

Creative Strategy

Strategy & Research

2014

Drive awareness

Focus on brand consistency

Deliver fewer, stronger messages

Create. Engage. Commit. Change. Balance

Extend relationships

Incorporate newness & innovation

Imperatives

Brand differentiation

Fresh and unexpected

First, best

Harness publicity to extend impact

Innovative and spectacular use of media events and publicity

Drive guest to website and to HLP program

Media

Organizing Principles

Create stronger, clear presence for brand

Deliver guest-centered strategies

Surprise and delight guests

Build continuity

Integrate messaging online and offline

Connect w/ communities important to guests

Lead peers in use of emerging media channels

Develop new strategies to use mobile, video, apps and others

User Research Insights

1. Consumers envision their ideal wellness and fitness retreat as being **nature-driven and spa-like**.
2. Consumer expectations of a wellness and fitness experience are **generally positive and align with program plans**.
3. Consumer vision of ideal wellness and fitness is **a balance of physical and mental health**.

Methodology

Interviewed 25 men and women representing 12 states through video, phone, Skype, and email

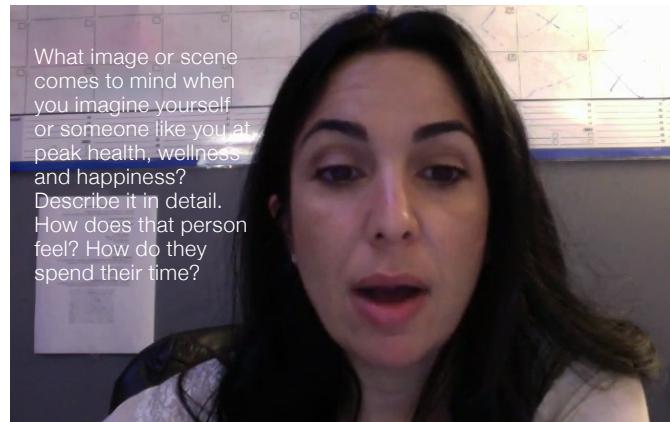
Aged 32-65 (median & avg about 44 years old)

Reported \$100-300k+ HHI (clustered around \$150-200k)

Self-report as active and desire to live a healthy lifestyle



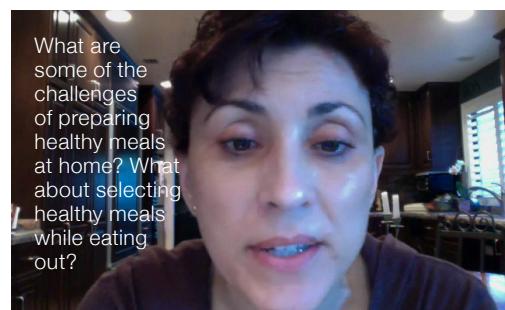
Andrew, 44 years old, \$300k+ HHI



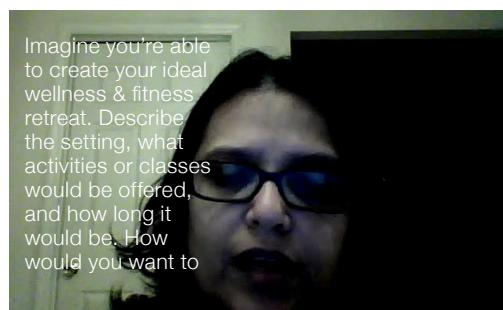
Talin, 37 years old, \$175-200k HHI



Martin, 59 years old, \$150-200k HHI



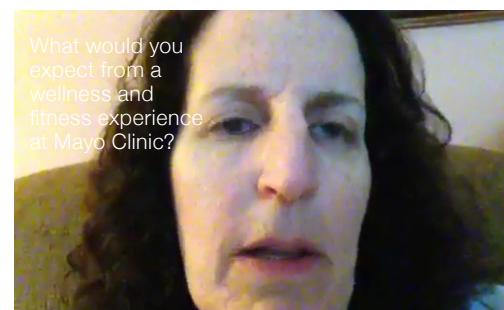
Rossana, 46 years old, \$150-200k HHI



Seema, 47 years old, \$150-200k HHI

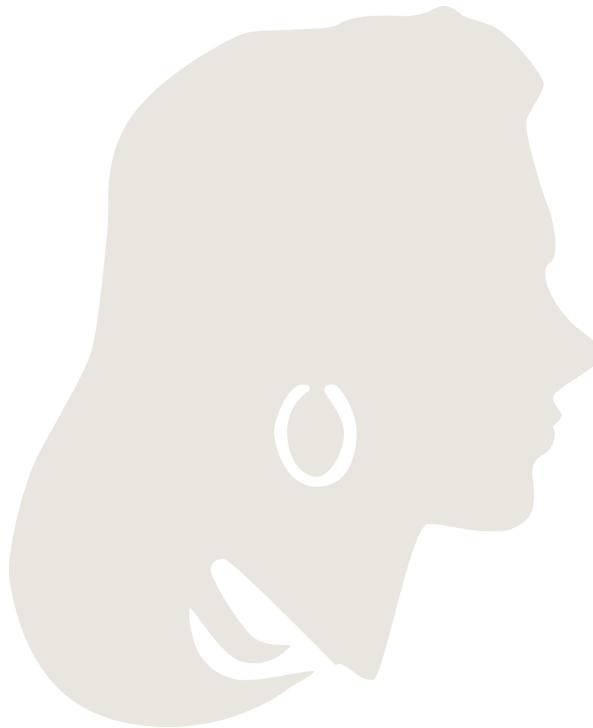


Shannon, 43 years old, \$200-250k HHI



Lori, 44 years old, \$125-150k

User Profile



Identity-Conscious

Self-image

Not happy with self

Seeking help

Acquisitional

Empowered by purchase

Competitive

Will to own

Optimizing

Self-Improvement

Analytical

I can feel better

Extroverted

Responsible choices

Family & Long life

Circle of friends / others

Creative Plan

	Ads & Posters	Wallscapes & Signage	Digital Campaign	Marketing Website	Print & Package	Email & IM	Interactive & Kiosk	Social Media	HA & Plan
Enticement & Activation	*			*	*				*
Service	*	*					*		*
Follow-up									*

* creative in development as of June 2013

Healthy Living

Creative

Brand Voice

The voice of the Healthy Living program is **realistic, confident, straightforward, caring, empowering, and positive**. It conveys the highest quality, the highest standards, and absolute integrity. It achieves a balance between aspiration and pragmatism.

It is not condescending, sentimental, or chatty.

Tagline

a healthier you

Color Palette

Base Color



Pantone 9100 C
r 231 g 231 b 224
#E7E7E0

Dominant Color



Pantone 361
r 67 g 176 b 42
#43B02A



Pantone 021 C
r 254 g 80 b 0
#FE5000



Pantone 2915 C
r 98 g 181 b 229
#62B5E5



Pantone 293 C
r 0 g 61 b 165
#003DA5



**Restrict use of Mayo Clinic
blue to the logo shields**

These values adhere to the following color reference standard: Pantone Plus(+) Color Bridge Coated 2nd Edition

Healthy Living

Typefaces

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45 Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?

65 Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?

Sizes

6pt

8pt

10pt

13pt

16pt

21pt

26pt

34pt

42pt

55pt

68pt

Healthy Living

Word Mark - Horizontal*



Healthy Living



Healthy Living



Healthy Living

Word Mark - Stacked*



Healthy
Living

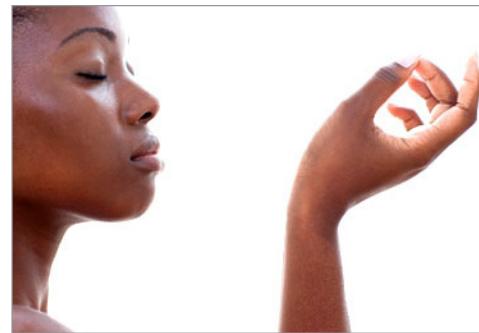


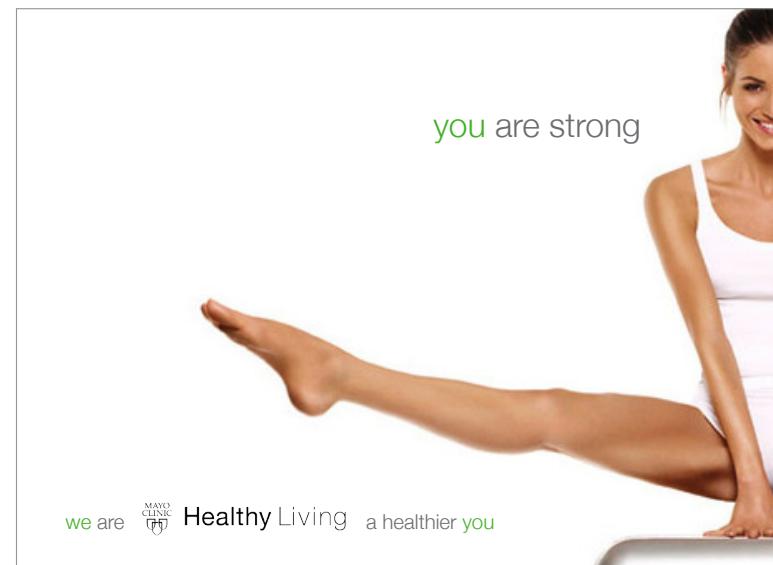
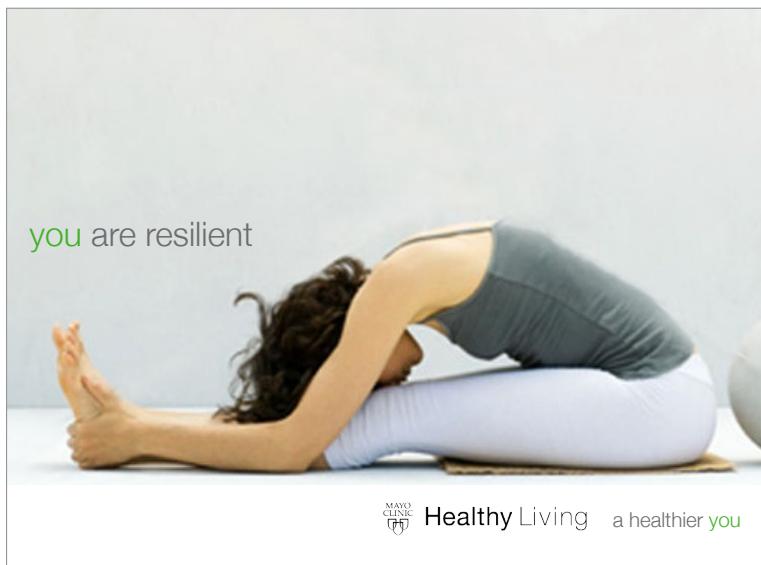
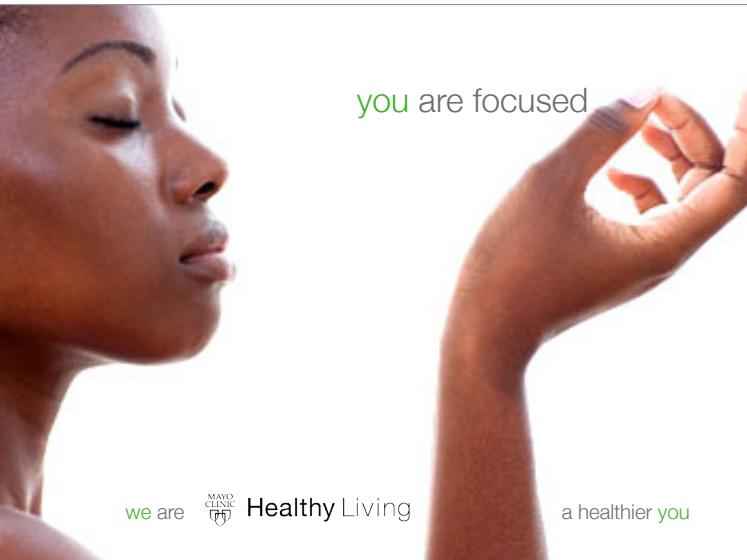
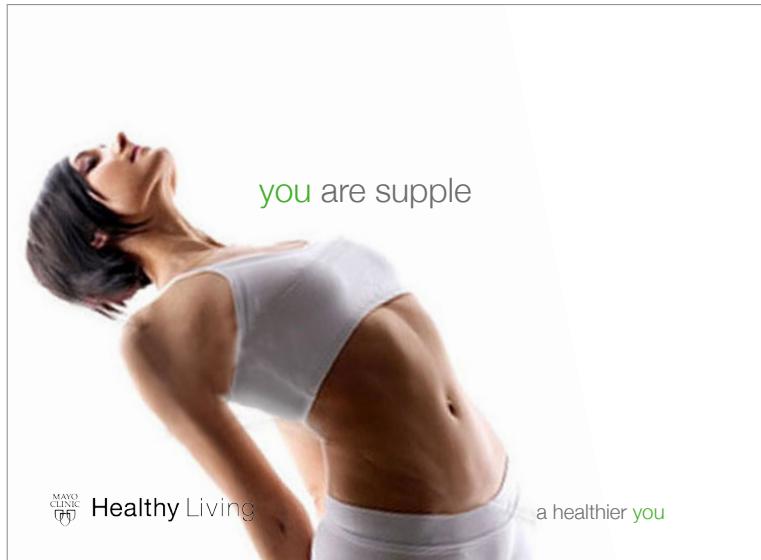
Healthy
Living

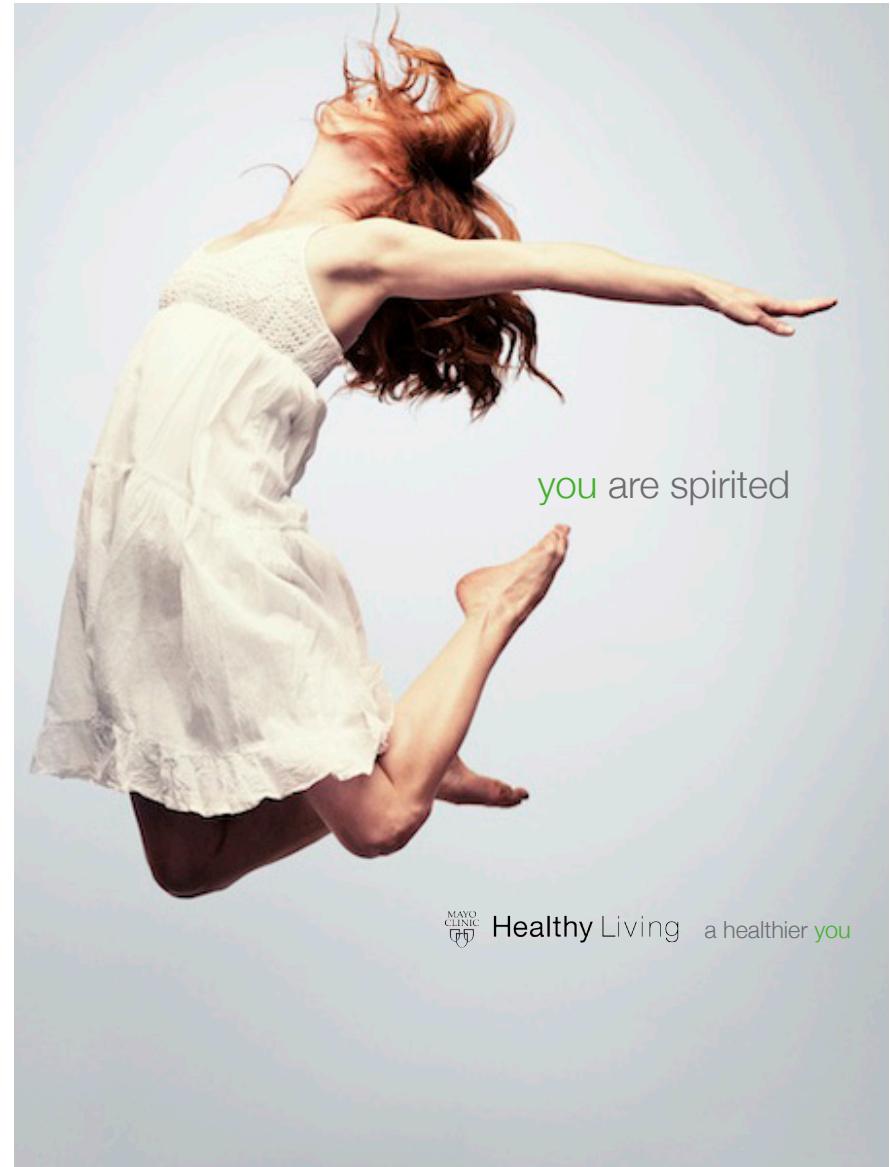
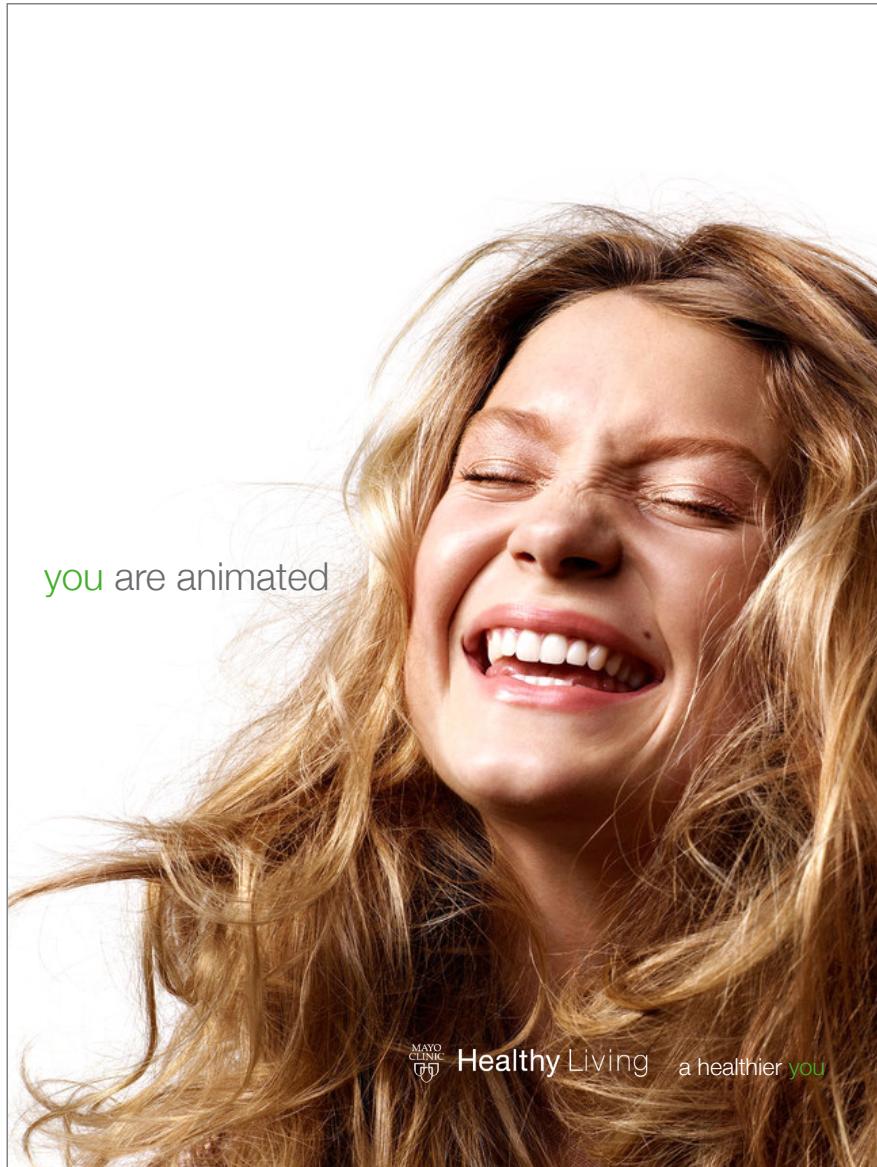


Healthy
Living

* draft awaiting approval from
brand June 2013









you are a shining example



Healthy Living a healthier you



Healthy Living a healthier you

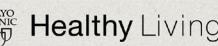


you are a shining example

ENROLL

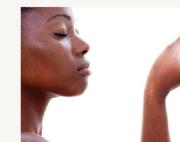
SIGN IN

learn more



Sue Vanderbilt
w/ Dr. Thompson

articles we've chosen for you



Endurance & Stamina



Strength & Conditioning



Energy & Hydration



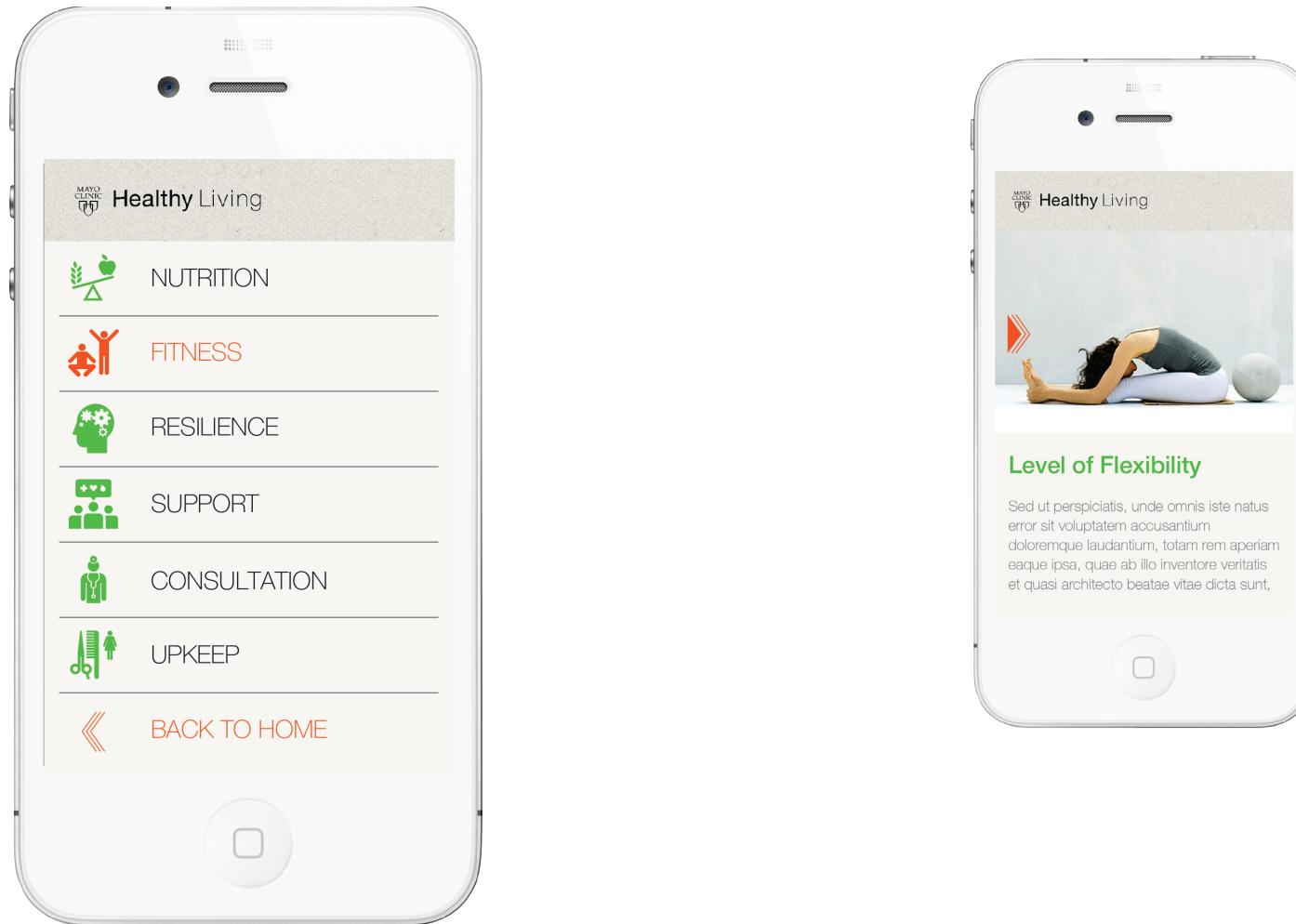
Nutrition



Flexibility & Yoga



Performance Enhancement



health 360°

April 2014

MAYO CLINIC
Healthy Living

water of life issue:
hydration and weight loss
top 5 water-rich fruits and vegetables
carbonated water and bone health

+ doctors answer your questions the best new fitness apps heart health

health 360°

April 2014

MAYO CLINIC
Healthy Living

reboot your body:
stick with your regimen and reach your goal
10 fast, healthy breakfasts
body and mind in balance

+ doctors answer your questions the best new fitness apps heart health

health 360°

April 2014

MAYO CLINIC
Healthy Living

all about nutrition:
the latest findings on the nutrients you need
10 great new recipes
paleo diet pros and cons

+ doctors answer your questions the best new fitness apps heart health

Sports Medicine & Fitness

Brand Voice

The voice of the Sports Medicine program is **honest, vigorous, no-nonsense, strong, goal-oriented, and focused**. It conveys science, advancement, mastery, rigor, and fact. It integrates scientific data and personal drive.

It is not hubristic, irreverent, or brash.

Tagline

you are on your game

Color Palette

Base Color



Pantone Black 6 C
r 16 g 24 b 32
#101820

Dominant Color



Pantone 021 C
r 254 g 80 b 0
#FE5000

Accent Colors



Pantone 021 C
r 254 g 80 b 0
#FE5000



Pantone 361
r 67 g 176 b 42
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Pantone 293 C
r 0 g 61 b 165
#003DA5



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Sports Medicine

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*a**b**c**d**e**f**g**h**i**j**k**l**m**n**o**p**q**r**s**u**v**w**x*
1234567890!@#\$%^&*()?

75 Helvetica Neue Bold
A**B****C****D****E****F****G****H****I****J****K****L****M****N****O****P****Q****R****S****T****U****V****W****X****Y**
*a**b**c**d**e**f**g**h**i**j**k**l**m**n**o**p**q**r**s**u**v**w**x*
1234567890!@#\$%^&*()?

Sizes

6pt
8pt
10pt
13pt
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Photo Plan

Mayo Clinic
Global Business Solutions
June 2013

Sports Medicine

Marketing & Design

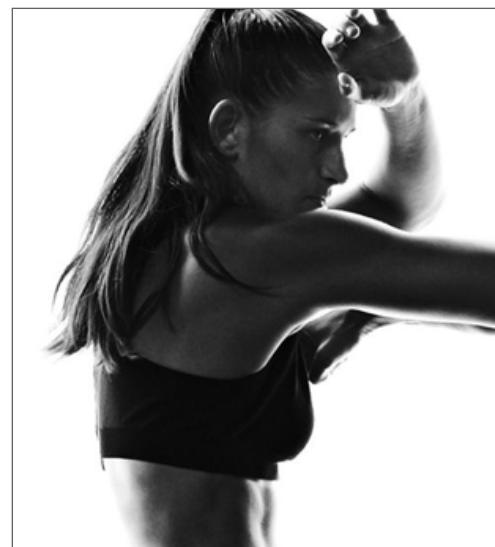
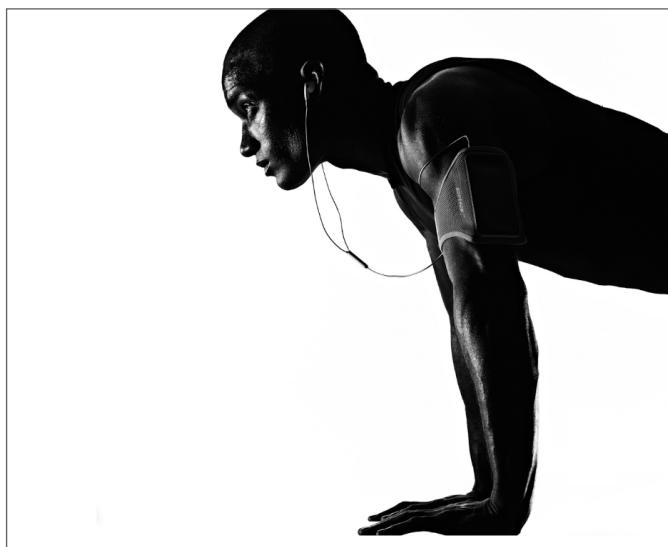
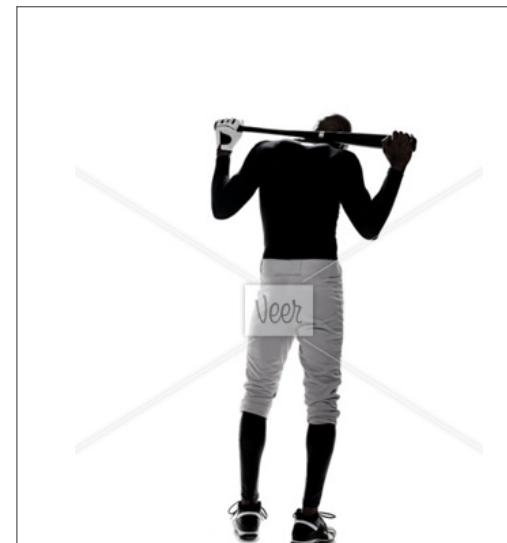


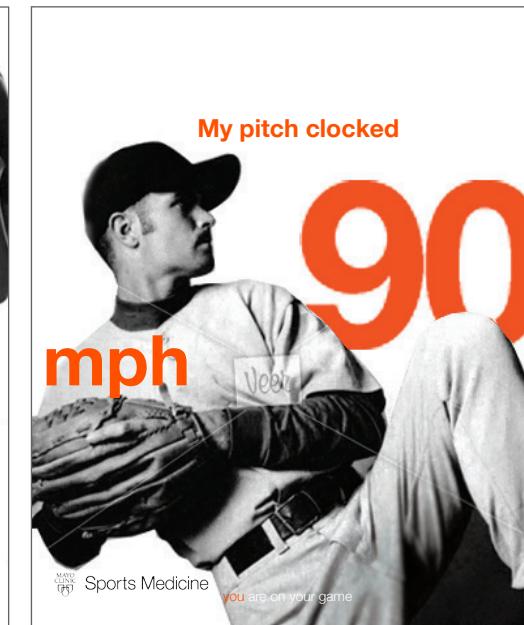
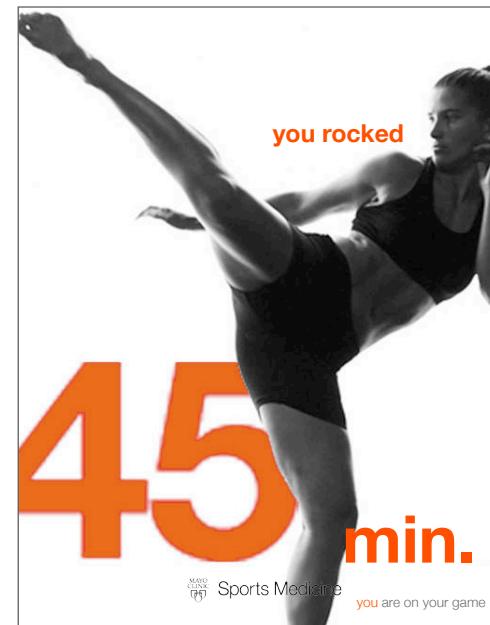
Photo Plan

Mayo Clinic
Global Business Solutions
June 2013

Sports Medicine

Marketing & Design



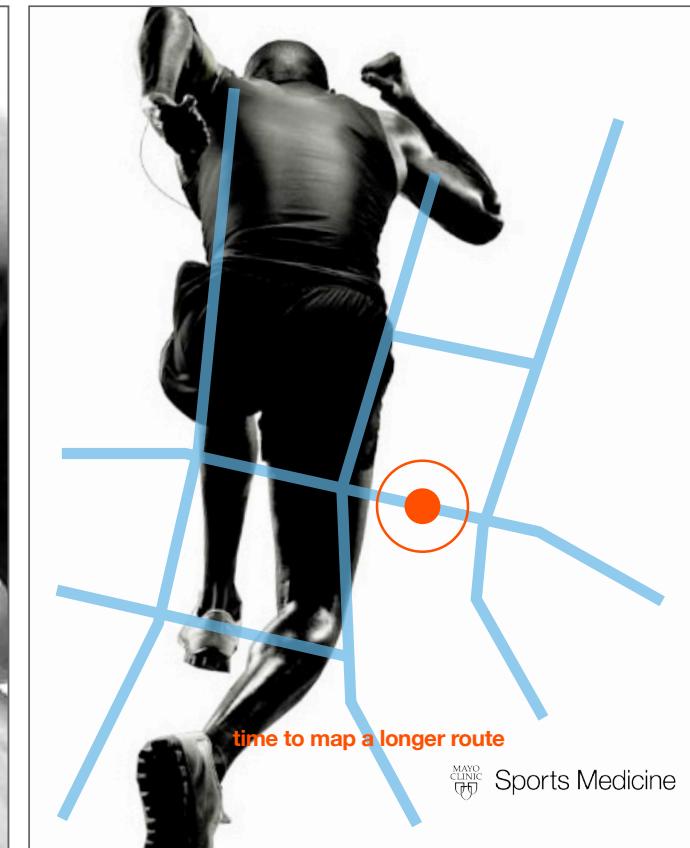
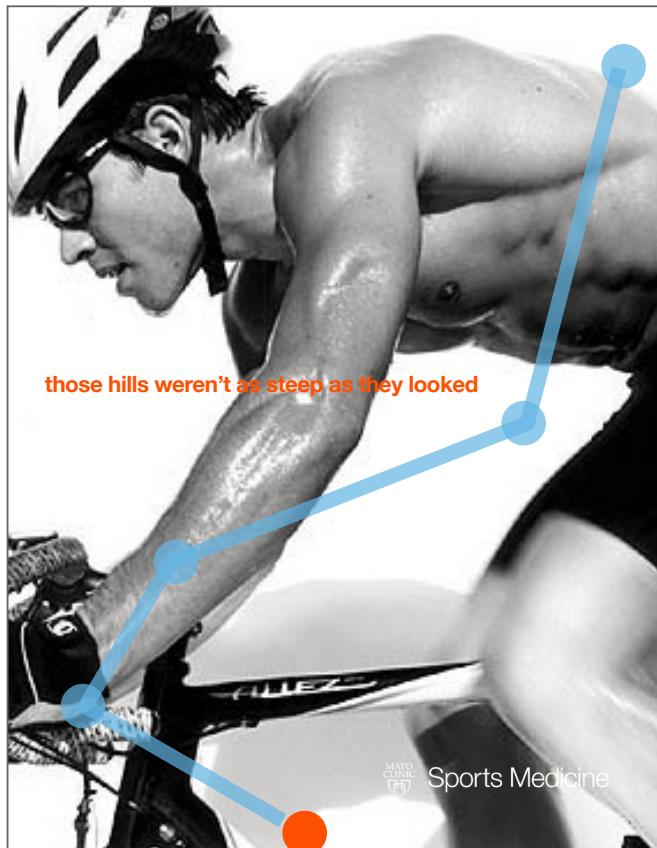
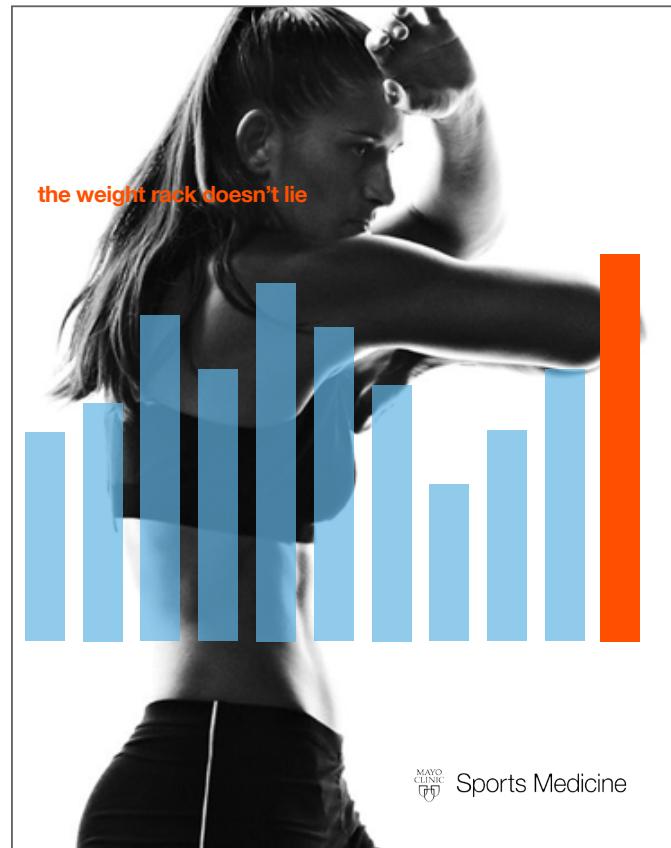


Sports Medicine

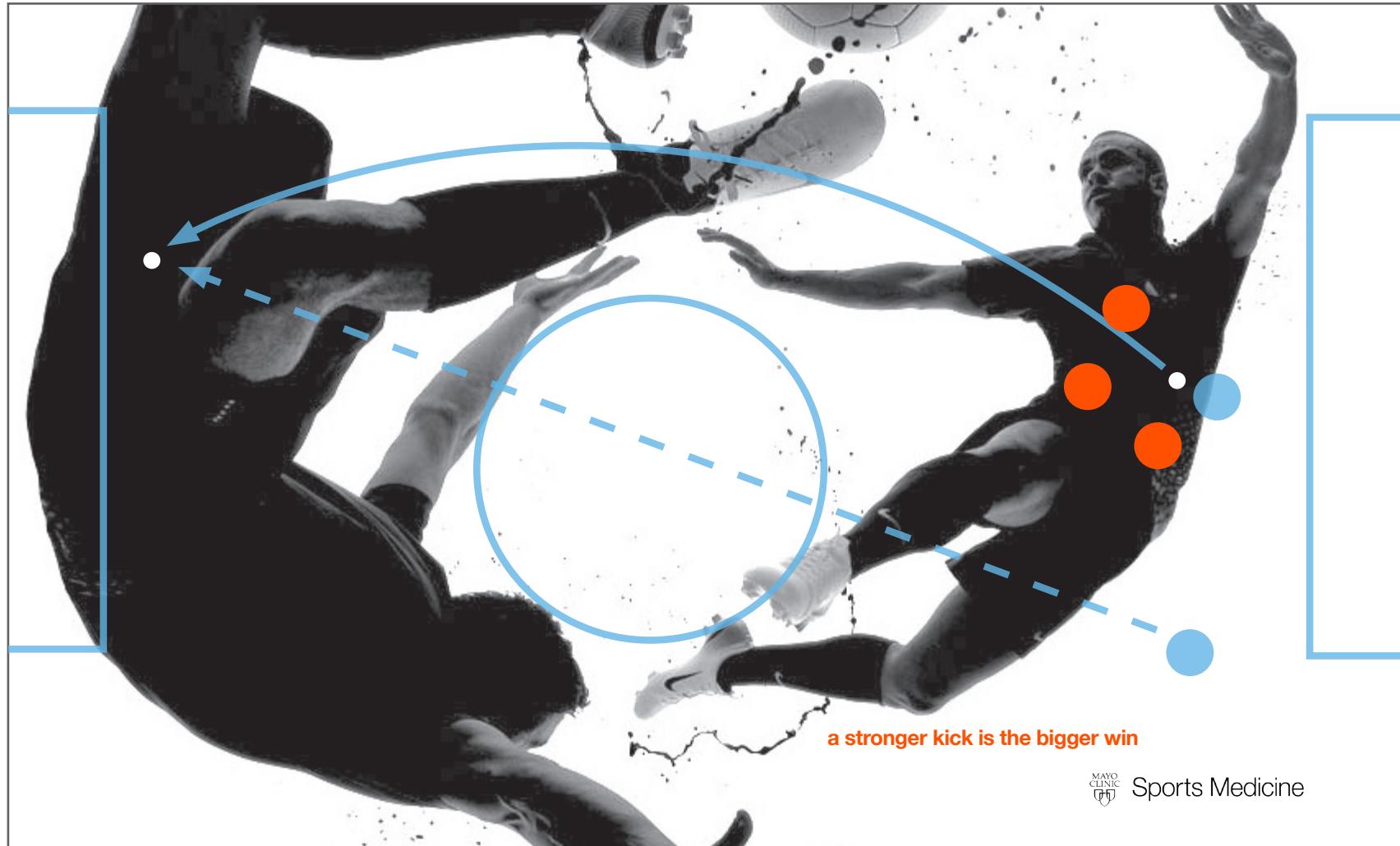
Mayo Clinic
Global Business Solutions
June 2013

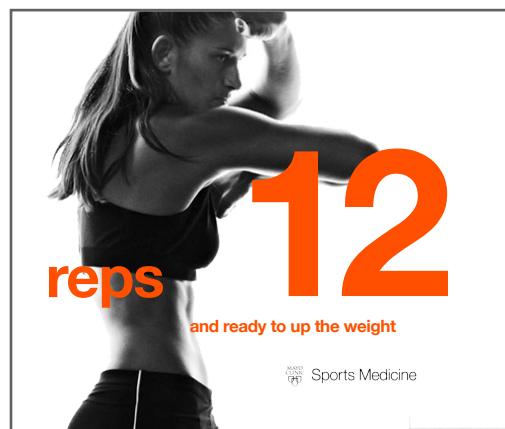
Sports Medicine

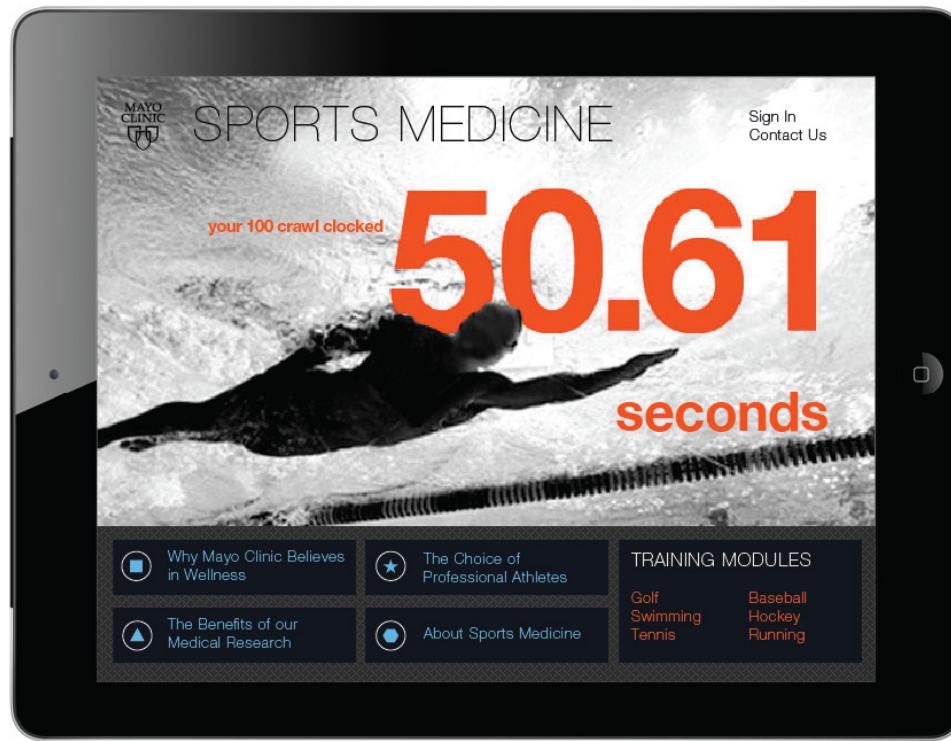
Marketing & Design













April 2014

on your game

Mayo Clinic Sports Medicine

reboot your body:
how to stick with your regimen and reach your goals

10 fast healthy breakfasts
body and mind in balance

the best places to run

April 2014

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