

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



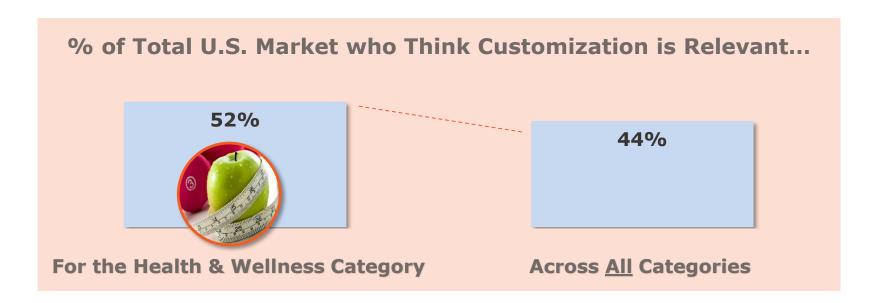




Proliferation is not customization: more options is not the answer



How Relevant is Customization for Health & Wellness?



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)

Average Age: 42 yrs.

HELLO my name is

Millennial

(+12% vs. Total Market)



3+ PPL in Household

(+7% vs. Total Market)

& Have Children <6 yrs. Old

(+6% 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)

You might like...

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

Don't make guesses - do HW

Offer solutions for simplification

Avoid proliferation

Amplify loyalty programs

Don't stray too far from your core

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

Complicate – KISS and reduce time and confusion for choices

