

LIVING Well

Distinctly different attitudes in the marketplace about health and wellness

the
futures
company

the coming together of
Henley Centre HeadlightVision
and Yankelovich



You are known for your excellence in the marketplace. We are known for our insights about consumers. If you have a deep understanding of your target audience and the market that surrounds it, you can more effectively communicate the value of a healthy lifestyle in ways that actually motivate health-oriented behavior change in the individual consumer.

Based on findings from the Yankelovich 2007 *Multinational Preventive Health & Wellness Report*, LIVING Well is a consumer segmentation defined by distinctive and diverse attitudes about health and wellness. When matched with your database and enriched with our consulting expertise, LIVING Well provides you with the insight you need to measurably influence the way your consumers manage their health and wellness.

Benefits

Overlaying **LIVING Well** onto your database will enable you to:

- **Understand** how consumers engage or fail to engage in healthy behaviors.
- **Be aware** of the barriers that consumers face in their attempts to be healthy.
- **Select** consumer groups to target.
- **Craft** relevant messages to achieve a more effective marketing strategy and lift ROI.
- **Confer** with experts on consumer trends and attitudes about health and wellness.

LIVING Well

The Value: What does the segmentation reveal?

The LIVING Well segmentation reveals a fresh way of looking at consumers and their health, allowing you to refine messages for each segment based on rich insight into consumers' attitudes about:

- Their weight
- Exercise, eating and sleeping habits
- Barriers to healthy living
- How to deal with stress
- Preferred health information sources
- Prescription and generic drugs
- Alternative medicine
- The importance of family
- The trustworthiness of advice from physicians, friends and family
- ...And other, broader lifestyle facets

Get to Know Your Market — Better

- Which health-oriented consumers of the population does my business attract?
- What makes my consumers unique?
- How can I more effectively communicate the value of health to my consumers?
- What actions can I take to encourage my consumers to adopt healthier behavior?

Our database solutions helps clients understand their customers' attitudes, behaviors and lifestyles. A powerful combination of consulting expertise and the data to back it up, The Futures Company is dedicated to boosting your return on your marketing investment.

The Difference: What makes LIVING Well unique?

- Insight based on the wealth of The Futures Company knowledge, including the 2007 *Multinational Preventive Health & Wellness Report*, MONITOR data and our attitudinal and behavioral perspectives, down to the individual level
- Deep exploration of attitudes and behaviors relating to physical, mental, emotional and spiritual dimensions of health and wellness
- Insight into broader lifestyle attitudes, giving you measurable breakthroughs in marketing productivity

