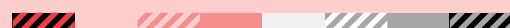


# WELLNESS INFLUENCERS GOT REAL

—  
*but where  
are brands?*

Ogilvy


By MARION MCDONALD



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# Foreward



Wellness is critically important to people today – and this is especially true for Gen Z and Millennials. Whether it’s our physical, emotional or psychological wellbeing, many of us have come to appreciate the fundamental relevance of wellness in every aspect of our lives, including our brand relationships.

These connections are now deep and complex. Today, our choices go beyond a brand’s product and services, to how brands make us *feel*. Our research has found that consumers now expect brands to have a wellness strategy running through their offering – but not enough brands provide that. To help support and nurture wellness in our lives, we are also seeking out “Social Wellness” – online communities that offer advice, information and a sense of belonging.

There is a rich opportunity for brands to fill the Wellness Gap and help support the wellness needs of consumers through social media partnerships. However, wellness influencers are a unique group, and brands need to proceed with a healthy respect for this. This Ogilvy study sets out to understand the needs of wellness influencers and their communities, and offers guidance on how brands can build inclusive social wellness campaigns that benefit all stakeholders.

Joanna Ooisthuizen  
CEO Public Relations & Influence, Ogilvy EMEA Region

# 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](#)).



*Prudential  
financial  
wellness  
messaging,  
USA, 2018.*

*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.

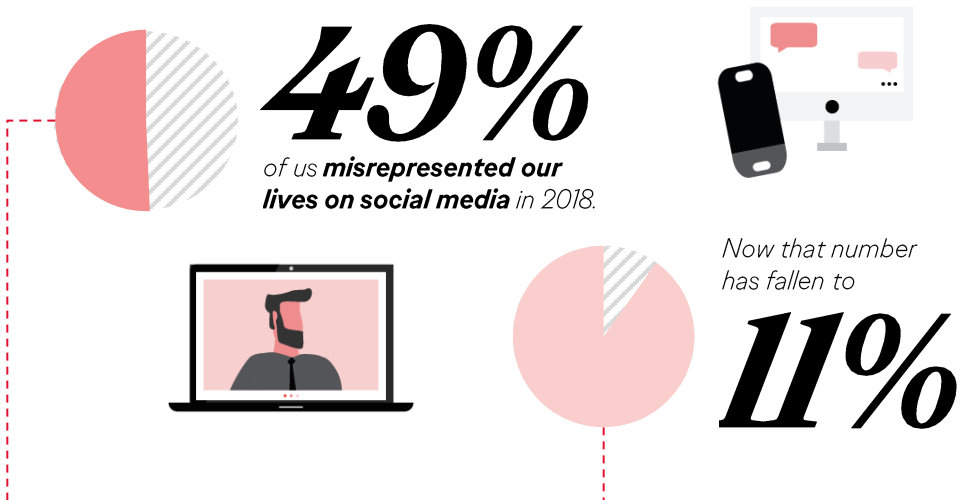
# Wellness Influencers – Eyes Wide Open

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.



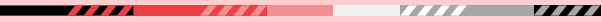


# Study Methodology



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 10 global micro influencers (generally defined as under 100,000 followers) 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 a transwoman racing driver, Asian-American skin positivity expert, Indian Master Chef finalist, gay Jewish travel expert living with a chronic illness, Nigerian immigrant now a UK-based financial wellness advisor and a bi-cultural travel blogger.

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 Real Wellness Influencer Panel



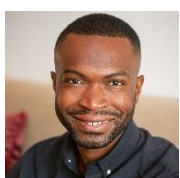
**NICHOLA LUDLAM-RAINE** @nicsnutrition @mummynutrition

Nichola Ludlam-Raine is one of the top Registered Dietitians in the U.K. and provides services to both the NHS and private sectors. She frequently appears on both live as well as pre-recorded TV and has over 100,000 followers across her Instagram accounts @nicsnutrition and @mummynutrition.



**KARISHMA SAKHRANI** @karishma\_sakhrani

Karishma abandoned a flourishing career in business development at Conde Nast to follow her passion for food, entering MasterChef India in 2015, where she was a finalist. Since MasterChef, Karishma has forged a reputation as the go-to chef for restaurants and brands that champion healthy eating, quality ingredients and great sourcing.



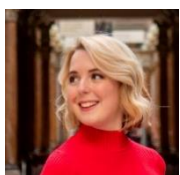
**KEN OKOROAFOR** @thehumblepenny

Ken Okoroafor is the Co-founder and CEO of The Humble Penny and Financial Joy Academy - platforms with the core mission of helping millions of people to create Financial Joy in their lives. Ken also runs a popular blog and YouTube Channel with around 60,000 subscribers. He has over 14 years of experience as a Chief Financial Officer in the Investment industry and has been featured across the BBC, Financial Times, British Vogue and many more outlets. His work at The Humble Penny has helped millions of people to change their relationship with money.



**CHARLIE MARTIN** @gocharliem

Charlie Martin is a British racing driver and LGBTQ+ activist. She is currently competing in the Lamborghini Super Trofeo North America, and also official development driver for Rocket MB Motorsport in the BTCC. She is a BMW 'Friend of the Brand', Stonewall Sports Champion, and ambassador for various LGBTQ+ charities.



**CHARLOTTE CHATEAU** @pariswithcharlotte

Charlotte Chateau is a happy Parisian student passionate about gastronomy and fashion. Always on the lookout for good addresses and new trends, she explores both France and the rest of the world. Never without her camera, she is also a photographer and community manager for palaces and restaurants.

# Meet our Real Wellness Influencer Panel

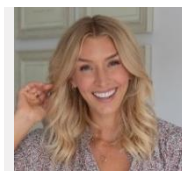
## **HÉLÈNE COYAN** [@girlborntotravel](#)

Helene grew up with a camera in her hands and started to travel when she was 18. Forty five countries later and endless stories to tell, she is now sharing her passion as a full-time, France/Geneva-based travel & lifestyle blogger. Helene loves anything to do with travel, adventure, wellness, photography and sharing beauty tips with her followers, encouraging others to find joy exploring this wonderful world.



## **ZANNA VAN DIJK** [@zannavandijk](#)

Zanna is an active lifestyle and travel creator, a Forbes 30 Under 30 entrepreneur and the co-founder of Stay Wild Swim – a sustainable and ethical swimwear brand made in London. Travel, hiking, finances, productivity, plant based eating and conscious living are all topics she touches upon across social media. She has worked with tourism boards across the globe from Visit California and Discover Greece through to Pure New Zealand and Tourism Australia.



## **NICKY KELVIN** [@nickykelvin](#)

An expert in the art of luxury travel on a budget and mastering the world of miles and points in the UK, Nicky was instantly recognised by leading travel website, The Points Guy UK and is responsible for sharing his incredible tips and honed travel hacks with the site's 100 million plus yearly unique readers. Nicky hosted a series of masterclasses across London and teaches attendees on how they too could 'Fly First Class for (Almost!) Free', under the guise of Miles Mogul. An aviation geek to the core, Nicky has been obsessed with aircraft, airports and the romance of travel for as long as he can remember!



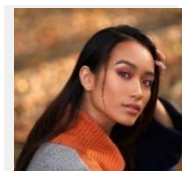
## **ROSIE BREEN** [@rosiebreenx](#)

Rosie is passionate about helping people learn how to love themselves from within. Her overall purpose is to help women achieve their goals in the most healthy, happy and sustainable way possible whilst continuing to enjoy all of the amazing things life has to offer! Rosie is currently working at diversifying her content to further support women to feel confident in their own skin through the products they use, the clothes they wear & the food they eat.



## **SHINY LIU** [@its.shiny](#)

Shiny is a skin positivity influencer from New York City. She is a firm believer in practicing self-care and self-love, sharing tips for both with her audience. Shiny shows her followers her real skin without make up or filters, by doing so she hopes to improve the confidence of others.



# 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:

“

*Wellness is about educating people...and moreso engaging with them in a way that's going to help them leave that conversation feeling better about themselves.*

**ROSIE BREEN**

“

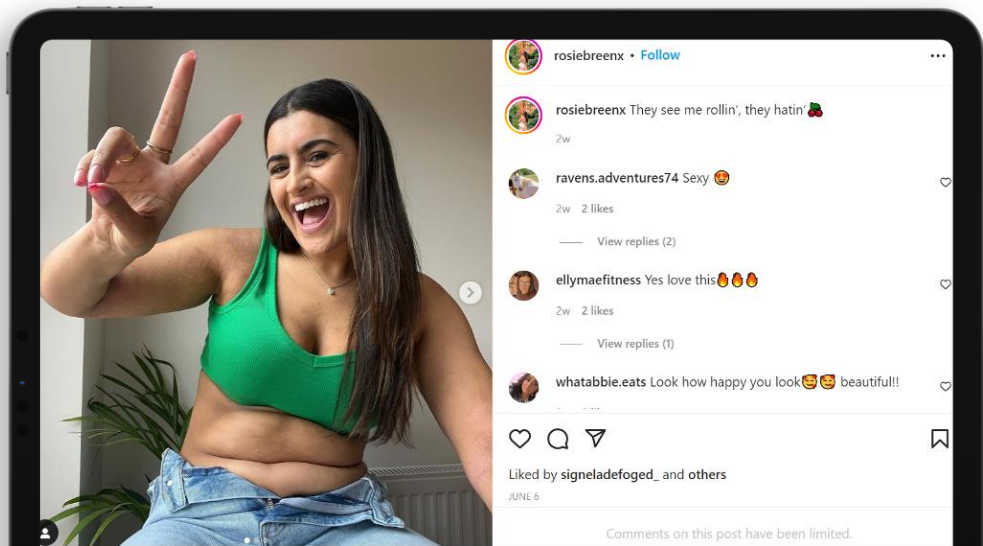
*Keeping it real and inclusive means sharing both sides of what is going on in your life and that there can be bad days. There can be days where you miss out on activity goals.*

**KARISHMA SAKHRANI**

“

*I was always really keen to show a very unfiltered view of who I am as a person. And at times that's meant being quite vulnerable...it's meant showing weakness. Whenever I try to answer questions from fans, I'm not trying to be the expert, I'm just speaking about my own experience. I'm not trying to speak on behalf of the community. I'm not the trans community. I'm just a trans woman.*

**CHARLIE MARTIN**



*Rosie Breen aims to leave followers feeling better about themselves in her posts.*  
Instagram [@rosiebreex](#)

“

*We're speaking to people from all different walks of life...the voice that you project really matters. So for us, it's about removing judgment from the conversation, injecting encouragement and kindness into conversation. The second thing is actually creating safe spaces...where people feel they can actually open up and talk without being attacked or judged.*

**KEN OKOROAFOR**

“

*So I told myself, if I continue growing this page it has to be something that feels true to me. I shared my skin struggle (with acne) because that's one of my biggest insecurities. When I started sharing those images, people started sharing such personal things about themselves.*

**SHINY LIU**

“

*I try to stay as positive as possible, but I love to share all my ups and downs. When I'm not feeling well, I just say it. And that's okay because no one is perfect and that's important to also show. Like, my life isn't perfect, but I'm trying my best.*

**HÉLÈNE COYAN**

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.

“

*I think so many brands dictate to you exactly what they want and don't quite understand that you know your audience better than anybody else. I've definitely made mistakes (by working) with brands that have tried to maintain too much control over the content.”*

ZANNA VAN DIJK

“

*They say “we really love everything that you do” but here's a brief which sets out exactly how to do it from A to B, completely scripted, and doesn't include (space for) any of your style, tone or personal brand. It's fully brand focused.*

ROSIE BREEN



*Zanna shares an unbiased review of self-purchased Huel protein shakes*  
[@zannavandijk](#)

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.

“

*The audience give us clues all the time in comments or emails or DMs or replies to videos or blog posts. They're telling us all the time what they want.*

**KEN OKOROAFOR**

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.

“

*It's really about building that community where they're not just looking to me for advice, but also turning to each other.*

**ROSIE BREEN**

“

*I screenshot an opinion or a really long DM and I put it on my stories to show what other people are thinking and I put up question boxes. That really helps to build community because your followers are thinking "it's not just me, I'm not alone".*

**NICHOLA LUDLAM-RAINE**

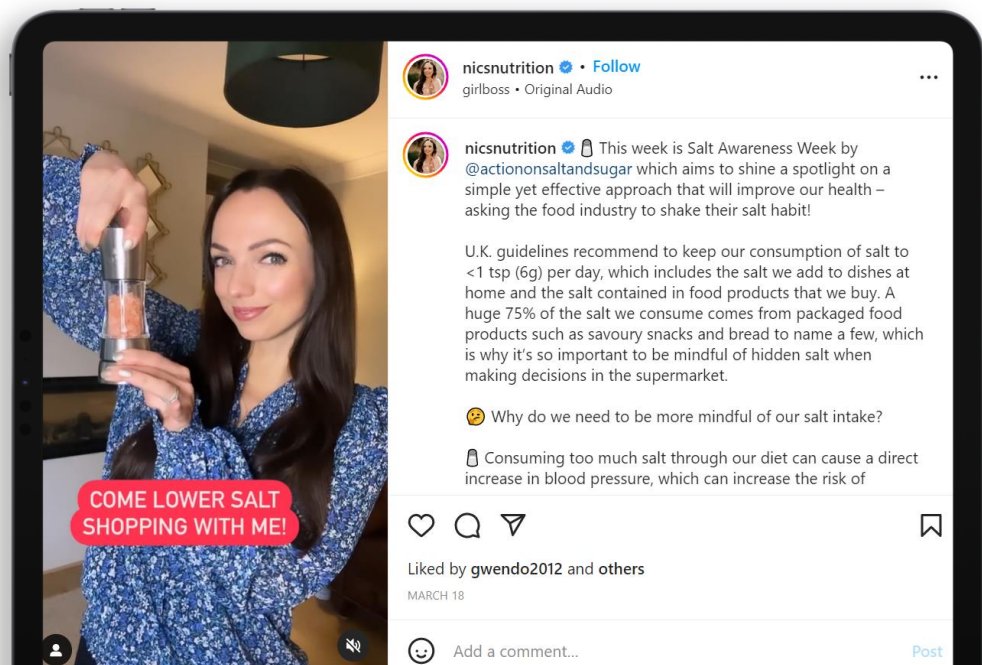
# Understand the wellness journey of your consumers



*If I'm talking about a particular subject which people really engage with and I can see people talking to each other in the comments, I've done things like made separate Facebook groups to connect them.*

ZANNA VAN DIJK

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.



*Nichola Ludlam-Raine highlights a food shopping opportunity that any supermarket brand listening to this community could engage with.*

[@nicsnutrition](#)

# CASE STUDY: *Bless Your F\*ing Cooch*

TikTok creator Carly Joy @killjoy posted a video in early 2021 explaining how to "bless your fuckin' cooch," or shave your vagina without getting razor bumps. She espoused eos shaving cream as "an absolute blessing" in getting the job done.

The shaving brand couldn't help but hear this message – Carly's video racked up 17 million views in her online community. Clearly eos solved a personal care pain point for women in her unfiltered opinion. The brand quickly responded with a limited-edition line of products, called "Bless Your F\*ing Cooch" in Carly's honour, even using her original video shaving tips as package directions.

By listening to this pain point and responding with candid acknowledgement of the sentiment, eos received huge respect from women. "It's really important to be open and honest about women's hygiene because it's been thought of as a 'taboo' for so long," Carly says. The brand's action in listening and responding led to a 25-fold increase in website orders, becoming the #1 Target USA women's shaving product and winning a Cannes Social & Influencer Lion in 2022.





**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?



*People want to learn something, whether it's a little household hack, fitness hack, how to store something or how to put together a quick and easy breakfast.*

**KARISHMA SAKHRANI**

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.



*They're not scrolling desperately with a pen and paper ready to write down hacks. Brands use influencers for a more personal expression and representation of what the brand stands for. It's your actual experience and interpretation of your experience with the product.*

**KARISHMA SAKHRANI**

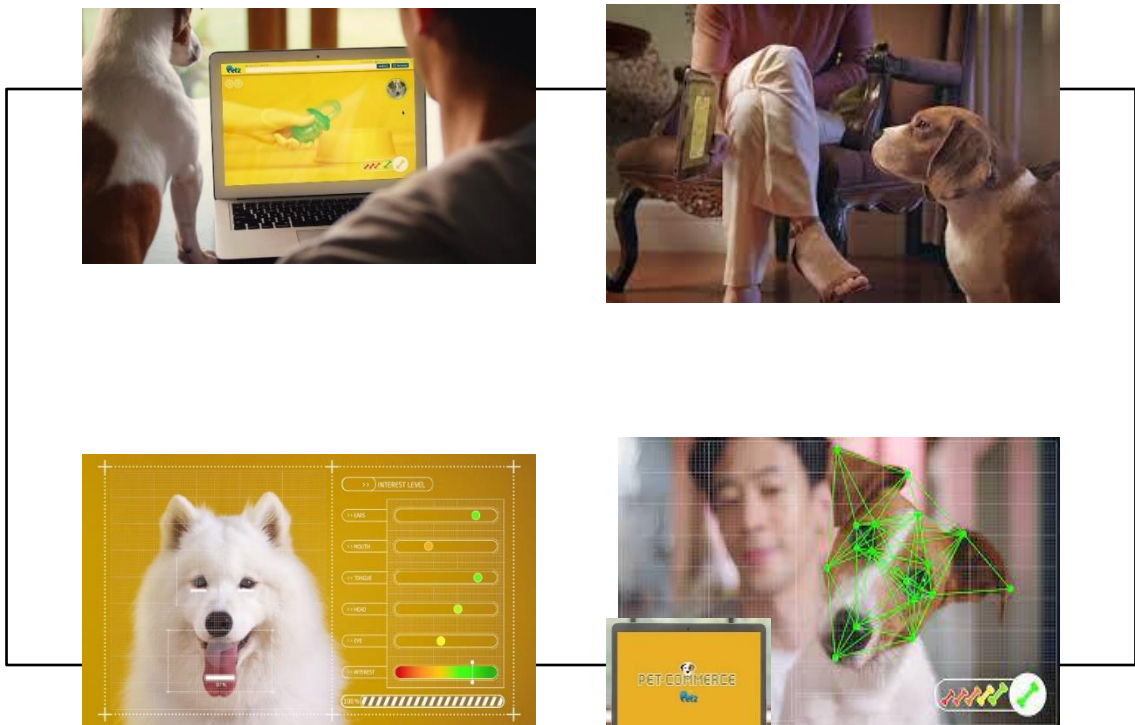
# CASE STUDY:


## *PetZ - Pet Commerce*

Brazil is the second largest pet market in the world and dogs are considered a member of the family. Petz, the largest pet shop chain in the country, understands the special bond between dog owners and their pet. Shopping online felt at odds with the bonding experience of bringing their dog to one of its stores to choose a toy their pet responds excitedly to, so Ogilvy helped them create a solution.

Pet-Commerce is a first-of-its-kind shopping platform where dogs could buy their own toys. The site plays a video of any toy in action. The clever application of AI and Facial Recognition technologies were trained to detect the position of the dog's ears, mouth, eyes and physical signs of relaxation or alertness via webcam. An excited response places the toy in the shopping cart! (Sadly, the owner can override Fido's excessive shopping spree.) Owners loved the novel bonding opportunity and, in the first week of launch, site traffic increased 236% and the sales in toy categories lifted 57%, collecting a Cannes Lions 2019 award.

<https://www.youtube.com/watch?v=inspuhmcLAE>



The background features several large, thin red outlines of abstract shapes, including a large 'S' or 'C' shape on the right and a large 'O' shape at the bottom. A vertical decorative bar on the left side consists of segments of black, red, white, and light blue with diagonal hatching.

**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?



*I feel like brands are trying more and more to include different races. (But ) especially on press trips, I can sometimes see I've been chosen just because I'm half black and it's not really a good feeling. But I'm glad to be there because I actually have a big black community that follows me and they say "thank you for showing you travel".*



*I have a sustainable swimwear company and the vast majority of our models are found through social media callouts to our followers. There's inclusivity in sizing, age groups - one of our favourite models is in her 60s - different backgrounds, interests or body types and they're not retouched.*

**HÉLÈNE COYAN**

**ZANNA VAN DIJK**

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:

## *TK Maxx*

TK Maxx (known as TJ Maxx in the USA) is Europe's leading off-price clothing and homeware retailer. The stores sell an assortment of designer labels, fashion, homeware, gifts and one-off gems, at bargain prices. TK Maxx keeps its prices low by buying products that have been over-produced, or buying excess stock at a low price. Their mass market appeal is dependent on, well, being able to reach a broad mass market.

In 2019, just 9% of TK Maxx influencers and content creators across Europe would be classified as being from diverse backgrounds. Ogilvy has actively implemented diverse selection lists and recommendations that have helped increase this representation to 45% of all influencers and content creators by 2021. At the same time TK Maxx have also experienced double digit growth, proving the business benefits of connecting with a more diverse range of voices for the brand.



*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 through 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.

“

*If you're going to work with creators, the whole point is to allow them to create in the way that they create and give them the freedom to speak to their audience. If you've got that list of 15 deliverables it just doesn't work.*

**NICKY KELVIN**

“

*The most important thing ... is will that brand respect my authenticity. The most important part of my job is keeping it honest and real with my audience.*

**ROSIE BREEN**

“

*I think so many brands dictate to you exactly what they want and don't quite understand that you know your audience better than anybody else. And if they just give you this little smidgen of flexibility, you're going to be able to get them so much more of what they actually want.*

**ZANNA VAN DIJK**

One travel influencer told of receiving an airline brief which specified exactly what colour clothing she was to wear to match their brand colours. She reported feeling like she was being treated like a flight attendant working for them!

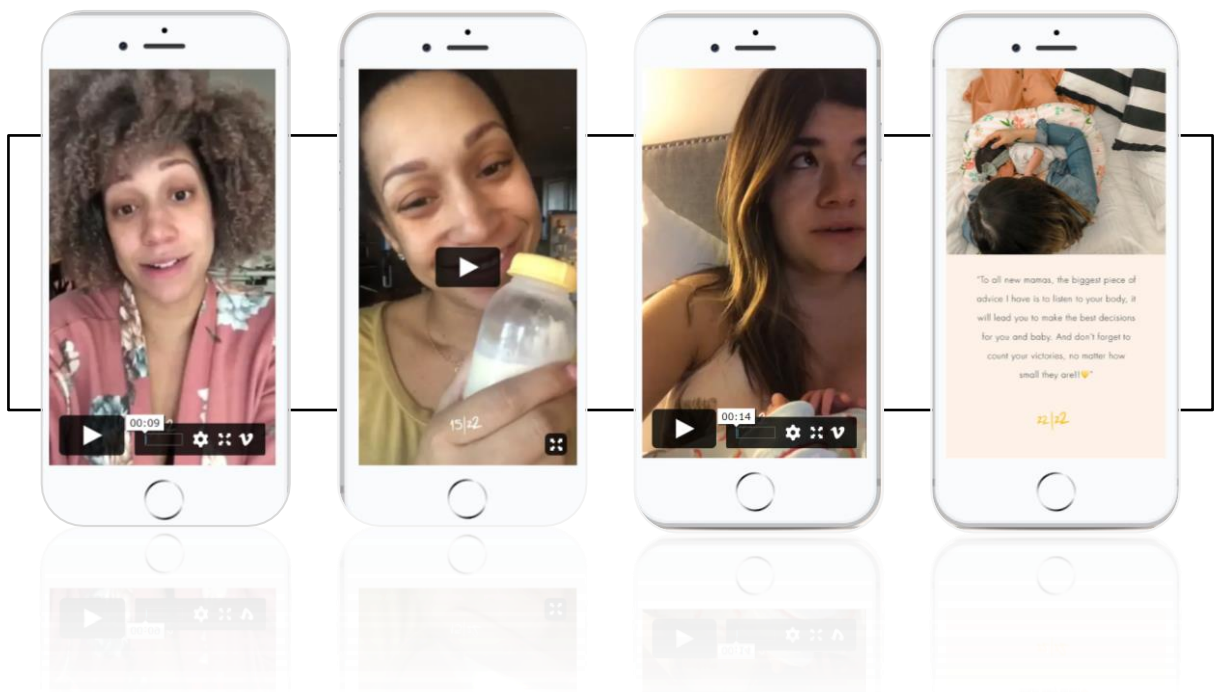
# CASE STUDY:

## *Medela 22 Victories*

Motherhood and breastfeeding are portrayed as easy, beautiful, and natural on social media. Medela wanted to debunk that myth. In reality, the first few weeks of breastfeeding can be so challenging that many moms quit. Medela's goal was to help them make it past the first 21 days so they will hopefully be able to breastfeed for as long as they want. All they had to do is get them to day 22.

Ogilvy worked with Medela to identify two first-time moms from diverse backgrounds - Carolina and MJ—and let them take centre stage to share the journey from birth to day 22. They were given the reins to share every honest, painful moment, success and hiccup in between. These new moms' real-time daily content was simply amplified on Medela's own channels and other moms were invited to show their support. Women responded not only to the unfiltered content but also to one another in post comments, Instagram Stories question stickers, sharing their own stories, and offering tips, advice, and messages of encouragement. Together, this created a community of support for moms everywhere who were on their own breastfeeding journey.

This content achieved 90 million media impressions, 1 in 4 moms who saw the campaign engaged with it (2x industry average) and attracted 8,000 new followers for Medela's Instagram channel.





**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.



*We like long term relationships – one off messaging does not work as creators or for our community. We know the financial customer journey takes time to build trust and you can't expect results in a single quarter. We also prefer working with just a handful of brands consistently because we love those brands or because we use those brands ourselves and that builds so much more credibility with our audience.*

**KEN OKOROAFOR**



*Brands that I work with offer me flexibility. They will say "try our product for as long as you need, and when you have decided that you're ready to work with us, we'll work with you."*

**ROSIE BREEN**



*I love that proposed long term collaboration instead. Thanks to this, the influencer feels more recognised and has the impression of being part of a real team.*

**CHARLOTTE CHATEAU**

# CASE STUDY: *ŠKODA #ThisIsOurTime*

ŠKODA, a brand that built bikes before cars, set out to narrow professional cycling's gender gap. The annual Tour De France cycling race is world renowned, but women are not an official part of this event. As a physical show of solidarity with the 23 women riding the 2019 Tour de France stages unofficially, ŠKODA launched a virtual cycling challenge for the general public to ride alongside them in just one week in support of gender equality in the sport. #ThisIsOurTime's goal was to show ŠKODA lived by its brand values in a sport embedded in its DNA; driven to stand up for gender equality in cycling; and driven to celebrate female achievements.

Ogilvy created a suite of influencer-led video content to get people excited about the challenge and encourage cyclists to sign up. ŠKODA have long-term partnerships with Dame Sarah Storey, Britain's most successful Paralympian, Adam Blythe, former professional cyclist and Juliet Elliott, award winning cycling blogger. Their authentic partnership with Skoda helped attract over 24,000 cyclists from across the world to join, and more female participants on average than normal. The campaign was cited by British Cycling as a "best-in-class".

The ŠKODA UK Strava club grew by 2,000 members in just one week. There was a 28% increase in association between ŠKODA and women's cycling, and a 48% increase in those likely to purchase.



**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 are 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

# Conclusions



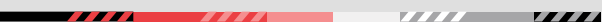
Across our global network, Ogilvy inspires brands and people to impact the world. Through our specialist Ogilvy Health team we help brands and people thrive in a healthier world.

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.



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