

Therabody x Longevity Campaign

In lieu of a conventional cover letter, I opted to engage in a creative exercise centered around the fusion of creativity and wellness. My aim is to reimagine Therabody's visual branding and challenge the typical perception of its products, shifting the focus towards longevity.

Our comprehensive creative brief outlines the strategic vision and tactical approach for launching the **Therabody Longevity Bundle**—a curated collection of innovative wellness products designed to promote healthspan and holistic well-being. Through compelling messaging, targeted marketing initiatives, and engaging content, this campaign aims to elevate brand awareness, drive sales, educate consumers, and foster brand loyalty while inspiring individuals to prioritize their quality of life with Therabody.

As a long-time customer of Therabody and having specialized in studying longevity in one of the Blue Zones, I am passionate about creating a launch centered around how these products can serve as valuable tools in creating not only a long life but one of quality.

This campaign showcases Therabody's existing products in a new light, emphasizing their potential to promote wellness by highlighting the importance of longevity *now* versus later.



The Longevity Bundle



Theragun mini

Promotes muscle recovery



SmartGoggles

Supports restful sleep



TheraFace PRO

Encourages cell rejuvenation

THE MESSAGE

The Therabody Longevity Bundle campaign empowers individuals to proactively enhance their healthspan and well-being. Through a curated collection of innovative wellness products—featuring the Mini Theragun, SmartGoggles, and TheraFace PRO—the campaign introduces holistic techniques supporting vitality, urging consumers to start their wellness journey now.

CAMPAIGN OBJECTIVES

Increase brand awareness: Position Therabody as a leader in holistic wellness solutions.

Drive sales: Incentivize purchases of the bundle through messaging with an emphasis on longevity.

Educate consumers: Inform the audience and lay a foundation of achievable steps for wellness.

Foster brand loyalty: Engage with existing customers & encourage repeat purchases through exclusive bundle offers + rewards.

TARGET AUDIENCE

Who: Health-conscious individuals, athletes, fitness enthusiasts, younger adults, & anyone interested in maintaining their well-being.

Age range: 25-55 with an emphasis on younger adults to promote wellness techniques now vs. later.

Psychographic: Values health, wellness, & increasing healthspan; seeks innovative solutions for self-care & performance enhancement.

KEY MESSAGING

Emphasize the bundle's benefits for promoting longevity & overall well-being.

Highlight the unique features & functionalities of each product (Mini Theragun, SmartGoggles, TheraFace PRO).

Communicate the convenience & value of purchasing the bundle as a holistic solution for self-care + healthspan optimization.

CREATIVE DIRECTION

The campaign's creative direction blends innovation, authenticity, and empowerment, urging consumers to prioritize longevity. Visuals convey modernity, reflecting Therabody's product quality. Emphasis lies on showcasing the bundle's transformative benefits for overall well-being and highlighting self-care's role in longevity.

35%

reduction of perceived stress levels among users within the first month with consistent use of Therabody's wellness products

15%

increase in overall quality of life with usage of Therabody Longevity Bundle, as demonstrated by Clinical Trials

90%

of individuals who incorporate Therabody products into their daily routines report experiencing enhanced physical recovery and reduced muscle tension

SOCIAL MEDIA STRATEGIES

Create a series of visually compelling social media posts featuring the Therabody Longevity Bundle.

EMAIL NEWSLETTERS

Design informative and visually appealing email newsletters that showcase the features and benefits of the Longevity Bundle.

BLOG

Develop a series of informative and engaging blog articles focused on longevity, well-being, and the benefits of incorporating Therabody bundle products into daily routines.

PAID MEDIA

Develop eye-catching display ads and compelling calls to action to encourage click-throughs and drive traffic to the product page.

COLOR PALETTE



#D5D7D8



#C67E50



#156CD6



#A2A092



#E95332

MOOD BOARD

INSPIRING • EDUCATIONAL • ASPIRATIONAL



VITALITY.
EMPOWERMENT.
LONGEVITY.



Unlock your Healthspan with Therabody's Longevity Bundle

by Bailey Donahue / March 2024



In the past two decades, life expectancy has globally increased by more than six years – from 66.8 years in 2000 to 73.4 years in 2019 (WHO, 2019). As we are living longer, it becomes increasingly important to prioritize not just the length of our lives, but also the quality of our healthspan. After all, what good is added longevity without vitality and well-being to enjoy it?

At Therabody, we believe in empowering individuals to enhance their healthspan and embrace a lifestyle of longevity. With our innovative wellness products, including the Mini Theragun, TheraFace PRO, and SmartGoggles, we offer holistic solutions to support your journey towards optimal health and wellness.

The **Mini Theragun** is more than just a massage device—it's a tool for promoting physical recovery. By targeting muscle tension and promoting relaxation, the Mini Theragun helps alleviate everyday aches and pains, allowing you to move

freely and maintain an active lifestyle. Whether you're an athlete pushing your limits or someone seeking relief from the stresses of daily life, the Mini Theragun is your partner in optimizing physical well-being.

The **TheraFace PRO** takes self-care to the next level by focusing on facial muscle relaxation and cell rejuvenation. With its innovative LED design and targeted massage techniques, this tool helps improve circulation, reduce tension, and promote a youthful appearance. Say goodbye to stress lines and hello to radiant, glowing skin—because feeling confident in your skin is an essential part of overall well-being.

Finally, the **SmartGoggles** offer a unique approach to well-being and mindfulness. We know that with quality sleep increasing a higher lifespan of 5 years, we've found that 85% of SmartGoggles users experience a 30% improvement in sleep quality (NIH, 2021). Through immersive relaxation and mindfulness sessions, the SmartGoggles transport you to a state of calm and tranquility, allowing you to disconnect from the chaos of everyday life and reconnect with yourself.

Together, the Mini Theragun, TheraFace PRO, and SmartGoggles form the foundation of the Therabody Longevity Bundle—a curated collection of wellness products designed to promote healthspan, vitality, and well-being. With Therabody, you're not just adding more years to your life, you're adding more life to your years.