

Creative Brief

Start TODAY x BEM Agency



Background:

Launched in 2017 by TODAY show fans, the Start TODAY wellness initiative has grown to over 160k followers on Facebook. However, as the TODAY show introduces a paid wellness app, there's a risk of disconnection as the community transitions from the free platform, potentially impacting engagement and loyalty.

Problem:

Many people are hesitant to start a beneficial routine or break free from a harmful one due to the disconnect between the digital and physical worlds.

Objective:

Bridge the gap between the stigma surrounding using phones for daily wellness activities.

Audience:

Middle-aged adults between the ages of 40 and 65, who are loyal fans of the TODAY show and want to adopt a healthy aging perspective.

Insight: Change doesn't feel good, the result does.

Strategy: Position the Start TODAY app as an instant bridge to community and wellness.

Tone: The family friend who we all refer to as the "Cool Aunt"

Message:

This app is your companion. Because the Start TODAY app is with you for every moment, it has the unique ability to emphasize small, immediate wins rather than large-scale progress, which is more motivating.

Deliverables:

- Location based QR codes - On the ground in walkable city parks
- Today I Am ____ Billboard - Changing word, motion of writing
- Turkey trot Partnership - Runners, people on the side, healthy snacks partway
- Merch partnership - Baseball cap, water bottle, fanny pack