



**young  
consumers  
want  
wellness,  
not  
ads!**

**Divrse Media**



**health and wellness  
isn't a transaction,  
it's a lifestyle.**





**many consumers are reevaluating  
what's good for them,  
their future,  
and their bodies.**

**the current health awakening is driving  
brands to shift strategies, offering products  
and services that support holistic wellbeing.**



# for brands to succeed they must:

- **embrace authenticity**
- **activate purpose**
- **foster a sense of belonging**
- **cultivate community**
- **show up consistently**
- **curate experiences**




The image features a monochromatic blue color scheme. In the upper left, a basketball hoop and net are visible. Three players are silhouetted against a bright, hazy sky over a body of water. One player in the center is jumping high, holding a basketball above their head. Two other players are positioned below, one on the left with arms raised and one on the right looking up. The overall scene conveys a sense of aspiration and teamwork.

# **the goal?**

**establish your brand  
as a genuine partner  
in your consumer's  
wellbeing journey.**





**authenticity creates  
meaningful connections  
with consumers,  
leading to stronger  
commercial impacts.**





**we are human and we all  
have obstacles when it  
comes to wellbeing.  
whether it's routine,  
education or mindset.**

**as a brand it's your job  
to offer tangible,  
realistic methods that  
go beyond a sale.**



A large group of runners is seen from behind, running down a wide city street. The runners are wearing various athletic gear, including t-shirts, shorts, and running shoes. Some t-shirts have logos or text, such as "FUNS LONDON" and "YOU'RE JOINING THE RUNNERS". The street is lined with buildings, and there are trees with some green leaves visible in the background. The overall scene is a vibrant and active representation of a community event.

**as brands build community,  
they build loyalty.**

**community is a competitive advantage,  
it creates organic advocates for your brand.**



**remember, your brand is  
more than its product -  
it's a place to belong.  
it's a lifestyle.**



**transform your brand into a community partner  
that drives lifelong customer value.**



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