exercise, encouraging groups to take part in countryside walks, environmental education, and conservation work. It also states that the project aims to make the countryside more accessible to diverse communities and promote countryside volunteering.

**Shropshire Outdoors**

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

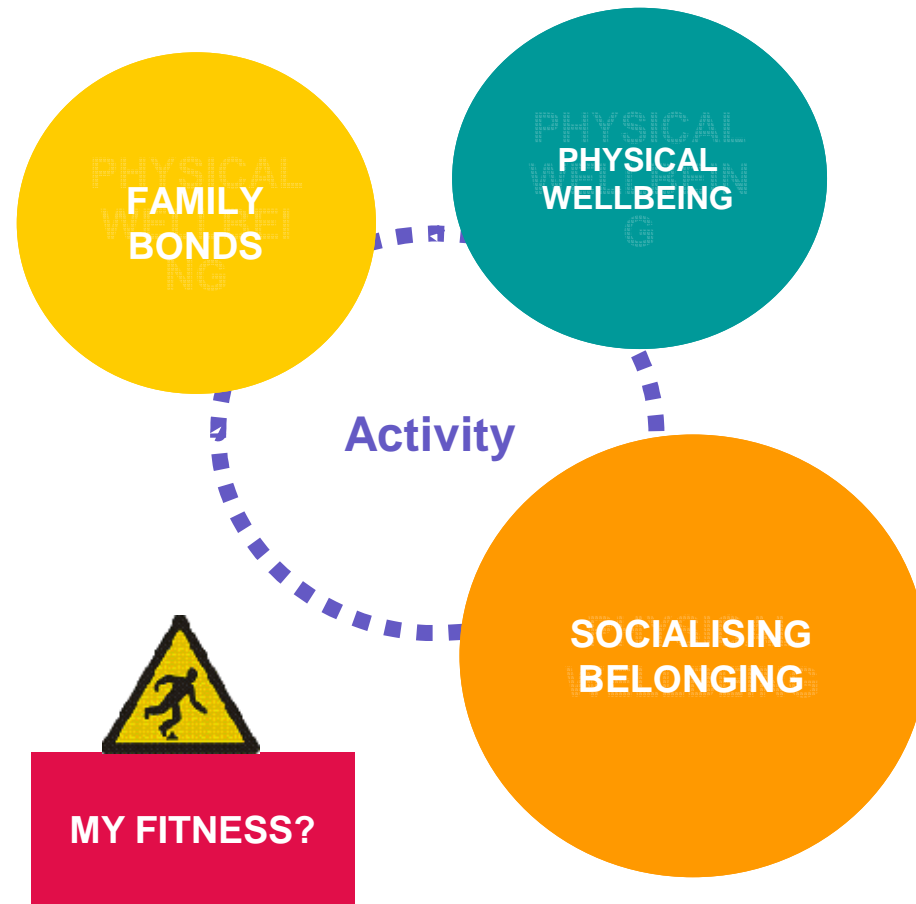
## Elsie and Arnold: buttons to push...and pitfalls to avoid

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**



*"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"*



*"Living alone means you have to take care of yourself – you can't let yourself go - appearance and fitness is important"*

PHYSICAL WELLBEING  
**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"*

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**'



Playing to the  
desire to meet  
others and have  
fun

Softly suggesting  
health benefits of  
'feeling good'  
which resonates

Broadening the  
definition of who  
can do activity i.e.  
YOU CAN TOO!

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**.'

Relates to the need of this segment to want to do exercise and keep active

Overcomes concern that it is for someone younger and more fit – reassures it's for 'people like you'

Addresses the concern of 'overdoing it' or 'harming yourself'

## 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?**  
 X-Extend is a voluntary exercise program for men and women aged 65 and over. The programme is for people who have lost weight, have high blood pressure, or are recovering from a heart attack or stroke.

**Why do I need to be more active?**  
 - Lose weight  
 - Lower blood pressure  
 - Improve mobility  
 - Make your heart stronger  
 - Reduce your risk of developing diabetes, heart disease or having a stroke

**What can I expect?**  
 Sessions can be chair based or standing, using a range of free room and using specialist equipment.  
 The classes are designed to suit all abilities and all those who are taking part.

**When 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 Team

**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**

Agewell, Suite 12  
 Vision Point, Vaughan Trading Estate,  
 Giggley Hill End, (Pages 716, 717)

Tel: 0800 011 8655  
 Tel: 0121 289 3100/3181  
 Fax: 0121 229 3105  
 Email: [agewell@agewellin.sandwell.org.uk](mailto:agewell@agewellin.sandwell.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](mailto:jake.goretzki@thefuturescompany.com)

the coming together of  
Henley Centre HeadlightVision  
and Yankelovich