

Strategic Message Planner: Better Living with Natalee

1. Client and Product

My brand is called “Better Living with Natalee.” Through this program, corporations use me to help teach their employees better exercise and eating habits. This not only helps their employees’ physical being, but their mental being and health in general as well. After using my brand, corporations have found that insurance premiums can be lowered because of the lack of illness and missed days of work brand helps to reduce significantly. Large insurance companies across America originated the idea of a “health promoter” that they could implement at their workplace. That is how I got started and became “Better Living with Natalee.” When I go to a company or corporation to start sessions about health, I bring with me a large poster with interesting facts, such as: How many calories you’re not burning while at work, how many calories you burn while seated, and how many pounds you will gain this year by simply “working” without changing eating habits and adding exercise. These tools are visual and helpful in seeing the reality of the importance of my brand. I also bring with me menus from all the local restaurants to show healthy and unhealthy options on those menus. I bring fitness equipment with me as well to demonstrate exercises you can do in your office, during your lunch hour, and at home.

2. Target Audience

My target audience is corporate or business workers who are looking to create a healthier lifestyle for themselves, thus benefitting at work, at home, and other aspects of their lives. The age of my audience is a wide range, from 20 to 70 years old. No matter your age, you can begin to make healthier choices and start living a better life!

3. Benefits

My brand will serve to help employees feel better physically, emotionally, and mentally. It will boost confidence and help employees to have more energy to get the work done that they need to. It will help to build up their immune system, as well as in some cases, lower blood pressure, cholesterol, and overall body weight. It will also improve mood and make for a better, and happier work environment, and lower insurance premiums as a result of better, overall health.

4. Brand Image

My brand image to my clients is health promotion within large companies. They see me as a health educator, and by educating their employees; I can help to make their work environment a healthier place to be.

5. Desired Brand Image

I am satisfied with my brand image. It would always be improved, and my program is constantly improving the more and more I learn from my clients and different work environments. My desire is that my brand becomes very well known across America and that I would be able to make a difference in the lives of many working Americans by improving their health and quality of life.

6. Advertising Goal

My advertising goal is to get my name and my brand to be networked more often. I would like to accomplish this through sources such as twitter, Facebook and e-mail. The more my brand is seen and heard, the more popular and known it will become, and with that being said, I will be able to help more people across the nation.

7. Strategic Message

Corporate companies across America, you should buy my product because the health of your employees means success for you.

8. Message Support

“Better Living with Natalee helps you learn how to live a healthier life at work, at home, and wherever life takes you.”