

WELLNESS INFLUENCERS GOT REAL

—
*but where
are brands?*

Ogilvy

By MARION MCDONALD
Asia Edition by PIERRE ROBINET
and ANDREANNE LECLERC



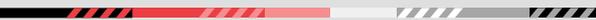
Table of Contents



Foreword	3
Inclusive Social Wellness	4
The Wellness Imperative	6
Wellness Influencers – Eyes Wide Open	7
Study Methodology	9
Meet our Real Wellness Influencer Panel	10
Inclusive Social Wellness Communities	12
Top Tips for Brands:	15
<i>01.</i> UNDERSTAND <i>the wellness journey</i> OF YOUR CONSUMERS	16
<i>02.</i> DEFINE your value-add IN WELLNESS	20
<i>03.</i> IDENTIFY diverse VOICES	23
<i>04.</i> Get out OF THE WAY!	26
<i>05.</i> BUILD long-term INFLUENCER PARTNERSHIPS	29
<i>06.</i> ESTABLISH APPROPRIATE WELLNESS metrics	32
Conclusion/References	34
Acknowledgements	35



Foreword



Wellness is critically important to people today – and this is especially true for Gen Z and Millennials who recognise the importance of wellbeing and prioritise it to better manage their health.

Whether it is our physical, emotional or psychological wellbeing, many of us have come to appreciate the fundamental relevance of wellness in every aspect of our lives. It is relevant even in our careers, especially when it comes to our brand relationships; and in doing so anticipate less health intervention by emphasizing more on health prevention.

Today, our choices go beyond a brand's product and services - expanding to how brands make us *feel*. And our research has found that consumers now expect brands to have a wellness strategy running through their offerings - but not enough brands provide that. To help support and nurture wellness in our lives, online communities are being created. These communities help to offer a sense of belonging, advice and information to be shared with each other.

Social communities now play a crucial role for wellness seekers, patients and their caregivers as these communities help to provide much needed support for them. Wellness influencers and healthcare key opinion leaders (KOLs) are now playing key roles in this journey. There is a rich opportunity for brands to fill the *Wellness Gap* and help support the wellness needs of consumers through social media partnerships. Brands need to embrace this new chapter, serving to be consumers' and patients' wellness support while leveraging KOLs in sharing their expertise as part of the brand's communication strategy. This Ogilvy study sets out to understand the needs of wellness influencers and the social communities. It will offer guidance and insight on how brands can build inclusive social wellness campaigns that can and will benefit all stakeholders.

Pierre ROBINET

President Ogilvy Health ASIA

Inclusive Social Wellness

Walking through an airport in Asia in 2018 I spotted the first one. A bank ad not promoting its global reach or investment products but its “financial wellness consultants”. A bank in the wellness business now? Fast forward to 2021 and Forrester Consulting found 74% of Asia Pacific retail banks surveyed had adopted financial wellness tools to encourage their customers to build better financial habits.

By MARION
MCDONALD
—
Wellness
Influencers
Got Real

Wellness is fast becoming the business of companies that have never operated in this space at all. No longer confined to the realm of nutrition, exercise, sleep and perhaps a high-end spa vacation, almost every brand can grow in the wellness economy with a relevant value proposition and the right brand experience. There's nothing quite like a pandemic to make us all aware that it's smarter to stay well than wait for illness to strike, hence consumers not only welcome this change but clearly expect brands to develop their wellness strategy merely to survive in the future.

The global wellness economy is [now worth US\\$4.5 trillion](#), growing twice as fast as the rest of the economy. In the award-winning 2020 [Ogilvy Wellness Gap Study](#) we quantified for the first time the gap between consumer's wellness expectations and how they feel brands deliver, studying seven industry sectors across 14 countries. Consumer dissatisfaction was palpable - 75% felt brands could do more for their wellness and just 46% felt that brands consider their wellness as a priority ([Ogilvy Wellness Gap Study](#)).

Turn your workplace into a wellness place.

Partner with the #1 brand recommended
by benefits brokers for financial wellness.

© 2019 PRUDENTIAL FINANCIAL, INC., NEWARK, NJ, USA. ALL RIGHTS RESERVED.
PRUDENTIAL FINANCIAL RANKING THE Study of Group Insurance Brokers, 2017
10085928-0001-010



Consumers increasingly ask whether a brand enhances or detracts from their wellbeing. And for the first time we see that three quarters of global consumers feel brands need a wellness strategy as part of their core mission.

Perhaps with brands failing to close the wellness gap, we spotted the emergence of a new consumer behaviour we termed “Social Wellness”. Global consumers are seeking like-minded communities for social connection and moral support on the wellness journey. We all need connection with other human beings to feel well. For most of us social media became our primary medium to connect during the pandemic, so these communities are primarily online.

In response, wellness influencers radically adapted. The perfect visage of old style wellness influencers received a reboot - better aligning with the more gritty, inventive; sometimes lonely experience of Covid. Gone were the flawless wellness lifestyles, the always healthy diets and ‘sunshine and rainbows’ motivational quotes. Micro influencers emerged or rebranded - actively building more inclusive and authentic wellness communities based on everyday reality, transparency, balanced advice and honest depictions, even confessions, of the ups and downs along the wellness journey.

So how do brands re-align now? Our objective at Ogilvy Health is to help brands close the “wellness gap” with their audiences. While our Wellness Gap study **quantified the gap** in food, snacks, travel, skincare, autos and financial wellness, this new research uncovers insights on how brands can **close the gap** and grow by leveraging inclusive social wellness practices. We interviewed wellness influencers in these same industry sectors to understand how they build more authentic and engaged brand communities and what brands can learn from them to ‘get real’ in wellness.

The Wellness Imperative

Wellness is profoundly changing consumer behaviour, driven by younger Millennials and Gen Z, for whom wellness is a dominant lifestyle value.

A wellness brand today is simply a product or service that helps a person feel better or healthier. Largely discretionary spending, this sector is fuelled by emotion over functional communication, necessitating positive experiences and recommendation to build emotional connection.

The Ogilvy Wellness Gap study found an overwhelming need for brands to develop a wellness strategy to meet consumer expectations. **Globally, 77% of people told us wellness is either very important or extremely important to them, yet they are not satisfied by the current efforts of brands.** Take established wellness sectors like food and skincare that have espoused wellness claims for the last two decades. Is the food industry doing all it could to help consumers with their wellness journey? Only 41% of people globally agreed. Is the skincare industry doing all it should to help them with their wellness? Only 53% agreed.

Brands that communicate a clear wellness strategy in their purpose will resonate more deeply over functional brands - this is quickly permeating all industries.

PUTTING THE “WE” IN WELLNESS

Our 2020 study revealed for the first time that wellness is now less personal and less selfish - shifting from “my” wellness to “our” wellness. Global consumers told us wellness is linked to the sentiment of feeling connected to some form of supportive social community. Given reduced physical contact during the 2020-2022 Covid pandemic years, this has rapidly shifted to online communities to combat social isolation.

If “switching on” to improve wellness feels counter-intuitive, consider this 2022 Wunderman Thompson Data finding that 81% of respondents say they switch on digitally to unwind and 56% say they are mentally healthier thanks to technology. Globally, 53% of people say a brand that helps them feel connected is now a wellness brand.

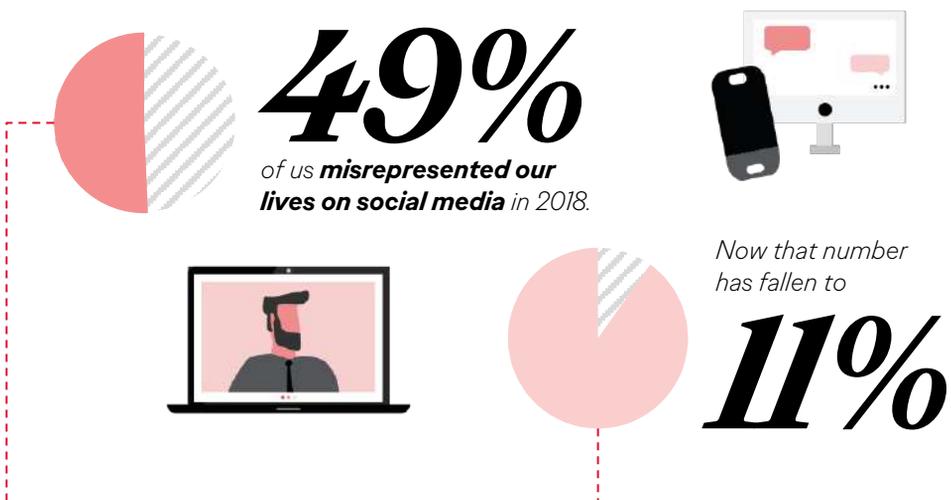
Wellness Influencers – Eyes Wide Open

Upfront, let's surface the 'elephant in the room' when we talk about online wellness communities. There is much debate about social media serving wellness advice with an unwanted dose of toxicity.

At its best, social media allows us to make meaningful human connections around shared goals, derive a sense of wellness accomplishment online, seek motivational support, tap specialist wellness advice and discover new global wellness trends.

Yet in the past, many wellness influencers contributed to outright harm to self-esteem through their visage of perfection. It was as though wellness was a destination they had reached without struggle, while us mere mortals failed daily and relied on their recommendations to get there. Selective editing of influencer food habits, showcasing constantly successful lives, luxury travel experiences and covetable fashion was rife pre-Covid. If the average person compares themselves - which we do daily, almost unconsciously - we fall short and feel depressed. Scrolling through feeds of wildly perfect influencers - while comparing to our own reality - is what leads to negative mental health impacts including anxiety, body dysmorphia, depression, feeling marginalised or lonely.

Let's look at what's driving change. One serendipitous consequence of our confined pandemic lifestyles is the utter ridiculousness of perpetuating glamorous selfies and hyperbole when we're living at home in our pajamas openly discussing mental health challenges. A far more honest view of our lives on social media has emerged, as confirmed in [WPP Australia's Secrets & Lies study \(May 2022\)](#).



The world of wellness has also historically marginalised minority groups, lacking inclusive influencer voices who resemble the actual population. Wellness influencers have perpetuated thin white privilege, showing only one view of how “well” people are expected to look. Representation is empowering, and it’s become especially crucial in the wellness space.

Governments have stepped in to crack down on misleading social content. The [UK Digitally Altered Body Images Bill](#) passed into law in early 2022, just months after Norway enacted similar legislation.

Ogilvy is also proactively taking a highly inclusive stance against the toxic excesses in wellness in the form of two industry leading initiatives – a global policy and a UK pilot program:

1. [Diverse Influencer Policy](#)
2. [Ogilvy UK pilot ban on work with influencers who retouch their skin or bodies](#)

Ogilvy has partnered with Unilever to create the [Dove #DetoxYourFeed](#) 2022 messaging to shine a light on this issue and provide educational solutions.

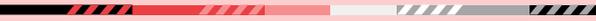


Study Methodology



In our 2020 Ogilvy Wellness Gap study, we quantified the wellness gap in 7 sectors – food & drinks, snacks, skincare, airlines, hotels, autos and financial wellness – surveying 7,000 consumers across 14 countries. For this 2022 follow up qualitative study, we identified 9 Asia influencers who are actively building inclusive communities focused in these same sectors. These influencers either come from a diverse background or are actively embracing outreach to minority groups and fostering a wellness community connecting with and supporting each other in their wellness journey. Our panel includes doctors, a writer podcaster, lifestyle and fitness influencers, a yoga teacher and human design coach and a teacher, singer, actress and creator.

In-depth interviews with each influencer explored the changing nature of influence as it builds trust and authenticity in wellness, their experience with wellness brand partnerships and what brands can learn from their approach.



Meet our Asia Real Wellness Influencer Panel

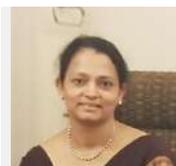
DR. GUANSHENG MA

Guansheng Ma, professor at the Peking University School of Public Health, is an expert member of National Health Scientific Communication. He is also a member of the Central Scientific Communication Working Committee of the Jiusan Society. Engaged in nutrition and health research for more than 30 years, he believes that scientific communication is a fundamental part of scientific research and that only by transforming research into knowledge that serves the people can the true significance of research be grasped. Led by a belief in "effective nutrition, serving the public", he established the "Dr. Ma Health Group" in 2008. He later established the "Nutrition Now" and "Dr. Ma Talking about Nutrition" platforms to share the latest professional nutritional science and health information with the public in an easy-to-understand format, combatting misconceptions, promoting public health and helping to build a healthy China.



DR. BEENA MATHEW

Dr. Beena Mathew is a Senior Yoga and Naturopathy Physician with over 27 years of Clinical experience in managing Health Wellness and Lifestyle Diseases. For over 24 years, she has practiced and specialized in Energy Medicine and drugless pain management for Arthritis, Musculoskeletal Pain, Neuropathic Pain, Headaches, Chronic Pain, and Cancerous Pain. She treats and focuses on drug-less pain management including Passive Pain Strategies-acupuncture, Spinal Decompression, Therapeutic Massage and Ayurvedic Therapies, Active Pain Strategies, Yoga Therapy, Natural Pain Killers, and Relaxation techniques. She has been a preacher and practices at Yogaksema Clinic where she integrates Energy Medicine, Conventional Medicine, Mind- Body and Herbal Medicine to provide a comprehensive prescription for wellness.



DR. NAVEEN KALKUNI VISWESWARAIAH

Dr. Visweswaraiah has co-authored over 45 research publications in indexed peer-reviewed journals and 4 chapters in edited books. He contributed significantly to establishing 5 research laboratories for Yoga and Naturopathy research. His research on meditation guided by Dr. Shirley Telles has established meditation as a state of 'ALERTFUL REST' and has provided the neurobiological basis for 2 states of wakeful consciousness as well as 2 distinct states of meditation as described in Upanisads and Patanjali Yoga Sutras [the 2 classical yoga texts]. This significant contribution along with his doctoral work on the Psycho-physiology of higher states of consciousness induced by meditation has led to research recognitions, awards, a unique and first of-its-kind of research initiatives in India.



ANITA M. HSU @anita.writer

Anita is a well-known writer, podcaster as well as social media influencer in Taiwan. Anita stays positive & curious with natural grace and elegance. She loves to share her viewpoints, experience and passions towards life with her fans via social media and podcast show, with a worldwide readership.



Meet our Asia Real Wellness Influencer Panel



IVY CHAO [@weicutey](#)

Ivy Chao, who was a former China Airlines stewardess, is now an active lifestyle influencer in Taiwan. Physical and mental health, travel, household goods, fashion, relationship are all topics she touches upon on social media, with nearly 300 million followers. She hopes to convey a positive and open-minded attitude towards living life by sharing her daily life and experiences.



LINN NGUYEN [@linn.nguyen1611](#)

Linn Nguyễn started the first step at reclaiming her wellness and health by embarking on her fitness journey. 5 years later and empowering thousands of women's lives later, she is now dedicated at helping women to rediscover the strength and recognize their self-worth through her online training program Empower You. Her online channel focuses on sharing her community's fitness stories by creating an environment where empowered women empower more women.



SAMANTHA TAN YIFEN [@samanthatyf](#)

A lady of many talents, Samantha is a qualified pre-school teacher, singer, social content creator and actress - most recently playing Recruit Goh Bee Bee on movie Ah Girls Go Army. More than just a sweet-looking girl-next-door, she goes the distance to entertain. She hopes to impact and inspire people from all walks of life. Samantha is currently a full-time talent with SGAG, one of Singapore's top digital content producers targeted at Millennials and Gen Zs.



PAU ATIENZA [@paupratienza](#)

Pau is a Singapore-based influencer who wears many hats: corporate leader, part-time DJ, fitness influencer and mental wellness community builder. Living a very active lifestyle, he frequently shares his wellness journey with his followers— not just in terms of physical fitness, but inspiring them towards mental and spiritual wellness as well.



TSAMARA FAHRANA [@tsamarafahrana](#)

Tsamara Fahrana is a certified meditation and yoga teacher, and Human Design Coach. She is a compassionate individual who provides a non-judgemental space through her professions of being a Human Design Coach, Meditation, and Yoga Teacher. She has a strong influence towards people who are health enthusiasts, both in physical and mental aspects. She is passionate towards helping the communities to reduce the frustration in life and live with more ease. Her healing journey started with overcoming her clinical diagnosis of chronic anxiety and depression.

Inclusive Social Wellness Communities

Wellness communities provide value to their members in a crowded, dubious and sometimes anxious social media environment. When led by a more authentic inclusive influencer, community members are not just given the answers to their wellness questions or told how to solve an issue but are supported through the ups and downs of the wellness journey in their day to day life.

As this new wave of micro influencers emerged or rebranded, we have observed a shift to more reality, greater transparency, balanced advice and more realistic discussion of the challenges and trade-offs in wellness.

We asked our panel what defines their wellness attitude and approach to their online community:

“

Only by presenting your authentic self will enable you to genuinely develop and build authentic connection with your audience in a sustainable manner. Everything that is fake will have its expiration date, some sooner and some later.

LINN NGUYEN

“

To me, it's all about being authentic when sharing narratives to my fans, who I viewed as friends who grow up with me together.

ANITA M. HSU

“

So part of what I do, in keeping with my philosophy is that I also lead a mental and spiritual wellness community. It started before the pandemic, by likeminded friends who are leaders in different industries, but it grew when there was a big loneliness spike during the pandemic. The group grew from 5 people to 70 people. And I'm more keen on growing the group in depth rather than in number.

PAU ATIENZA



Ivy bringing along friends and professionals for engaging discussion with her audience on nutrition.
@weicutey

“

I try to make my communities feel connected to each other by their common interests, for example writing journals, meditation, yoga, or Human Design. I would then provide a forum for discussion (Zoom/Telegram/WhatsApp) which allow them to connect with one another.

TSAMARA FAHRANA

“

To exude strength with kindness, without being self righteous. I hope that by aligning my behaviour with my beliefs, I'd be able to encourage others to do the same. I hope to create feel-good content pieces that will brighten people's day, use tools online or story sharing to get people to be reflective and also to encourage them to practice gratitude whenever possible. I do feel that the greatest step to take first, is to lead by example as much as possible. Being authentic and relatable often helps with painting a more realistic image of life online.

SAMANTHA TAN YIFEN

“

Success and failure are the best way to connect with each other. There is a huge network of people who have done well and influenced people more and more into this. There are also other patients, who have tried and wondered why something is not working for them. Then also they seek fellow patient opinion.

DR. NAVEEN

In contrast, some of our influencer panel felt brands often approached them for sponsored posts in a tone that did not match with their own philosophy. They reported client briefs that required a very one-sided positive view of their wellness benefits and contained too many messaging mandates.



For brands that genuinely try to improve their audience recognition and respect toward wellness, it is a great starting point to collaborate with wellness influencers to help them achieve their goal. Occasionally there are brands that just want to improve their market perception by trying to link themselves with wellness despite the fact that their product does not deliver such value.

LINN NGUYEN



We simply cannot afford somebody who is approaching human wellness and health with any compromise in integrity. So, false promises, overclaiming, and overarching and experimental strategies... none of these are desirable. Anybody who is pursuing these for short-term gains is a strict no-no for us.

DR. NAVEEN



Linn shared the full step-by-step experience of her son medical procedure to help other moms
[@linn.nguyen1611](https://www.instagram.com/linn.nguyen1611)

So what are the lessons for brands to grow through wellness from the influencers curating inclusive social wellness communities? How can brands add value to their followers through a more authentic experience lens?

TOP TIPS FOR BRANDS

1. UNDERSTAND *the wellness journey*
OF YOUR CONSUMERS
2. DEFINE *your value-add*
IN WELLNESS
3. IDENTIFY *diverse* VOICES
4. *Get out* OF THE WAY!
5. BUILD *long-term* INFLUENCER
PARTNERSHIPS
6. ESTABLISH APPROPRIATE
WELLNESS *metrics*



UNDERSTAND
the wellness
journey
OF YOUR
CONSUMERS



Understand the wellness journey of your consumers

Wellness is a lifestyle journey, not a destination. There are setbacks, interruptions, changes to circumstances and these are what keep community members engaged, experimenting and seeking support. Brands should begin by participating in the community, listening to their wellness journey questions, and identifying setbacks and topics that generate the most engagement to know what this community really wants to know about.

“

Remember mental well-being is a process, not a destination but a process, that overtime becomes a lifestyle.

DR. BEENA

The majority of influencers we interviewed for this study now encourage their followers to interact with one another for advice also. Questions get answered by other community members with no brand or influencer filtering. These communities often collaborate in a mutually beneficial way to surface their shared goals, solve problems and ask questions.

“

I have made it possible through WhatsApp groups and community groups. Strike inclusive conversations on these very groups, so that fellow seekers can share their peace of mind too.

DR. BEENA

“

It's very important to maintain a scientific and rigorous research-based attitude to communication, as well as address issues that are relevant to the present moment; to strengthen cooperation with authoritative media and platforms to expand one's influence and scope of content; to actively try a variety of communication approaches to find the most efficient and influential ways.

DR. GUANSHENG MA

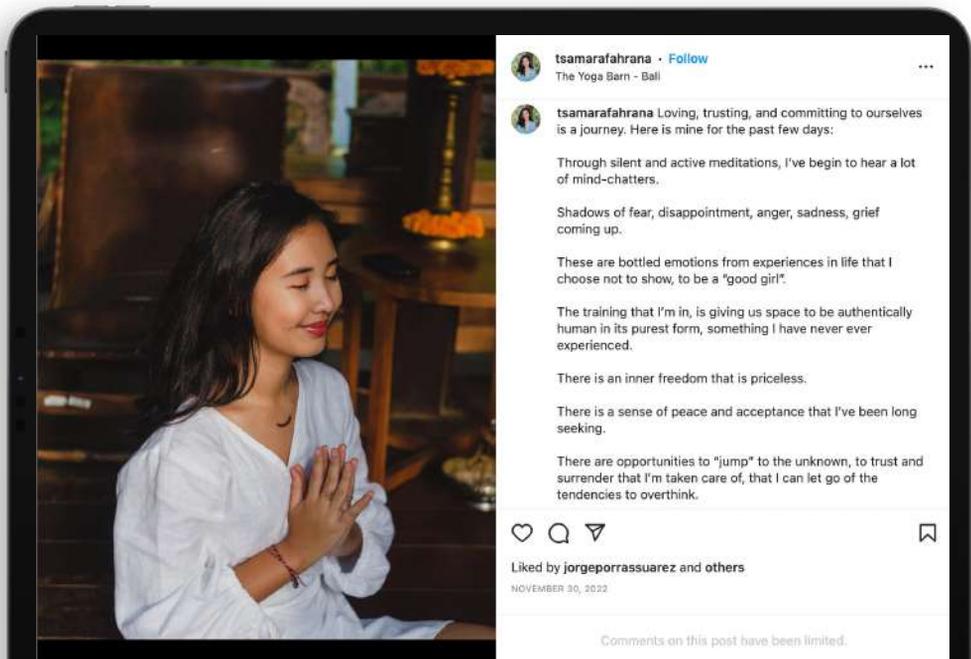
Understand the wellness journey of your consumers



That invisible bond of sisters sharing their stories to let others know that hey you are not alone here, we are not walking on the same road but we are on the same path and we hope our stories give you light and guidance in your moment of hopelessness.

LINN NGUYEN

Map the topics that represent wellness journey “moments of truth” for your key consumer segments before planning when, how and whom you might engage through.



Tsamara is inspiring her followers by sharing her own journey and how she is dealing with mind-chatters.
[@tsamarafahrana](#)

CASE STUDY: *AIA Live 2021*

How could AIA – committed to enabling healthier, longer, better lives – combat languishing across Asia caused by the pandemic to get them to actively pursue or engage in better health and living?

Ogilvy worked with AIA to leverage on its unique strength: bringing together remarkable AIA's family of health and wellness ambassadors, subject matter experts and leading influencers from all across Asia and globally as one. This culminated in AIA Live 2021: a star-studded, expert-driven, inspiring online day of health and wellness.

33 ambassadors and influencers created 27 unique sessions totalling 5 hours across 4 content pillars; Physical, Mental, Nutritional and Environmental Wellness.

Rather than siloed sessions, it drove greater impact and developed ownable content and fresh perspectives by connecting the ambassadors and guests across countries and expertise to co-create, generating unique cultural and knowledge exchange.

Local markets were enabled to deeply engage local audiences by creating locally-relevant AIA Live satellite events in subsequent weeks. Online events featured content dovetailing from the main event, led by local KOLs, generating significant buzz in-market for months to come.





DEFINE YOUR
value-add
IN WELLNESS



Define your value-add in wellness

Are your wellness moments of truth practical or emotional in nature? We dip into social media sometimes for practical problem solving tips and more often for entertainment. Where can your brand add the most value?



I have learned the value of a healthcare provider in being approachable. I have found many patients open up to me in ways they describe they have never ever before. Over the long years of my practise, it has led me to being even more receptive and having patience. It has allowed me to form deeper connections with my patients and building a trustworthy relationship with them. Which eventually helps them believe in their mental wellbeing journey.

DR. BEENA

However consumers ultimately pay a premium for wellness based on how your brand makes them FEEL. A great wellness brand shows people how to achieve a desired emotional state by sounding and acting like a trusted partner they look up to and want to hear more from. This value is derived from the experience of using your brand. Look to user testimonials and influencers to describe the feeling your brand brings consumers and how they connect over this wellness benefit. If your brand is particularly enjoyable to use (eg. a gaming-based budgeting app that delights users with rewards) or smells divinely relaxing (eg. An affordable face mask with a divine scent) or is so entertaining that it releases feel good hormones in you (eg. An interactive online pet commerce site made for stimulating your dog), this is your sweet spot for emotional engagement with a wellness community.



A real, natural, open-minded life stories sharing with positive attitude is the core value of my social media. To me, the brand purpose, value, social image and whether it has positive social impact is the most important aspects when I am considering the cooperation. I hope to share the things which can truly inspire the public and bring up the greater inner self of themselves.

IVY CHAO

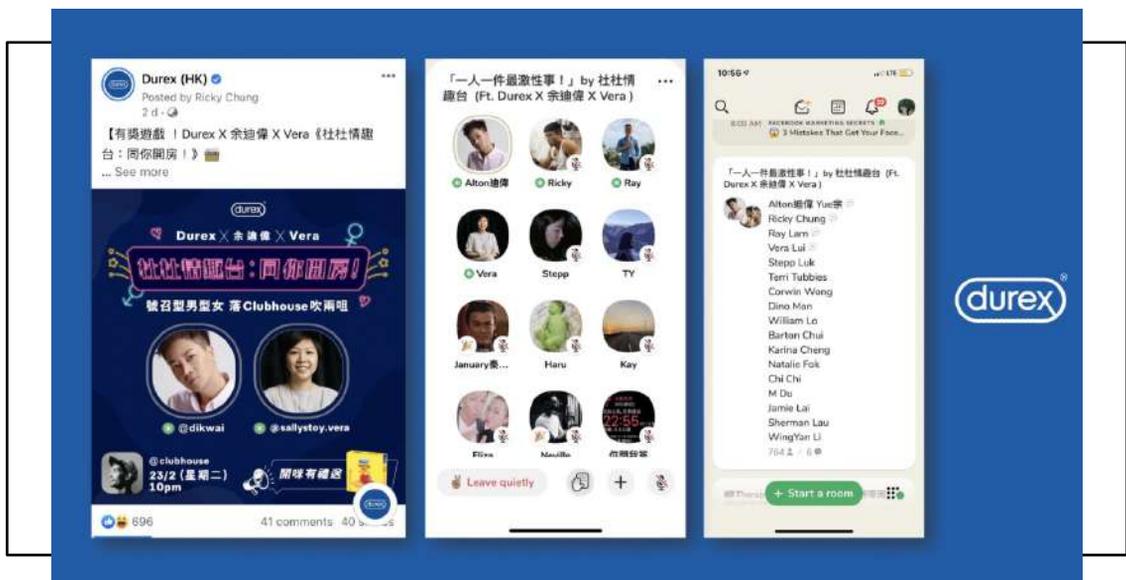
CASE STUDY:

Durex Clubhouse Live event

Hong Kong is widely known as one of the markets that is sexually inactive. People are shy and hesitate to talk about sex. Durex's role is to encourage and facilitate conversations to liberate that.

Ogilvy had proactively initiated a Clubhouse campaign for Durex - a late-night sex seminar hosted by famous DJ Diwei Yu and Sex Education Influencer Vera, attracted many to join the conversation - 764 people in the chatroom concurrently at its peak. People were actively raising hands and 12 participants got the chance to share their wild and interesting sex stories in the one-hour show.

The market response far exceeded expectations with high quality engagement and WoW user generated content with 526k social reach, 1.7K likes on social media posts within 48 hours. It had successfully made Durex the brand with the highest number of attendance among Hong Kong brands, and the second brand in Hong Kong to launch a campaign on Clubhouse (following Food Panda) in February 2021.



IDENTIFY
diverse
VOICES



Identify diverse voices

Gen Z expects to see diverse voices of all races, gender identities, sexual orientations, body types, abilities and ages in your brand's Instagram feed. Many of the brands they admire are built on an inclusive philosophy. For your brand to communicate a truly inclusive wellness mindset and differentiated approach, uncover the diverse voices rarely represented in your sector. How many wheelchair travel influencers do you recall seeing? Or non-binary parent bloggers? Or pet-fluencers over 55 years of age?



Health communication is only the first step. The key is to truly understand the topics discussed and then take actions to change unhealthy lifestyles and behaviors. This also means that people from different fields need to join in this effort, through different means.

DR. GUANSHENG MA



We need to understand that everyone is different and we are here to help them listen to their own stories, acknowledge their experiences and re assess their belief. Only by acknowledging this diversity will we understand that wellness mean different things to different people and once we have deeper self-awareness then we can figure out the most suitable, appropriate and path to attain our own wellness.

LINN NGUYEN

Ogilvy's view is that having diversity on the team that recommends and filters influencers can provide a more inclusive range of voices to better match the actual population or target audience. We also like to include a wild card selection in influencer program recommendations for real differentiation and to nudge positive change in brand perception.

Beware also that strict brand safety guardrails might exclude influencer prospects unnecessarily and unfairly. Unconscious bias can be built into brand safety standards that unwittingly sacrifice inclusion. Evaluate by asking whether your brand safety guidelines, if they were shared publicly, would make you personally feel comfortable with the response. If you're a highly diverse and inclusive employer, consider empowering your employees to become your best influencers. In B2B marketing, diverse employee voices are a highly under-utilised influencer source.

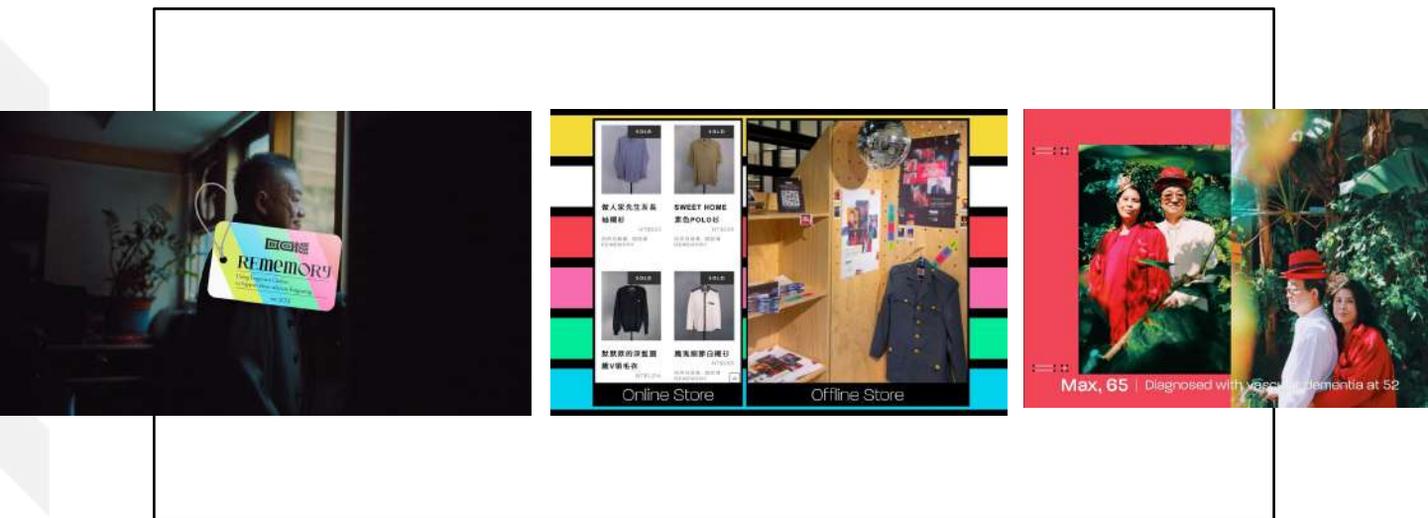
CASE STUDY:

Taiwan Alzheimer Disease Association REmemory

In Taiwan, it was found that people aged 18 to 39 have the lowest awareness of dementia, because the disease feels distant to them. Ogilvy's mission was to draw young people's attention to the issue and get them involved.

Ogilvy and the Taiwan Alzheimer Disease Association leveraged a viral moment where the owner of a dry cleaner mixed and matched clothes left behind in his shop, creating fashionable retro outfits for his grandparents, to create a campaign to tell the stories of those with dementia. The campaign launched an online shop to sell forgotten clothes which are then delivered to customers, packaged in a REmemory box along with stories of people with dementia, as well as access to an online course about the illness.

At the end of the campaign period, REmemory gained 30 positive news pieces, TV reports, and digital coverage across Taiwan while media coverage of the Taiwan Alzheimer Disease Association grew by 190%. The campaign also received 93.3% positive comments on social media with 69,627 engagements, resulting in a spike of donations by 44.7% compared to 2021.



Get out
**OF THE
WAY!**



Get out of the way!

This is where brands still need to learn they are no longer briefing an agency to create a perfectly controlled ad. Trust influencers to connect your brand to their audience needs in the most relevant creative expressions. You cannot be didactic about your brand messaging and expect influencers to successfully connect this to their own personal brand. Our influencers were most vocal on this common pitfall and all had stories of wellness brand partnerships gone wrong over excessive brand control.



Keeping it real and encouraging is what I believe in, especially when we are playing the role as a brand ambassador, the brand must share the same values & mission together in order to move forward.

ANITA M. HSU



Audiences can smell “brand speak” from a mile away, and no one wants to be sold to. But if you live and breathe the brand, the audience makes it part of their lives too.

PAU ATIENZA



Give them [influencers] the creative freedom to promote the products or services. They’d know their audience best and how they would best receive information through the engagement.

SAMANTHA TAN YIFEN

CASE STUDY:

TikTok #VaccineSo

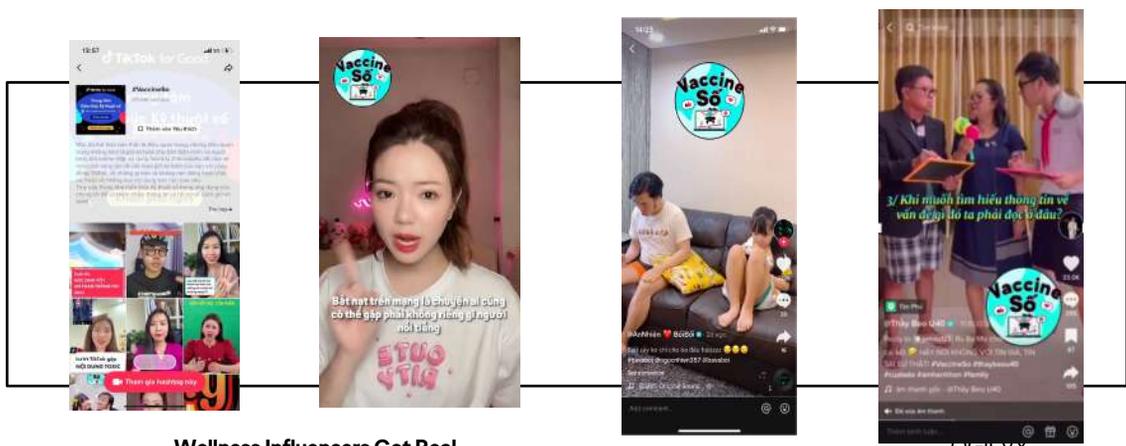
As an ongoing effort to keep TikTok safe for everyone, especially for teenagers, in early November 2021, Ogilvy launched the #VaccineSo (#DigitalVaccine) campaign in joint effort with 6 different credible government and NGO partners – Ministry of Education and Training (MoET), Ministry of Labour - Invalids and Social Affairs (MOLISA), VN-COP Network, Management and Sustainable Development Institute (MSD).

The PR-lead awareness campaign was set to provide diverse target audiences, from teachers, parents to teens on both in-app and out-app with creative, entertaining but practical guidelines and advice to equip them with proper knowledge to keep themselves safe online and to keep their experience on TikTok safe.

Throughout the campaign, 3 LIVE workshops were aired on @TikTokLIVE channel in November. After each LIVE was airing, a note recapping the LIVE was sent to media in Mass, Education, and Technology industries. Local TV channels helped amplify the campaign to mass audience.

Meanwhile, several TikTok creators shared tutorial videos on their channels in response to the campaign, and educated their followers about TikTok safety toolkits.

The campaign was positive and positioned TikTok as a responsible platform taking an active role in online safety through its tools, features and initiatives. A total of 03 media notes were distributed and generated 65 organic outcomes on many local media top-tier, including TV. Press sentiment towards the campaign was positive, with the hashtag #VaccineSo also receiving over 310 million views on TikTok.





BUILD
long-term
INFLUENCER
PARTNERSHIPS

Build long-term influencer partnerships

Select diverse wellness influencers who focus on quality integrations with fewer partners and they will work much harder for you to deliver the best possible collaboration over time, better leveraging the trust they have with their audience over a quick sell. The majority of wellness influencers we interviewed had rejected many one off post requests claiming they do not generate good engagement and feel too obviously commercial for them to pursue.

“

I'm cognizant that brands need a burst of awareness and activity around product launches and campaigns, but I've found that there is a multiplying effect to those moments, if the audience sees me using the brand even in every day life, outside the big events. So in a way, it goes back to how critical selecting partners are, and to set a long-term relationship.

PAU ATIENZA

“

I suggest that brands carry out more long-term cooperation, including scientific research, which can be more efficient and obtain more value... striking a balance between academia, scientific research, brand appeal, and public health promotion, with the goal of improving public nutrition and health literacy, in the effort to build a healthy China.

DR. GUANSHENG MA

“

Understand and align the vision and mission of the partnership to have clear expectations and deliverables. Emphasize and highlight the shared values and have a great discussion for a better outcome.

TSAMARA FAHRANA

CASE STUDY:

Janssen China

Together to Guard a Healthy Mind

As of 2020, there were 6.8 million schizophrenic patients in China, accounting for 1/3 of all schizophrenic patients in the world. To help these patients better integrate into society, the Chinese government proposed the Community Management Model in 2016, but this plan had run into obstacles, including severe discrimination and low understanding among both the public and decision makers. To narrow this awareness gap and build the supporting system, Ogilvy and Janssen China held a 360-degree campaign for 2021 World Mental Health Day.

The world's first-ever Schizophrenia Escape Room was developed to demonstrate how patients often describe feeling "trapped" by their illness, as well as the ability of the Community Management Model to help them "escape" and live more fulfilling lives in the forms of a pop-up experience and an H5 game. Cooperating with a top authoritative media outlet, MS Weekly, made a major impact among decision makers with a field investigation on Community Management Model.

In result, the community management model in Yunfu was chosen as a 2021 People's Livelihood Demonstration Project. The pop-up experience gained more than 12 million impressions, and more than 3500 players unlocked the schizophrenia escape room game online.



**ESTABLISH
APPROPRIATE
WELLNESS**
metrics



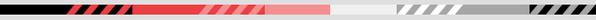
Establish appropriate wellness metrics



By now, it should be clear that establishing an influencer partnership to tap an inclusive wellness community is not a quick sales promotion strategy – though some brands may see a rapid sales result from an outstanding product. There is a broad range of brand benefits that drive long term growth through wellness. Measures beyond traditional ROI can include being viewed as a trusted expert, enhancing consumer wellbeing, employee engagement and higher NPS. Brands should consider these metrics in partnership evaluation:

- Improvement in positive social media sentiment
- Shift in social brand mentions with wellness now appearing in topics associated with your brand
- Reduced customer service costs from community members answering problems & questions
- Collaborative crowd-sourcing through community feedback and testing
- A commissioned Brand Uplift Study to check unprompted awareness, brand affinity, favourability, brand partnership recall and change in customer retention and loyalty among the community reached
- When a wellness brand partnership ties to wellness content on the brand's website and owned digital platforms, SEO metrics on web traffic, time spent interacting with content and share of search vs. competitors can also be measured

Conclusion



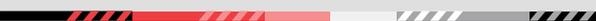
Across our global network, Ogilvy inspires brands and people to impact the world. Through our specialist Ogilvy Health team we help brands and people thrive in a healthier world.

By unlocking growth for brands through the wellness sector, Ogilvy has developed innovative new solutions, services and brand experiences that improve human health, setting highly inclusive industry standards along the way. Building a more inclusive wellness influencer ecosystem has been a focus of agency policy and pilot programs to ensure both brand safety and deliver trusted outcomes for social media users.

For brands already active in the wellness economy, there is clearly a significant opportunity to close the consumer perceived gap. This may be through adapting the user experience of your existing products. Tapping inclusive social wellness communities starts with wellness journey mapping, finetuning your value exchange and identifying new, more diverse influencer voices to share the experience of your brand. Allowing these influencers the freedom to create authentic experience sharing of more relevant wellness journey benefits is a clear route to building trusted consumer engagement.

For brands that are yet to identify their place in the wellness economy, Ogilvy recommends beginning with social listening through inclusive communities to uncover wellness journey gaps. Our innovation experts develop new ideas and revenue streams to improve consumer wellness outcomes in fields from food to financial services, crop management to cars, travel to truck lubricants.

Ogilvy Health has a strong commitment to collaborating at the intersection of science and people to identify a meaningful point of difference for brands in the wellness economy.



References

- www.globalwellnessinstitute.org/what-is-wellness/what-is-the-wellness-economy/
- www.ogilvy.com/ideas/wellness-gap
- www.wundermanthompson.com/insight/new-trend-report-into-the-metaverse
- www.ogilvy.com/ideas/strategy-action-bringing-diverse-equitable-approach-influencer-partnerships
- www.thedrum.com/news/2022/04/07/ogilvy-will-no-longer-work-with-influencers-who-edit-their-bodies-or-faces-ads
- www.dove.com/us/en/stories/campaigns/detoxify.html
- <https://www.wpp.com/aunz/secrets-and-lies> Chapter 6

Acknowledgements

AUTHOR & RESEARCHER

Marion McDonald, Global Wellness Practice Lead, Ogilvy Health
Pierre Robinet, Managing Director, Ogilvy Consulting SEA & Asia President, Health
Andreanne Leclerc, Asia Managing Partner and Head of Social and Performance

STUDY CO-SPONSORS

Kim Johnson, Global CEO, Ogilvy Health
Joanna Oosthuizen, EMEA CEO, Ogilvy Public Relations and Influence
Rahul Titus, Global Head of Influence

INFLUENCER IDENTIFICATION & OUTREACH

Grace Morris, Ogilvy Health
James Baldwin & Molly Heron, Ogilvy Influence
Brenda Ho, Associate Director, Ogilvy Singapore
Anh Nguyen Van, Project Manager, T&A Ogilvy Vietnam
TienGiao Hoang, Business Partner, T&A Ogilvy Vietnam
ThaoNhi Nguyen, Project Management Officer, T&A Ogilvy Vietnam
Lin Li, Group Medical Service Director, Ogilvy China
Wendy Xue, Managing Director, Ogilvy China, Health
Gadis Parengkuan, Account Director, Ogilvy Indonesia
Mila Lubis, Project Lead, Ogilvy Indonesia
Putri Mahardhikarini, Head of PR, Ogilvy Indonesia
CindySY Tien, Group Account Director, ERA Ogilvy Taiwan
Cherojit Goswami, Senior Vice President – Health & Wellness, Ogilvy India
Rana Bawa, President COMMONHEALTH, Ogilvy India

IMPACT ANALYTICS

Sam Coates, Ogilvy

EDITING & DESIGN SUPPORT

Grace Morris, Ogilvy Health
Jess Geli, Ogilvy Singapore

DESIGN & LAYOUT

Ana Simon, & Suraya Barnes, Ogilvy



Ogilvy