

Mental Health Market Research

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Guide

Please use this deck to develop themes around various areas of research in the Mental Health Awareness Space.

There will be areas of focus provided each week to dive into.

Track all bibliographies, links, etc. during your research in the “Master Bibliography” page and organize around the various themes as we progress over the internship.

https://docs.google.com/document/d/1jMi2GBBwE-dS2vpejzaQ_oaaVNX8CLSuzj2k_ebUcko/edit?usp=sharing

Consider this a place to develop concepts and track themes each week. There will then be tasks assigned to develop formal slides.

Master Bibliography

https://www.newportacademy.com/resources/community/celebrity-mental-health-advocates/?utm_source=google&utm_medium=cpc&utm_campaign=NA_leads_performancemax&utm_term=&kpid=go_cmp-17884784088_adg-_ad-_dev-c_ext-_prd-&gclid=CjwKCAjwpuaBhBpEiwA_ZtfhWe_GI9Eenrl9lv1Wqs5XA3jFgrjB79ewkOaCwdoS0aAV8hAST6InBoCC9cQAvD_BwE

*Story Flow

Overview of celebrities' mental health issues

- Statistics/History (suicide)
- Why celebrities suffer (fame and pressure)

Social effects of celebrity's mental health issues on their audience

- Negative: the werther effect
- Positive: raise awareness of those issues
- How social media helps
 - An environment for public discussion
 - A platform for celebrity to speak out and advocate

Celebrity's Initiative and its impact

- Categories
 - Art forms
 - Social activities
 - brands/platforms
 - Organizations
 - ...
- Specific Definitions and Examples

What Is Mental Wellness?

by definition, it means “a person’s condition with regard to their psychological and emotional well-being.”

Possible Causes of Mental Health Issues:

Biological factors: Genetic predisposition or family history of mental health disorders can increase the likelihood of experiencing mental health issues.

Environmental factors: Adverse or traumatic life events, such as abuse, neglect, violence, or loss of a loved one, can have a significant impact on mental health.

Psychological factors: Individual personality traits, coping skills, and resilience levels can influence mental well-being. Previous experiences of trauma, low self-esteem, or a negative self-image can make individuals more susceptible to mental health problems.

Social factors: Social support networks, such as family, friends, and community, play a crucial role in maintaining mental health.

Mental Health Dilemma

Mental Wellness

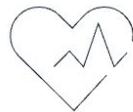
PART I

WHAT IS MENTAL WELLNESS

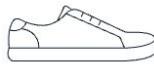
- Definitions
- Categories/Disorders
- Causing Factors
- Trends
 - Post-covid
 - Rise of social media

What Is Wellness?

"These days, consumers view wellness through a much broader and more sophisticated lens, encompassing not just fitness and nutrition but also **overall physical and mental health and appearance.**"



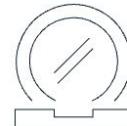
Better
health



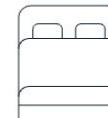
Better
fitness



Better
nutrition



Better
appearance



Better
sleep



Better
mindfulness

What Is Mental Wellness?

A person's condition with regard to their psychological and emotional well-being

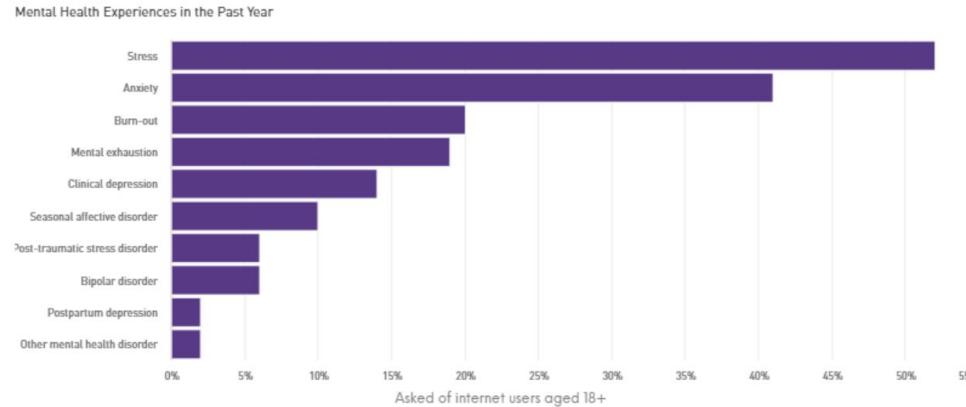
- More than 10 million adults in the US have an unmet need to get treatment for mental health.
- 70% of the nation's youth requires treatment for depression.
- There is an increase of 4.35% over the past six years in the intensity of major depression.
- Every 40 seconds someone dies by suicide
- The 2nd leading cause of death for people ages 10-34 is suicide
- Anxiety affect 1 in 4 youths between the age of 13-18
- 80% do not get treatment that they need
- Suicide rates have increased overall by 35% since 1999

More and more people are struggling with mental issues.

However, obtaining treatment for behavioral health issues remains much too difficult.

Lack of accessibility and knowledge are other barriers to getting help for mental issues, said Dr. Breigh Jones-Coplin, a clinical assistant professor of clinical psychology at the University of Denver. "People just don't know where to start ... which is what makes these platforms really useful."

Prevalence of Mental Health Problem



, more than three in five Americans acknowledged experiencing stress, anxiety, or clinical depression in 2020, most common among people aged 18-34

Mental Health Disorder Category

Bipolar Disorder

- The mental health condition that causes extreme mood swings, including emotional highs and lows.
- It affects about **2.8 percent of the population in the U.S.**

Depression

- Depression is a mental health condition that affects how a person thinks, feels, and handles daily activities. It can range from mild to severe and may require treatment.
- over **264 million people worldwide** suffer from depression. It is one of the leading causes of disability and a major contributor to the global burden of disease.

Anxiety

- a group of mental health disorders that cause people to experience excessive and persistent fear, worry, and anxiety.
- Anxiety disorders are **the most common mental disorders** globally. It is estimated that around 1 in 13 people worldwide suffer from an anxiety disorder, with women being more affected than men.

Schizophrenia

- causes a range of symptoms, including hallucinations, delusions, disorganized thinking, and a reduced ability to function in daily life.
- approximately **20 million people worldwide** have schizophrenia. It affects men and women equally, typically emerging in late adolescence or early adulthood.

Eating Disorder

- a range of conditions such as anorexia nervosa, bulimia nervosa, and binge eating disorder. They can cause severe physical and psychological consequences and require specialized treatment.
- approximately **9% of the global population** will experience an eating disorder in their lifetime.

Alcohol Use Disorder

- AUD is a chronic relapsing disorder that involves the compulsive use of alcohol despite negative consequences on a person's physical health, relationships, and overall well-being.
- an estimated **14.1 million adults** (ages 18 and older) had AUD in 2020.

Mental Health Disorder Category

Attention-Deficit/Hyperactivity Disorder (ADHD)

- ADHD is a condition that affects both children and adults, impacting their ability to pay attention, control impulsive behaviors, and manage hyperactivity. It can interfere with daily functioning and academic or occupational performance.
- ADHD affects around **5-10% of children** and approximately **2-5% of adults** worldwide.

Post-Traumatic Stress Disorder (PTSD)

- PTSD is a psychiatric disorder characterized by symptoms such as intrusive memories, flashbacks, nightmares, hyperarousal, avoidance behaviors, and negative changes in mood and cognition. It can significantly impact a person's daily life and well-being.
- approximately **7-8% of the population** will experience PTSD at some point in their lives. It can affect people of all ages who have experienced or witnessed traumatic events such as war, natural disasters, accidents, or interpersonal violence.

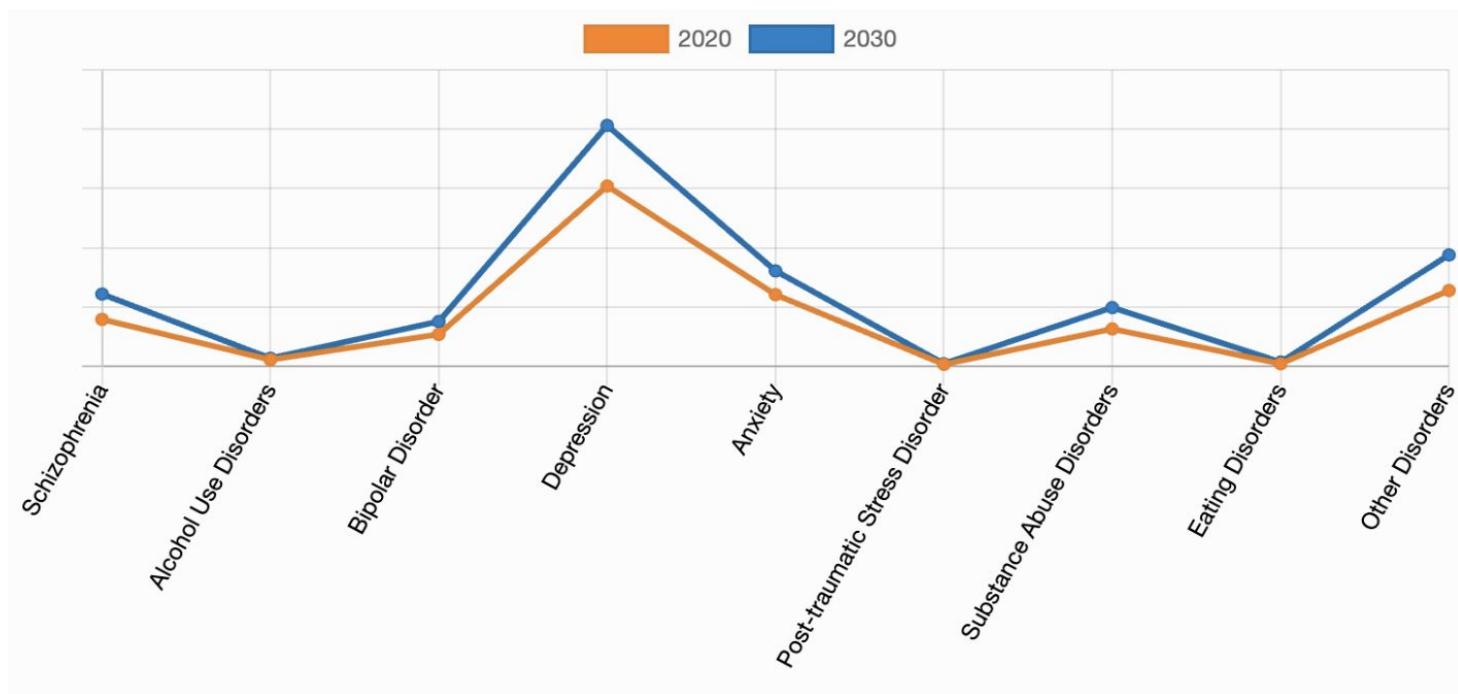
Substance Use Disorder (SUD)

- SUD is a chronic condition characterized by the inability to control substance use, cravings, tolerance, and withdrawal symptoms. It can lead to various physical, psychological, and social problems and may require intervention and treatment.
- approximately **20.8 million people** aged 12 or older had a substance use disorder in 2020.

Other Disorders

- Obsessive-Compulsive Disorder (OCD)
- Psychosis
- Dissociative Disorders
- Mood Disorder
- ...

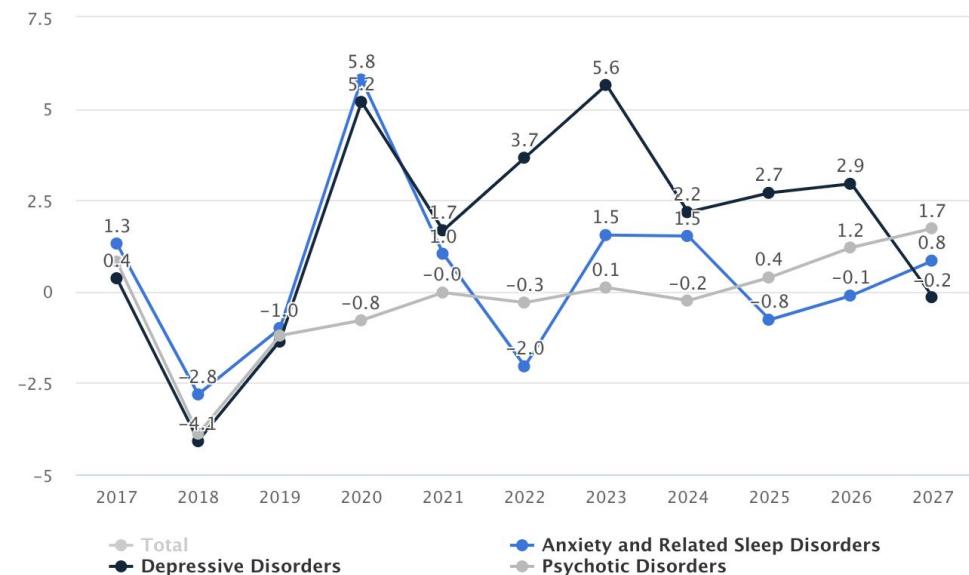
Mental Health Market by Disorder



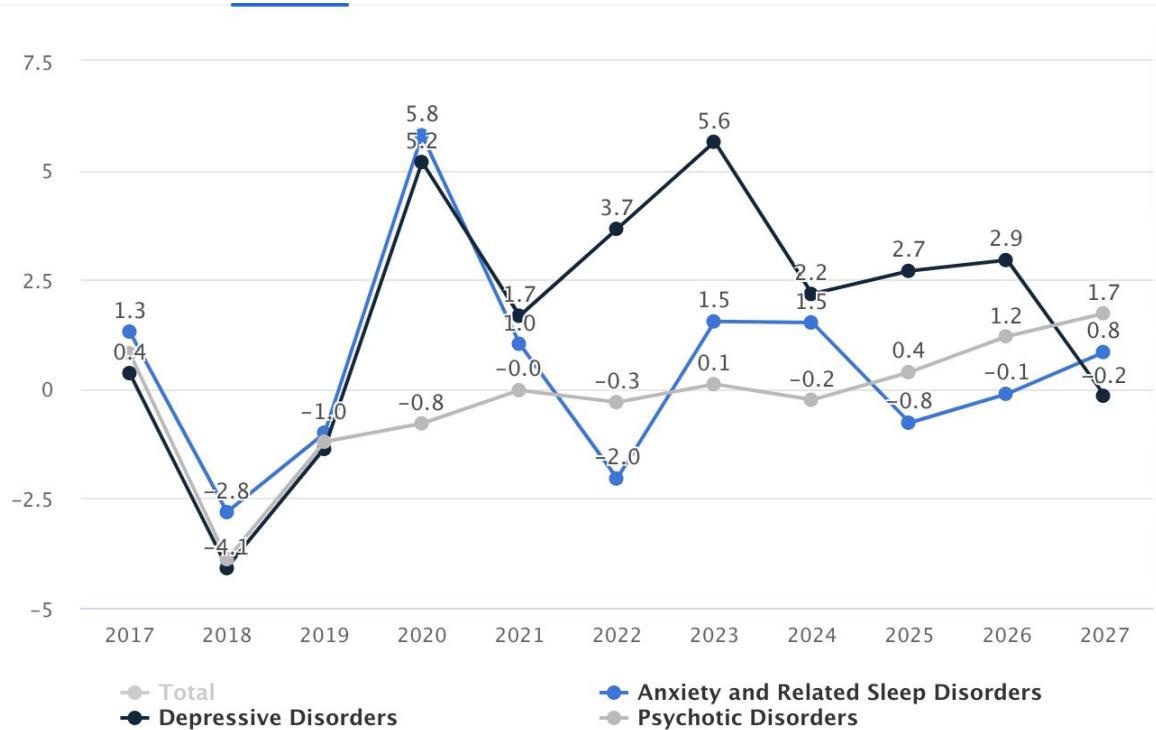
COVID-19

During COVID-19, reports of mental distress have increased globally

More than half of consumers in each of our surveyed countries said they want to prioritize mindfulness more. Half of the consumers said they wished that more mindfulness products and services were available, indicating an opportunity for companies.



It's hard not to draw a connection between the quarantine and the higher rate of mental disorders.



The percentage of people who have a mental health disorder has increased in recent years, especially after the COVID-19 lockdown in March 2020. It's hard not to draw a connection between the quarantine and the higher rate of mental disorders.

Covid & Mental Health

“Individuals, families, and communities experience feelings of hopelessness, despair, grief, bereavement, and a profound loss of purpose because of pandemics (Levin [2019](#)). Feelings of loss of control drive fear and uncertainty as the trajectory of the pandemics is constantly evolving; so is the advice on the action to take to stop the spread of a pandemic.”



Covid & Mental Health (Case)

Andy Grammer

"My favorite thing is to be around thousands of people every night," he explains. "When that got taken away, there was a lot of silence with myself. I didn't really like that. It made me very anxious and uncomfortable."

External Validation for Self-Esteem: When individuals receive consistent praise, they may develop a sense of validation and self-worth based on external approval. If this praise suddenly disappears, they may feel a loss of validation, leading to a decline in self-esteem and potentially causing mental health issues.



Other Causes

childhood abuse, trauma, or neglect

social isolation or loneliness

experiencing discrimination and stigma, including racism

social disadvantage, poverty or debt

bereavement (losing someone close to you)

severe or long-term stress

having a long-term physical health condition

unemployment or losing your job

[organization could make impact]

homelessness or poor housing

being a long-term carer for someone

drug and alcohol misuse

domestic violence, bullying or other abuse as an adult

significant trauma as an adult, such as military combat, being involved in a serious incident in which you feared for your life, or being the victim of a violent crime

physical causes – for example, a head injury or a neurological condition such as epilepsy can have an impact on your behaviour and mood. (It's important to rule out potential physical causes before seeking further treatment for a mental health problem).

How to prevent?

- helping parents nurture their children
- protecting children from trauma
- educating young people to understand and manage their emotions
- supporting people under a lot of stress at work
- reducing **loneliness** for older people
- building connections in our communities
- caring for people with suicidal thoughts
- helping people to recover and look after themselves
- (How to help?)

What treatment should you get?

- Mental Therapy
- Mental health APPs
- Reduce your stigma

Organizations Supporting Mental Wellness



Anxiety & Depression
Association of America
Triumphing Through Science,
Treatment, and Education



HEALTHY MINDS • STRONG COMMUNITIES



Websites

Public websites that provide resources/support for mental wellness:

<https://www.mind.org.uk/>

<https://www.shape.com/>

<https://www.springhealth.com/>

Social Media

An open environment for discussion

"This is just my own uneducated hypothesis, but I think with social media, and also adding COVID-19 to the mix, I just think **this generation had a chance to really get in touch with their feelings**. It's OK to actually talk to people about how you're feeling now, versus my generation when it was like, you just fight through it."

— Nico Harrison, Mavericks general manager

- A search with the hashtag **#MentalHealth** on the TikTok app showed more than 16.4 billion views.
- The **anonymity** afforded by social media allows self-expression without the danger of stigma.
- "*Self-disclosure can be an important therapeutic ingredient and is linked to improved physical and psychological well-being*"



 #mentalhealth
224 Tweets in the last hour

 #MentalHealthAwareness

Mental Health Awareness in Social Media

Mental illness, has gained considerable attention in recent years thanks to the brave individuals who decided to speak up.

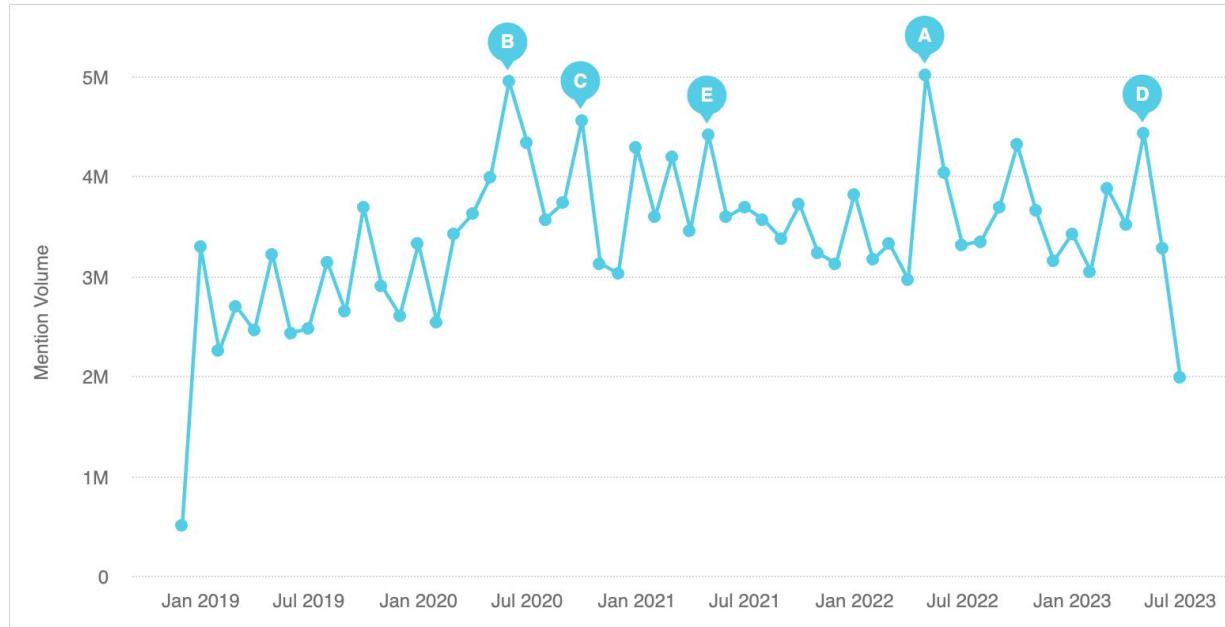


This led to high-profile celebrities and athletes opening up about their own struggles with mental illness, mainstream media weaving themes into storylines, and brands speaking out in support.

De-stigmatizing Mental Illness Through Cause-Based Marketing

- Cause-based marketing
 - Definition: Marketing strategy aligning brand with social or environmental cause.
 - Purpose: Promote positive impact and achieve business goals simultaneously.
 - Connection: Brand associated with cause to enhance brand image and reputation.
 - Goals: Raise awareness, drive engagement, and build customer loyalty.
 - Target audience: Attracts socially conscious consumers who support the cause.
 - Campaigns: Cause-focused campaigns highlight the brand's commitment.
 - Impact: Positively contributes to society while benefiting the brand.
 - Reputation: Enhances brand reputation and fosters brand loyalty.

Mental Health on Social Media



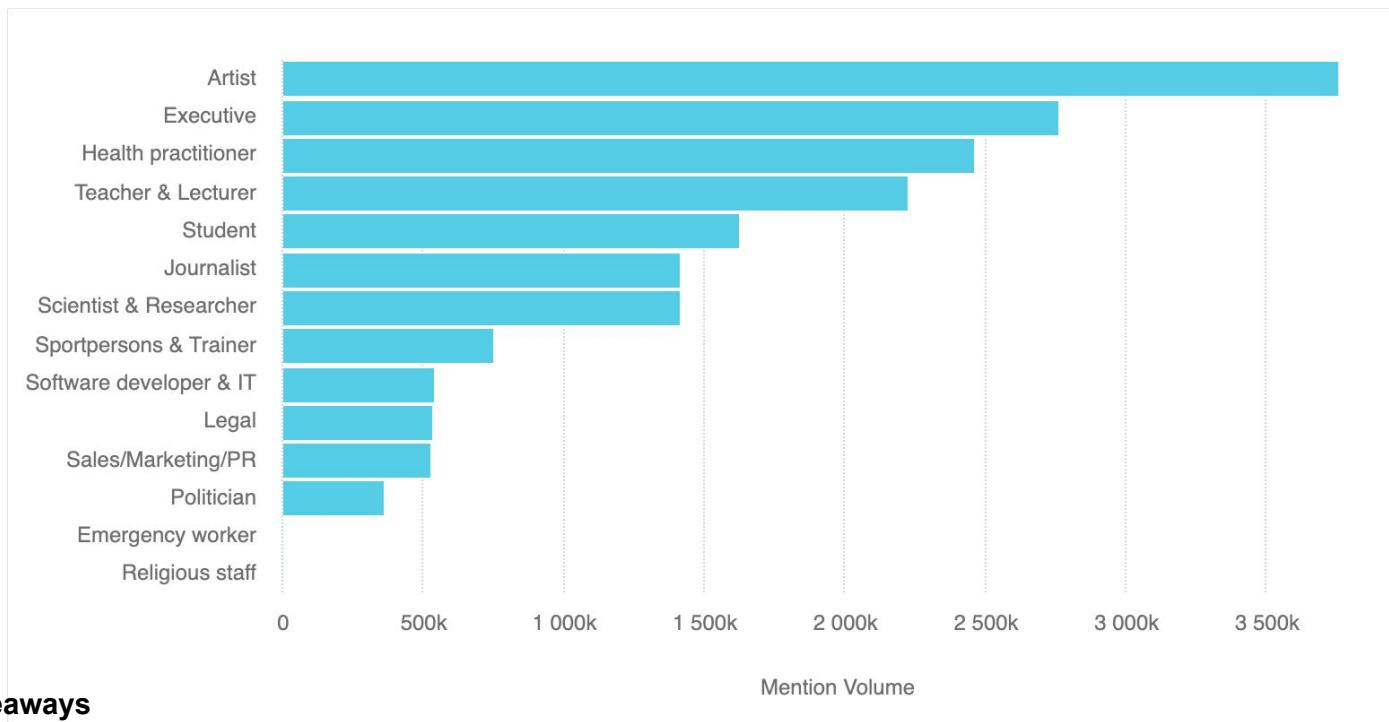
Peak Dates

- May - Mental Health Awareness Month
- 10.10 - #WorldMentalHealthDay
- BlackLivesMatter (June 2020)

Takeaways

- Volume increase since covid

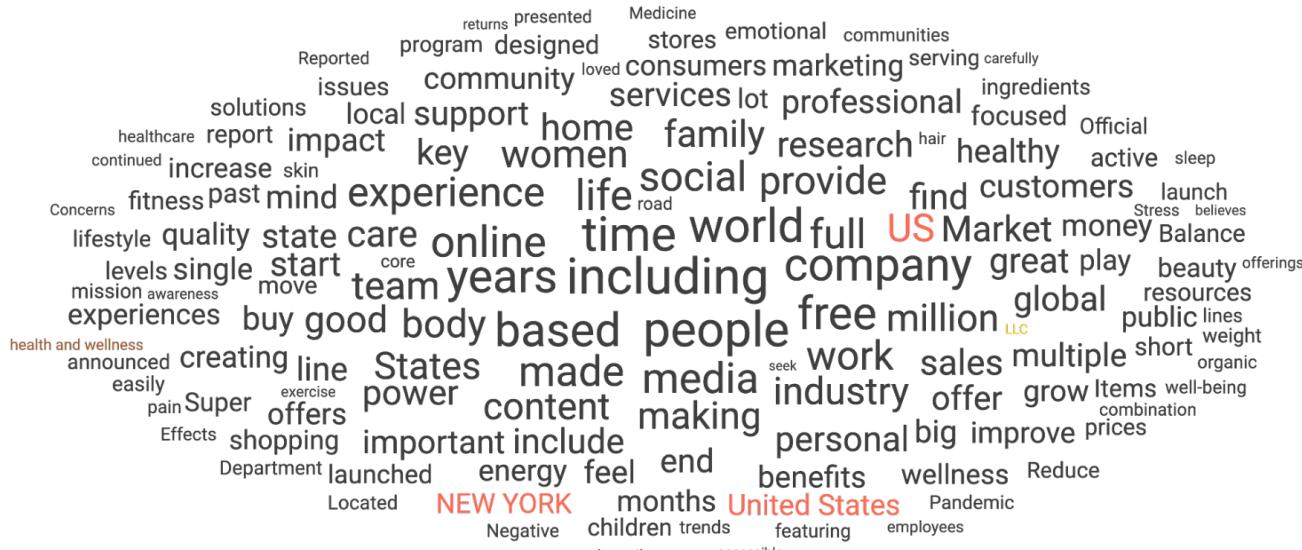
Mental Health on Social Media



Takeaways

- Artist is the top segment that has the highest volume on social about mental health

Mental Health on Social Media



● Locations ● Organizations ● Phrases ● Keywords

Mental Health on Social Media



Celebrities & Mental Wellness

PART II

CELEBRITY & MENTAL WELLNESS

- Statistics
- Common Disorders & Causing Factors
- Social impact
 - Negative: The Werther Effect
 - Positive
 - Raise Awareness
 - Reduce Stigma
 - Provide Resources
- Celebrity Initiatives
- Celebrity Persona

Celebrities Who Committed Suicide(1970-2020)



Richard Manuel had struggled with various addictions. In March 4,1986, Richard Manuel returned to his hotel room and ended his life by hanging.



Hunter S. Thompson died by suicide at the age of 67 in 2005, following a series of health problems.



Caroline Flack was very secretive about her struggles with mental health . On 15 February 2020, Flack was found dead at her home and recorded a verdict of suicide.



Soul legend Donny Hathaway, who suffered from depression and paranoid schizophrenia, jumped to his death from the balcony of his 15th floor room on Jan. 13, 1979.



Kurt Cobain was prone to alcoholism, suffered from depression, and regularly used drugs and inhalants. On April 8, 1994, Cobain was found dead at his home.



Robin Williams had mental illness problems including battling extreme depression up until his death. In August 2014, Robin Williams died by suicide.

All the celebrities listed who committed suicide had some form of mental health issue

Celebrity & Disorder

- **Schizophrenia**

- Aaron Carter
- Zelda Fitzgerald
- Darrell Hammond
- Lionel Aldridge
- Bettie Page
- John Nash Jr

- **Depression**

- Dwayne Johnson
- Katy Perry
- Jon Hamm
- Lady Gaga
- Michael Phelps
- Kristen Bell
- Bruce Springsteen
- Gwyneth Paltrow
- Ashley Judd
- Naomi Judd
- Ryan Phillippe
- J.K. Rowling
-

- **Bipolar disorder**

- Mariah Carey
- Carrie Fisher
- Bebe Rexha
- Mel Gibson
- Demi Lovato
- Russell Brand
- Brian Wilson
- Kurt Cobain

- **Anxiety disorder**

- Megan Thee Stallion
- Jonah Hill
- Kendall Jenner
- Prince Harry
- Selena Gomez
- Marcus Morris

Why Celebrities Suffer

People working in the performing arts are twice as likely to experience depression as the general population. The average age of death for celebrities overall, was 58, compared to an average of 72 years for other Americans. Celebrities are almost four times more likely to kill themselves than the average American.

Psychological Factors:

1. A potent correlation between creativity and mental illnesses such as bipolar disorder, depression, and addiction.
2. External Locus of Control: People with an external LoC are more likely to suffer from poor mental health, experience the extreme highs and lows and feel like they have little control over events in their life.

Social Factors:

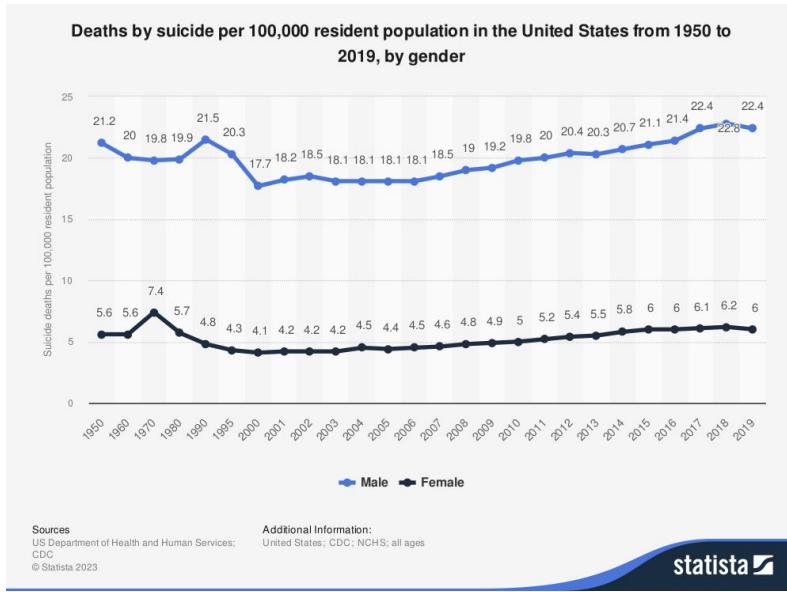
- No privacy
- Lost sense of self
- Loss of challenges
- Imposter syndrome
- Loneliness: Audience's adoration and expectations lead celebrities down an incredibly lonely path

Negative: The Werther Effect

In social sciences and in medicine, the term "Werther-effect" is used as a synonym for media induced imitation effects of suicidal behaviour.

- The development of powerful social media platforms has enabled more people to access a vast amount of information, which, in turn, makes individuals more susceptible to the Werther effect.

Mental Health Caused Suicide-Social Factors



According to Statista, the overall suicide rate in the U.S. has increased in recent years. One possible cause of this increase could be the Werther effect.

Werther Effect Case-Suicide of Kurt Cobain

Name (age at death, method of suicide)		Total	Sex		Age, years					Same suicide method
			Men	Women	15-29	30-44	45-59	60-74	≥75	
Pierre Bérégovoy (67 years, firearm)	Estimate	187.4	140.8	48.4	57.4	74.1	27.9	27.8	2.6	68.85
	Increase, %	17.6	18.3	16.7	37.6	24.5	11.8	13.5	1.6	26.5
	p	<0.01	<0.01	0.01	<0.01	<0.01	0.11	0.07	0.85	<0.01
Kurt Cobain (27 years, firearm)	Estimate	118.9	80.5	36.3	35.0	60.7	15.7	7.2	1.0	83.43
	Increase, %	11.7	10.8	13.5	23.8	21.2	7.0	3.5	0.7	33.8
	p	0.01	0.05	0.05	0.01	<0.01	0.40	0.62	0.94	<0.01

"We found an excess of 119 suicides in the month following Kurt Cobain's suicide (+11.7%). The effect was stronger among subjects aged ≤45 years. The number of suicide deaths by firearms or explosives was significantly increased for these two celebrities (+26% and +34%, respectively)." (Cite 2)

Celebrities' death might cause an increase percentage of werther effect among people!

Positive: Increase Awareness

#InHonorOfCarrie-Sharing stories of mental health challenges on social media platforms



Carrie Fisher battled bipolar disorder and substance abuse for 45 years until her death in 2016. At the age of 60, she died from a sudden cardiac arrest in December 2016, just four days after experiencing a medical emergency during a transatlantic flight from London to Los Angeles. Following her passing, people voluntarily started a hashtag on social media to share their experiences of going through mental health challenges. While Fisher's death was not directly caused by mental health issues, it raised awareness among people about the importance of paying attention to mental health problems.

"Many celebrities have recently disclosed their experiences with mental health disorders and have advocated to increase awareness, reduce stigma, and improve public policy related to mental health"

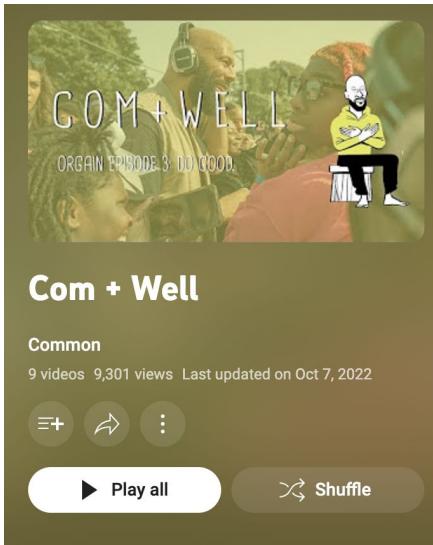
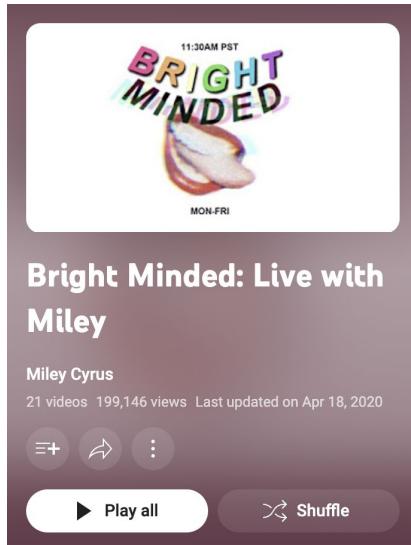
Positive: Increase Awareness

Back in 2019, Gomez received recognition for her work in destigmatizing mental health. She was awarded the [2019 McLean Award](#) by the Boston hospital of the same name, which honors individuals "who have furthered the public's understanding of psychiatric illness and mental health."

As many as 51 percent of people with bipolar disorder are undiagnosed and/or untreated, estimates the [Treatment Advocacy Center](#). Mental health treatment and care isn't always accessible to those who need it most, but with public figures such as Gomez going to bat for those who struggle, it can help people understand that they're not alone in what they're going through.

Social Media

A platform for celebrities to speak out and advocate



- In 2022, Ryan Reynolds, Meghan Markle, and Prince Harry, spoke publicly about their mental health.
- Megan Thee Stallion wrote a song "Anxiety" about living with anxiety
- Selena Gomez released a documentary called "Selena Gomez: My Mind & Me" about her journey to a bipolar disorder diagnosis.

Support within the Industry

The **U.K.'s Film & TV Charity** has aimed to help with this through a partnership with MoneyHelper that includes tools such as a budget planner and a savings calculator for both actors and back-end crew/staff. They are also offering a 24/7 helpline for mental health support and stop-gap grants to stop industry workers from falling into impoverished conditions.

Since the start of the 2019-20 season, the **NBA** has required all teams to have a formal relationship with a mental health practitioner — a therapist or psychologist — in market, as well as a licensed psychiatrist for medication and to address more serious concerns.

Positive: Provide Resources

Most of the celebrities involved in the mental health business used to suffer from mental illness.

- Inspired by personal journey
- Wanna make a difference
- mental health advocacy

"I have decided to make this because I want to present your tools and teachings of you, Phil Stutz, my therapist, in a way that allows people to access them and use them to make their own life better."

— Jonah Hills

"I really want people to be understood, seen, and heard," said Gomez in the interview. "It's okay to not be okay."

— Selena Gomez

Positive: Provide Resources

The screenshot shows a dark-themed website. At the top, the title "BAD BITCHES HAVE BAD DAYS TOO" is displayed in large, metallic, serif capital letters. Below the title, a section titled "THERAPY PLATFORMS" lists three options: "Center for Interactive Mental Health Solutions", "iPrevail", and "National Alliance on Mental Illness". Each option is preceded by a small upward-pointing arrow icon.

- Center for Interactive Mental Health Solutions
- iPrevail
- National Alliance on Mental Illness



Megan Thee Stallion started an online resource for mental health called "Bad Bitches Have Bad Days Too". Dr. Breigh Jones-Coplin, a clinical assistant professor of clinical psychology at the University of Denver, has used some of the resources on Megan Thee Stallion's site with her clients and in her teaching. "I think they're very credible," she said.

Celebrities' Role

Reduce Mental Health Stigma

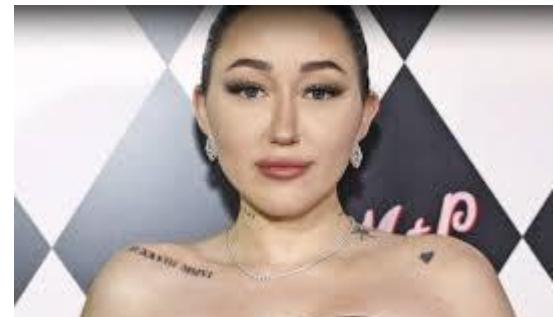
Celebrity disclose their mental health problem could...

- Reduce the discrimination
- Reduce stigma
- Guide
- Encourage
- Provide help
- **Further possible effect:** This could affect the society's cognition when facing mental health issue

Using their influence to help and guide fans

- Conclusion: By speaking out about their personal experiences in overcoming mental health issues , celebrities can serve as guides for those facing similar situations, offering support and inspiring individuals to seek recovery.
- Case: Noah Cyrus

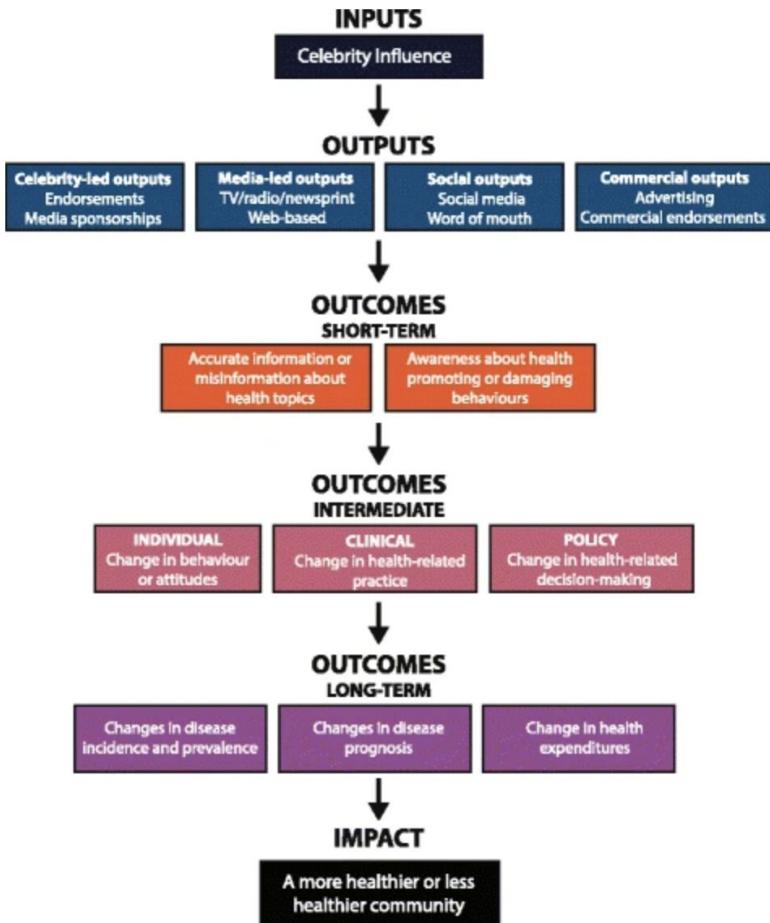
“Noah Cyrus having recently released the poignant ballad, "Lonely". the singer has announced a new apparel collection . Titled after the song, the LONELY collection's proceeds will all go to the Jed Foundation, a nonprofit organization that aims to protect the emotional health of teenagers and prevent suicide.”



Gain social recognition

“The audiences’ recognition of stars comes from their screen images and life images. From a societal perspective, movie stars can provide followers with value guidance, so that they should themselves be encouraged to consider their behavior in connection with their social responsibility (Wang and Yan, 2019; Stojanovic et al., 2020).”

Celebrities' positive attitude towards mental health problems not only benefits their followers by providing assistance and value, but also contributes to their own personal growth, enabling them to establish a more positive public image.



The impact that celebrities can have on society regarding mental health problems is exemplified by this chart.

Rise of Celebrities

RISE OF CELEBRITIES

- Celebrity's Life Journey
- Identify the Pivot Points
- Start of Career
- Personas

Celebrity's Life Journey

Identify Pivot Points



- Discovery/Opportunity
- Breakthrough Success/Failure
- Reinvention
- Personal Life Events
 - marriage, divorce, parenthood, or overcoming personal challenges
- Philanthropy/Activism
- Career Transition/Retirement

Start of Career

Early Starter:

- started their career at a very young age, possibly as a child actor. They may have been discovered through talent shows, commercials, or local theater productions.
- Challenges: Balancing education with their acting commitments, managing the pressure of fame at a young age, navigating legal restrictions for child performers, maintaining a normal childhood.

Late Bloomer:

- pursued a different career path initially or faced challenges that delayed their entry into the entertainment industry. They discovered their passion for acting later in life and made a successful transition.
- Challenges: Overcoming self-doubt and societal expectations, starting from scratch in a highly competitive field, building a network and connections, proving themselves against younger actors.

Start of Career

Multifaceted Talent:

- excelled in multiple creative fields, such as acting, singing, and dancing. They may have started in one field and later expanded their career to encompass various artistic pursuits.
- Challenges: Juggling multiple roles and commitments, finding a balance between different creative endeavors, managing a demanding schedule, continuously reinventing themselves to avoid being typecast.

Unconventional Path:

- followed a non-traditional route to fame and success. They may have gained recognition through social media platforms, reality TV shows, or viral videos, bypassing the traditional industry channels.
- Challenges: Establishing credibility and longevity in an industry that values traditional pathways, navigating the unpredictable nature of internet fame, transitioning from online popularity to a sustainable career.

Legacy Success:

- comes from a family with a rich entertainment legacy. They were born into the industry and have continued the family tradition, enjoying success and recognition based on their lineage.
- Challenges: Living up to family expectations and comparisons, proving individual talent and merit separate from the family name, handling the weight of family legacy, creating a unique identity.

Personas

https://docs.google.com/document/d/1Jpj93EUXg_VwsgKTa45Np5LcWuN_fGIBzCoc8RlrAKpQ/edit?usp=sharing

The Youth Rebel

- Entered the entertainment industry at a young age.
- Experienced significant mental health issues throughout their early career.
- Acted out rebelliously or engaged in controversial behavior.
- Faced public scrutiny and media attention.
- Worked towards personal growth and positive transformation.



The Family Struggler

- Experienced challenging family dynamics or conflicts.
- Navigated through publicized family disputes or estrangement.
- Sought personal growth and healing from family issues.
- Embraced forgiveness or reconciliation.
- Uses their experience to advocate for healthy family relationships.



The Financial Fighter

- Faced significant financial difficulties or setbacks.
- Overcame financial hardships through resilience and determination.
- Used their platform to raise awareness about financial struggles.
- Engaged in philanthropy or charity work to support others.
- Promotes financial literacy and empowerment.



The Survivor of Social Bullying

- Endured severe social bullying or public criticism.
- Developed resilience and self-acceptance.
- Advocates for anti-bullying initiatives and mental health support.
- Empowers others to embrace their uniqueness.
- Utilizes their platform to promote kindness and inclusivity.



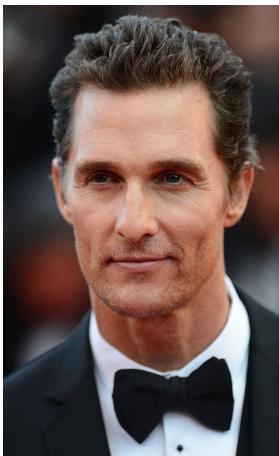
The Reinventor

- Underwent a significant transformation or reinvention in their career or personal life.
- Took bold risks and embraced change.
- Overcame obstacles and setbacks.
- Found success and fulfillment in a new direction.



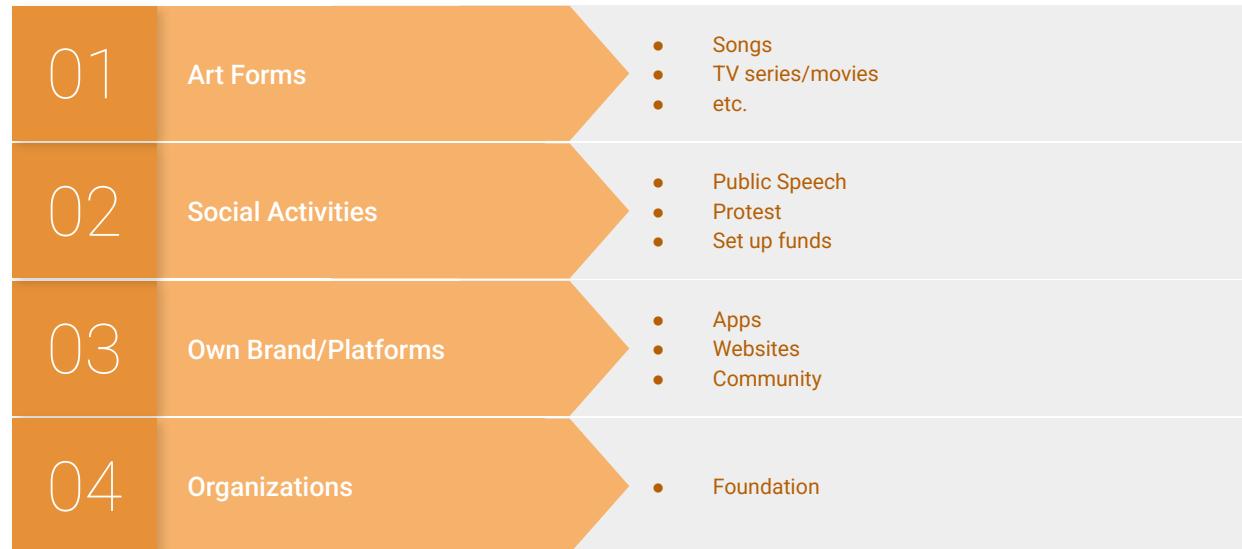
The Comeback Kid

- Faced career setbacks or periods of obscurity.
- Made a remarkable comeback and regained prominence.
- Displayed resilience and perseverance.
- Used their experience to inspire and motivate others.



Celebrities' Initiative

Categories of Celebrity's Initiative



I. Art Forms

Description: Celebrity's own creations regarding music, film, exhibition and other forms of art and entertainment

Mechanism: Generate impact through their original talents

Goal: Publish their works, Share their inner world, Educate audience, Raise awareness

Features:

- Long-lasting/repeating impact: people can access those works from time to time
- Deeply related to the entertainment industry

Art Forms-Song

Mechanism: Article - How Lyrics in a Song Can Impact Our Lives*

“The dominating thoughts that you have in your mind are what drive your behaviors.

The music allows you to remember the lyric.”

“Music is artists’ way of processing the highs and lows of their life and this vulnerability allows listeners to connect to the artists and their music. ‘The song helped get me through one of the most emotionally exhausting and mentally draining nights of my life.”

Initiative Case: 1-800-273-8255 by Logic - 2017

- The song's title is the previous phone number for the American National Suicide Prevention Lifeline (NSPL)
- The song has successfully raised awareness among the audience as more people start to pay attention to their mental wellness and reach out to seek help

Results

According to NSPL, in the three weeks following the single's release, calls directed to the NSPL rose by 27%, while visits to their website increased from 300,000 to 400,000 over the following months.



Art Forms-Film

Mechanism

raising awareness, humanizing mental health, promoting empathy, encouraging help-seeking behavior, challenging stigma, providing validation, and sparking conversations

Initiative Case - A Star is Born - Lady Gaga

"A Star is Born" featuring Lady Gaga delves into the portrayal and advocacy of mental health issues. The film explores the impact of mental health struggles on individuals and their relationships, emphasizing the importance of support and seeking help. Lady Gaga's personal experiences and advocacy work in the realm of mental health contribute to the authenticity and impact of her performance in the film.

Result

Success of the film?its impact on mental health topic?

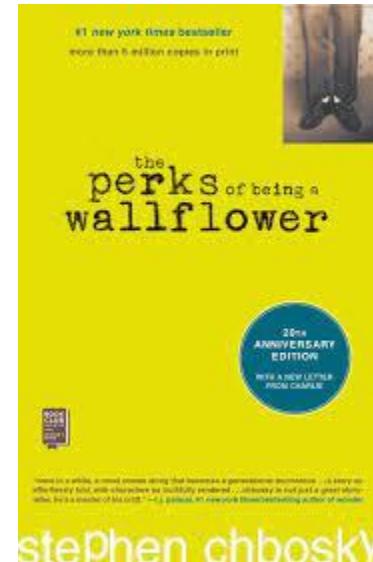


Art Form-Novel

Case: The Perks of Being a Wallflower

- Written by Stephen Chbosky, novel follows Charlie, an introverted and observant child, through his freshman year of high school in a Pittsburgh suburb.
- The Protagonist Charlie experiences depression, social anxiety. The novel depicts his internal struggles, such as overthinking and worrying excessively, which are common symptoms of anxiety disorders.
- "The Perks of Being a Wallflower" explores mental health with sensitivity, shedding light on the complexities of depression, anxiety, PTSD, and self-harm. Through the journey of its protagonist, the novel emphasizes the importance of supportive relationships, self-ex expression , and seeking professional help as crucial steps towards healing and personal growth.

Since its release in 1999, the novel has gained a dedicated following and has become a staple in the young adult literature genre. It has received critical acclaim and has been embraced by readers around the world. The novel was included in the American Library Association's (ALA) list of Best Books for Young Adults, which recognizes outstanding books for young readers.



II. Social Activities

Description: Celebrity's public actions with other platforms like media, magazine, charity organizations, etc.

Mechanism: convey their story and advocate the mental health topic through public speech, interviews,

Goal: Share their inner world, Educate audience, Raise awareness, Raise fund for the organizations

Features:

- Volunteering/not for commercial purpose
- Partnering with other organizations
- Not necessarily related to the entertainment industry

Social Activities - Interview

Mechanism

Celebrity partners with social media platforms/magazine/tv show to talk about their mental health

Initiative Case - Adele and Vanity Fair Magazine

Since her chart-topping coronation, the superstar singer has been determined to balance her real life with her record-breaking career. From behind the scenes of her world tour, she opens up about the challenges of motherhood, melancholy, and mega-stardom.

Result

<https://www.vanityfair.com/culture/2016/10/adele-cover-story>



III. Celebrity Owned Platforms

Description: Celebrity set up their own brands/platforms in the form of website, Apps, Community, etc.

Mechanism: Utilize their social influence to generate impact through other forms rather than their original talents

Goal: Educate audience, Raise awareness, Provide resources to help relieve mental issues, Generate revenue through Investment

Features:

- Commercial Initiative
- Not necessarily related to the entertainment industry
- May also partner with other organizations

Platforms - Website

Mechanism

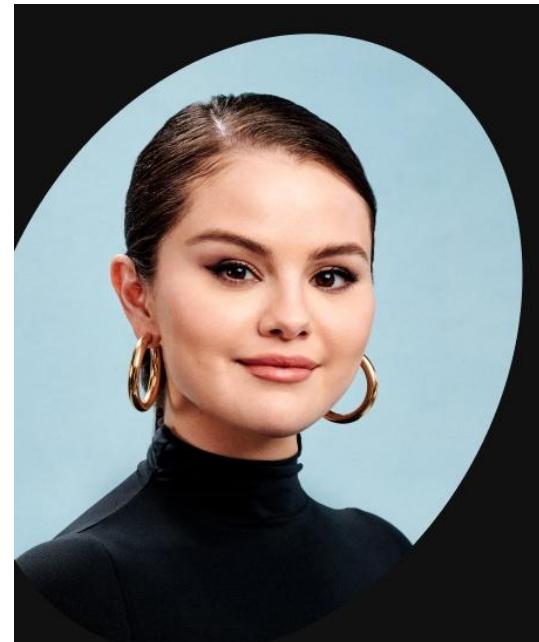
Celebrities have initiated a website to assist individuals with mental health problems and help them find solutions to their challenges

Initiative Case - Selena Gomez & Wondermind

"Wondermind is the world's first mental fitness ecosystem, is on a mission to destigmatize and democratize mental health. With a focus on making time for mental fitness, Wondermind provides the tools and language necessary to make navigating your mental health a little easier." -From website

In addition to a website, Wondermind also includes a free newsletter subscription that sends exclusive content to subscribers three times a week. The company will also be launching a podcast, which will be available on Spotify and Apple Podcasts.

Result- after launched in April 2022 with a three-times weekly newsletter and boasts a community of nearly 500,000 with over 270,000 active newsletter subscribers and over 220,000 followers across social media platforms, has



IV. Organization

Description: Big organizations within the entertainment industry set up platforms/services/events related to mental health

Mechanism: Utilize the influence of the organization to raise awareness and provide support in a certain area

Goal: Raise Awareness, Provide resources to help relieve mental issues

Features:

- Social Responsibility
- Related to the entertainment industry
- May also partner with other celebrities

Organization - Sports

Initiative Case: NBA & mental health

Initiative: voices of Kevin Love and DeMar DeRozan

Since the start of the 2019-20 season, the NBA has required all teams to have a formal relationship with a mental health practitioner — a therapist or psychologist — in market, as well as a licensed psychiatrist for medication and to address more serious concerns.

Result

To Players: NBA Mental Health & Wellness Department

<https://nbpa.com/mentalwellness>

To public: NBA Mind Health <https://mindhealth.nba.com/>

Both public audience and the players can access the websites to gain support



Organization-Foundation



Initiative Case-The Gary Sinise Foundation Avalon Network

Sinise, Performed as Lieutenant Dan in the Film Forrest Gump, Partnered with Home DEPOT FOUNDERS BERNIE Marcus and Arthur Blank and Launched The Gary Sinise Foundation A. Valon Network. The Foundation's Mission is to Produce A Mental and Cognitive Health Network that Provides Care for Vетters, responders, and their families battling post-traumatic stress, substance abuse, and severe brain injuries.



Agenda

Mental health dilemma

There are many factors that cause mental health problem, but some of them is preventable

Mental health APPS

Mental health APPs deep analyzation

Celebrities' role

Why celebrities wants to disclose their mental health problem and what will their action affect the society?

Mental Wellness Business

PART III

MENTAL WELLNESS BUSINESS

- Market Overview
 - Market size
 - Different service models
 - Offline
 - Therapy service
 - Online
 - Website
 - App
- Innovative Trends
- App market
 - Overview
 - Category
 - Service & Products
 - Monitorization
 - Celebrity Partnerships



Representative Mental Health Startups by Category

Digital Therapeutics



Mental Wellness, Meditation & Sleep



Measurement & Testing



Non-Tech & Other



B2B / Sourcing



Telehealth



Peer 2 Peer



Sources: PitchBook.com, CrunchBase, Capital IQ, Press, What If Ventures proprietary database, and hundreds of conversations with founders in the space

Mental Health Market Trends

- There will be a greater shift from physical products toward **services**, especially those (such as personal training, nutritionists, and counseling) that emphasize physical and mental health.
- Customers are now more comfortable trading privacy for **personalization**.
- Digitalization
 - Create seamless omnichannel and digital offerings
- Social influence
 - social media influenced 26 percent of purchases
 - more than 60 percent of consumers report that they will “definitely” or “probably” consider a brand or product posted by a favorite influencer

Innovative Trends

Telepsychiatry

the use of video conferencing and telecommunication technology to provide mental health services remotely

Digital Therapeutics

evidence-based therapeutic interventions delivered through digital platforms such as mobile apps or online program

Artificial Intelligence (AI)

access relevant information about a patient from various sources

Virtual Reality (VR)

treating mental health disorders such as anxiety, [post-traumatic stress disorder \(PTSD\)](#), and phobias by creating immersive environments that allow individuals to gradually confront and overcome their fears in a controlled and safe setting.

Wearable Devices and Sensors

collect data on physiological indicators like heart rate, sleep patterns, and activity levels

App Market Overview

- The global mental health apps market size was valued at **USD 5.2 billion** in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 15.9% from 2023 to 2030. North America dominated the market with a revenue share of over 37.4% in 2022.
- In 2022, the depression and anxiety management segment dominated the market with a revenue share of over 29.8%.
- As many as 20,000 mental health apps may exist today, with two of the most popular being **Calm and Headspace**. Both of these focus on mindfulness and meditation, and are meant to help individuals get support other than from connection to a therapist or other traditional mental health services.

Categories by Disorders

- **Best overall:** Moodkit | [Skip to review](#)
- **Best for therapy:** Talkspace | [Skip to review](#)
- **Best for meditation:** Headspace | [Skip to review](#)
- **Best for suicide awareness:** Better Stop Suicide | [Skip to review](#)
- **Best for stress:** iBreathe | [Skip to review](#)
- **Best for anxiety:** MindShift CBT | [Skip to review](#)
- **Best for addiction:** Quit That! | [Skip to review](#)
- **Best for boosting your mood:** Happify | [Skip to review](#)
- **Best for eating disorders:** Recovery Record | [Skip to review](#)
- **Best for OCD:** NOCD | [Skip to review](#)
- **Best for sleep:** Calm | [Skip to review](#)
- **Best for drinking less alcohol:** Reframe | [Skip to review](#)
- **Best for quitting alcohol:** I Am Sober | [Skip to review](#)

<https://www.healthline.com/health/mental-health/mental-health-apps#our-picks>

Categories by Services/Functions

- Opens access to a wide solvent audience
- Makes self-care more accessible
- Helps users manage mental health disorders and stressful situations
- Contributes to the creation of research materials



- Online therapy sessions
- Relaxation
- Mood tracking
- Meditation
- Breathing exercises

Online Therapy Sessions

- Provide users with access to licensed therapists or mental health professionals through online platforms.
- Offer a variety of therapeutic services, including individual and group therapy sessions, counseling, and support.
- Features: secure messaging, video or audio calls, appointment scheduling, and progress tracking.
- Examples:
 - BetterHelp
 - Talkspace
 - 7 Cups



Teletherapy vs. Traditional Therapy

- The demand for online therapy sessions and virtual mental help especially skyrocketed during the pandemic. Uncertainty, endless lockdowns, and isolation caused a lot of stress and anxiety. So, people started seeking new ways of getting mental health help and teletherapy platforms are experiencing a boom.
- Pros of online therapy:
 - Lower costs.
 - Don't have to commute to the therapist's office.
 - Easier to schedule a session.
- Cons of online therapy:
 - Confidentiality of personal information can be compromised.
 - Video calls require a high-internet speed internet and a laptop or a smartphone (which might be inaccessible to senior users).

Relaxation

- Focus on reducing stress, anxiety, and promoting overall relaxation and well-being.
- Offer features such as guided imagery, deep breathing exercises, ambient sounds, soothing music, and mindfulness exercises.
- Aim to help users calm their minds, improve sleep quality, and manage daily stress.
- Examples:
 - Headspace
 - Calm
 - Insight Timer



Headspace



Mood Tracking

- Allow users to monitor and track their emotional well-being over time.
- Users can log their moods, emotions, thoughts, and activities to gain insights into patterns and triggers affecting their mental health.
- Offer customizable mood charts, data analysis, and reminders to help users develop self-awareness and identify patterns in their mood fluctuations.
- Examples:
 - Daylio
 - Moodpath
 - eMoods



Meditation

- Designed to guide users through mindfulness and meditation practices.
- Provide a range of guided meditation sessions tailored to different needs, such as stress reduction, focus improvement, and emotional balance.
- Include features like meditation timers, progress tracking, meditation courses, and daily reminders.
- Examples:
 - Insight Timer
 - Headspace
 - Buddhify

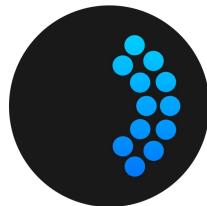


Headspace



Breathing Exercises

- Focus on teaching and guiding users through various breathing techniques to reduce stress, anxiety, and promote relaxation.
- Provide visual cues and audio guidance to help users practice deep breathing, diaphragmatic breathing, box breathing, and other techniques known to calm the nervous system.
- Include features like customizable breathing exercises and reminders.
- Examples:
 - Breathing Zone
 - Paced Breathing
 - Breathe2Relax



Monetization Strategies

Subscriptions. Registered users have to pay to get access to exclusive features or content. Usually, they are charged monthly or annually. It's the most popular model for mental health applications.

In-app ads. This model is less common, but some platforms still use it. Ads are delivered inside the mobile app in different forms: a banner, a video, or an interstitial.

Paid sessions. Most teletherapy apps charge users per hour of the session and withhold a commission fee before paying the counselor.

Celebrity Partnership: Special Content/Marketing

Definition: celebrities collaborate with mental health apps to create special content or participate in marketing campaigns to promote the app and its features. They may contribute exclusive content such as guided meditations, motivational videos, or personal stories.

Examples:

- a) LeBron James and Calm: LeBron James, a professional basketball player, partnered with the meditation and relaxation app Calm to narrate a series of sleep stories aimed at helping users relax and fall asleep.
- b) Harry Styles and BetterHelp: Harry Styles, a singer and songwriter, collaborated with the online therapy platform BetterHelp to create a marketing campaign that encourages people to seek therapy and highlights the accessibility of online counseling services.

Celebrity Partnership: Recommendation/Endorsement

Definition: celebrities publicly recommend or endorse mental health apps, either through their social media platforms, interviews, or other media channels. They share their positive experiences with the app and encourage their followers to try it.

Examples:

- a) Michael Phelps and Talkspace: Michael Phelps, an Olympic swimmer, has been an advocate for mental health and partnered with the online therapy app Talkspace. He openly shared his struggles with mental health and recommended Talkspace as a valuable resource for therapy.
- b) Oprah Winfrey and Headspace: Oprah Winfrey, a media personality and philanthropist, has publicly endorsed the meditation app Headspace. She has mentioned using the app and praised its benefits in interviews and on her social media platforms.

Celebrity Partnership: Investment

Definition: celebrities invest in mental health apps or become official partners of the company. They may provide financial support, strategic guidance, or actively participate in the app's development and growth.

Examples:

- a) Demi Lovato and Talkspace: Demi Lovato, a singer and actress, not only partnered with Talkspace for a marketing campaign but also became a part-owner and mental health advocate for the company. She has shared her personal mental health journey and promoted Talkspace's services.
- b) Ashton Kutcher and Calm: Ashton Kutcher, an actor and entrepreneur, invested in the meditation app Calm. He has been involved in the app's strategic initiatives, including expanding its content library and supporting its growth.



BetterHelp

Celebrities: Justin Bieber, Ariana Grande, Demi Lovato

Pricing: \$80/week, charged every 4 weeks

Service Type: Digital Therapy

Key Functions:

- Personal mind test
- Assign licensed therapist
-

Travis Scott



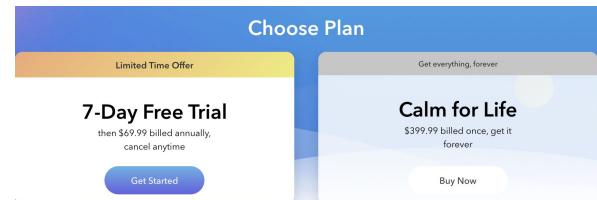
Celebrities: Harry Styles, Matthew McConaughey, Idris Elba, Kate Winslet

Service type: Meditation, Sleeping Support

Key Functions:

- Mood Check-In: keep track of user's feeling with recommended content
- Meditation
- Sleep Stories
- Soundscape
- *
- *Sleep Voice with Celebrities (all require premium subscription)

Pricing: Two-tier strategy with 7-day free trial, but most of the content require premium subscription



Headscape

Celebrities: Headspace counts celebrities Jessica Alba, Jared Leto and Ryan Seacrest among its investors, not to mention Gwyneth Paltrow, Emma Watson and Zach Braff among its fans.

Service Type: Meditation

Key Functions:

-

Annual

\$69.99 (\$5.84/month) after 14 day trial

Best value

Monthly

\$12.99/month after 7 day trial

Operation

Calm Total Investment:

- Total 218M
- 8 rounds
- 44 investors

Profit: (22Q)22.7M

Users:

- 4M paid subscribers
- 135M download

BetterHelp Total Investment:

- Teladoc acquired BetterHelp in 2015 for \$450M

Profit: (22Q)1B

Users:

- 2M
- 15.4M visits

Rehab Programs

HeadWater at Origins Treatment Center

Facilities:

- Privacy-focused facilities
- intensive one-on-one therapies
- Engaging family programming
- Ongoing continuing care and aftercare support
- Demographic-specific treatment
- Offers RES, RD, RL, RS

Price: \$80,000/mo

Client: Ronnie Ortiz-Magro, Nicholas Brendon

Website: <https://www.headwatersorigins.com/about-headwaters/>



Crossroads Center Antigua

Facilities:

- CARF certified addiction treatment facility
- Therapeutic environment on St. John's island, away from the distractions of addiction.
- Intensive family involvement, offers a 5-day family therapy week to restore relationships affected by addiction.
- Personal trainers, acupuncture therapy, art therapy, and personalized meals prepared by a nutritionist.

Price: \$15,000+/mo

Client: Britney Spears, Whitney Houston, Colin Farrell, Billy Joel

Website: <https://crossroadsantigua.org/>



Passage Malibu

Facilities:

- Offers an individualized and holistic treatment plan
- Personalized treatment and therapy, each individual at Passages is assigned a team of therapists
- Extensive one-on-one therapy
- Luxurious accommodations including private living quarters with ocean views, queen size beds, walk-in closets, jacuzzi tubs, and daily housekeeping services, overlooking the Pacific Ocean
- Luxury amenities including outdoor seating and dining areas, a large pool and jacuzzi, tennis courts, and a fitness center

Price: \$95,000/mo

Client: Mel Gibson, David Hasselhoff, Andy Dick, Natasha Lyonne, Stephen Baldwin

Website: <https://passagesmalibu.com/>



Promises Behavioral Health Drug Rehab

Facilities:

- Diverse locations, multiple facilities in different states
- Clients receive personalized care with therapies
- The centers provide private living quarters
- Helps individuals navigate painful withdrawal symptoms through their addiction treatment centers
- More hospitalized
- The centers offer support, compassion, and understanding to facilitate recovery

Price: \$5,000-30,000

Client: Lindsay Lohan, Robert Downey, Jr., Andy Dick, Charlie Sheen, Matthew Perry, Christian Slater, Britney Spears, Diana Ross, Tim Allen, Ben Affleck

Website:<https://www.promises.com/>



Betty Ford Center

Facilities:

- Comprehensive treatment programs
- Specialized programs, offer specialized programs for addiction with chronic pain, grief, LGBTQ+, family and children, and gender-specific treatment.
- Continuing care and aftercare
- Beautiful facility, located on a 20-acre campus near Palm Springs, California, the facility offers stunning views of mountains, a lake, a pool, and a fitness center
- Animal-assisted therapy, therapy dogs, including goldendoodle Malcolm, are part of the treatment program, providing animal-assisted therapy

Price: \$45,000/mo

Client: David Hasselhoff, Keith Urban, Jerry lee lewis, Ozzy Osbourne, Chevy Chase, Drew Barrymore, Billy Joel, Liza Minnelli, Bobby Brown, Elizabeth Taylor, Stevie Nicks, Johnny Cash, Alice Cooper

Website:<https://www.hazeldenbettyford.org/locations/rancho-mirage>



Silver Hill Hospital

Facilities:

- An independent, nonprofit facility in Canaan, Connecticut
- Three levels of care, Silver Hill offers inpatient, transitional living, and intensive outpatient programs (IOP).
- Specialized programs, focus on individualized treatment plans.
- It is hospitalized
- Multiple facilities, includes separate facilities for adults, adolescents, addiction and co-occurring disorders, personality disorders, and psychotic disorders.
- Peaceful and home-like environment, each facility is situated in the countryside and furnished with modern decor, creating a cozy and non-hospital-like atmosphere.
- Clients have access to iPads, computers, and a library during treatment

Price: \$30,000/mo

Client: Nick Nolte, Mariah Carey, Billy Joel, Liza Minnelli, Truman Capote

Website:<https://silverhillhospital.org/>



The Meadows of Wickenburg

Facilities:

- Specialized continuum of behavioral health services
- The facility provides 24-hour nursing, on-site physicians, and a full-time chief of psychiatry
- The Meadows include family members in the recovery process
- Clinical training and accreditation
- TRICARE and insurance coverage
- The Meadows is situated on a 14-acre campus with open spaces, a pool, fitness center, access to nature, tennis and basketball courts, and additional amenities such as yoga classes and spiritual counseling

Price: \$44,000/mo

Client: Tiger Woods

Website: <https://www.themeadows.com/>



Wonderland Treatment Center LLC

Facilities:

- These rehab centers are located in different states, such as California and Pennsylvania, offering different treatment options
- Holistic healing strategies
- High-profile rehab centers prioritize privacy and provide a supportive environment during the challenging recovery process
- Some of these centers offer luxurious amenities such as ocean views, massage rooms, gyms, swimming pools, private terraces, gourmet chefs, and tennis courts.
- Multiple levels of care

Price: \$58,000/mo

Client: Lindsay Lohan, Mike Tyson, Christian Slater, Pat O'Brien, Michael Jackson

Website:<https://www.drug-rehab-headquarters.com/california/facility/wonderland-treatment-center-llc-los-angeles/>



Cirque Lodge

Facilities:

- The focus is on providing the highest level of care and support in a beautiful and serene environment surrounded by mountains
- The lodge offers panoramic views of Mount Timpanogos and the Cascade Range
- Dual-diagnosis therapy
- Cirque Lodge emphasizes experiential therapy, offering activities like equine therapy, indoor and outdoor ropes courses, hiking, snowshoeing, biking, rafting, and fishing.
- Cirque Lodge is a world-class treatment center that is trusted, secure, private, and accredited.

Price: \$30,000/mo

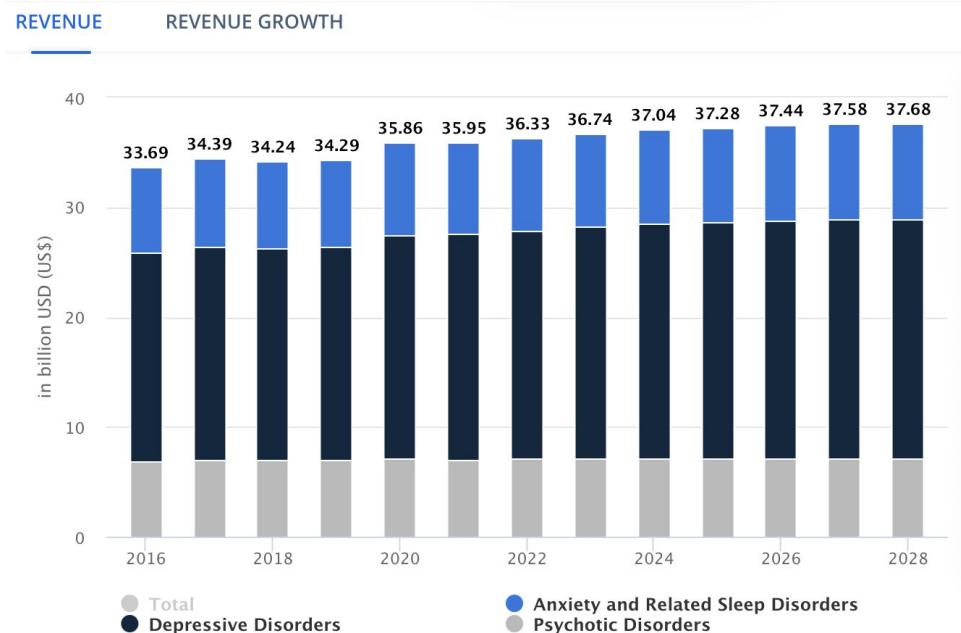
Client: Lindsay Lohan, Mary-Kate Olsen, Eva Mendes, Kirsten Dunst

Website:<https://www.drug-rehab-headquarters.com/california/facility/wonderland-treatment-center-llc-los-angeles/>



VC Funding

Why Invest?



- Huge profits
- Increase demand
- Not much supplies
- Market increase

Telosity



Founders: Anish Srivastava

Company Purpose: a venture capital entity that funds early-stage companies aimed at improving young people's mental health and well-being (Tori DeAngelis, 1)

Past Investments:

- Neolth: provides stress and mental health support to students via our self-guided platform.
- Mylife: develops meditation and mindfulness apps to help students build emotional strength and confidence.
- MindRight Health: making mental health care by providing culturally responsive mental health coaching over text message
- Manatee: a digital platform that integrates pediatric behavioral health therapy
- Flipd: engineering well-being by nudging people to be happier, healthier, and more productive

Company website: <https://www.telosity.co/companies>

Contact: <https://www.linkedin.com/in/anishksrivastava/>

What If Ventures



Founders: Stephen Hays

Company Purpose: leveraging a powerful community of investors, entrepreneurs, advisors, payers, and providers to help build and facilitate advancement of your digital health or behavioral health business.

Past Investments:

- 2A Biosciences: First psychedelic drug discovery and development company devoted to solely preventing and treating inflammatory diseases
- Affect Therapeutics: first digital therapeutics drug addiction app & program addressing the massive stimulant addiction epidemic
- Alto Neuroscience: developing a new generation of psychiatric drugs that are more effective by virtue of personalization

Company website: <https://www.whatif.vc/>

Contact: <https://www.linkedin.com/in/stephen-hays-71b571101/>

Polaris Partners



Founders: Terry McGuire and Jon Flint

Company Purpose: collaborated with talented biotech and healthcare entrepreneurs as they build transformational companies

Past Investments:

- Akili: creating personalized high-end interactive action video games informed by decades of neuroscience and built with proprietary technology developed to target and treat cognitive impairments at their specific sources in the brain.
- Cohere Health: creating software aiming at breaking down unintentional silos that have made patient care journeys unnecessarily complex, costly, burdensome, and dissatisfying.

Company website: <https://polarispartners.com/>

Contact: <https://www.linkedin.com/in/jon-flint-5052324/>

<https://www.linkedin.com/in/terry-mcguire-40a35114/>

F-Prime Capital Partners

CEO: Stephen Knight

Company Purpose: create and invest in leading companies in therapeutics, medtech, and health IT & services

Past Investments:

- KnowYourself:a digital health company that is focused on promoting mental wellness in China
- SonderMind: enables consumers to quickly find and access a trusted, well-matched therapist,
- Valor Performance: Valor's software platform delivers personalized and research-based exercises as well as dedicated Valor coaches, who integrate the latest research on stress management and burnout with the insights of world-class athletes

Company website: <https://fprimecapital.com/>

Contact:<https://www.linkedin.com/company/f-prime-capital-partners/>

.406 Ventures

Founders: Larry Begley, Maria Cirino and Liam Donohue

Company Purpose: focus on only a few key areas where we have sustained industry and investing experience and can go deep enough to understand the market intricacies in order to help our companies.

Past Investments:

- AbleTo: offers structured behavioral health programs to address the depression, anxiety and stress
- better life: provide whatever it takes to help people heal from addiction.

Company website: <https://www.406ventures.com/>

Contact:<https://www.linkedin.com/in/ldonohue/>

<https://www.linkedin.com/in/payaldivakaran/>

Organizations

Common types of organizations

- **Film Studios:** These are large production companies that develop, finance, produce, and distribute films. Examples include Paramount Pictures, Warner Bros., Universal Pictures, and Walt Disney Studios.
- **Television Networks:** These organizations operate broadcast or cable networks that air television programs. Examples include ABC, NBC, CBS, HBO, and Netflix.
- **Talent Agencies:** These agencies represent and manage actors, musicians, directors, writers, and other entertainment professionals. They negotiate contracts, secure roles or projects, and provide career guidance. Examples include Creative Artists Agency (CAA), William Morris Endeavor (WME), and United Talent Agency (UTA).
- **Talent Management Companies:** These organizations represent and manage the careers of actors, musicians, models, athletes, and other talent. They handle contract negotiations, bookings, and career development. Examples include IMG Artists, The Firm, and Brillstein Entertainment Partners.

Correlation Between Film Studios and Mental Health

Paramount Pic

Coalition: Form collaboration with mental health organizations.

Collaborated Initiatives: Collaborate with MTV- Hidden Healer, Selena Gomez and Dr. Jill Biden also involved.

Warner Bros.

Campaign: “ Let’s Reset”-encourage open discussion to challenge unhealthy behaviours; clear signposting of the Film and TV Charity’s suite of support serves for those working in the industry.

Initiatives: The Fallout

Most Film Studios have initiate films about mental health, at the same time, some of them will also involve in social events about mental health. Some studios will also initiate mental health activities within the company to protect workers’ mental health

Television Networks and Mental Health

ABC:

ABC's eight owned TV stations will air mental health-related content and hold community events throughout May, including streamed and on-air town halls.

NBC:

NBC12 launches new initiative called "Managing Your Mental Health".

NBC4 launched a TV program called CHANGING MINDS on the subject by providing education, information and hope.

Television networks are increasingly inclined to produce programs that address and raise awareness about mental health, aiming to educate the public about mental health disorders. Additionally, as May is Mental Health Month, many TV networks have launched special programs dedicated to this topic.

Talent Agency and Talent Management Company

Role: A talent agency represents and acts as a middleman between talent. Their primary function is to secure employment opportunities for their clients.

Services: Talent agencies negotiate contracts, secure auditions or casting opportunities, and handle the business side of their clients' careers. They may also provide guidance and career advice, help with contract negotiations, and assist with building relationships in the industry.

Relationships: Talent agencies often have established connections and relationships with industry professionals, casting directors, and production companies, which can help their clients access a broader range of opportunities.

Role: A talent management company, also known as a personal management company, focuses on the overall management and development of an individual's career.

Services: Talent management companies provide career development, strategic planning, branding, marketing, and public relations support. They help their clients navigate the industry, make career decisions, and build long-term success. They may also oversee personal finances , handle legal matters , and assist with building a professional network.

Focus on Long-Term Career: Talent management companies prioritize the overall career trajectory and well-being of their clients. They aim to build sustainable, long-term success by focusing on brand development, career longevity, and strategic decision-making.

Talent management companies usually work closely with talent agencies, collaborating to secure employment opportunities while also providing additional support and guidance to the talent.

Other Organization Related to Mental Health

Viacom CBS provide Headspace (an online mental health platform) to their employees

Anonymous Content produce Seize the Awkward through The Jed Foundation, the American Foundation for Suicide Prevention and Droga5

Artist First a non-profit open art studio that fosters independence through creative self-expression for adults with pervasive mental illness, developmental disabilities, and traumatic brain injury. The studio serves over 300 artists annually through a range of artistic programs that provide a creative platform for groups often confined to the fringes of society. With varying levels of supervision depending on the individual needs of the artists, Artists First staff and volunteers promote participants' self-esteem through their independent use of materials, exploration of the world of creating art and socialization with their peers.

Business Managers

Responsibilities

- Financial Management
- Contract Negotiations
- Business Planning and Strategy
- Legal and Risk Management
- Day-to-Day Administrative Support



Financial Management

- **Budgeting**
 - Setting financial goals and priorities to ensure resources are optimally allocated.
 - Monitoring spending and making adjustments to stay within budget.
- **Cash flow management**
 - Monitoring and managing cash inflows and outflows to maintain healthy financial liquidity.
 - Anticipating and planning for future financial needs and contingencies.
- **Investment strategies**
 - Collaborating with financial advisors to develop investment plans aligned with clients' financial goals.
 - Identifying suitable investment opportunities, such as stocks, bonds, real estate, or other investment vehicles.
- **Tax planning**
 - Working closely with tax professionals to develop effective tax strategies.
- **Accounting**
 - Maintaining accurate and organized financial records.
 - Tracking income and expenses to provide a clear financial snapshot.
 - Generating financial reports and statements for analysis and decision-making.

Contract Negotiations

- Securing favorable terms
 - Engaging in strategic negotiations to secure the most favorable terms and conditions for the client.
 - Negotiating for competitive compensation that reflects the client's value and market demand.
- Protecting clients' interests
 - Conducting a thorough review of contracts to identify potential risks and protect the client's best interests.
 - Ensuring that the contract includes provisions to safeguard the client's intellectual property, image, and reputation.
- Film and television contracts
 - Assisting clients with negotiations and reviewing contracts for film and television projects.
 - Addressing important considerations such as talent fees, usage rights, and contractual obligations specific to the entertainment industry.

Business Planning and Strategy

- Personalized career plans
 - Working closely with clients to develop customized career plans that align with their long-term goals and aspirations.
 - Assessing the client's strengths, talents, and market positioning to identify areas of focus and growth.
- Identifying growth opportunities
 - Evaluating the client's current portfolio and identifying areas for expansion or diversification.
 - Networking and collaborating with industry professionals to uncover new avenues for growth and exposure.

Legal and Risk Management

- Contract reviews
 - Conducting thorough reviews of contracts to ensure that the terms and conditions are fair, favorable, and protect the client's rights and interests.
 - Negotiating modifications or amendments to contracts to better align with the client's needs and objectives.
- Intellectual property matters
 - Advising clients on intellectual property protection, including copyright, trademark, and licensing considerations.
 - Assisting in the registration and management of intellectual property rights to safeguard the client's creative works and brand identity.

Day-to-Day Administrative Support

- Bill payments
- Financial record-keeping
- Coordinating with professionals

Business Managers-Expert in Finance

robert abramowitz

- Specializes in business management and tax advisory services for clients in the entertainment and professional service industries.
- Analyzes and evaluates clients' financial status to facilitate informed financial decisions.
- Member of the American Institute of CPAs and the California Society of Certified Public Accountants.

Firm

Website:<https://www.armanino.com/>

Marc Rosen

- Specializes in managing business and financial affairs of high net worth and high net income clients.
- Expertise in the entertainment industry, corporate America, and the arts.
- Provides strategic advice on business, personal wealth, and tax planning matters in the U.S. and internationally.

Firm Website:
<https://www.armanino.com/>

Justin Stiegemeyer

- Speciality in business management for entertainment professionals, specifically in the digital and music industries.
- Expertise in handling the finances of both young Hollywood talents and industry stalwarts.
- Offering concierge services, including contract management and financial planning, beyond traditional accounting and finance support.

Firm
Website:<https://www.818management.com/>

Belva Anakwenze

- Expertise in handling accounting, bookkeeping, payroll, tax preparation, and nonprofit agency management.
- Experienced host and guest speaker on various panels, TV, and radio shows, discussing financial matters for creatives and entertainers.

Firm Website:
<https://afinancialgroup.com/>

Business Managers-Expert in Finance & Family

Jason Zayon

- Specializes in providing business management and family office services to professionals in the entertainment industry.
- Offers strategic advice and manages all aspects of clients' personal and business matters.
- Focuses on helping clients achieve long-term financial independence and career success.
- Member of the American Institute of Certified Public Accountants and the California Society of Certified Public Accountants.

Firm Website: <https://www.armanino.com/>

Babette Campbell

- Specializes in business management and family office services for ultra-high-net-worth individuals and their families.
- Provides comprehensive assistance in asset acquisition, reporting, budgeting, investment, estate planning, and tax planning.
- Collaborates with a network of outside advisors, including attorneys, insurance and investment advisors, and family wealth specialists, to best serve her clients.

Firm Website: <https://www.armanino.com/>

Business Managers-Expert in Financial Service

Gail Peisach

- Specializes in providing financial services to entertainers, high net worth individuals, and families.
- Expertise in cash management forecasting, insurance audit and oversight, major asset purchases, and financial reporting.
- Offers specialized client project management services, including estate settlement, significant residential renovation, multi-million-dollar weddings, international relocation, private evacuation from disaster zones, and Secret Service-level security.

Firm Website: <https://www.armanino.com/>

Evan R. Bell

- Expertise in managing complex personal finance and business affairs to help clients achieve financial independence.
- Focuses on humanizing the financial planning process and personalizing it for clients' goals and aspirations.

Firm Website: <https://www.bellandcompany.com/evan-bell/>

Business Manager-Expert Sport&Entertainment

Craig Manzino

- Specializes in business management, tax, and financial planning for clients in sports, arts, entertainment, and media industries.
- Offers strategic advice for clients to achieve business and financial goals.
- Founded Cameo Wealth & Creative Management, Inc., a boutique business management firm.
- Noted expert in business management services and the entertainment industry.
- Engages in speaking engagements with prominent organizations, such as the Screen Actors Guild, The Writers Guild, and more.

Firm Website: <https://secure.emochila.com/www.cwcm.com/contact>

Anthony Bonsignore

- Specializes in representing prominent figures in the entertainment and sports industries.
- Adjusted operations during the pandemic, relocating from Manhattan offices to Westchester County and Montauk, Long Island.
- Committed to supporting clients during challenging times, acknowledging the impact of the pandemic on their work opportunities.
- Demonstrates empathy and understanding for clients facing uncertainties in their careers due to the shutdown.

Firm Website:<https://www.agsic.com/>

Business Manager-Expert in day-to-day finance

Liza de Leon

- Manages a team of Account Executives in day-to-day administration of client's finances.
- Focuses on timely and precise handling of household bills, payroll, and tracking of income and expenses.
- Expertise in preparing accurate cash flow and budget analysis for clients.

Firm Website: <https://www.bellandcompany.com/>

Talent Agents

About Talent agents

- Represent Clients
- Job Sourcing
- Contract Negotiations
- Networking
- Legal and Business Affairs
- Career Development
- Public Relations
- casting calls
- Managing Career Risks

Talent Agents-Expert in

Simon Fuller

- Creative Entrepreneur: Simon Fuller is a visionary creative entrepreneur with a track record of success in the entertainment industry.
- Idol TV Shows: He is renowned for creating the popular "Idol" TV shows, which have become global sensations and launched numerous successful careers in the music industry.
- Trend-Spotting: Fuller has a keen eye for spotting emerging trends and capitalizing on them to stay ahead in the dynamic entertainment landscape.

Firm Website:

<https://www.linkedin.com/company/19-entertainment/?originalSubdomain=uk>

Talent Agents-Expert in Music Management

Paul Rosenberg

- Music Management: Paul D. Rosenberg is a renowned music manager with extensive experience in the industry.
- Founder and CEO: He is the founder and CEO of Goliath Records, a prominent record label.
- Co-founder of Shady Records: Rosenberg co-founded Shady Records, a record label known for representing Eminem and other successful artists.

Brandon Creed

- Music Management: Specializes in managing artists and their careers in the music industry.
- A&R Expertise: Excels in Artists and Repertoire (A&R) by identifying and nurturing emerging talents.
- Talent Spotting: Known for discovering and supporting artists like Bruno Mars and Lady Gaga in their early careers.
- Strategic Songwriting Collaborations: Builds artist profiles through successful songwriting collaborations.

Talent Agents-Expert in Talent Management

Craig Rogalski

- Talent Management: Specializes in managing talents in the entertainment industry.
- Personalized Approach: Matches talent with staff who understand their interests and goals.
- Career Growth and Success: Focuses on nurturing talent to achieve long-term career growth and success.

Firm Website:<https://www.cktalent.com/>

Jeff Kwatinetz

- Talent Management: Specializes in managing and discovering talent in the entertainment industry.
- Pioneering Signings: Known for his first major-label signing of the power pop trio Material Issue.
- Radio Show Innovation: Pioneered the first radio show featuring the talents he managed.

Talent Agents-Expert in

Tracey Jacobs

- American talent agent specializing in talent representation.
- Represented talents like Jason and Justine Bateman, securing crucial roles for them.
- Signed Johnny Depp, propelling him to global stardom with defining roles.
- Depp ended collaboration in 2016 after earning over \$650 million under her representation.

Firm Website:<https://www.unitedtalent.com/>

Talent Agents-Expert in

Tr

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Firm Website:[h](#)

Richard Lovett

- Leader and co-chairman of CAA, a powerful talent agency in the entertainment industry.
- Grew CAA from a basic tenpercentery to a multipronged entertainment conglomerate.
- Closed significant deals for A-list clients like Tom Hanks, Will Smith, Sacha Baron Cohen, J.J. Abrams, and Aaron Sorkin.

MIND BUSINESS

- Financial Literacy
 - Definition/Statistics
 - Financial Stress and Mental Wellness
 - Financial Literacy in Entertainment
 - Market Relevance
 - System (role of business manager, agency, financial advisor)
 - Examples
- Innovative Partnerships
 - Celebrity Initiatives
 - Financial Wellness Program
 - Organizations/Banks/Businesses
- Mind
 - Service Model
 - Potential innovative areas

Financial Literacy

Financial Literacy

Financial literacy is the ability to understand and effectively use various financial skills, including personal financial management, budgeting, and investing.

- **Consequences of Financial Illiteracy**

- Poor Financial Decision-Making
- Debt and Financial Obligations: Financial illiteracy can contribute to higher levels of debt.
- Limited Emergency Preparedness: Financial illiteracy often means individuals are unprepared for unexpected financial emergencies.
- Lack of Retirement Planning
- Vulnerability to Scams and Fraud: Financial illiteracy makes individuals more susceptible to scams and fraudulent schemes. They may not recognize warning signs or understand the risks involved. Falling victim to scams can result in financial losses, further exacerbating financial stress and anxiety.

Financial Stress

Financial Stress - "A condition that is the result of financial and/or economic events that create anxiety, worry or a sense of scarcity, and is accompanied by a physiological stress response."

Limited financial literacy can lead to **financial stress**, which has been associated with **anxiety and depression**. Individuals who lack knowledge about budgeting, debt management, or investing may experience constant worry and uncertainty about their financial situation, affecting their mental health.

Generation	Top financial stressors for each generation	Share that say it's a financial stressor
Baby boomers (ages 59-77)	Inflation/rising prices	79%
Gen X (43-58)	Inflation/rising prices	68%
Millennials (27-42)	Inflation/rising prices	64%
Gen Z (18-26)	Paying for everyday expenses	54%

- **82%** of all U.S. adults who say money negatively impacts their mental health said it was caused by economic factors.
- **46%** of people with debt also have a mental health diagnosis
- **86%** of people with mental health issues and debt say that their debt makes their mental health issues worse

Financial Struggles & Mental Struggles

Mutual Effect - Many people with previous mental health disorders also say that financial troubles make their mental health worse. Similarly, a study found that a large majority of people learned that worsened mental health made their financial wellness worse, in turn.

The cycle of money and mental health problems



Source: Money and Mental Health Policy Institute. 2019.

Financial Management in Entertainment

1. "Rags to Riches" Path

- Many celebrities have come from a "rags to riches" path, where they started from humble or disadvantaged backgrounds and achieved great success and wealth.
- **Disadvantaged backgrounds**
 - Have no education in regard to money management, finances, and taxes, therefore turn to professional advisors to guide them and manage their finances and tax
 - A huge opportunity for someone to be taken advantage of and fall victim to many forms of financial abuse.



Financial Management in Entertainment

2. Job Uncertainty and Seasonal Work

- Project-By-Project Basis - periods of high-paying work followed by periods of little or no work at all. This type of irregular income can make it hard to plan and save for the future, leading to financial stress and uncertainty.
- "It's incredibly stressful to be free-lance and have unpredictable earning."

Financial Management in Entertainment

3. Managing wealth

- Celebrities often earn **substantial amounts of money**, and without proper financial literacy, they may face challenges in managing their wealth effectively. Financial literacy helps them make informed decisions about investments, budgeting, taxes, and long-term financial planning, ensuring their wealth is preserved and grown.

4. Complex Financial Structures

- The entertainment industry involves intricate financial structures, such as **contracts, royalties, licensing, and intellectual property rights**. Financial literacy enables celebrities to understand these complexities, negotiate favorable terms, and ensure they receive fair compensation for their work.

System/Mechanism

- Role of Business manager/agency/financial advisor/...

Role of Business Manager

Business managers handle various financial aspects of celebrities' careers, including budgeting, accounting, tax planning, and contract negotiations. They ensure that the celebrities' financial affairs are well-organized and provide ongoing financial advice.



Opportunity for Fraud

Starr was a financial advisor whose clients included the likes of actress Uma Thurman, actor Sylvester Stallone, director Martin Scorsese, Barbara Walters and former Secretary of State Henry Kissinger.

In June of 2010, Kenneth Ira Starr was indicted for defrauding 11 clients of over \$59 million dollars. Uma Thurman reportedly lost \$1 million trusting Mr. Starr.

Celebrities with Financial struggles

Overspending and Debt



MC Hammer
Depression

Legal Issues and Lawsuits



Lindsay Lohan
Addiction

Mismanagement and Fraud



Allen Iverson

Importance of Financial Literacy

- Understand revenue streams (ad revenue, brand partnerships, sponsorships, merchandise sales, and crowdfunding), negotiating fair deals, and effectively managing the income they generate
- Make informed investment decisions and diversify income streams
- Understand the value of intellectual property, negotiate licensing or distribution deals, and protect their rights

Innovative Partnerships

Financial Wellness Programs

- Provide free online courses, tools, and resources on various financial topics, including budgeting, saving, investing, credit, and debt management.
- Offer workshops, webinars, and online courses to help individuals improve their financial well-being



Financial Wellness Programs - Entertainment Specific

- Provide financial counseling and education tailored to the unique needs of entertainment industry workers.
- Help the workers manage expenses and improve their financial well-being
- Offer support for basic living expenses, including medical expenses, rent, utilities, and more, helping individuals in the music industry improve their financial stability



**Entertainment
Community Fund**
Formerly The Actors Fund



Innovative Projects

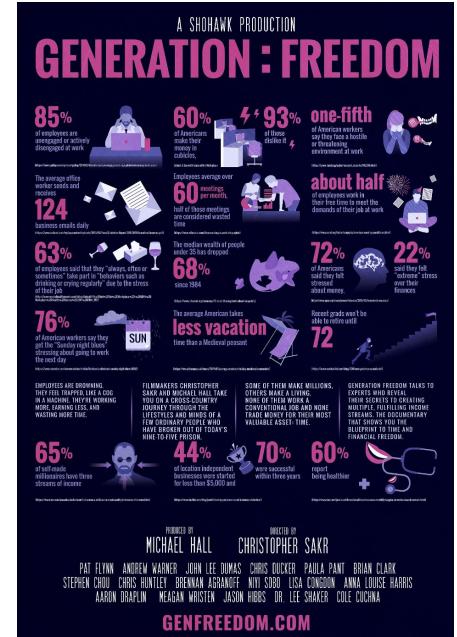
Digital Content



Live Event



Art Work



Mind of Confluency

Mind - How to support celebrities from the financial perspective

Direct Services

Financial Advisor

Business Manager

Financial wellness programs

Educational Resources

Financial Literacy Workshops and Courses

Peer Mentoring and Networking

Educational Resources

Trends of “MIND”

Financial Literacy

- Improved Financial Well-being
- Avoiding Exploitation

Correlation with mind

- Avoid SUD(substance use disorder) caused by financial insecurity
- Avoid Anxiety & Depression caused by financial insecurity

Proof:

- Sally-Anne Gross-Can Music Make You Sick?(book)
- Ian Somerhalder-debilitating effects of being in debt had led him to be hospitalized four times over the past two years, an experience he said destroyed his "body, mind and spirit"

Trends of “MIND”

Therapy and Counseling

- Seeking professional counseling or therapy
- Self-Care Practices

Correlation with mind

- Help celebrities to manage their emotion and negative thought daily in order to prevent the negative emotions grow severer

Proof

- Jennifer Lopez- Despite her busy schedule, the superstar still finds time to spend 20 minutes each morning and night to practice transcendental meditation, which makes she feel "It's a whole rounded regimen that deals with your mind, your soul, your spirit and your body."

Other Trends of “mind” examples



Transcendental
Meditation

"Through meditation
I felt this beautiful
serenity"
Russell Brand



Access your inner calm

What is TM?

Transcendental Meditation is a simple technique practised 20 minutes twice a day while sitting comfortably. It is not a religion, philosophy, or lifestyle. Over six million people of all ages, cultures and religions have learned TM.

Russell Brand

Wearing gemstone beaded bracelets, 108 beads malas and yoga bracelets



Organization and Financial Literacy

Banks

City National Bank

Entertainment Offerings:

- Entertainment Banking Division

Current Initiative about Financial Literacy:

- Making Dollars + Sense
- <https://cnb.everfi-next.net/>

Contacts:

<https://www.linkedin.com/in/crockett-woodruff-0269757/>
(SVP@Entertainment division)



EastWest Bank

Entertainment Offerings:

- film and television financing services

Current Initiative about Financial Literacy:

- City National Bank's SoCal associates partnered with Financial Beginnings
- <https://www.eastwestbank.com/en/community-events/teaching-students-how-to-spend-wisely>

Contacts:

<https://www.linkedin.com/in/deborahacoca/>
(SVP@Entertainment Group)



EASTWEST
BANK

Target Markets of the Banks

- Target audience: Mostly students, youth, teenagers.
- goal: Promote financial literacy among youth.
- Objectives: Establish a positive and lasting impression on young individuals.
- Approach: Provide educational resources and foster financial knowledge early on.
- Building trust: Cultivate a sense of trust and goodwill in the young generation.
- Long-term strategy: Develop a favorable perception.
- Potential customers: Increase the likelihood of becoming potential customers in the future.
- Benefits: Establish long-term relationships and increase customer loyalty for the bank.

Morgan Stanley



Entertainment Offerings: Global Sports & Entertainment

Services:

- Wealth Management, Financial Planning, Asset Protection, Tax Planning, Charitable Giving, Global Sports and Entertainment Directors, etc

Current Initiative about Financial Literacy:

- Theme board that has detailed information about financial literacy and teaches people in any age group about financial knowledge.
- Wealth management Leader in Morgan Stanley deliver customized wealth education for firm clients (age range from 5-55)
- Jumpstart

Morgan Stanley Value Proposition

Understand Target Audience:

- Global sports and entertainment professionals seeking specialized financial services.
- Individuals, families, and businesses with diverse financial needs and goals.

Identify Unique Selling Point:

- Tailored wealth management and investment strategies.
- Expert guidance on financial planning, banking, retirement, estate, and tax planning.

Benefits:

- Personalized solutions to help clients grow and preserve wealth.
- Assistance with retirement planning and managing financial assets.
- Strategies to safeguard assets and mitigate risks.

Proof:

- Testimonials and success stories from satisfied clients.
- Demonstrated expertise and experience of Global Sports and Entertainment Directors.

Partnerships and initiatives

What did Morgan Stanley do?

- Utilized Social Media: Leveraged social media platforms to raise awareness for mental health initiatives and collect nominations from charitable organizations.
- Financial Support: Championed mental health organizations using their financial resources, demonstrating genuine commitment to the cause.
- Amplified Reach: Utilized social media to reach a wider audience, spreading the message of mental health support and destigmatization.

Organization and Mental Health

WGA

Writers Guild of America

WGA provides resources and support for writers' mental health, including access to counseling services and health plan for its members

- Number of Talents: around 20,000
- Fund (https://www.wgplans.org/health/heafn_fund.htm)
- LiveHealth Online
- Health Plan

SAG

Screen Actors Guild

SAG provides resources and support for actors' mental health, and promotes mental health awareness and encourages open conversations about mental well-being among its members.

- Number of Talents: around 160,000
- Website advocacy
- Health plan
- Fund

DGA

Directors Guild of America

DGA offers resources and assistance for directors' mental health, including access to counseling services and mental wellness programs.

- Number of Talents: around 19,500
- Health Plan
- Fund

Creative Artists Agency

- Including Ariana Grande, Emma Watson, Lady Gaga
- Branches
 - Service for talents
 - Service for brands
 - Service for enterprise
- Speciality
 - offer a full-service approach to talent representation
 - with expertise spanning various entertainment sectors

United Talent Agency

- Clients including Johnny Depp, Harrison Ford, and Charlize Theron
- Category of service include:
 - Service for actor/actress
 - Service for writer
 - Service for model
 - Service for athlete
 - Service for esports players
 - Etc
- Speciality:
 - Offers service for a more various field of artists and celebrities.

WME(William Morris Endeavor)

- Clients including Patrick Whitesell, Ben Affleck, Jessica Alba, Christian Bale, Kate Beckinsale.
- Service branch
 - Books
 - Comedy
 - Culinary
 - Endorsements
 - Motion pictures
 - Music
 - TV
 - Film..

Agencies Speciality comparison

WME's Specialties:

1. Sports Representation: WME is known for its strong sports division
2. Television Packaging: WME has a robust television packaging division,
3. Branded Entertainment: WME is particularly skilled in branded entertainment and partnerships,
4. Music Touring: WME is a major player in the music touring space

UTA's Specialties:

1. Talent Representation: UTA is widely respected for its talent representation services
2. Independent Film: UTA has a strong presence in the independent film sector
3. News and Broadcast: UTA's news and broadcast division represents news anchors, journalists, and media personalities, negotiating contracts with major news networks and media companies.

CAA's Specialties :

1. Film and Television: CAA is influential in film and television packaging
2. Marketing and Branding: CAA provides strategic marketing and branding services to clients and brands
3. Licensing and Merchandising: CAA manages licensing agreements and merchandising deals for their clients, expanding their brands into consumer products.

Brands' Mental Health initiatives

“While several charitable organizations exist to aid in mental illness awareness and suicide prevention, brands need to work diligently to not only find organizations that align support their intended audiences but also resonate with their own values.”

- Form meaningful partnerships with mental health organizations that align with your brand's values and resonate with your target audience.
- Choose organizations that cater to your intended market and demographic, ensuring relevance and impact.
- Ensure consistency with your brand's values to maintain authenticity and credibility in your efforts.

Examples



Maybelline “Brave Together” Campaign:

- "Brave Together" addressed mental health, targeting an age group where disorders often develop (14 years old, which align with Maybelline's targeted customers).
- Timely Launch: Launched in 2020 amid pandemic-driven mental health awareness.
- Comprehensive Micro-site: Provided mental health info, stories, and resources.
- Audience Alignment: Addressed potential negative impact of beauty products on mental health development.
- Tangible Commitment: Announced \$10M for mental health organizations.
- Empowering Message: "Brave Together" encouraged sharing and seeking help.
- Amplified Message: Maybelline's involvement brought attention to the cause.

Celebrity Investment

Celebrity investing in startups

Why?

- boost their career growth
- financial return
- promoting a brand to their massive, engaged fanbase

What?

invest in things they're interested in or that they hope will be profitable

How?

- Investors
- Investment platforms (VC)
- Co-founder
- Founder

Common Startup Categories

- **Tech Start-ups:** in the fields of artificial intelligence, virtual reality, augmented reality, blockchain, fintech, and various mobile applications.
- **E-commerce and Direct-to-Consumer (D2C) Brands:** in e-commerce platforms and D2C brands, niche products or unique branding to stand out in a crowded market.
- **Health and Wellness:** wellness products, fitness apps, mental health services, and innovative healthcare solutions.
- **Sustainable and Green Start-ups:** sustainability, clean energy, eco-friendly products, and waste reduction initiatives.
- **Entertainment and Content Creation:** content creation, digital media platforms, and streaming services.
- **Food and Beverage:** innovative food and beverage products, meal delivery services, and restaurant-tech platforms.
- **Financial:** financial management service, investment app

Data Source

Name	Type	Investment Category	Role	Company
Jessica Alba	Celebrity	Health & Wellness	Investor	Headspace
Jessica Alba	Celebrity	Office Management	Investor	Managed by Q
Jared Leto	Celebrity	Health & Wellness	Investor	Headspace
Ryan Seacrest	Celebrity	Health & Wellness	Investor	Headspace
Tyra Banks	Celebrity	Networking and Hiring	Fierce Capital	The Muse
Beyonce	Celebrity	Health & Wellness	Investor	Lemon Perfect
Jay-Z	Celebrity	Food & Beverage	Founder	Armand de Brignac
Jay-Z	Celebrity	Entertainment & Content Creation	Founder	Roc Nation Sports
Jay-Z	Celebrity	Entertainment & Content Creation	Founder	Tidal
Justin Bieber	Celebrity	E-commerce	Investor	Stamped
Ryan Seacrest	Celebrity	E-commerce	Investor	Stamped
Ellen DeGeneres	Celebrity	Health & Wellness	Investor	Beyond Meat
Ellen DeGeneres	Celebrity	Health & Wellness	Investor	Headspace
Ellen DeGeneres	Celebrity	E-commerce	Investor	Stamped
George Clooney	Celebrity	Food & Beverage	Founder	Casamigos
Magic Johnson	Athlete	Health & Wellness	Magic Johnson Enterprises	ShotTracker
Ashton Kutcher	Celebrity	Financial Management	A-Grade Investments	Acorns
Ashton Kutcher	Celebrity	Health & Wellness	A-Grade Investments	Forward
Lance Armstrong	Athlete	Health & Wellness	Next Ventures	Powerdot
Serena Williams	Athlete	Education Platform	Serena Ventures	MasterClass
Serena Williams	Athlete	Health & Wellness	Serena Ventures	Tonal
Serena Williams	Athlete	Health & Wellness	Serena Ventures	OURS

Features

- Most of the celebrities are just direct investors.
- Hi-tech, innovative brands that focus on different areas
- Health & Wellness is a popular section for startups/celebrity investment
- Some of them tend to focus on the areas related to their current/previous career or personal interest- athlete may invest in wellness startups (ShotTrack), and artist may invest in entertainment platforms
- For the founders/co-founders, many of them have already sold their stakes after years of investment. (Jay-Z)

Celebrities' Brands

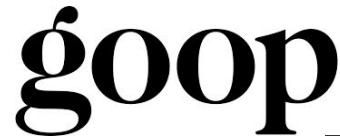
- Gwyneth Paltrow - Goop: A wellness and lifestyle brand offering products and content related to health, beauty, nutrition, and mindfulness.
- Kate Hudson - Fabletics: An activewear brand that encourages an active and healthy lifestyle.
- LeBron James - Ladder: A health and wellness brand offering supplements and nutritional products.
- Serena Williams - Serena Ventures: While not a specific health brand, Serena Williams has invested in numerous companies related to health, fitness, and wellness.
- Matthew McConaughey - Just Keep Livin Foundation: A foundation promoting health and wellness among young people.
- Chris Hemsworth - Centr: A health and fitness app offering workouts, meal plans, and mindfulness exercises.
- Cindy Crawford - Meaningful Beauty: A skincare brand promoting anti-aging and healthy skin care.
- Venus Williams - EleVen: An activewear brand encouraging women to stay active and healthy.
- Beyoncé - Ivy Park: A sportswear brand focused on promoting fitness and an active lifestyle.

Main Categories

Outfits:



Foods/beauty:



Platform/App



Why there are Market Opportunities?

- Built-in Fan Base:
 - Celebrities already possess a dedicated audience that knows, follows, and supports them.
 - This existing fan base can be easily converted into customers, saving time and effort compared to starting from scratch.
- Influence:
 - Celebrities hold significant influence over their fans and followers, particularly on social media platforms.
 - This strong influence can drive immediate demand for their products and services, creating a surge in sales and visibility.
- Publicity and Media Coverage:
 - Celebrity brands often benefit from extensive media coverage, thanks to the celebrities' existing relationships with media outlets and the public's fascination with their lifestyles.
 - This free publicity enhances brand exposure and attracts a broader audience.
- Collaborations and Endorsements:
 - Celebrities have access to lucrative collaborations with other influential figures or established brands.
 - Such partnerships can fuel additional growth and expand the reach of their own brands.

Body

Definition of Wellness



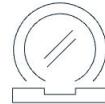
Better
health



Better
fitness



Better
nutrition



Better
appearance



Better
sleep



Better
mindfulness

Correlations - Physical and Mental

Mental Wellness includes Body

- Mental Wellness vs. Mental Health: mental wellness is a dynamic process of moving from languishing, to resilience, to flourishing.
- Mental health is Mind, mental wellness includes Mind, Body, and Spirit.

Bi-directional Relationship

- Physical and mental health can influence each other.
 - Chronic physical illnesses or conditions can lead to stress, anxiety, and depression.
 - Prolonged stress can weaken the immune response and make individuals more susceptible to infections and other illnesses.

Relevance:

Better physical health can help improve mental health

Exercise is an often-overlooked intervention with valuable effects on mood and cognition.

Physical activity has significant benefits in supporting mental well-being, improving stress resilience, and lowering the risk of anxiety, depression. The mechanisms may vary by individual, but likely a combination of biological and psychosocial factors, including:

- Reduction in stress hormones
- Improved sleep
- Greater social connection
- Positive health behaviors

Body Business in the Wellness Market



- Identified by consumers and businesses as explicitly associated with mental wellness
- Not include solutions that may be very beneficial for mental wellness but whose primary purpose is something else (e.g., fitness, healthy foods, arts and literature, pets), or anything in the medical arena (e.g., psychotherapy or sleep labs)

Senses, spaces and sleep

The largest mental wellness sector, this category spans products, services, and design that target our senses and the mind-body connection, with the growing understanding that environmental stimuli have a major impact on our mood, stress levels and sleep.

Products and services:

- Smart bedding and sleep accessories, sleep apps, wearables, and trackers.
- Sound therapy, white noise machines, and wellness music.
- Aromatherapy, home fragrances, and diffusers.
- Stress toys, gadgets, and weighted blankets.
- Human-centric light and light therapy consumer devices.
- Multisensory experiences (flotation tanks, forest bathing) at wellness destinations.
- Sensory-based design and architecture (biophilic design, circadian lighting)



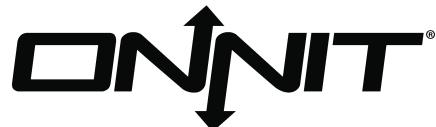
purple® sleep  **number.** **marpac**

Brain-boosting nutraceuticals & botanicals

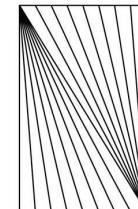
Ingestible products with the specific goal of improving mental health and wellbeing, including natural supplements, herbals and botanicals, and functional foods and beverages, are proliferating—claiming to boost brain health, sleep, memory and energy.

Products and services:

- Natural supplements, herbals, and botanicals.
- Functional foods and beverages.
- Cannabis, hemp, and CBD products.



MindMed



NUMINUS

Self-improvement

This segment spans a wide range of activities typically associated with self-help and personal development

Products and services:

- Self-help books, media, apps, and online platforms.
- Life coaches and personal development influencers.
- Classes, workshops, and retreats for personal growth.
- Cognitive enhancement and brain training products/services.
- Apps and platforms combatting loneliness and isolation.

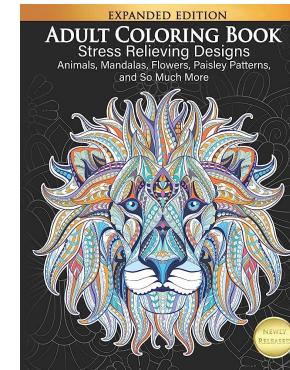


Meditation and mindfulness

While meditation and mindfulness are perhaps the approaches most firmly associated with “mental wellness,” it’s the smallest (if an extremely fast-growing) market, because while millions of people worldwide practice meditation, only a small fraction spend money on it.

Products and services:

- Practices and products related to meditation and mindfulness.
- Meditation classes, teachers, and retreats.
- Mobile apps (e.g., Calm, Headspace, Insight Timer).
- Meditation accessories (cushions, beads, chimes).
- Mindfulness products like journals and coloring books.
- Wearable sensors and gadgets to support meditation.



Celebrity & Body

Trainers

- Assess clients' fitness levels, goals, and physical limitations.
- Design customized workout plans to help clients achieve their fitness objectives.
- Demonstrate proper exercise techniques and provide hands-on coaching.
- Monitor clients' progress and adjust workout routines as needed.
- Educate clients on the importance of proper form and injury prevention.

Nutritionists

- Assess clients' dietary habits, health goals, and medical history.
- Create personalized nutrition plans to meet clients' specific needs and objectives.
- Provide education on balanced diets, portion control, and healthy eating habits.
- Monitor clients' progress and make adjustments to the nutrition plan as needed.
- Offer advice on managing medical conditions through dietary interventions.

Trainers

Name	Type	Celebrity Clients	Initiatives
Harley Pasternak	Trainer	Lady Gaga, Katy Perry, Rihanna, Halle Berry	Author of "The Body Reset Diet" book, appearances on "Good Morning America," and brand ambassador for Fitbit
Gunnar Peterson	Trainer	Khloé Kardashian, Jennifer Lopez, Sofia Vergara, Chris Hemsworth	Worked as a personal trainer on "The Biggest Loser," partnered with General Mills for their cereal campaign.
Tracy Anderson	Trainer	Gwyneth Paltrow, Jennifer Aniston, Madonna, Shakira	Creator of the Tracy Anderson Method, authored multiple fitness books, and collaborated with Target for a workout wear line
Jillian Michaels	Trainer	Julianne Hough, Pink, Alicia Keys, Khloé Kardashian	Worked as a trainer on "The Biggest Loser," authored "The Master Your Metabolism" book, and endorsed BodyShred workout
Chris Powell	Trainer	Heidi Powell (his wife), David Smith, Rachel Frederickson	Co-hosted "Extreme Weight Loss" TV show, authored "Choose to Lose" book, and developed the Transform App
Luke Zocchi	Trainer	Chris Hemsworth, Liam Hemsworth, Cate Blanchett, Matt Damon	Worked as Chris Hemsworth's personal trainer for various roles, including Thor in the Marvel films
David Kirsch	Trainer	Kate Upton, Heidi Klum, Liv Tyler, Jennifer Lopez	Authored "The Ultimate New York Body Plan" book, created the "The 7-Day Prescription" workout, and appeared on TV shows like "Extreme Makeover."
Mark Jenkins	Trainer	P. Diddy, Beyoncé, Missy Elliot, and more	Featured on MTV, BET, and E! Entertainment, founder of International Fitness, and Fun, Fly & Fit program for children
Ben Bruno	Trainer	Jessica Biel, Kate Upton, Justin Timberlake, and others	Creator of "The Ten Training Commandments," owner of an apparel merchandise and fitness equipment line

Nutritionists

Name	Type	Celebrity Clients	Initiatives
Dr. Frank Lipman	Nutritionist	Gwyneth Paltrow, Maggie Gyllenhaal, Donna Karan	Founder of the Eleven Eleven Wellness Center, authored "The New Health Rules," and endorsed his own line of supplements
Joy Bauer	Nutritionist	N/A	Nutrition expert on NBC's "Today Show," authored several books including "From Junk Food to Joy Food," and endorsed Nature's Bounty vitamins.
Philip Goglia	Nutritionist	Chris Hemsworth, Chris Pratt, Khloé Kardashian, Cara Delevingn	Worked as a nutritionist for Chris Hemsworth's role in "Thor," and co-founded the G-Plans personalized nutrition platform.
Cynthia Pasquella	Nutritionist	Jennifer Hudson, Eva Longoria, Charlize Theron, Kate Beckinsale	Founder of the Institute of Transformational Nutrition, appearances on "Dr. Phil" and "The Doctors," and endorsed NutriBullet.
Kelly LeVeque	Nutritionist	Jessica Alba, Chelsea Handler, Jennifer Garner, Emmy Rossum	Author of "Body Love," creator of the Fab Four Smoothie formula, and appeared on podcasts like "The Skinny Confidential."
Heather Bauer	Nutritionist	Mariska Hargitay, Daphne Oz, Kelly Rutherford, Luann de Lesseps	Founder of Bestowed, a subscription box for healthy snacks, author of "Bread Is the Devil," and appearances on "Today" and "Good Morning America."
Dr. Charles Passler	Nutritionist	Bella Hadid, Adriana Lima, Naomi Watts, Amber Valletta	Founder of Pure Change program, appearances on "The Dr. Oz Show," and endorsed his own line of supplements
Dr. Mark Hyman	Nutritionist	N/A	Director of the Cleveland Clinic Center for Functional Medicine, authored "Food: What the Heck Should I Eat?," and endorsed Pure Encapsulations supplements.
Kimberly Snyder	Nutritionist	Reese Witherspoon, Drew Barrymore, Channing Tatum	Creator of the Glowing Green Smoothie, authored "The Beauty Detox Solution," and endorsed MyKind Organics vitamins

How can trainers and nutritionists help celebrities in their career/life

- **Physical Transformation for Roles:** For actors and performers, the ability to undergo physical transformations is often necessary for portraying different characters authentically. Trainers and nutritionists can design specialized workout and diet plans to help actors achieve the desired appearance required for specific roles. Whether it's gaining muscle mass, losing weight, or improving physical endurance, these experts can tailor programs to meet the unique demands of each character.
- **Time Efficiency:** Celebrities often have hectic schedules and limited time to dedicate to fitness and nutrition. Trainers and nutritionists can create time-efficient workout routines and meal plans that align with their busy lives, ensuring they can maintain their health and fitness goals despite their demanding careers.
- **Injury Prevention:** Strenuous physical activities and demanding roles can put celebrities at risk of injuries. Trainers are knowledgeable about proper exercise techniques and can help prevent injuries by guiding celebrities through safe and effective workouts. They can also work with physical therapists to aid in injury recovery and rehabilitation.
- **Performance Enhancement:** For athletes and performers, optimizing physical performance is crucial for career success. Trainers can develop exercise regimens that enhance strength, agility, and overall athletic performance, which can be beneficial for athletes, dancers, and action movie stars.

How can trainers and nutritionists help celebrities in their career/life

- **Mental Health and Stress Management:** Celebrities often face immense pressure and stress in their careers. Nutritionists can provide guidance on foods that promote mental well-being, and trainers can incorporate stress-relieving workouts like yoga or meditation into their routines to help celebrities manage their mental health effectively.
- **Confidence and Self-Esteem:** Looking and feeling good can boost a celebrity's confidence and self-esteem, which can positively impact their on-screen presence and public image. Trainers and nutritionists help celebrities maintain a healthy body and mind, contributing to their overall sense of well-being and self-assurance.
- **Positive Role Models:** Celebrities often have a substantial influence on their fans and the public. By working with trainers and nutritionists, they can set a positive example of health and fitness, inspiring others to prioritize their well-being and adopt healthier lifestyle choices.

Celebrity Endorsement for their trainers & nutritionists

Jennifer Aniston x Leyon Azubuike

- Jennifer Aniston has spoken about her workout routine with her trainer Leyon Azubuike, emphasizing the importance of boxing and strength training for her overall fitness.

Kim Kardashian x Melissa Alcantara

- Kim Kardashian has shared her fitness journey with her trainer Melissa Alcantara, discussing the benefits of weight training and high-intensity workouts.

Dwayne "The Rock" Johnson x Dave Rienzi

- Dwayne Johnson has praised his trainer, Dave Rienzi, for helping him achieve his muscular physique and often shares workout clips on social media.

Halle Berry x Peter Lee Thomas

- Halle Berry regularly credits her trainer, Peter Lee Thomas, for her impressive fitness and strength despite her age, and they share workout tips together on social media.

Gwyneth Paltrow x Dr. Frank Lipman

- Gwyneth Paltrow has publicly endorsed Dr. Frank Lipman, a functional medicine practitioner, for his approach to health and wellness.

Zac Efron x Patrick Murphy

- Zac Efron has mentioned his trainer, Patrick Murphy, in interviews, discussing how Murphy helped him get in shape for various movie roles.

Brands and Celebrity Endorsement



sleep  number.

- Olympic skier Lindsay Vonn has been an ambassador for Sleep Number, promoting the importance of quality sleep



FOUR SIGMATIC®

EVERYDAY MAGIC*

- Tia Mowry has endorsed Four Sigmatic's products and shared her love for their mushroom coffee.

Brands and Celebrity Investment



Casper

- Ashton Kutcher has invested in Casper and supported their disruptive business model.



CHARLOTTE'S WEB™
STANLEY BROTHERS

- Olivia Wilde has expressed her support for CBD products and invested in Charlotte's Web.

Trends of Body

Health Coaching

- Holistic wellness: Addresses mind, body, and spirit for balanced well-being.
- Stress management: Effective coping strategies for high-pressure environments.
- Personalized approach: Tailored health plans to suit individual needs.
- Nutrition and fitness: Optimizes energy and physical performance.
- Mindfulness and self-care: Promotes grounding and self-reflection.
- Confidential support: Safe space for private health discussions.
- Sustainable lifestyle changes: Focuses on lasting habits for optimal health.

Correlation with mind

- Health coaching offers a powerful preventive strategy against burnout by enhancing self-awareness, self-regulation, and self-efficacy.

Proof

-
-

Correlation between Mind & Body

impact: Chronic work-related stressors can lead to emotional exhaustion and affect physical health.

Stages of burnout: Recognizing the stages early allows for timely intervention and coping strategies.

Health and Wellness Coaching: A promising strategy to address burnout, promoting self-awareness, self-regulation, and self-efficacy.

Empathy and self-compassion: Key factors in reducing anxiety and preventing burnout.

Prevention and recovery: Health coaching as a preventive tool for burnout, emphasizing balance and self-care.

Aligning with personal essence: Coaching helps individuals focus on what truly matters for their well-being and fulfillment.

Trends of “BODY” example

Fabletics

Founder: Kate Hudson

Description: Fabletics is a line of activewear that aims to be both affordable and fashion-forward, catering to women's active lifestyles.

Inspiration: Kate Hudson co-founded Fabletics to share her passion for fitness and encourage women to embrace a healthy and active lifestyle.

22 Days Nutrition and Ivy Park

Founder/Inspiration: Beyoncé

Description: 22 Days Nutrition is a plant-based, vegan meal delivery service co-founded by Beyoncé's trainer, Marco Borges. Beyoncé and Jay-Z's endorsement of the vegan lifestyle during a three-week plant-based diet challenge garnered global attention. As a result, Beyoncé officially partnered with Marco Borges to offer a 22 Day vegan home delivery service, encouraging mindful eating and increased plant consumption.

Confluency

Definition of Body

- Optimizing the physical.
- Mental and Physical Fitness.
- Understanding body composition, healthy goal setting, continued growth.
- Evolving through the various phases of life.

Wellness Brands

The Growing Focus on Personal Development

- As of 2022, 60% of adults say wellness is more important than before the pandemic¹
- Increase discussion in social media about mental health wellness
- more self-focused films
- More topics about mental health among celebrities



 The Guardian
['Wellness' culture has partly replaced beauty culture. But I'm suspicious](#)

Let's guard against new versions of the demand that women work to be hyper-attractive while pretending it's no work at all.

1 week ago

 Jezebel
[New Celebrity Wellness, Beauty Brands Are Not Aspirational](#)

There was a time when leading a wellness brand required a celebrity to put their whole, excuse me, gut biome into it.

Dec 30, 2022

 SheKnows
[The 8 Weirdest Celebrity Wellness Trends Out There](#)

Celebrity wellness trends definitely give us some odd sense of voyeuristic pleasure, but trust us, you shouldn't try some of these at home.

May 23, 2023

 Vogue
[Well Intentioned: 7 Celebrity Wellness Tips to Inspire Your Self-Care Practice in 2023](#)



Brand Categories

- Health
 - Mental health (mind)
 - Physical health (body)
- Fitness (body)
- Nutrition (body)
- Appearance (body/spirit)
- Sleep (body)
- Mindfulness (mind/spirit)

Wellness Wheel



Health Trends

Trend:

- health apps by celebrities
 - I.e. wondermind
- health app collaborations
 - I.e. Calm + Amazon Prime Students, Calm + Spotify
- Rehab programs
- Hospitals and Healthcare Institutions
- Health literacy

Mindfulness Trends

Trends:

- Mindfulness practice
 - Mindfulness supports a balanced and present lifestyle
- Meditation education/tutorial
 - Meditation is a practice that supports mental and emotional balance of well-being.
- Mindfulness sites
 - I.e. Holly Willoughby's Wylde Moon
-

the Power of Celebrity Endorsements in the Wellness Industry

- Gwyneth Paltrow's **Goop**
 - offers a wide range of wellness products, from fashion to fragrance and vitamins to vibrators.
- Kate Moss' **Cosmoss**
 - focuses on wellness rituals for dawn and dusk, featuring teas and skincare aligned with the body's circadian cycles.
- Elle McPherson's **Wellco**
 - offers nutritional greens and 'ingestible wellness elixirs,' including collagen, immune support, sleep, and skin care products.
- Alicia Keys' **Soulcare**
 - presents a meditative lineup of skincare and lifestyle products, empowering users to feel nourished and confident.

A Cross-Section of Holistic Wellbeing (Mind-Spirit)

- Mindfulness has been theoretically and empirically associated with psychological well-being
 - studies found that MBSR reduces self-reported mental health issues (depression, anxiety, etc)
 - MBCT reduced relapse rates among patients with three or more episodes of depression
 - DBT have been found to be effective in binge eating disorder, bulimia, and chronic depression in the elderly
 - ACT was generally found to be superior to no intervention, and as effective as another established treatment in reducing levels of depression, anxiety, and poor mental health outcomes
- Trend of confluency:
 - Integrating MBSR, MBCT, DBT, ACT, and other therapeutic approaches into Confluency's service range will make the services more evidence-based and scientifically grounded.

Mindfulness Practice Inspires Individual Innovation

- **meditation, sitting in silence and breathing for relaxation strengthens their creative abilities¹**
- **mindfulness practice can foster creativity by improving concentration and open-mindedness**

Examples:

- Spirit:
 - Alicia Keys practices Kundalini meditation, partners with Chopra Global for a meditation program, and emphasizes the importance of mindfulness for personal growth and fulfillment.
- Body:
 - Russell Brand used transcendental meditation to overcome addiction and now incorporates mindfulness into his life, seeking purpose and connection with others.
- Mind:
 - Katy Perry: Singer Katy Perry has spoken about her regular meditation practice and how it has helped her manage stress and anxiety. She has even incorporated mindfulness exercises into her pre-show routines to stay calm and centered before performances.

Nutritionists

A Cross-Section of Holistic Wellbeing (Mind-Body)

- Physical activity can bring health benefits including elevated mood and reduced stress; and healthy eating also can improve mental health¹

How to maintain body health?

- Balanced Diet
- Regular Exercise
- Hydration
- Adequate Sleep
- Manage Stress

Nutritionist

- Assessment: Nutritionists assess an individual's dietary habits, lifestyle, and health goals to understand their nutritional needs and challenges.
- Customized Meal Plans: They develop personalized meal plans tailored to an individual's specific health conditions, preferences, and dietary restrictions.
- Weight Management: Nutritionists help clients achieve and maintain a healthy weight through appropriate dietary changes and lifestyle modifications.
- Health Conditions: They provide dietary guidance to manage and prevent various health conditions such as diabetes, hypertension, heart disease, and gastrointestinal disorders.
- Nutrition Education: Nutritionists educate clients about the importance of balanced nutrition, food groups, portion control, and how to read food labels.

Celebrity Nutritionists-sample attributes

Kelly LeVeque

- advocates the use of a continuous glucose monitor (CGM)
- providing personalized and practical strategies to nourish the body, curb cravings, shed pounds, and fuel energy throughout the day, empowering her clients to prioritize wellness in their lives.

Clients:Jennifer Garner,Jessica Alba, Emmy Rossum, and Molly Sims

David Allen

- assessing clients' health status and offering innovative therapies to optimize bodily functions.
- works with Hollywood's hottest stars, providing expert advice on what to eat and what to avoid for maintaining a healthy and balanced diet
- offering personalized and cutting-edge nutritional guidance to help clients achieve their full health potential.

Clients:Zac Efron, Colin Farrell, Vanessa Hudgens

Oz Garcia

- offers personalized programs that integrate the latest findings in nutrition, diagnostics, fitness, and supplements
- promote "youthful aging" and overall well-being.

Clients:Djimon Hounsou, Heidi Klum, Gwyneth Paltrow

Mindfulness Market

Mindfulness

Definition

- Mindfulness is the practice of being fully engaged in the present moment and can bring numerous psychological benefits.
- Mindfulness has been theoretically and empirically associated with psychological well-being.
- Therapeutic approaches
 - **MBSR** reduces self-reported mental health issues (depression, anxiety, etc)
 - **MBCT** reduced relapse rates among patients with three or more episodes of depression
 - **DBT** have been found to be effective in binge eating disorder, bulimia, and chronic depression in the elderly
 - **ACT** was generally found to be superior to no intervention, and as effective as another established treatment in reducing levels of depression, anxiety, and poor mental health outcomes

Mindfulness

How to Practice - Incorporate mindfulness with micro habits

- Micro habits are small, easy-to-do behaviors that require little effort or motivation but can lead to significant changes over time.
- Start with meditation, practice mindful eating, and introduce mindfulness in everyday activities that are small and easy-to-do, in order to achieve the compounding effect.

Mindfulness and Celebrities:

- Oprah Winfrey: meditation and maintaining a gratitude journal
- Steve Jobs: Zen meditation, wearing the same outfit daily to reduce decision fatigue.
- Emma Watson: yoga and meditation, reading regularly for continuous learning.
- LeBron James: meditation and visualization techniques, prioritizing enough sleep.

Alternative Healthcare Market Overview

Define:

- Alternative health care: medical products and practices that are not part of standard medical care.

Market Overview

- Market Size: \$32bn
- Number of Businesses: 285,319
- By 2027, the global alternative healthcare industry—including meditation, acupuncture, breathing exercises, yoga and tai chi, and chiropractic services—will be worth \$296.3B.

Biologically based practices - Physical Products

- vitamins
- dietary supplements
- botanicals
- herbs and spices such as turmeric or cinnamon
- special foods or diets

Manipulative and body-based practices - Physical Activities

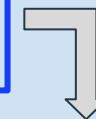
- massage therapy
- chiropractic therapy
- reflexology

Energy healing - Physical Activities

- reiki
- therapeutic touch

Mind-body therapies

- meditation
- Biofeedback
- Breathing exercise
- hypnosis
- yoga
- tai chi
- imagery
- creative outlets



Mindfulness App

Mindfulness App Market Overview

Definition: mobile applications designed to promote mindfulness and meditation practices

Functions

- Guided Meditations
- Breathing Exercises
- Mindfulness Reminders
- Sleep and Relaxation Sounds
- Progress Tracking
- Community and Support

Statistics

- The global Mindfulness Meditation Apps Market was valued at USD 270.39 million in 2019 and is expected to reach USD 4,206.12 million by 2027, growing at a CAGR of 41.01% during 2020-2027.
- North America region is the largest revenue contributor
- The business of mindfulness is fast becoming a pillar of the \$4.5T wellness industry.
- The US meditation industry is now worth \$1B.

Trends

- **Mindfulness** is one of the fastest-growing health trends in America, with nearly 14% of people having tried meditation.
- The market has found significant momentum in the overall app downloads among **the millennials** with the emergence of mindfulness meditation apps to overcome their anxiety, stress and depression.
- **Digital technologies** and **social media** have made a significant impact on millennials to attract the use of mindfulness meditation apps to maintain their daily life activities smoothly
 - Improve accessibility and convenience
 - Increase Personalization
 - Improve Engagement and Gamification
 - Real-time Feedback and Metrics
 - Integration with Wearable Devices
 - Community and Social Sharing



InsightTimer

Funding Structure

Original funding

Investment and Venture Capital

Many mindfulness apps secure funding through external investments and venture capital.

Grants and Non-Profit Funding

Certain mindfulness apps are developed by non-profit organizations or receive funding through grants and donations.

Profiting Model

Subscription Model

Users must subscribe and pay a recurring fee (monthly or yearly) to access the app's complete range of features and content.

In-App Purchases

Users might have the option to buy additional guided meditations or specialized courses within the app.

Challenges

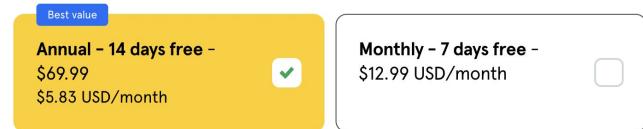
How to maintain or attract existing and new users ?

- **Evolution of Service type: from free to paid**
 - Free app service segment accounted for the majority of the market share
 - Many app developers in global market offers both free and paid (in-app purchase) subscription services
- It is expected in the near future that more consumer are preferring premium apps with rising disposable income and awareness about the product

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After your free trial, the annual subscription is \$69.99 USD and automatically renews each year.

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Celebrity & Mindfulness Apps

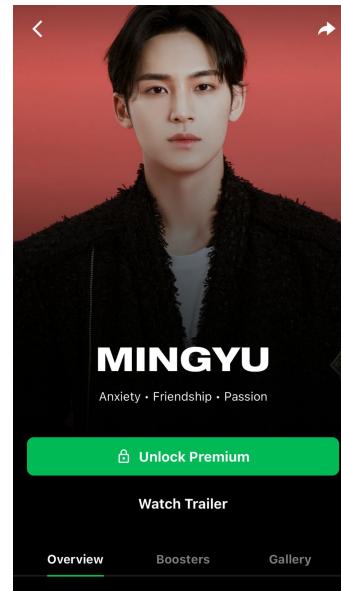
- Many apps have partnered with celebrities to create digital content
- Apps start to offer celebrity-related content through **paid subscriptions** or in-app purchases

Types of in-app content

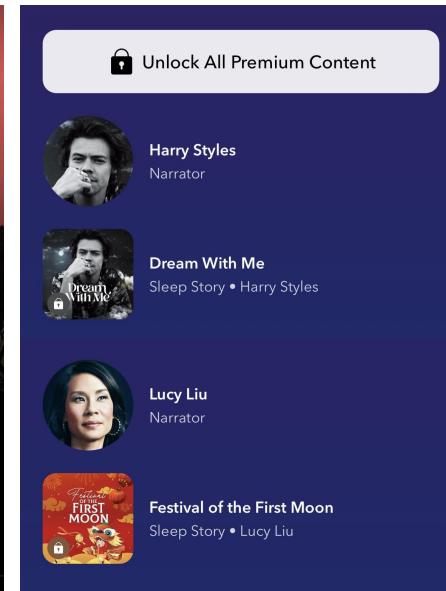
- Open up about their own story
- Talk about a certain topic regarding mindfulness
- Guide you through meditation process
- Bedtime story/podcasts



Most of the content requires **premium subscription**.



Mindset



Calm



Headspace

Celebrity & Mindfulness Apps

Motivations of celebrities: Sharing and Make An Impact



- **Kate Winslet x Calm** - "She was a Calm user and interested in Calm, and did a story for us." "She's connected to this in her personal life."
- This comingling of fame and wellness speaks to macro trends that are defining the social media age, the first being how far celebrities will go to **push their healthy lifestyles upon the masses**.
- Sharing a meditation practice can be seen as akin to sharing one's diet or workout regimen and, more crucially, **sharing a bit of themselves**.

Celebrity & Mindfulness Apps

- Many apps have celebrity investors

Name	Type	Investment Category	Role	Company
Jessica Alba	Celebrity	Health & Wellness	Investor	Headspace
Jared Leto	Celebrity	Health & Wellness	Investor	Headspace
Ryan Seacrest	Celebrity	Health & Wellness	Investor	Headspace
Beyonce	Celebrity	Health & Wellness	Investor	Lemon Perfect
Ellen DeGeneres	Celebrity	Health & Wellness	Investor	Beyond Meat
Ellen DeGeneres	Celebrity	Health & Wellness	Investor	Headspace
Magic Johnson	Athlete	Health & Wellness	Magic Johnson Enterprises	ShotTracker
Ashton Kutcher	Celebrity	Health & Wellness	A-Grade Investments	Forward
Lance Armstrong	Athlete	Health & Wellness	Next Ventures	Powerdot
Serena Williams	Athlete	Health & Wellness	Serena Ventures	Tonal
Serena Williams	Athlete	Health & Wellness	Serena Ventures	OURS

New Content Studios

- Many apps start to produce digital content outside of the in-app services
- Headspace aims to become a “multi-platform content studio creating and distributing mindful living content through premium **TV and film projects**, thought-provoking **podcasts**, inspirational **digital content** and partnerships with world-class talent and experts.”

Types of Content

- TV/Film
- Educational series
- Distributed on streaming platforms such as Netflix, HBO, Youtube, etc.

Purpose of Production

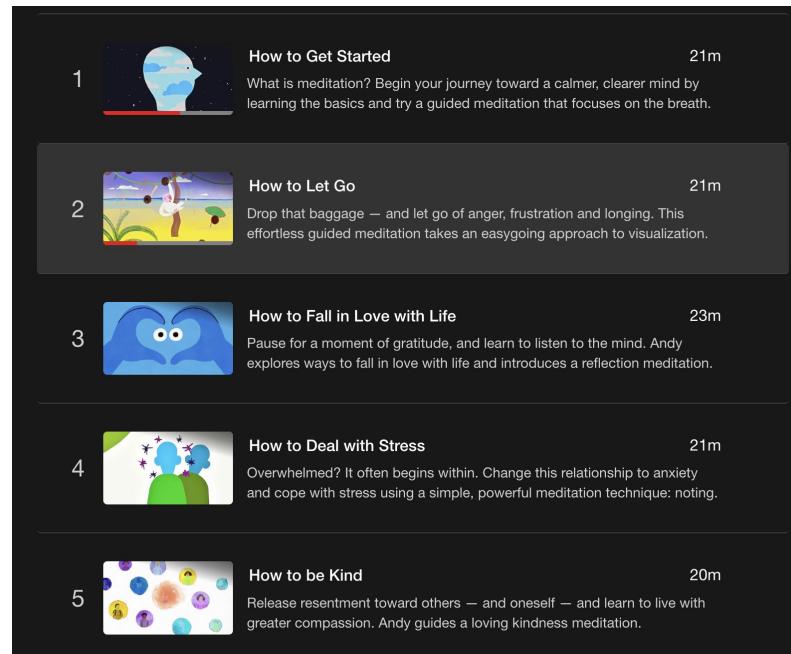
- demystify meditation
- introduce mindfulness concepts
- make them **approachable** and available to as many people as possible

“Comedy is a way for us to reach new audiences and help break those barriers. We know laughter plays a role in people’s overall sense of happiness and joy, and we feel that there is a place to merge both comedy and wellness.”

New Content Studios

Headspace Guide to Meditation

- Netflix
- 2021
- 8 episodes
- Relaxing/descriptive Animation with narration by Andy Puddicombe
- Each episode introduces techniques for meditation, and provide chances for practice



Confluency & Mindfulness

-

Mindfulness and Creativity: Unlocking Potential

Definition: Mindfulness, a state of focused awareness, has been found to be intricately linked to unlocking and enhancing creativity.

- Celebrities embracing mindfulness due to demanding careers and need for mental and emotional balance.
- Research shows mindfulness enhances creativity through improved concentration, open-mindedness, and reduced fear of judgment.
- Mindfulness encourages flow of thoughts, risk-taking, and unique responses to situations – all linked to creativity.
- Musicians, actors, artists, and authors benefit from meditation, silence, and relaxation for creative enhancement.

Celebrities Embrace Mindfulness



Spiritually-Awakened Celebrities:

- Famous figures adopting Eastern spirituality and mindfulness.
- Olivia Newton-John, Alicia Keys, and more.

Shared Need for Creativity:

- Demanding careers: Extended hours on set, touring, constant pressures.
- Need for mental and emotional balance in a high-stress environment.
- Actors, musicians, artists – diverse backgrounds, common need.
- Creativity essential for songwriting, performing, acting, producing, and more.



Celebrity Examples-Olivia Newton-John

Why practice:

- Olivia Newton-John uses meditation to show herself self-love on a daily basis.
- Meditation allows her to connect with herself on a deeper level and cultivate a sense of inner calm.
- Meditation provides Olivia with a way to manage stress and find relaxation amidst her busy schedule and demanding career.
- Meditation helps her strengthen this connection and promotes holistic health.
- As a creative individual, Olivia Newton-John finds that meditation helps her tap into her creative energy.

Daily Rituals for Self-Care:

- Establishes daily routines for movement, meditation, and skincare.
- Mindfully practices self-love through skincare and essential oils.
- Acknowledges the profound healing impact on mind, body, heart, and spirit.

Celebrity Examples-Alicia Keys

Why Practice:

- Alicia Keys uses meditation to cultivate mindfulness and deepen her self-awareness.
- Meditation offers Alicia a tool to manage stress and maintain emotional balance in her demanding lifestyle as a public figure.
- As a musician, meditation creates a space for her to access new ideas, explore musical concepts, and connect with her artistic intuition.
- Alicia's meditation practice might also contribute to her spiritual growth and connection.

How Alicia Keys Practices Meditation:

- Alicia Keys practices Kundalini meditation
- Alicia follows Kundalini meditation, which involves setting intentions or mantras and engaging in specific breathing patterns and movements.

Collaboration:

- Alicia Keys partnered with Dr. Deepak Chopra's health company, Chopra Global, to create a 21-day meditation program called "Activating the Divine Feminine: The Path to Wholeness." This program includes guided meditations and storytelling to help listeners tap into feminine power and live a more fulfilled life.

Chopra Collaboration With Alicia

Chopra Global and artist Alicia Keys have launched a free 21-Day Meditation Experience titled "Activating the Divine Feminine: The Path to Wholeness."

Purpose of Collaboration:

- The collaboration aims to reawaken feminine power and restore balance between masculine and feminine energies within individuals. It seeks to promote peace and well-being in mind, body, and spirit.
- The 21-Day program includes 20-minute daily meditation sessions. Each session features guided wisdom and storytelling from Alicia Keys, followed by a lesson and meditation session led by Dr. Deepak Chopra.

Integration with Keys Soulcare:

- Alicia Keys' lifestyle beauty brand, Keys Soulcare, offers a self-care package to enhance the meditation experience. The package includes items like candles, aura mist, and balm, designed to complement the 21-Day Meditation Experience.

Participation:

- The meditation experience is available for registration at www.choprameditation.com and through The Chopra App. Participants are invited to engage in the meditation sessions and join the social media conversation using #21daymeditation.

Persona-Meditation

- Creativity needed
- High pressure
- 30+
- Most have family
- Have certain free time

Persona of the Target Customers(Visionary Leaders)

Similarities:

- Busy schedules
- Over 50 years old
- Successful in their respective fields
- Hold leadership positions and manage teams
- Face high levels of stress
- Decision-makers in their organizations

Needs:

- Strive for work-life balance
- Seek stress reduction techniques
- Crave mental clarity and focus
- Aspire to remain calm and mindful, especially in challenging situations

Goals:

- Successfully navigate company challenges
- Promote mindfulness within their workplace
- Sustain high levels of productivity while leading their organizations
- Achieve personal well-being while ensuring the success of their companies

Persona of the Target Customers(Successful Celebrities)

Similarities:

- Over 30 years old
- Have encountered significant challenges in life
- Lead busy and demanding lives
- Require constant influx of creative ideas

Needs:

- Desire to develop a positive mindset
- Strive for personal growth
- Seek effective techniques to manage thoughts and emotions
- Need strategies to cope with stress and anxiety amidst hectic schedules

Goals:

- Triumph over personal struggles through meditation
- Utilize meditation for personal and mental well-being
- Cultivate and maintain a balanced life, nurturing creativity
- Attain mental clarity, emotional equilibrium, and overall well-being

Embracing Mindfulness: A Universal Trend

The Power of Celebrities' Influence

- Spiritually-awakened celebrities like Olivia Newton-John, Alicia Keys, and Russell Brand have openly shared their mindfulness journeys.
- These celebrities promote the positive impact of mindfulness on well-being and creativity, influencing fans and followers.

Universal Relevance of Mindfulness

- Mindfulness is a universal concept that transcends cultural and social boundaries.
- The mindfulness trend inspired by celebrities offers valuable tools for stress reduction, self-awareness, and personal growth.

Celebrities are Capitalizing on Wellness Trends

- Leveraging their exposure to wellness products and experts to create their own wellness brands.
- Making wellness products accessible to the public.

Gwyneth Paltrow's Goop

- Goop: A Wide Range of Wellness Products
- Offers fashion, fragrance, vitamins, and vibrators.
- Embraces holistic wellness across different aspects of life.

Elle McPherson's Wellco

- Wellco: Nutritional Greens and Elixirs
- Offers ingestible wellness elixirs including collagen, immune support, sleep, and skincare products.
- Promotes inner and outer well-being through nutrition.

Holly Willoughby's Wylde Moon

- Wylde Moon: Self-Discovery and Empowerment
- Emphasizes self-confidence, intuition, and self-worth.
- Features a podcast, celestial readings, style tips, and an online store.
- Slide 8: Jennis by Jessica Ennis-Hill

Mind, Body, and Spirit Harmony Through Meditation

Madonna's Mind-Body Connection:

- Transcendental Meditation + Ayurvedic Diet
- Achieves Mind-Body Connectedness and Balance
- Cultivates Holistic Well-Being

Novak Djokovic's Peaceful Mind and Spirit:

- Meditation for Peace and Calm
- Contributes to Happiness and Joy
- Nurtures Mind and Spirit

Michael Jordan's Mind Mastery:

- Daily Meditation Practice
- Controls Mind, Enhances Focus
- Achieves Flow State in Basketball

Jerry Seinfeld's Emotional Equilibrium:

- Daily Meditation for Balance
- Handles Demands of Show Production
- Achieves Mental and Emotional Equilibrium

Steve Jobs' Mindfulness Journey:

- Meditation's Calming Effect
- Enables Clear Thinking and Intuition
- Fosters Being Present, Linking Mind and Spirit

Empowering Media Literacy

Unique Celebrity Influence:

- Celebrities as Catalysts: Celebrities possess substantial influence over their fans and followers.
- Advocating for Media Literacy: Encourage discerning consumption of information.
- Differentiate Credible Sources: Enable society to navigate modern media's complexity.

Celebrities play a vital role in promoting media literacy among their fan base.

They can drive positive change by raising awareness about critical thinking and responsible media consumption.

Celebrities as Media Literacy Advocates

Active Participation:

- Collaboration with Organizations: Work with media literacy-promoting groups.
- Awareness Campaigns and Workshops: Initiate workshops and awareness campaigns.
- Educational Content: Create resources for fact-checking and critical assessment.

Celebrities can directly engage in media literacy initiatives to amplify their impact.

They can collaborate with organizations and leverage their platforms for educational content dissemination.

Media Literacy Advocates : Celebrity Role Models leading by examples

Ashton Kutcher:

- Co-founded "A Plus" media company.
- Promotes positive content and informed decision-making.
- Features stories fostering critical thinking and media literacy.



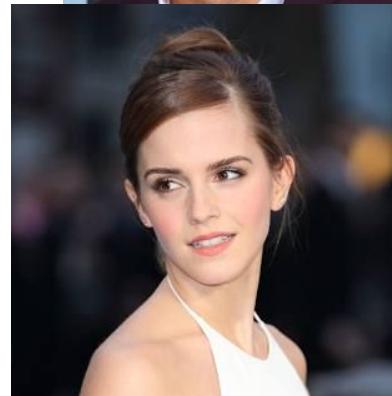
Jennifer Lawrence:

- Advocates questioning media portrayals and narratives.
- Highlights the importance of critical consumption of media.



Emma Watson:

- Champion of gender equality and women's rights.
- Stresses media literacy and critical thinking.
- Encourages questioning of stereotypes in the media.



Fundraising and Awareness Campaigns

Empowering Social Impact:

- Fundraising Initiatives: Organize campaigns to raise funds.
- Raising Awareness: Drive attention to critical issues.

Engaging Fan Base:

- Encouraging Contribution: Motivate followers to contribute to causes.
- Amplifying Impact: Leverage celebrity status for broader reach.

Celebrities can utilize their influence to initiate impactful fundraising and awareness campaigns.

By involving their fan base, they create a ripple effect of positive change.

Progress in the Entertainment Industry

Shift Towards Self-Centered TV/Films

- Reducing Stigma: Celebrities reveal personal struggles, reducing stigma.
- Promoting Wellness: Entertainment industry embraces mental health and wellbeing.
- Essential Role: Entertainment becomes a platform for promoting wellness.

Analysis:

- The entertainment industry is evolving with more self-centered content that addresses personal struggles and promotes wellness.
- This shift is vital for reducing stigma and creating awareness about mental health and wellbeing.

Importance of Progress in the Entertainment Industry

Market Expansion

- Larger Market: Wellness content taps into a broader consumer base.
- Positive Impact: Benefits individual health and wellbeing.
- Market Demand: Calm's success showcases growing demand for wellness-oriented content.

Analysis:

- Progress in the entertainment industry expands the market by catering to wellness-oriented audiences.
- The positive impact on individuals' health and wellbeing contributes to market growth.

Calm: A Market Success Story

Diverse Content Offerings

- Calm's Success: Offers guided meditations, sleep stories, breathing exercises, and soothing music.
- Wide Appeal: Attracts diverse audience with various wellness needs and preferences.
- Mainstream Recognition: Partnerships with celebrities like LeBron James, Kate Winslet, and Matthew McConaughey.

Revenue Generation

- Financial Impact: Calm's popularity generates revenue for the wellness industry.
- Sustaining Innovation: Revenue fuels development and innovation in wellness content.
- Expansion: Over 100,000 registered in two weeks, reflecting rapid growth.

Influence of Media on Public Awareness

Media's Power

- Behavioral Impact: Documentary leads to consumer awareness and skepticism about fast food.
- Policy and Legislation: Drives calls for nutritional information transparency.
- Educational Tool: Used in schools to educate about balanced diets and consequences of unhealthy eating.

Example:

- "Super Size Me" documentary demonstrates media's ability to influence public perception, behavior, and policy discussions.
- It serves as an educational tool to promote balanced diets and informed food choices.

Awareness Through Entertainment Progress

Raising Public Awareness

- "Super Size Me" Documentary: Explores effects of fast-food diet on physical and mental health.
- Dangers of Unhealthy Diet: Sparks conversation about obesity, heart disease, and health risks.
- Catalyzing Change: Documentary prompts debates, policy considerations, and behavioral change.

Effects

- "Super Size Me" documentary raises public awareness about the consequences of unhealthy eating habits.
- It triggers discussions and policy considerations related to nutrition and healthier food choices.



Entertainment Industry and Mental Health Initiatives

Mental Health Storylines

- Destigmatizing Mental Health: Develop TV shows and films depicting characters facing mental health challenges.
- Seeking Professional Help: Showcase characters seeking professional help, reducing stigma.
- Awareness and Acceptance: Storylines contribute to raising awareness and promoting acceptance of mental health struggles.

Celebrities' Personal Journeys

- Partnering with Mental Health Organizations: Celebrities collaborate to share personal mental health journeys.
- Through Interviews and Social Media: Celebrities use interviews, social media, and documentaries to raise awareness.
- Destigmatization Efforts: Celebrities' openness promotes destigmatization of mental health struggles.

Collaboration's Impact

- Holistic Approach: Collaboration between mental health organizations and entertainment platforms offers holistic support.
- Accessible Resources: Provides accessible therapy, virtual support groups, and relatable storylines.
- Reducing Stigma: Joint efforts contribute to reducing stigma and promoting mental health awareness.

Takeaways:

- Collaboration between mental health organizations and entertainment platforms results in a holistic approach to mental health support.
- Accessible resources, relatable content, and awareness campaigns collectively work towards reducing stigma and fostering mental health understanding.