

radius



**What Does Customization Mean for Your Brand?
- Health & Wellness Deep Dive -**



2016 Radius GRM survey findings point to need for marketers to customize customization efforts



Customization Defined:

“Offering customers the ability to customize a product or service based on their individual tastes and preferences”



Consumers feel that there is work to be done to get customization right for them



Proliferation is not customization: more options is not the answer

How Relevant is Customization for Health & Wellness ?

% of Total U.S. Market who Think Customization is Relevant...

52%



For the Health & Wellness Category

44%

Across All Categories

To learn how brands in the **Health & Wellness** category can get customization right, we:

- ✓ Profiled those who see it as **“Extremely Relevant”**
- ✓ Identified the **most significant benefits** of customization they see in this category
- ✓ Uncovered techniques most likely to attract loyal customers

Who Is Your Opportunity With?



- Those who most value customization in Health & Wellness tend to skew younger (18-34), with larger households that include children under 6.



Skews Female
(+9% vs. Total Market)



3+ PPL in Household
(+7% vs. Total Market)

& Have Children <6 yrs. Old
(+6% vs. Total Market)



Average Age: 42 yrs.

HELLO
my name is

Millennial

(+12% vs. Total Market)



What Messages Will Most Resonate?

- Three key benefits or messages will really resonate with these consumers. For them it's about helping them maintain a health-conscious image and easily facilitating this lifestyle for members of their household.



Helps me achieve the look, image, or lifestyle that I'm after



Takes some difficult choices out of my hands



Helps me meet the needs of everyone in my household

What Tactics Will They Spark To?



- Health & Wellness customization techniques should encompass strategies that facilitate easy and reliable decision making—holistic and wholesome.

Top 5 Customization Tactics



Loyalty program
(free or paid)
(+11% vs. Total Market)



**Recommendations
from past purchases**
(+16% vs. Total Market)



Personal profile
(+14% vs. Total Market)



Donation to a charity
(+17% vs. Total Market)



**Recommendations
by location**
(+15% vs. Total Market)

Do's and Don'ts : Customization for Health & Wellness Category



DO

Understand your audience

Offer solutions for simplification

Amplify loyalty programs

Know your end-goal – i.e., customer loyalty or acquisition



DON'T

Don't make guesses – do HW

Avoid proliferation

Don't stray too far from your core

Complicate – KISS and reduce time and confusion for choices