# ASW
# Global Health Research
## Media Toolkit
TRADITIONAL AND SOCIAL MEDIA

**February 2017**
ASW Group Public Relations

# Goal

- Use key findings of Global Health Survey to increase public awareness on health, thus to build ASW BU's authority in health sector
- Raise customer attention to reinforce the needs of preventive healthcare, and the healthcare expertise in ASW

# Preparation

## To formulate an engaging media angle, BU marketing / PR teams need to:

STEP 1)
Read the Health Research full report to understand the overall results & market-specific findings

STEP 2)
Relate the hot topics in your market on health with the relevant research findings

STEP 3)
Dig into the country tabulation for market-specific data as supporting to your media angle;

STEP 4)
Draft the statement based on press release master template.

**IMPORTANT**
General topics which we think relevant to BUs are suggested in the template
BU marketing teams need to formulate local media angle to maximise reach and engage customers through social/ media channels

# Templates

## Press Release

- A press release template is offered to demonstrate the messages and structure we recommend BUs to draft their statement
- BUs have the free hand to formulate local messaging

## Appendix

- Chart on “Co-relation of Physical Health vs. Smiling” should be placed to increase credibility of the research (relevant mentioning in the release is therefore necessary)
- Infographics : The detailed art direction guideline is available in separate file

# Key Messages

- Health Index (HI)
  - Overview of each market's health-savviness according to the Global Health Research
  - Market-specific ranking

- Key Research Findings*
  - Smile and health are twins
  - Exercise? Easier said than done
  - Workout companions are vital
  - Pharmacist to play a bigger role in the community

*Reference points will be given in press release template for local BUs to look into their market-specific data

- Our Answer
  - The Global Health Campaign – and local programmes
  - Global Smile Campaign – to encourage health-inducing smile among our staff, so to pass it on to our customers.
  - Our commitment in the community to change the world

# Components Guide

## Headlines

- Always identify and highlight the top fact that attract local media the most
- Given the large amount of information and possible media angles, BU should discuss with PR / agency team to consider tailoring headlines and media angles according to the target media/audience (e.g. local news/ lifestyle/ trade/ marketing)

**Hong Kong ranks the lowest amongst all places in Global Health Research**

[Other headline / sub-headline choices]

Global research shows most of today's consumers consider themselves as healthy

Western Europe and S East Asia top the rank

Only 42% of Hong Kong people exercise regularly

Large-scale global survey reveals the relationship between happiness and health

Lack of workout companion and busy life as main reasons for people failing to exercise

One out of five people seek for pharmacist advice when they feel sick

Global Health Campaign to encourage #GetActive culture

# Components Guide

## Introduction

- Always refer to WISE (instead of brand/ company name) as the organiser, so to make the research appears more neutral
- To start the release by giving an impactful overview – global research covering over 10,000 respondents from different markets.

## Market Overview

- Health Index : Ranking of specific local market should give the best media hook
- BUs need to interpret the index and make commentary in local markets. DO NOT just state the ranking – this is a good chance to shape media angle (Please refer to the template which we have used Hong Kong as an example)
- Think creative : You may use macroscopic statistics from authoritative organisations (e.g. WHO/ university researches…etc) to support your conclusion

- *[Introduction]*

  **A large-scale research to understand global trend and local needs on health**
  - WISE conducted a global research covering over 10,000 individuals from 11 countries
  - Online questionnaires on health topics were answered by respondents across the age range of 15-60 to get the general view in different countries

- *[Market Overview]* [1]

  **Alarming health signal from Hong Kong people**
  - Respondents were asked about their perceived health condition and their knowledge level on health (based on self-assessment). The percentage of people who considered themselves as healthy and having good knowledge on health were averaged to derive the World Health Index, which measures the health-savviness in different markets.
  - European countries have better overall perceived health condition, with France topped the World Health Index chart, Netherlands comes second, then followed by United Kingdom and other Asian countries
  - Out of the 11 participating markets, Hong Kong comes last in the World Health Index
  - Only 61% of Hong Kong people regard themselves as healthy (versus global 82%), whereas 28% of respondents consider themselves having good knowledge on health (versus global 51%).
  - Amongst all respondents, the 21-34 age group is most unsatisfied with their health condition (only 58% of the respondents consider themselves to be healthy).
  - Given that Hong Kong as the place with highest average life expectancy in the world (87.3 years[2]), and the fact that Hong Kong people are perceived as least healthy in the survey, healthy ageing is a serious topic which needs to be addressed with healthcare support – community pharmacy is a practical solution.

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1 : BU needs to study the health index and draw impactful conclusion in your market
2 : BU may check life expectancy of your market at WHO website

# Components Guide

## Market Overview (con't)

- Smile and Health : The happier the place is the healthier its people are. The co-relation between smiling and physical health is another interesting result we have deduced in the research, with high level of media interest
- Always describe your market on the proportion of respondents who smile enough and consider themselves healthy
- Look into the detailed research results in your market, and find interesting media angles from different demographics (e.g. age, gender…)
- A chart to show the co-relation and market performance is required to be displayed in the appendix to make it more authoritative

- **Smile and health are twins**
  - United Nations World Health Day identified depression as a health topic of concern – 2017 World Health Day is themed under Depression
  - The Research also unveils the relationship between happiness and health condition. For countries which claim to smile often, the people consider themselves as more healthy in general. (e.g. Philippines, Malaysia, France and China)
  - In Hong Kong, only six in ten people consider themselves smiling enough, and same ratio of people feel that they are healthy.
  - The research also finds that the older we are, the less we smile. The downward trend signifies the urgency to act and revitalise the sentiments to improve mental health of Hongkongers and people around the world.

# Components Guide

## Selective Topics

- With #GetActive as the theme of Global Health Campaign, we try to draw insights about exercise in the research
- BUs need to deep dive and digest the research results of their own market, then relate the health topics with social phenomenon (e.g. busy life of younger generation, ageing, depression…), then to figure out the most relevant angles to your media
- BU is strongly encouraged to find a spokesperson from professional body of your market (e.g. pharmacist association/ university/ healthcare expert) to engage in the announcement of research findings (no matter it's a quote in the press release, or speaking at your events). It adds credibility to your research.
- It is not necessary to put all the topics under this section, pick those most relevant to your target media/audience

- *[Selective topics of interest to attract local coverage]*

  **Exercise? Easier said than done**
  - It is a trend in all places of the world that most people claim that they consider exercise regularly to keep themselves healthy, but in fact only a small portion of them walk the talk.
  - In Hong Kong's 35-49 age group, 76% of respondents claims that they consider exercise to keep them in good shape but only 37% of them work out regularly.
  - The 15-20 age group has the least intention to exercise amongst all age groups, with "too tired" as their reason keep them away from sports, which could be the combined effect of busy campus life and extra-curricular activities.
  - The elder age group is most enthusiastic in regular physical activity in Hong Kong, but is also the least worked-out demographic. It appears that more action is needed to develop workout routines or products that encourage elderly to get active, to support the health of Hong Kong's greying population.

**Global**

| | | Age | | | |
|---|---|---|---|---|---|
| | Total | 15-20 | 21-34 | 35-49 | 50-60 |
| % Consider exercise regularly will keep healthy (Q7a) | 67 | 72 | 67 | 67 | 63 |
| % Exercise regularly to stay healthy (Q7b) | 42 | 32 | 36 | 46 | 58 |
| Gap | -25 | -39 | -30 | -20 | -5 |

**Hong Kong**

| | | Age | | | |
|---|---|---|---|---|---|
| | Total | 15-20 | 21-34 | 35-49 | 50-60 |
| % Consider exercise regularly will keep healthy (Q7a) | 72 | 71 | 73 | 76 | 80 |
| % Exercise regularly to stay healthy (Q7b) | 41 | 41 | 40 | 37 | 30 |
| Gap | -32 | -30 | -32 | -40 | -50 |

- **Workout companions are vital**
  - Busy life is repeatedly heard from all markets as top reason of not doing exercise to keep healthy.
  - Peer motivation is important to encourage those who are less sporty to exercise – 22% (vs global 30%) of the respondents who don't exercise claimed that they don't like exercising on their own.
  - With wearable fitness gadgets and social media as a trending lifestyle amongst the younger generation, IoT-enabled technologies are expected to be an alternative solution to provide companion to single people who live a busy urban life[3].
  - 24% HK female rate "Not interested" as the reason not to exercise, which is unseen in other markets. Brands are encouraged to give more sporting motivation to HK ladies[4].

# Components Guide

## Closing – Our answer to the people

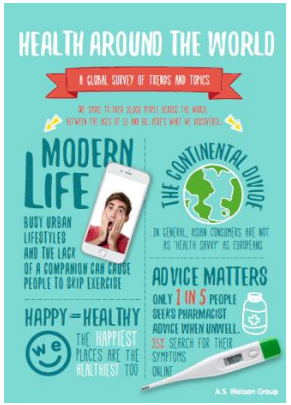
- Set a higher purpose for the announcement of research results – by inaugurating the Global Health Campaign and help people #GetActive
- BUs are encouraged to mention the global scale of the health campaign to make it sound bigger to be a world-wide movement to encourage people to #GetActive
- Always communicate health campaign with a touch of your brand (e.g. Look good feel great/ that Superdrug feeling…) – we want all retail brands to own and embrace the global health campaign, it is not just a corporate campaign, it is a brand-level engagement with public
- Suggested to give a soft tone to commercial side of the story – it will sound too hard-sell if sales offers is mentioned in this release, any sales-related message should be featured in another announcement
- It's ideal to associate with CSR – our brand's commitment in the community to answer the needs of underprivileged in terms of health, which is also answering the call from WHO's Sustainable Development Goal under United Nations.

- *[Soft touch on BU Health Campaign activities]*

  **Join 18,000,000 others around the world to #GetActive!**
  - In response to the Research results on key health topics revealed, and to answer the call from World Health Organisation's Sustainable Development Goal[6], A.S. Watson will organise Global Health Campaign to ensure healthy lives and promote well-being for all at all ages.
  - Themed under "#GetActive", the Global Health Campaign encourage a more active lifestyle. 33 ASW markets will organise activities on health topics to over 18,000,000 customers around the world.
  - As the No.1 Pharmacy/ Drugstore brand in Asia, Watsons is a trusted brand on health and it is our mission to enable our customers to look good and feel great.
  - Watsons will launch a series of programmes to educate Hong Kong people to live healthy life, promotions on health products will be available
  - Since 2009, Watsons Hong Kong pharmacist team has offered non-profit organisations free health consultation and body check services to allow the underprivileged in the community to get healthy. Beneficiaries include YWCA, Yang Memorial Methodologist Services and Salvation Army. There will be a large-scale volunteer service in December to visit singleton elderly and educate seniors simple exercises to get active.
  - The ASW Global Smile Campaign in June will relay the positive energy to all markets around the world, by organising a cheerful movement we hope to make our community healthier.

# Don’t forget social media

- The suggested media angles may also be relevant in social media
- Plan the timing of media release / conference with social media posts to maximise the reach of the research
- There are rich social-friendly resources (e.g. Infographics/ Short video clips) for marketing teams to engage with customers. Stay tuned and the release of materials will be shared via [GPR Portal]
- Discuss and work with your social media team/ agency on the tactics



# Contact Points

For any questions of enquiries on local media angles, research findings and adopting the press release template, please contact:

## Press Release Template

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