

# emotional connection series

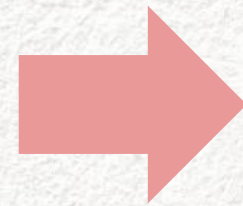
*Health & Wellbeing*

# Our Approach

Exploring *Health & Wellbeing* with Aussies in September 2022

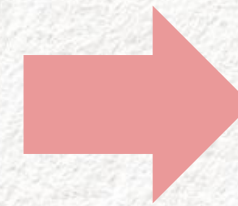
## Phase 1

*Qualitative Online  
Community*



## Phase 2

*Quantitative survey*



## Phase 3

*Qualitative Depth  
Interviews*

40 respondents,  
producing 800  
written posts, 203  
images and 74 videos

5 day digital  
discussion  
community

3000 Australians,  
aged 18+

Nationally  
representative

20 minute online  
survey

10 respondents,  
recruited to represent  
the 5 strategic  
segments

60 minute  
Zoom-based interview  
with pre-task



# Section 1: The world of Health & Wellbeing

# Our Approach

---

While the landscape has been evolving and expanding for many years,  
*Covid served as a the catalyst for a number of accelerated shifts*

## *Realization of our vulnerability & fragility*

“I have realised that my body is not the same as what my mind thinks it is. I recently started getting numbness in parts of my body due to a pinched nerve in spine so I have to ensure I do regular exercise to avoid any further damage to myself.” - Male, 38

“I also value being healthy and looking after my body. I only have one body, and I need to keep it until the very end so I want it to work as well as possible” - Male. 36

## *Mental health reckoning*

“We need more on mental health. Finding ways to relax/meditate for busy professionals. With the pandemic life has been crazy all around and I think it's important to encourage reflection time. - Female, 26

“We need to focus on things like mental health and stress in people's lives including the stress and mental health problems caused by the digital age and constant exposure to social media platforms and the effect this is having on people's lives” - Male, 59

“I have faced serious mental health challenges in the last 3 months.. That was a pretty confronting thing to go through, never having gone through anything like that before in my life and never really thinking that I might have anxiety or depression or things like that. But to actually real time in my life where I felt pretty powerless - Male, 37.

## *Reappraisal of how we live our lives*

“I have always been a bit of a freak when it comes to efficiency and productivity. In the recent years, I have realised that I no longer lived in the moment but focussed on the future too much and too often. Focusing on what really matters to you in life is one of the main areas the book dives into and it has helped me gather further tools in how to enjoy every moment rather than think "What's next". - Female 41

“I'm in a very different place now. Constantly working towards better work/life balance - addressing the issues in the workplace that are upsetting my balance. And spending more time on leisure and hobbies which are needed to maintain positive mindset and mental health.” - Female, 66

As a result, our **understanding and definition** of what being 'well' looks like, and what contributes to being and staying 'well', has **broadened even further.**

Health and Wellbeing is **bigger and more encompassing** than ever before.

Going beyond physical health to encompass **mental, emotional, social and spiritual wellbeing.**



# This has fundamentally changed how people *approach, manage, and engage with their own Health and Wellness*

*Health & Wellbeing  
shifts that manifest  
across audiences*

An increase in **empathy  
and kindness to oneself**

More accepting and positive, rather than punishing and guilt ridden.

A desire for **more peace in  
everyday lives**

Where the aspiration of wellbeing is more holistic and takes a broader view across all aspects contributing to our H&W.

An amplified **focus on  
strength, longevity and  
resilience**

To face the next challenge we might face; especially in light of continued threats to our health (e.g: Japanese encephalitis, monkeypox) and of an awakening to the many preventable diseases currently burdening so many in Australia (e.g: diabetes, chronic health conditions)

A move towards  
**knowledge & trusted  
experts**

Questioning everything, acknowledging what we thought we knew may be wrong, and that science, progress and experimentation can bring us new and useful perspectives.

But it has also brought to the  
**fore new tensions**



# Five key tensions Australians are grappling with *in the world of Health & Wellbeing*

## Collective health

Emerging from the past two years with a new perspective on our interdependence and collective health

1

## Individual health

Desire to reprioritize personal health & wellbeing after the toll of the pandemic and wanting to find our own individual version of H&W, and what works for ourselves first.

## In my control

Acknowledging what is in your control in terms of preserving and protecting your health (e.g.: everyday choices, lifestyle, behaviours)

2

## Out of my control

Realizing you are largely at the mercy of others or unforeseen events and circumstances (e.g.: global pandemic, physiology)

## New outlook on life

Having newfound aspirations and rejecting societal expectations and norms that are detrimental to our H&W

3

## Stark reality check

Grappling with the reality of getting back to our 'normal' lives, responsibilities, careers and rhythms while trying to achieve balance and staying well

## Focus on the now

Taking a short-term mindset. Given no-one knows what the future holds, the priority is to be and feel well right now and in the days or weeks ahead

4

## An eye on the future

Taking a long-term mindset and making choices and decisions that may not have a strong pay off in the moment, but that will alleviate risk in the future

## Enjoyment

Being guided by activities & decisions that are enjoyable, even if they aren't 'traditionally' seen as the healthiest choices and rejecting guilt

5

## Necessary evil

Accepting that keeping healthy & well comes along with a set of behaviours and choices that aren't always pleasant or enjoyable; and being willing to compromise on pleasure to stay healthy



These tensions are also playing out in a context

*where our time and resources are lean*



### *Broader and ever present priority*

In this new world where Health and Wellbeing is all encompassing, every aspect of our lives is being examined and assessed through the lens of how it impacts (positively or negatively) our Health & Wellbeing.

The spectrum of criteria to fulfill to be 'well' is broader – which also means there are more things to focus on, and potentially more to feel guilty about.



### *Harder than ever to make choices*

It is harder than ever to know how to make the right choices for our Health & Wellbeing

What is right for my mental health?

What if that isn't what is right for my physical health?

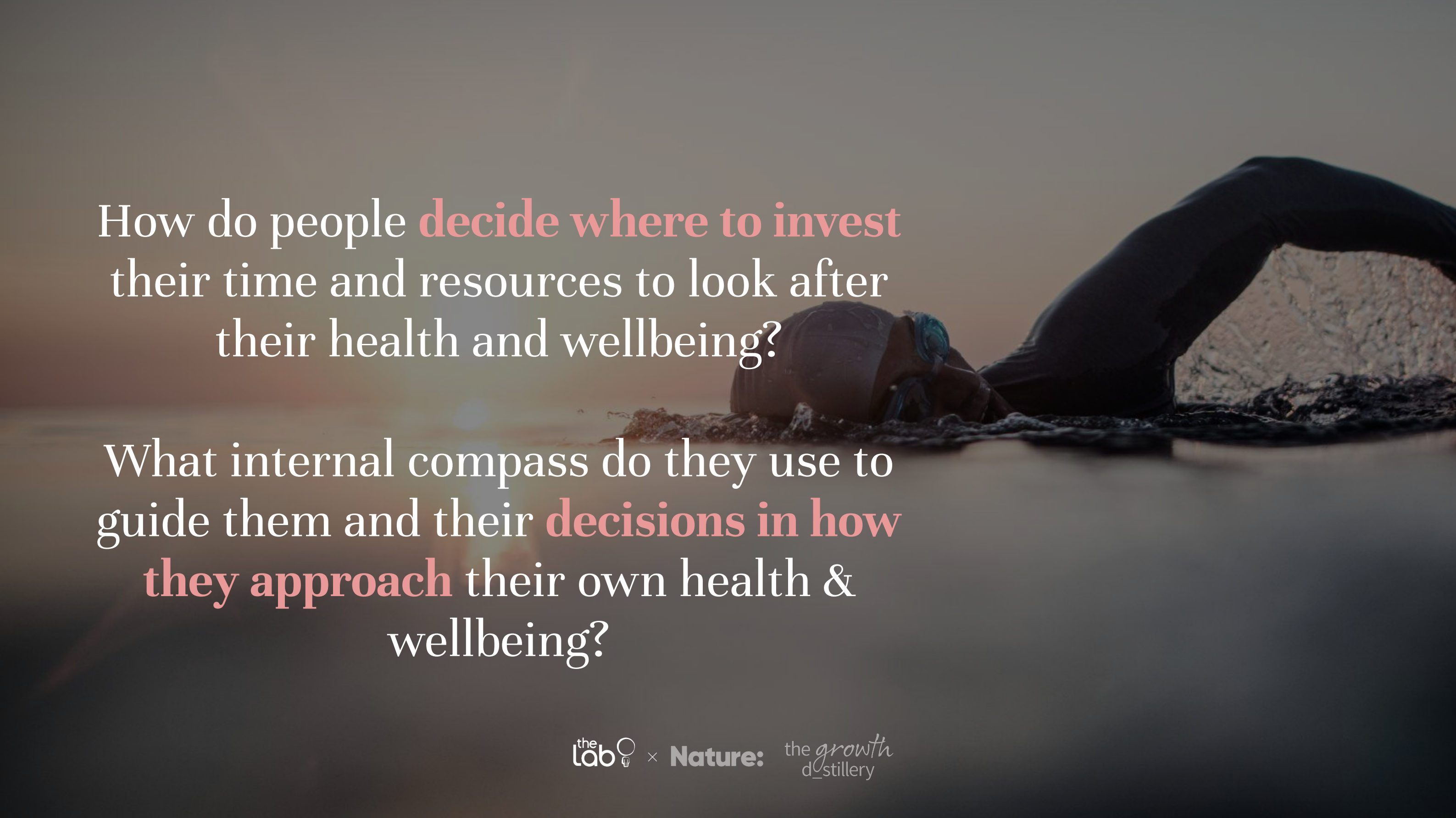
Almost anything can now be justified as both a healthy or unhealthy choice.



### *Pressure to prioritise*

With the rising cost of living, our time and resources remain either the same or leaner than before.

As a result, there is more pressure on us to prioritise what is worth investing in to be healthy and well today and in the future, and what isn't.

A person in a wetsuit is captured mid-air, performing a backflip in the ocean. The background is a soft, hazy sunset or sunrise over the water, with the sun low on the horizon. The person's body is arched, and their arms are tucked. The water is dark, and there's a splash of white foam around the person's feet.

How do people **decide where to invest** their time and resources to look after their health and wellbeing?

What internal compass do they use to guide them and their **decisions in how they approach** their own health & wellbeing?



We know **our emotions** guide our  
choices and decisions

And are **key to unlocking** behaviour

And we are increasingly guided by our emotions & how we feel  
*when it comes to our health & wellbeing aspirations*



\*Which of these are your main aspirations when it comes to health & wellbeing? Please select your main 3 Base total sample: 3116



**Section 2:** Connecting emotionally  
with different audiences

the  
lab



Nature:

the growth  
d\_stillery

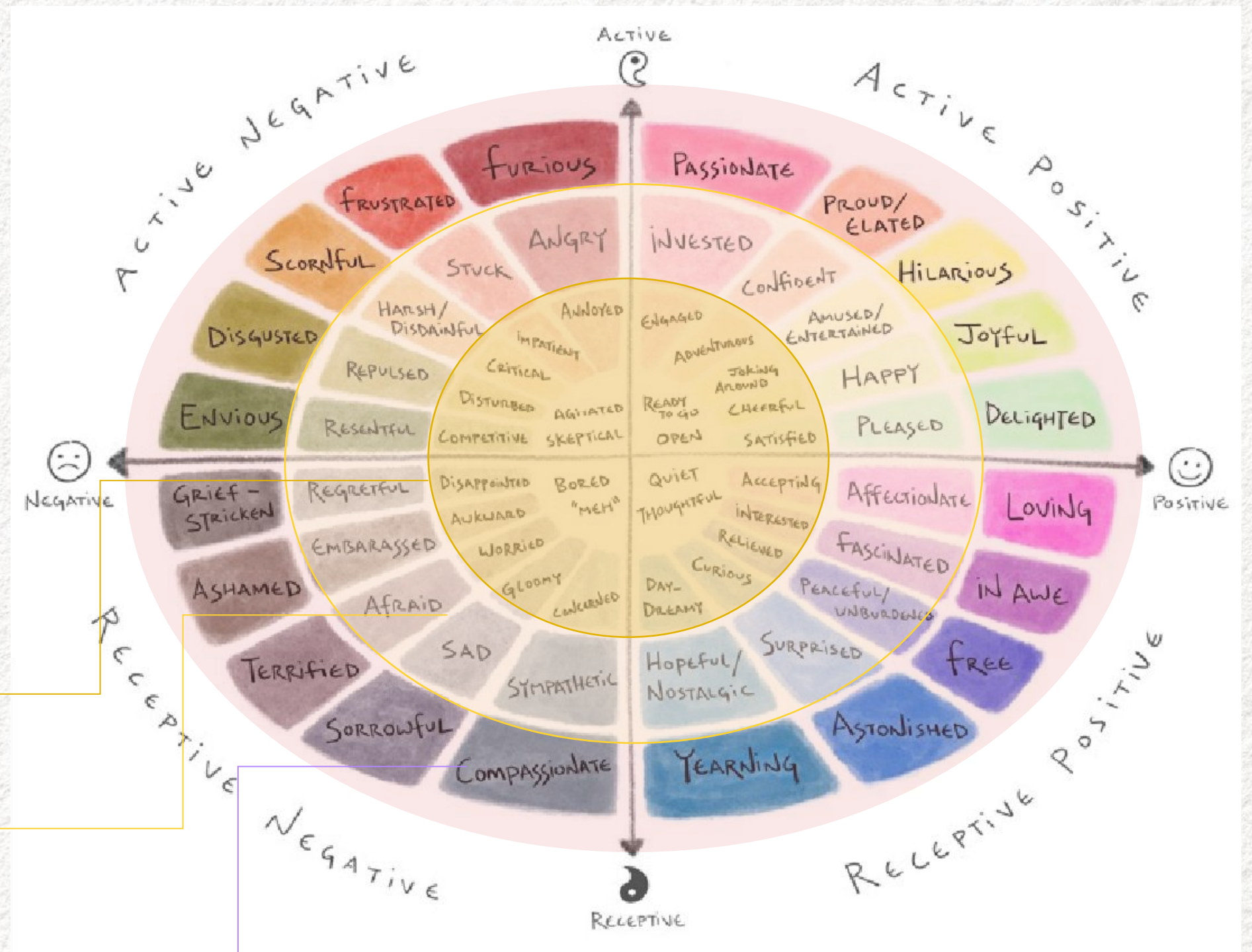
Broadly, current emotions felt towards health and wellbeing tend to be **surprisingly moderate**

For a part of our lives that is so broad and all encompassing – the spectrum of emotions people currently feel towards their own Health & Wellbeing is relatively **constrained to a small amount of emotions**, that are **low in intensity** (close to the centre of the wheel)

Average 'MODERATE' emotions (inner circle): 11%

Average 'STRONGER' emotions (inner circle): 9%

Average 'INTENSE' emotions (inner circle): 5%



Broadly, current emotions felt towards health and wellbeing tend to be **surprisingly moderate**

Most stated **current** emotions

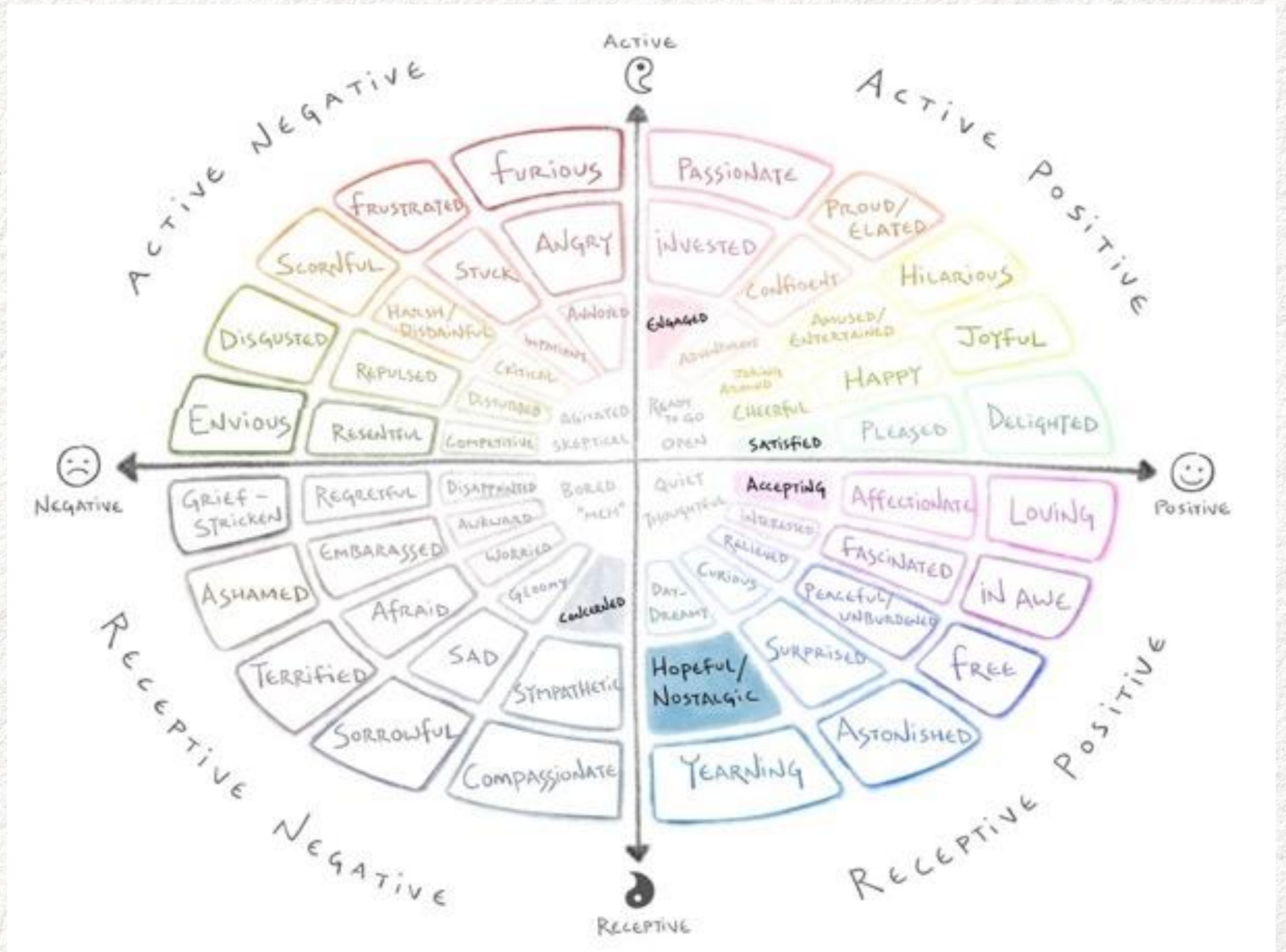
Engaged (27%)

Hopeful (28%)

Accepting (25%)

Satisfied (28%)

Concerned (27%)



Whereas the emotions people want to feel are **more intense**.

Most stated **aspirational** emotions

Confident (59%)

Happy (46%)

Satisfied (47%)

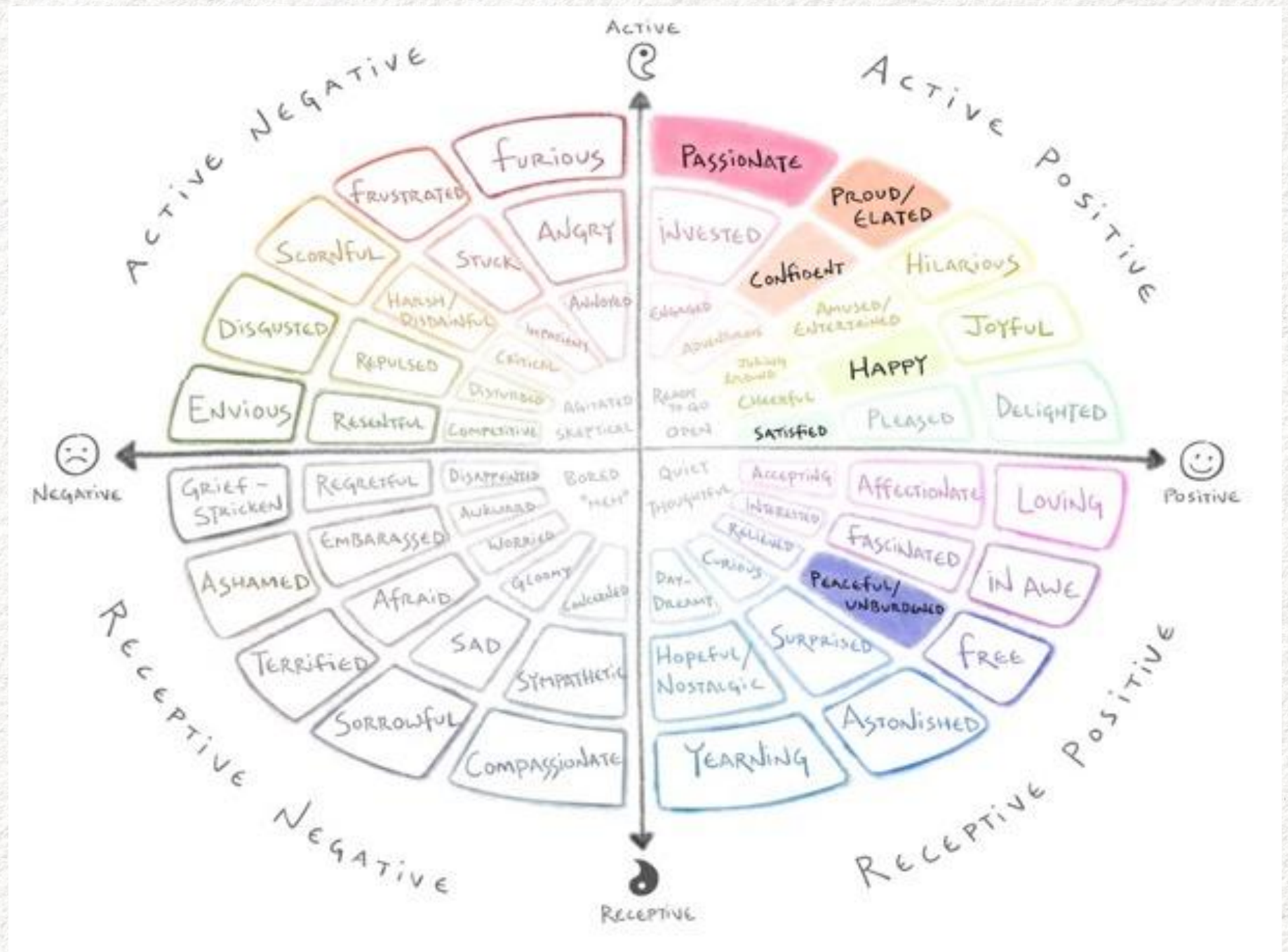
Proud (33%)

Passionate (28%)

Peaceful (22%)

I would like to feel **proud and elated**, about the successes I have achieved for the year, but I am quite happy with being confident.

**Joyful, peaceful & passionate:** I want to the different aspects of my overall well-being experience to bring me more peace rather than see things as an endless list of todos.





# Why is it so hard to reach *aspirational emotions*

Asking people how the last few months have been going



## CONFIDENCE & PRIDE

*Is hard to achieve given*

- How difficult it is to stay on top of and feel confident across every aspect of health and wellbeing: people may be confident and proud in one area, but feel they are not at their best in another.
- The professionalisation of health & fitness has raised the bar on what outcomes are perceived as worthy of being 'proud of'



## HAPPINESS AND PEACE

*Is hard to achieve given*

- The amount of negative baggage, guilt and shame that often accompanies the world of health & wellbeing
- Feeling totally released from guilt and judgement is uncommon in how we relate to this part of our lives.
- H&W is everywhere – some see it as impossible to escape, and as a constant 'burden' or mental load.

if you do these for 30 days you will be unrecognizable

- sleep 8+ hours
- drink 2L minimum of water a day (high pH if possible)
- get sun daily
- no sugar
- read for 30 mins a day
- workout 3x / week
- capture someone and cut their face off and sew it onto your face
- meditate for 10 mins daily

## SATISFACTION

*Is hard to achieve given*

- H&W is never finite – there is always more that can be done to improve it.
- Therefore, achieving a state of satisfaction can feel unattainable, albeit still aspirational to many.

How can we **dial up** the latent emotions people feel towards Health & Wellbeing?

To bring the **intensity of their emotions** more in line with the rising importance and role of **Health & Wellbeing in their world.**


And **increase the confidence** they have in their choices and actions.

the  
lab

×

Nature:

the growth  
d\_stillery



We have uncovered a set of **emotional narratives** have emerged as a response to the tensions people are feeling.

People lean more into some than others in order to reconcile these tensions and **navigate their world of Health and Wellbeing**



### **Kindness and self care**

Being kind to yourself and letting go of perfection when it comes to health and fitness



### **Intuitive bodily harmony**

Listening to your body and mind and responding or adapting behaviours and choices to meet your needs in the moment



### **Rekindling joy**

Incorporating fun and enjoyment, and rejecting guilt in your approach to looking after your health and wellbeing



### **Keep it simple**

Rejecting complexity and sticking to the simple principles of health and wellbeing



### **New life outlooks**

Reappraising your personal health & wellbeing needs and tailoring your life to better align with your health and wellbeing beliefs and needs



### **Owning it**

Taking full ownership and responsibility for your health and wellbeing and not letting external factors get in the way of achieving your aspirations



### **Learning and experimenting**

Continuously learning, experimenting & building knowledge that will contribute to improving your health and wellbeing



### **Stronger in every way**

Building mental and physical strength and toughness



### **Maximise and output**

Leaning into science and technology to maximise what you get out of your health & wellbeing strategies



### **Shortcutting**

Using health and wellbeing hacks to get the best outcome from the least effort



### **Interconnected healing**

Acknowledging that our personal health and wellbeing relies on our choices, but also the choices of the wider community and the environment we live in



### **The time is now**

Focusing on long term health and longevity and reversing or slowing down aging



### **Ambitious pursuits**

Pushing the boundaries and challenging yourself to achieve competitive or ambitious health and wellbeing goals

Interestingly, three dominant narratives resonate *particularly strongly across audiences*



### **THE TIME IS NOW**

Focusing on long term health and longevity and reversing or slowing down aging

***“I have been considering this a lot recently – definitely more since becoming a parent, but also the last couple of years has really highlighted how important it is to age as well as possible to prevent conditions from arising”***



### **INTUITIVE BODILY HARMONY**

Listening to your body and mind and responding or adapting behaviours and choices to meet your needs in the moment

***“Punishing yourself and forcing yourself just doesn’t work”***

***“I’ve evolved to think more about being in tune with what matters to me and making sure I’m flexible”***



### **KINDNESS & SELF CARE**

Being kind to yourself and letting go of perfection when it comes to health and fitness

***”I feel this has been a big societal shift actually – and I let go of perfection a while ago, it’s just not realistic”***

But the reasons *why* these connect and the *type of messages* that appeals to different segments within these vary... for example



## INTUITIVE BODILY HARMONY

Listening to your body and mind and responding or adapting behaviours and choices to meet your needs in the moment

### Empowered improver

Confident in their approach, they have learnt to listen and adapt to their needs, and believe in following their intuition, but in a measured way: their improvement mindset still leads them to “push through” when they set their mind on a goal.

### Engaged cruiser

Going with the flow and responding to the signs they get from their body and mind in a reactive way

### Consistent and content

Trusting themselves to know what is right for them, and acknowledging how normal ebbs and flows are ok as long as they maintain a level of consistency in their routines

### Struggling aspirer

Aspiration to achieve this level of intuition, given their current approach doesn't always allow them to respond to their (sometimes conflicting) physical and mental health needs

Understanding how to **leverage**

- **the right emotional narratives**
  - **in the right way**
  - **for different audiences**
- 

Is **key** for brands to...

- **Connect with audiences at a deeper level**
- **Help people navigate the nuanced and complex world of Health & Wellbeing**
- **Guide people towards their aspirational goals, both rational and emotional**



the *growth*  
d\_stillery

To learn more, contact a News Corp Representative Today  
[NewsampAccessSession@news.com.au](mailto:NewsampAccessSession@news.com.au)