



Marketers: You can help us realize our healthy living goals!

There is no denying that the brand-consumer relationship has drastically changed. While it used to be that consumers would turn to brands to signify ‘the good life,’ a life comprised of two cars in every garage and a chicken in every pot, consumers now are interested in turning to brands to help them activate ‘my good life.’

Consumers have taken control and are now putting themselves in charge of determining their own good life goals. Exemplified by the consumer quest towards achieving healthy living, consumers don’t want their brands to tell them what to do or who to be, but, rather want them to act as positive coaches along the way. And, while this shift has made consumers exhale with relief, it isn’t sitting well with many brand managers. Unsure of how to approach consumers without telling them what to do, many marketing programs are ill-conceived and are causing an overwhelming sense of consumer distrust. Therefore, we, along with the Bigheads network, a network of influencers in a variety of non-marketing industries, have come up with a three step plan for brands to help consumers achieve their own healthy living goals. These steps include:

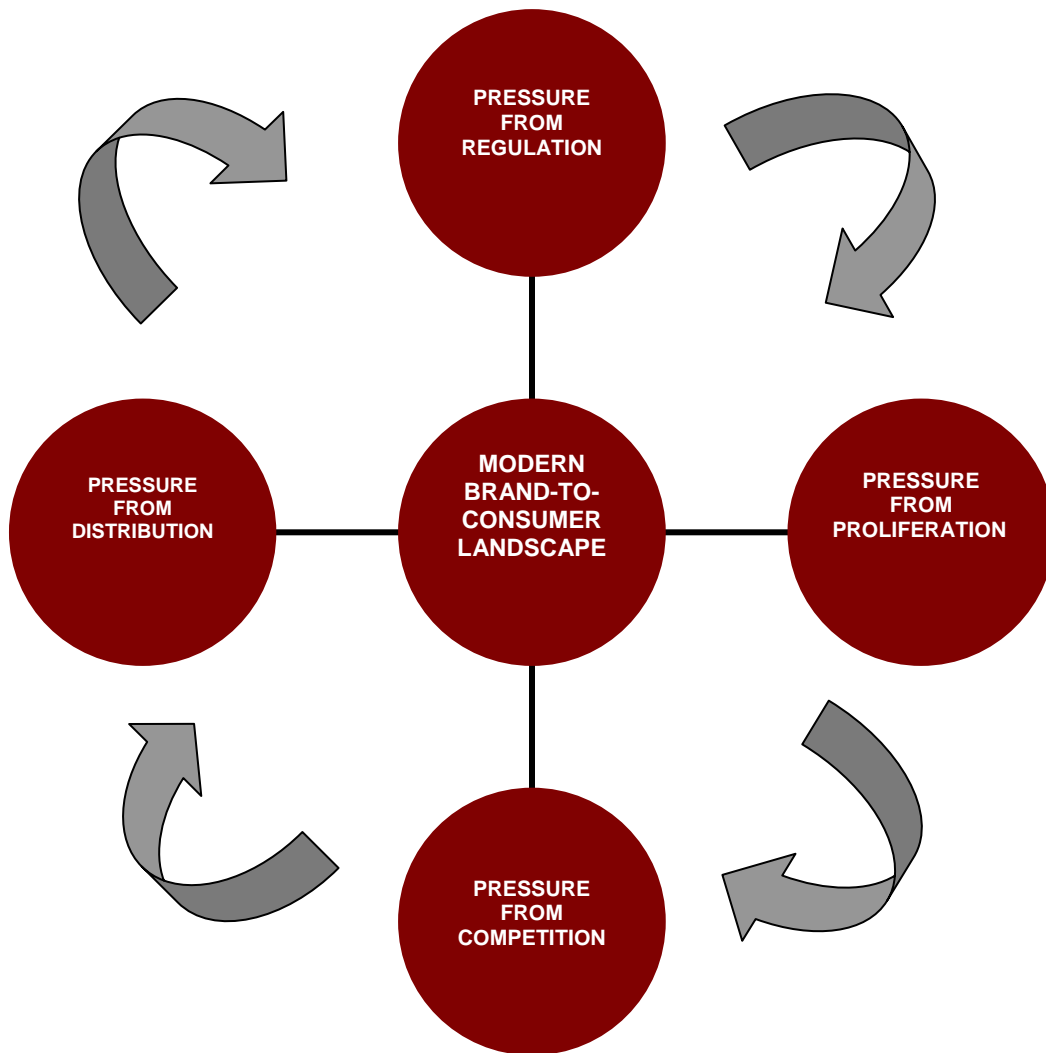
1. **Don’t Preach; Enable:** your brand doesn’t have to be a super-hero or even have all of the answers
2. **Be Authentic:** in order to be credible, everything in the brand marketing mix has to work together
3. **Be Inviting:** Invite your consumers to come along on the journey, because they can help.

Thus, by examining how brands can help consumers realize their healthy living goals, marketers can gain the tools they need to augment their position in the consumer marketplace and will cement their role in it for years to come.

The marketplace

Let’s examine where the modern brand-to-consumer landscape is today. Filled with pressures from competition, regulation, distribution and proliferation, many brands are self imploding before they even gain any marketplace traction. Feeling like they need to ‘sound’ and ‘appear’ better than the rest in order to gain consumer interest, these brands are putting

more weight on hype than on substance and as a result, they are setting themselves up for a giant marketplace fall.

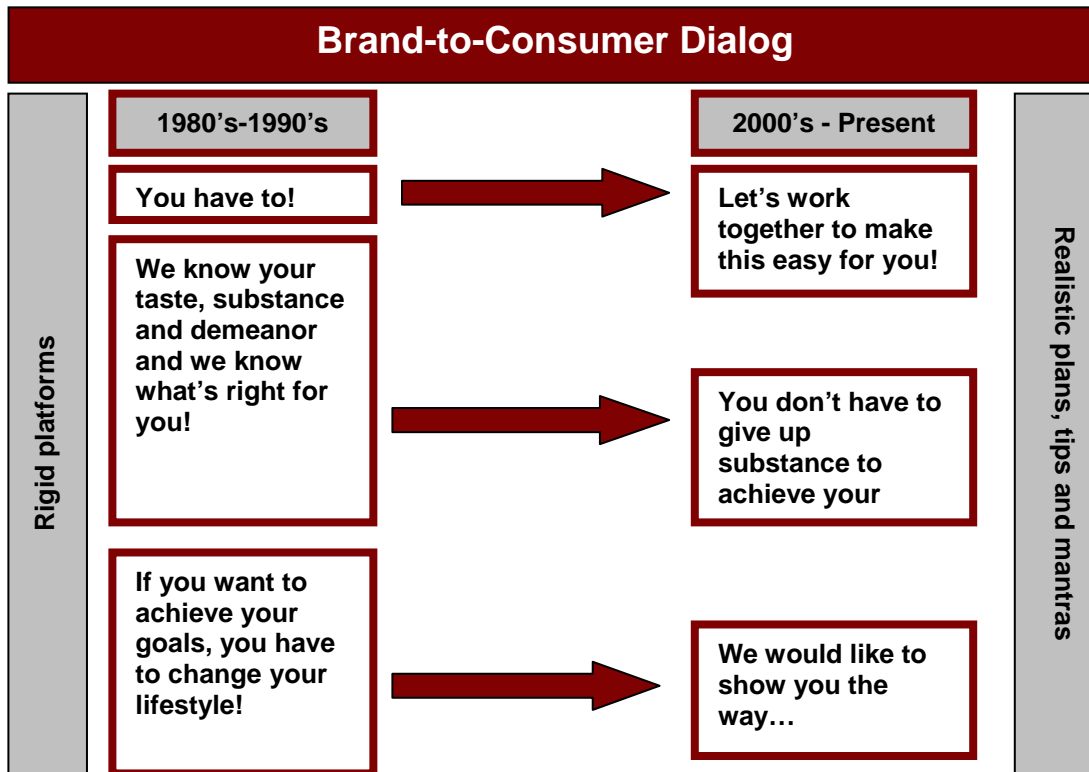


Take Trimspa as an exaggerated example: Tired of yo-yo dieting, consumers across the nation ran in droves to get the pill that called itself a magic bullet and sure-fire weight loss solution. However, once consumers found that their results greatly differed from that of the brand and its spokesperson Anna Nicole Smith, they knew they had been lied to. Adding insult to injury, when Anna Nicole Smith unexpectedly died, the public discovered cases upon cases of Slimfast rather than Trimspa in her hotel room. Could it actually be possible that Smith's dramatic weight loss had nothing to do with Trimspa but, was due to the brand's competitor, Slimfast? The lawyers and the media had a field day, at Trimspa's expense.

Consumers inherently want to trust their brands to deliver upon what they claim. And, when a brand makes false promises, consumers feel betrayed and will go for blood. In today's internet driven world, there is nothing worse than creating ill will amongst consumers who are eager to share both their positive and negative experiences with their most recently chosen brand. Thus, it is up to us marketers to show our brands how important it is to create campaigns that are based in honesty, trust and consumer attainability.

LESSON ONE: ENABLE!

Step one in helping consumers achieve their 'own good life' goals is to start by getting real! And, that means we marketers must leave all of our previous jargon, embellishments, rigidity and rules at the door. While in the 80's and 90's we subscribed to brand messaging that insisted the only way consumers could achieve their goals was to follow staunch and rigid platforms, we have now found that today's consumer no longer wants to hear that they have to change their likes and dislikes to fit a certain mold. Rather, today's consumers want their brands to abandon their rigidity in favor of realistic plans, tips and mantras that don't attempt to change consumers lifestyles but, conversely, fit easily into them.



Jared may be annoying, but he's human.

Subway is a great example of a brand that has shown consumers how it is possible for brands to create healthy living platforms that fit easily into their already established lives. As consumers watch Jared, a regular every-man shed weight by engaging in the brand's tasty six inch sub sandwiches, an amazing thing happens: for the first time, consumers are shown that they don't have to change their routines or give up the taste of their favorite sandwiches to experience incredible results. Rather, they too can subscribe to the brand's plan that energizes real life people to lose weight realistically and healthily. "I think that the Subway restaurant Jared campaign did a great job of promoting healthier eating (at least as far as calories are concerned) by focusing on Jared's weight loss. I believe that showing how an ordinary person improved his life resonated more with consumers than if Subway had used a sleek model/athlete as their spokesperson. I suspect that people felt they could emulate what Jared had accomplished, as opposed to only aspiring to achieve an ideal."¹ By focusing on Jared's weight loss, Subway is able to illustrate its humanized side; it is a brand that creates plans that both

¹ Documentary Producer, *Bigheads Playbook for EMAK Worldwide* (February 9, 2007), Question2, page 10.

support and encourage its consumers' healthy living aspirations every step of the way.



Studied cheating: Can brands really help us achieve it?

Like Subway, Jenny Craig is another brand whose plan fits easily and seamlessly into consumers' already established lives. Playing to the fact that humans don't like to be restricted and will ruin their diet plans by engaging in un-diet like treats, Jenny Craig has created a lifestyle diet plan that gives consumers the room they need to feel like their real life is not suffering while maintaining their own 'healthy living' good life goals. Exemplified in its Jenny 20 commercial campaign that advocates how one can eat chocolate cake and still lose weight, to its spokes-model Kierstie Alley who has shown America that they too can drop size after size by indulging in hamburgers and chocolate shakes from time to time, Jenny Craig has figured out how to appeal to the psychology of consumers by giving them the 'un-healthy' options that normally cause consumers to fall off a plan. By offering consumers un-diet-like treats, Jenny Craig has managed to make their consumers feel like they can sustain the diet's plan because their lifestyle isn't being restricted. And, as a result, they are able to 'act like normal people' while actualizing their healthy living goals.

While the ideology behind Jenny's plan may seem like it's based on simple logic, you'd be amazed at how many brands out there do not allow for this type of thinking. More often than not, brands punish their consumers for engaging in treats and consumers are left feeling dejected and disheartened

² http://www.littleleague.org/media/jared_pants.jpg

by the brand. It's a terrible way to build brand loyalty. The classic, fictitious, example is Seinfeld's 'soup nazi'- he dictated what you got and didn't get.

Therefore, in order to give consumers the confidence they need to continue on their healthy living paths, diet brands need to create plans that allow for the occasional indulgence and ongoing tailoring. It's what we like to call the 'controlled cheating' plan. By controlling the 'bad' food on the plan, the brand gives consumers the feeling that they are indulging while maintaining their own power in their quest towards healthy living.

I want to live healthily but I also like to live tastefully. Am I a contradiction in terms?

Another brand that understands the importance of actualizing its consumers' healthy living goals in an unrestrictive and encouraging manner is Amstel Light. Exemplified by the brand's 'live tastefully' campaign, a campaign that focuses on celebrating everyday indulgences and affordable luxuries while engaging in a healthier beer,³ Amstel Light shows consumers that living well does not have to be sacrificed for living healthily; rather, to live healthily is to live well and it's ok to appreciate the finer things in life. The brand furthers this type of messaging by sponsoring pastimes that are considered to be luxurious (including golf, skiing and culinary opportunities.)⁴ By sponsoring the PGA of America as well as the Park City and Telluride resorts for the ski season, Amstel Light communicates to consumers that the best things in life don't have to be bad for us and that it is up to brands to show us the way. Thus, by giving consumers a way to actualize 'their own good life', Amstel Light has managed to activate the consumer in the brand's messaging and has shown marketers around the globe that consumer activation is integral in creating a successful campaign.

I want to look and feel good, and I am not a fashion model!

Our final example doesn't need much explanation- Dove's "Real Beauty" campaign uses real women as models and celebrates 'natural beauty' and that 'inner glow.' Dove, not airbrushing, is the enabler. And, you, the users, are the heroes!

LESSONS FOR BRANDS:

- Don't tell consumers that they have to make drastic lifestyle changes in order to make your brand or plan work.
- Remember, 'my good life' means different things to different people. In order to allow consumers to realize their own 'good life goals,' brands need to give them room to indulge, make choices and enjoy.

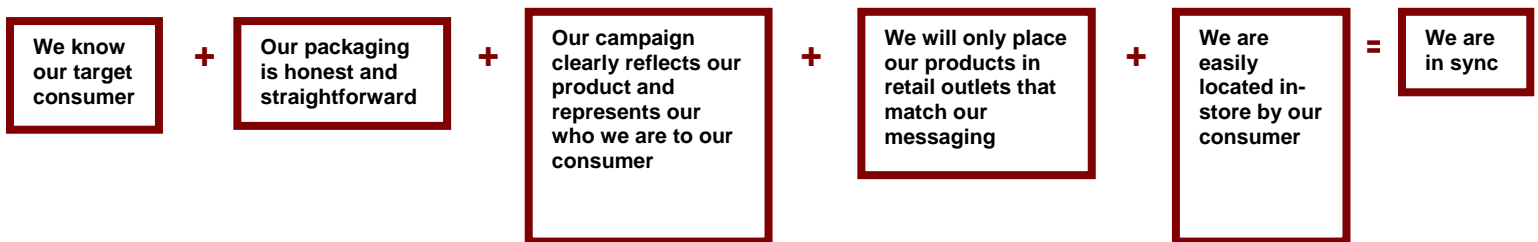
³ Amstel Light Optimizes Image, Encouraging Consumers to 'Live tastefully,' Food Ingredients First, (June 28, 2006), <http://www.foodingredientsfirst.com/prntnews.asp?n=y&sendid=11375>.

⁴ 'Tis the Season to Live Tastefully: Amstel Light Rings in the Season with Special Musical Performer,' PR Newswire, (December 14, 2006), <http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=109&STORY=/www/story/12-14-2...>

LESSON TWO: BE AUTHENTIC!

In order to run a successful 'healthy living' campaign, marketers need to be prepared. And, when we say prepared, we don't mean having the right talking points or the right public relations spin for a product. Rather, to us, preparation is about making sure your brand is 'authentic'. From understanding the wants and needs of their target consumers, to creating succinct messaging both on their packaging as well as in their campaigns, to determining their ideal retail locations (both externally and internally), brands need to make sure that the sum of their parts in sync otherwise they will create a sense of disloyalty and cynicism in their consumers that is both disastrous and irrevocable.

The sum of all parts



The psychology of chocolate

Before any of us marketers attempt to begin our branding campaigns, it is imperative that we understand the wants and needs of our target consumers. If our aim is to actualize our consumers 'healthy living' goals, we need to start by making sure our campaign makes their 'good life' a reality; and, that can't be done without understanding the psychology of our consumers. We've seen it too many times, marketers remove themselves so much from the consumer that their campaigns fall flat. We know this is avoidable if we all start by being prepared; and preparation in this case means taking a step back from our campaigns, putting ourselves in the shoes of our consumers and delivering on their desires.

One such brand that is showcasing how brands can take consumers interests to heart and deliver upon them is Mars Inc. As health conscious people who have a hard time saying no to chocolate, we've been waiting for our favorite indulgence to somehow be deemed as healthy. And, thanks to Mars Inc., our wishes have now become a reality! Called CocoaVia, Mars' new products "are made with a kind of dark chocolate high in flavanols, an antioxidant found in cocoa beans that is thought to have a blood-thinning

effect similar to aspirin and may even lower blood pressure.”⁵ By offering consumers chocolate with healthy properties, Mars Inc. has made chocolate ‘guilt-free’; they have shown their consumers that brands can help them achieve healthy living without having to compromise taste or the temptation of real life indulgences.

In fact, the brand is so committed to fitting into the health plans of consumers that it has even created a new division called Mars Nutrition for Health & Well Being that will distribute CocoaVia.⁶ And, consumers are grateful and excited by this news. In fact, consumers are so excited by this new ‘healthier’ chocolate that other brands are taking note. In addition to Mars Inc., Hershey’s has also started promoting the flavonol content of their dark chocolates in products like Hershey’s Extra Dark and has plans to add new dark-chocolate products to its already established repertoire.



While the idea of healthy chocolate may seem too good to be true and begs negative attention from skeptics, both Mars and Hershey’s were able to confidently squash any sense of negative sentiments because they were prepared. Calling attention to a paper published by the American Heart Association that states that chocolate contains chemicals, including flavanols that have the potential to reduce heart disease for backing,⁸ they knew what

⁵ ‘Healthy chocolate a dream come true? Candy makers target health conscious but experts warn of risks,’ The Associated Press, (February 20, 2006), <http://www.msnbc.msn.com/id/11453538/print/1/displaymode/1098/>

⁶ ‘Healthy chocolate a dream come true? Candy makers target health conscious but experts warn of risks,’ The Associated Press, (February 20, 2006), <http://www.msnbc.msn.com/id/11453538/print/1/displaymode/1098/>

⁷ <http://www.foodmall.org/images/mars1.jpg>

⁸ ‘Healthy chocolate a dream come true? Candy makers target health conscious but experts warn of risks,’ The Associated Press, (February 20, 2006), <http://www.msnbc.msn.com/id/11453538/print/1/displaymode/1098/>

arguments to put forth when such skeptics attacked their claims. In addition to citing the AHA as backing, these brands made sure to include the phrase, 'we believe' in all of their messaging to ensure that if they were disputed, they would not upset or alienate their consumers. Thus, by presenting consumers with a 'healthier' form of their favorite indulgence, chocolate, these brands have shown consumers that with their products, consumers can fill their psychological need to indulge but, can do it in a more controlled and healthier way.

You look hot!

As many of us marketers know, one of the key ingredients in capturing the attention of consumers is through our brand's packaging. But, how much is too much? While we marketers used to believe the sexier and more exciting our brands appear to be, the more attention they will garner from consumers, we now think differently. More often than not, brands prioritize 'looking hot' over being honest and trustworthy and consumers are fed up with it. "What really sucks is when you can tell some packaging/marketing guy has had their hand on the product label – talking about all of the healthy things the product is doing and then you get four items down the ingredients and you can't pronounce what the hell the item is...you immediately know that it's all horse-shit."⁹ Therefore, in order to avoid consumer outrage, we marketers must learn that there is nothing 'sexier' than presenting honest claims on our brand's packaging and in our campaigns.

In addition to abandoning the practice of using fabricated claims on our packaging and in our campaigns, we marketers can regain our brands' public persona of being sexy by standing up for our consumers. Consumers love it when a brand gives them the impression that they have put their wants and needs in front of selling goods and will flock to those brands when given the choice. Exemplified by Disney's pulling of its licensed images from all products (including sugar cereals) that do not meet the brand's publicized 'healthy living' guidelines, Disney has shown consumers that it is a family brand that truly cares about the health and wellness of the entire family. By refusing to endorse or give the impression of endorsement on brands whose messaging does not echo their own, Disney becomes brand families can trust; and as far as consumers are concerned, trust is a key element in being deemed as 'sexy.'

Yet, as we talk about what brands can do to achieve a palpable 'sex appeal,' it is imperative to note that brands will never end up on any best dressed list if they don't cohesively tie their messaging, materials and outward positioning together. Therefore, if a brand wants to be perceived as 'healthy,' it should take the steps that are necessary to create packaging that evokes 'healthy living.' And, that includes turning to recycled paper,

⁹ *Bigheads Playbook for EMAK Worldwide* (February 9, 2007), Feedback, Question 2, page 7.

biodegradable plastics and other products that are environmentally friendly for their packaging needs. By choosing to make their packaging out of physical materials that support their messaging, brands will show consumers that they are a brand one can trust; and as a result, will receive more consumer attention and loyalty than ever before.

What does your neighborhood say about you?

Just as it does for restaurants, theatres, homeowners and boutiques, where a brand is located is essential in determining the kind of messaging it sends to its consumers. If a brand wants to be perceived as healthy, it must focus on getting placed in a 'healthy living' store. In fact, according to the Bigheads we polled, brands found on the shelves of 'healthy living' stores like Whole Foods are more likely to be perceived as 'healthy' than those that have the same ingredients but are found at regular supermarkets.¹⁰ "I only buy cereals now at Whole Foods – especially since I have kids...I don't want to feed my daughter cereals with added preservatives or food coloring."¹¹ While this may seem like obvious logic to many marketers, you'd be surprised at how many lose focus on their brand and their target demographic while trying to get it into 'high profile' stores. By losing focus, these marketers end up compromising their brand's authenticity and as a result they fail. Therefore, as we coach our fellow marketers on how to help consumers realize consumers' healthy living goals, it is imperative that we marketers seek out establishments that echo our brands same commitment to that goal.

One such establishment that understands the importance of giving consumers the chance to actualize their 'good life' goals is Safeway. With a repositioning campaign launched in April 2005, the supermarket chain's 'ingredients for life' campaign shows consumers that it cares about their wants and their needs. Featuring a new shopping environment with an inviting décor, a warm ambiance with subdued lighting, new employee uniforms, sushi and olive bars, in-store Starbucks kiosks (with cup-holders on grocery carts) and increased promotions based on the company's extensive loyalty card database, Safeway's 'lifestyle' re-design has attracted significantly higher amounts of consumers looking for a retailer they can trust to help them achieve their healthy living goals.¹² Thus, with their 'lifestyle' campaign, Safeway has both substantially branded itself with messaging that allows consumers to achieve 'their good life' and has become a top choice for marketers looking to give their products the same type of exposure.

LESSONS TO BRANDS:

¹⁰ *Bigheads Playbook for EMAK Worldwide* (February 9, 2007), Feedback, Question 5, page 6

¹¹ *Bigheads Playbook for EMAK Worldwide* (February 9, 2007), Feedback, Question 5, page 6

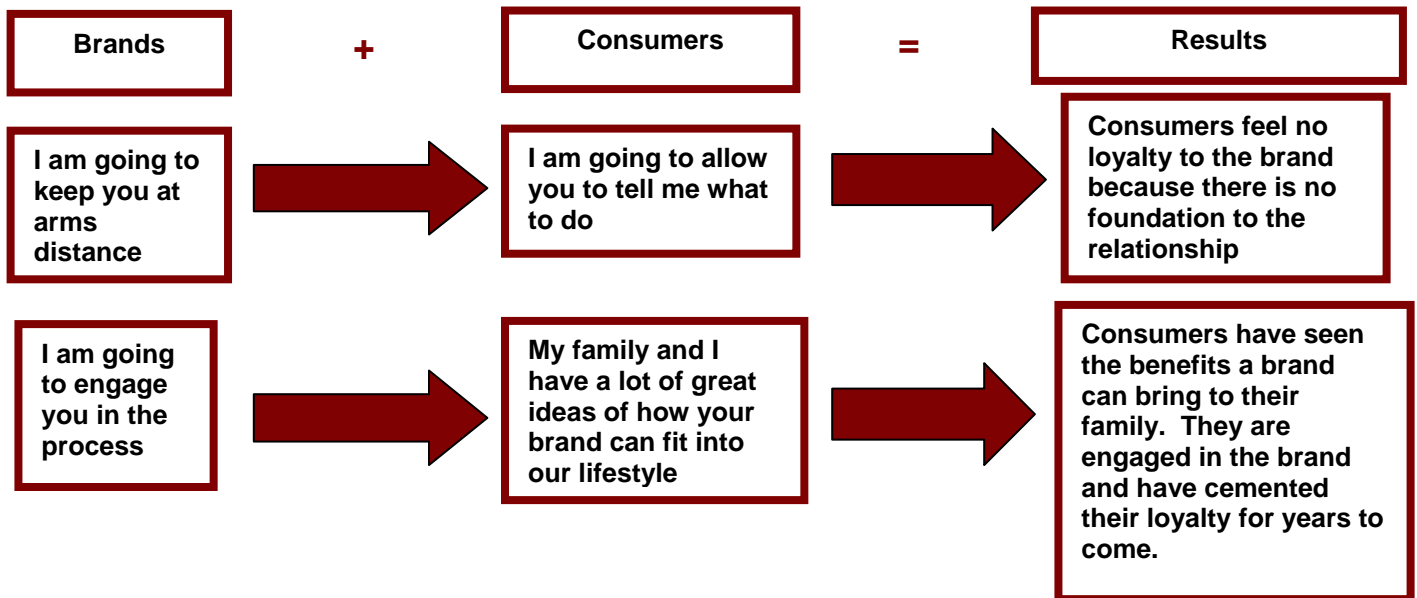
¹² 'Safeway Inc.,' Wikipedia (May 15, 2007), http://en.wikipedia.org/wiki/Safeway_Inc.

- Everything you do from your retail location to your placement in store to your packaging to your messaging and materials needs to be N'Sync or it's "Bye-bye-bye."

LESSON THREE: BE INCLUSIVE

In order to give our consumers the maximum 'good life' results they desire, we marketers must engage our consumers to become active participants in the process. As we stated in lesson one, in today's marketplace, consumers like to be decision makers and look to brands to help them augment rather than solve those goals. Therefore, in order to hold resonance in today's marketplace, we marketers must abandon our previous ideas that consumers are the end result in a long process and engage them to help us make decisions along the way. By including consumers as active participants in our campaigns, we will create a scenario where our consumer not only becomes our brand's biggest advocate but, will bring their friends along for the ride.

How brands can bring consumers along for the ride



I knew it!

One group of players that is incredibly powerful and would make excellent assets to our team is children. As sponges for dietary, environmental, political, sociological and societal information, children today know a lot about health and how to achieve it. And, they love teaching their parents things they didn't already know. Therefore, it is imperative that we marketers start incorporating children into our campaigns in order to make them advocates for participation with our brands. Think about it: do you remember the feeling when you were young and taught your parents something they didn't already know? If you are anything like me, it was a rarity at best, but when it happened there was nothing better. It made me feel as if I was the smartest person in the world and a true asset to my household.¹³ Therefore, in looking at how brands can help us achieve our healthy living goals, it is important that brands apply the same logic. Brands should utilize children by engaging them in campaigns that will help the entire household strike a personal balance. And, the way to do it is through education. Children love to be the holders of information and by empowering children to become teachers of our brands' values, our products will become top of mind in households throughout the world.

¹³ *Bigheads Playbook for EMAK Worldwide* (February 9, 2007), Feedback, Question 6, page 8.

One such brand that understands the importance of educating children about their product's attributes is Cheerios. Exemplified in a Cheerios commercial that begins with a series of quick cuts following a father as he leaves for work and says goodbye to his son Johnny who is eating Cheerios for breakfast, climbs into his car and finds that his briefcase, his car and his pockets are strategically laced with the cereal to which he exclaims, "Johnny's been reading the Cheerios box again," when kids hold brand information that will help their entire family, they will become active advocates on behalf of the brand. And, since children want their parents to be as healthy as can be, Cheerios makes it paramount to educate this group on its healthy attributes to become a brand that the entire family can enjoy. Thus, by empowering children, Cheerios is able to both make itself synonymous with 'good for you' messaging while also increasing benefiting itself by solidifying brand loyalty for years to come.



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Another brand that understands the importance of empowering children to be advocates for its healthy living attributes is the Nintendo Wii. With childhood obesity at an all time high and kids spending more sedentary time than ever in front of their computers, the Wii actually encourages kids to get physical and burn calories while they play. Featuring games where the goal is to swing, jump or move in order to succeed, the Wii has proven that kids can achieve "healthy" play while engaging in video games. Kids are having so much fun with the Wii that they can't stop telling their parents how great active video play can be. And, to the brand's benefit, parents are listening.

Exemplified in MTV's reality show, *Run's House*, Run encounters a situation where his son disobeys him and uses money he was supposed to spend on pants on a Nintendo Wii. Normally, this kind of disobedience would beg for punishment; however, when Run goes to scold the child for using his money unwisely, he ends up becoming entranced by the game and the two play it happily together. Run even goes so far as to beg the child not to tell his mother about the game because it is just too much fun. Therefore, as the *Run's House* example shows, in reality, children have the power to influence and educate their parents to make choices that can benefit the entire family. Thus, by activating children to become the teachers in the household, brands will not only solidify their place in the household but, will also ensure that their 'team' grows with the ages.

¹⁴ <http://www.visit4info.com/sitecontent/TN/tnZZZZZZTVW030421013456PIC.jpg>

Make it a family affair

When I was younger and my mom would cook a healthy meal, I would eat it. While I may've wanted chips and cookies for dinner, I ate what my mom prepared. And, since my mom was interested in 'healthy living,' I too engaged in such a practice. As I look back on it, I'm not sure I would've engaged in 'healthy living' on my own, but, since it was a group effort, I followed suit. Therefore, like in dieting, it is up to us marketers to show our brands that goals can effectively be achieved when an entire group is committed to it.¹⁵

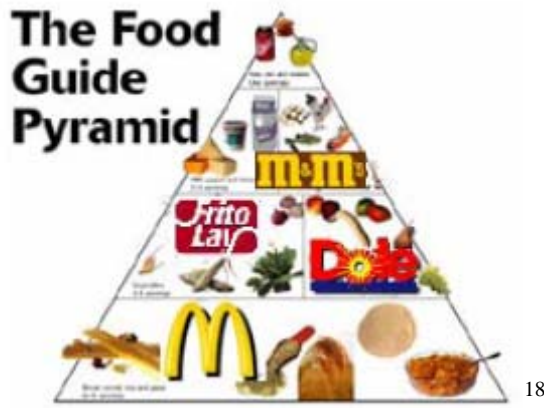
However, this is sometimes easier said than done. Since we know if given the choice, kids will reach for chocolate, candy and fries over fruits and vegetables, it is up to us marketers to create campaigns that encourage fun while promoting health. Exemplified by a recent Sunmaid Raisin box that featured a recipe for making golden raisin jack-o-lanterns, the brand has figured out a way for children to engage in their healthy product without feeling overly healthy. By encouraging children to look at their product as a means to have fun, the brand has taken the seriousness out of 'healthy living' and as a result has increased its chances for being ingested by children of all ages.

Another brand that is helping to connect 'healthy living' with fun is McDonald's. Exemplified in their current Shrek promotion featuring 'healthy' snacks such as apples and milk and a global multimedia promotion where children earn digital rewards for logging in how much physical activity they have done, McDonald's has given families the ability to engage in the fun of their brand while maintaining their dedication to 'healthy living.' Whereas before, these types of campaigns might alienate children whose parents won't allow them to eat happy meals from their peers, this time, children whose parents are committed to healthy living can too feel a part of the pack by eating their apples and drinking their milk. However, while the campaign also includes offerings like McFlurries with the film's Ogre pictured across it, according to Brian Wansink, author of Mindless Eating and marketing professor at Cornell University, this campaign should not be deterred by naysayers who feel these types of products are hypocritical to 'healthy messaging.'¹⁶ "They're going to sell fast food anyway and there's a whole lot bigger likelihood (children) will eat healthy if they go to McDonald's than if they go to a competitor where this stuff doesn't exist. It's not going to hurt

¹⁵ *Bigheads Playbook for EMAK Worldwide* (February 9, 2007), Feedback, Question 1, page 7.

¹⁶ McDonald's unveils global 'Shrek' promotion: company calls effort its 'biggest ever' for apples and milk, *Chicago Business*, (May 9, 2007), <http://www.chicagobusiness.com/cgi-bin/news.pl?id=24923>.

and it's very likely they'll do really well."¹⁷ Therefore, this campaign, while not only focused on healthy items, gives families the ammunition they need to sway their children to eat healthily while maintaining their sense of fun.



Brands can also invite families to participate with them by creating inserts or premiums that promote activity in the household. Exemplified by everything from the Nintendo Wii that has kids and adults moving while they play, to the Spiderman Toss 'n Catch promotion for Embassy Suites, to Burger King's Dance, Dance Revolution featuring eight toys inspired by the popular video game that combine real physical dancing with energetic music and visuals, brands have realized that in order to promote healthy living, they must create active forums for family members of all ages to burn calories. Deemed as disguised exercise, these promotions hide the exercise factor by focusing on fun play for the entire family. And, their results are phenomenal. Both parents and kids forget that they are bettering their bodies; they are only focused on the fun they've had as a collective unit. Therefore, by promoting activity amongst families, brands are able to activate the 'healthy living' goals of consumers of all ages in an organic and seamless fashion.

Take Action!

It is one thing to tell consumers that your brand will help realize 'healthy living' goals, but it's another to realistically activate those claims. Therefore, in order for brands to help us really meet our healthy living goals, brands must start by practicing what they preach. And that means, creating campaigns, plans and tips that engage consumers and show them that by participating, they too will see results.

¹⁷ Brian Wansink, McDonald's unveils global 'Shrek' promotion: company calls effort its 'biggest ever' for apples and milk, Chicago Business, (May 9, 2007), <http://www.chicagobusiness.com/cgi-bin/news.pl?id=24923>.

¹⁸ <http://stayfree.typepad.com/photos/uncategorized/foodpyramid1.jpg>

One such brand that is brilliant at activating consumers is Kellogg's Special K. Done in a way that is easy to follow and easy to achieve, Special K has created a lifestyle-plan for consumers who are looking to make a change, but do not have the resources to know how to do so. Called the Special K challenge, the cereal brand's plan activates consumers to take charge of their lives and make a difference when it comes to 'healthy living.' Featuring everything from edible products like protein bars, to chocolate cereal that allow consumers to feel like they are indulging without overindulging, to inserts like pedometers that measure one's steps to make sure they are keeping active, Special K has created a practical and sustainable lifestyle for consumers who want to achieve their own 'healthy living' goals.

And, its success shows. Even Yahoo! Health and Shape Magazine have jumped on the Special K bandwagon, advocating the healthy properties of the brand and encouraging consumers to think 'healthy.' In essence, the challenge has made 'healthy living' both tangible and cool. Thus, by creating such a realistic plan, Kellogg's has activated its consumers to see results and has generated a consumer loyalty that is stronger than ever before.

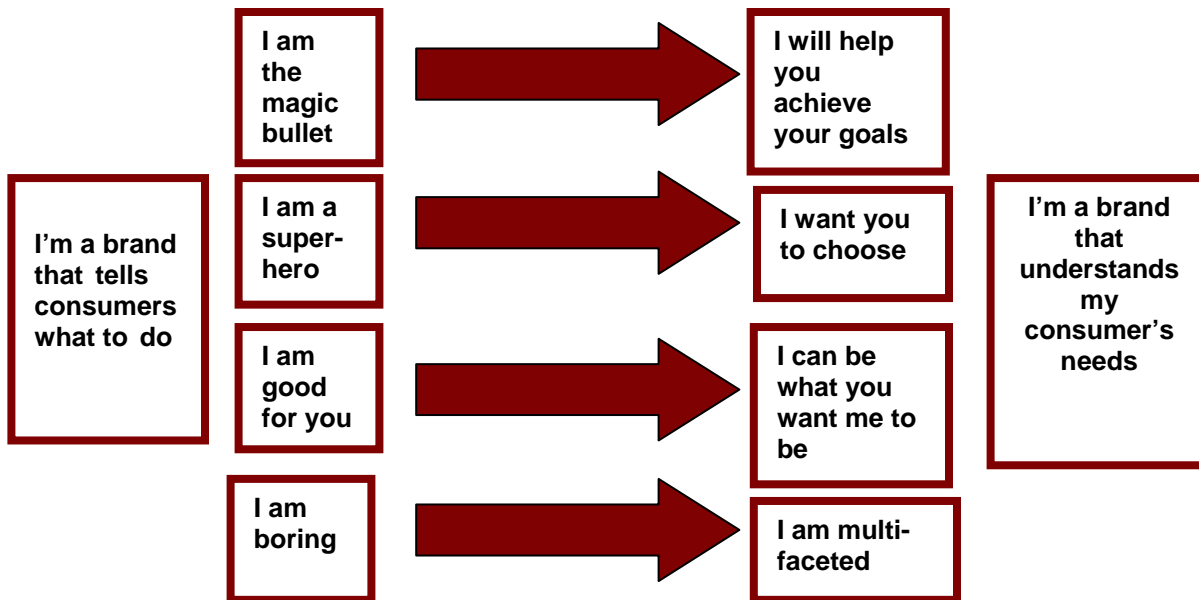
LESSONS TO BRANDS:

- Bench-warming is for gangly fellows like Napoleon Dynamite. Engage families to jump from the sidelines to participate and win with your brand.
- Posturing is for politicians. Activation is for consumers!

Conclusion: BRING HEALTHY LIVING TO LIFE

As we conclude how we marketers can help consumers actualize 'their good life goals', it is imperative to note that in order to be successful, we must bring our brands messaging to life. And, the way to bring anything to life is to be realistic; realistic about our customers, our target audiences and our goals. We don't have to be perfect, have all of the answers or go about chastising the public for consumers to follow our lead. Rather, by activating consumers, by creating campaigns that are in sync and by centering all of our practices and strategies on bringing consumers into the good life mix, we will create the ultimate partnership with our consumers and will once and for all, help consumers actualize their good life goals.

How we can bring healthy living to life



So, here are ten thought-starter ideas you might want to consider:

1. Take inventory of your life. What are you reading? Where are you shopping? What movies are you seeing? Ask yourself what is top-of-mind for you today? Does healthy living play into that scenario?
2. Search the net for blogs on healthy living. What do these bloggers have in common? I just went to google and one of my favorites was [searchwarp.com/ask a healer](http://searchwarp.com/ask-a-healer). While a bit schmaltzy, it really struck a chord in me as to how we are all our own worst critics when it comes to erring from our goals.
3. Walk around the nearest 'Whole Foods' and take inventory on three products you deem to be healthy. Then visit your local supermarket and see if those goods are available. If they are available at both stores, ask yourself what makes each presentation different?
4. Some of the best resources in creating a sense of balance for consumers will come from psychology books. Browse through: [The 7 Systems of Balance: A Natural Prescription for Healthy Living in a Hectic World](#) by Paul J. Sorgi and ask yourself if you have found a balance. Apply your learnings to improving your brand's positioning.
5. Open your cabinets and take out your healthy living products. Do you find yourself getting bored by their lack of color or substance? Or do they intrigue you?
6. Watch your kids playing sports and notice if at half time, the kids partake in healthy products. If they do, do they need some coaxing? Or do they engage with these products at free will?

7. Ask your children to plot out a week's worth of snack times – take note of what they want – is it balanced? If not, is there a way you can improve your children's relationships with healthy brands?
8. Turn on your televisions and watch for an hour. Is there a theme to the commercials that appear? Do they all say the same thing? Now count the number of diet commercials that appear. Are these all magic bullet campaigns? Ask yourself what the most successful commercials are to you and why...
9. Take out your CD's for one day and press scan on your radio. What are people saying on the stations you don't normally listen to?
10. Create a three day plan for yourself featuring a balance of healthy and unhealthy products. Is this lifestyle hard to maintain? Is it easier than normal? If so, why?

About Jim Holbrook

Jim Holbrook is the CEO of EMAK Worldwide. To contact Jim please visit www.emak.com or email/call him at Jim.Holbrook@emak.com/323.932.4068.

About EMAK Worldwide Inc.

EMAK Worldwide, Inc. is the parent company of a family of marketing services agencies including Equity Marketing, Logistix, Mega and Upshot. Its agencies are experts in "consumer activation" by offering strategy-based marketing programs that directly impact consumer behavior. The agencies provide strategic planning and research, consumer insight development, entertainment marketing, design and manufacturing of custom promotional products, kids marketing, event marketing, shopper marketing and environmental branding. The Company's blue-chip clients include Burger King Corporation, Frito-Lay, Kellogg, Kohl's, Kraft, Macy's, Miller Brewing Company and Procter & Gamble, among others. Headquartered in Los Angeles, EMAK has offices in Chicago, Amsterdam, Frankfurt, London, Paris and Hong Kong. More information about EMAK Worldwide is available on the Company's web site at www.emak.com.

About the BigHeads Network

BigHeads Network has aggregated a diverse network of talent made up of hundreds of thought-leaders who come from outside the world of marketing to help spark memorable and relevant brand content...as well as provide brands with invaluable insights. www.bigheadsnetwork.com

