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Wellness as a Marketable Product

- Being “Well” is often perceived as one-dimensional
 - College students wellness depends on nutrition, exercise, stress, drug use, self-esteem, etc.
- Taking control of one’s personal wellness can be fun and invigorating
 - Eating, participating in sports, meditating
 - Multi-faceted view

also.....





Data analysis

- Surveyed at the UGLI, Hatcher, Fishbowl, Ross, and Pierpont Commons
- Equal mix of under and upperclassmen that took the survey
- About 45% were from LSA, 20% Engineering, 10% Kinesiology, and 25% Other

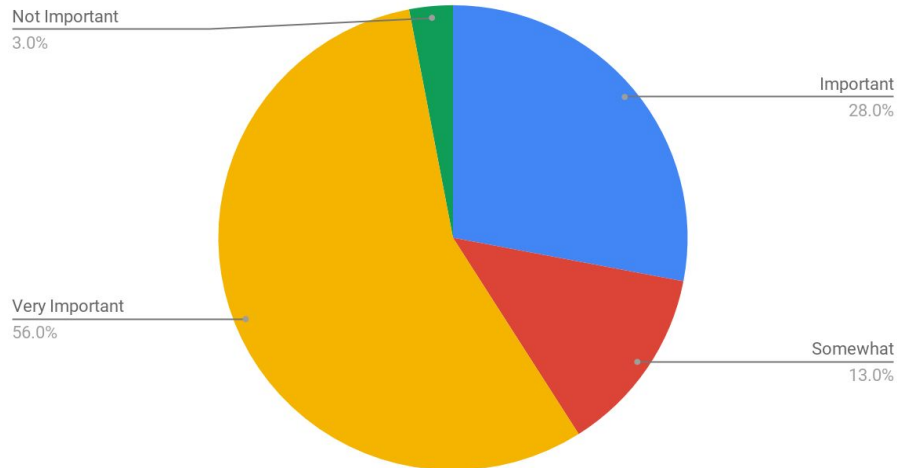


Data Analysis

	Important Dimensions
1)	Emotional Wellness
2)	Physical Wellness
3)	Financial Wellness

	Potential Offerings
1)	Therapy Dogs
2)	Free 10 Min Massages
3)	Career Advising Resources

Importance of Wellness

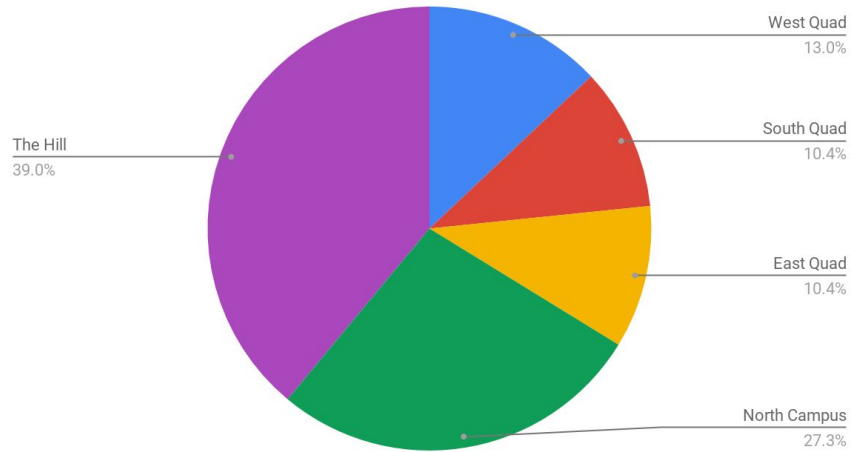






Market Segmentation Analysis

Freshman Student Housing



- Just under 7000 total freshman students
- Targeting underclassmen

The lives of Underclassmen



50%

Out of state students



Time spent on the Hill



Wipeout Your Stress

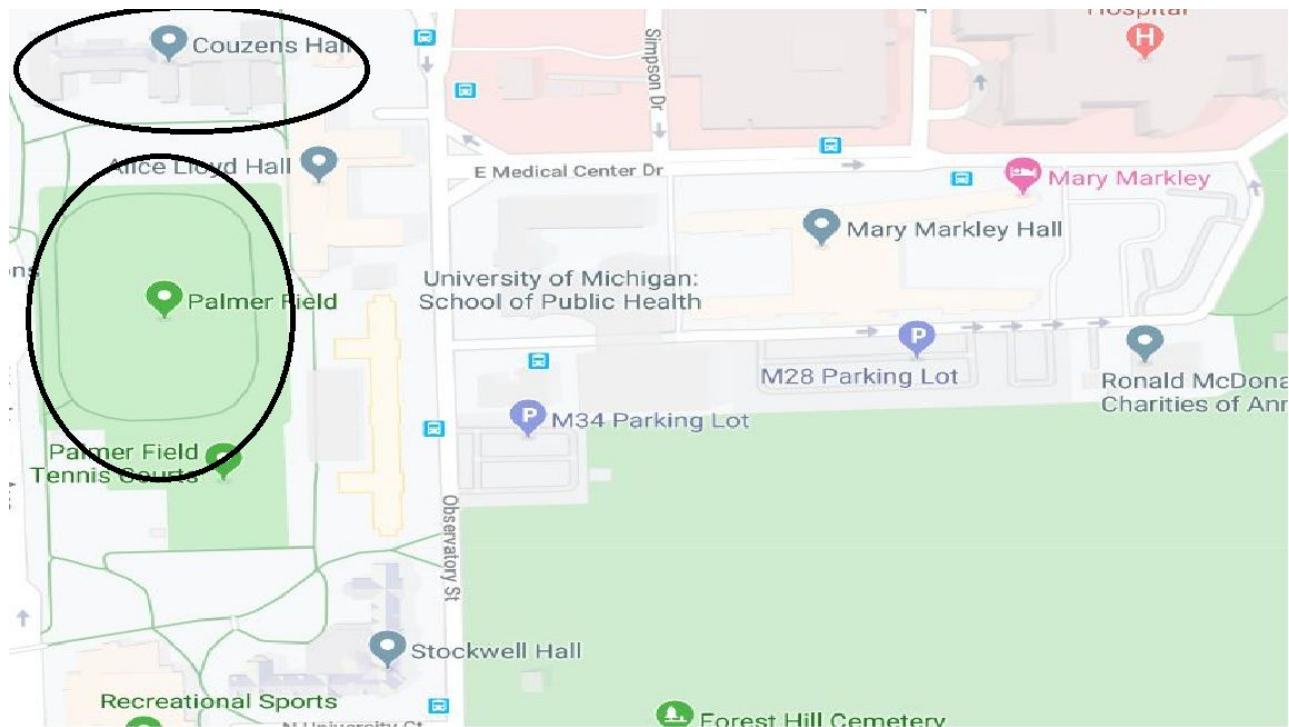


Details of the Event

Date: January 16th, 2021

Time: 2 p.m. - 5 p.m.

Where: Couzens 1st Floor
and Palmer Field



Activities on Palmer Field

- Sledding to take place on hills
- Hot chocolate tent
- Playing Music from Speakers



Activities on Palmer Field Cont.

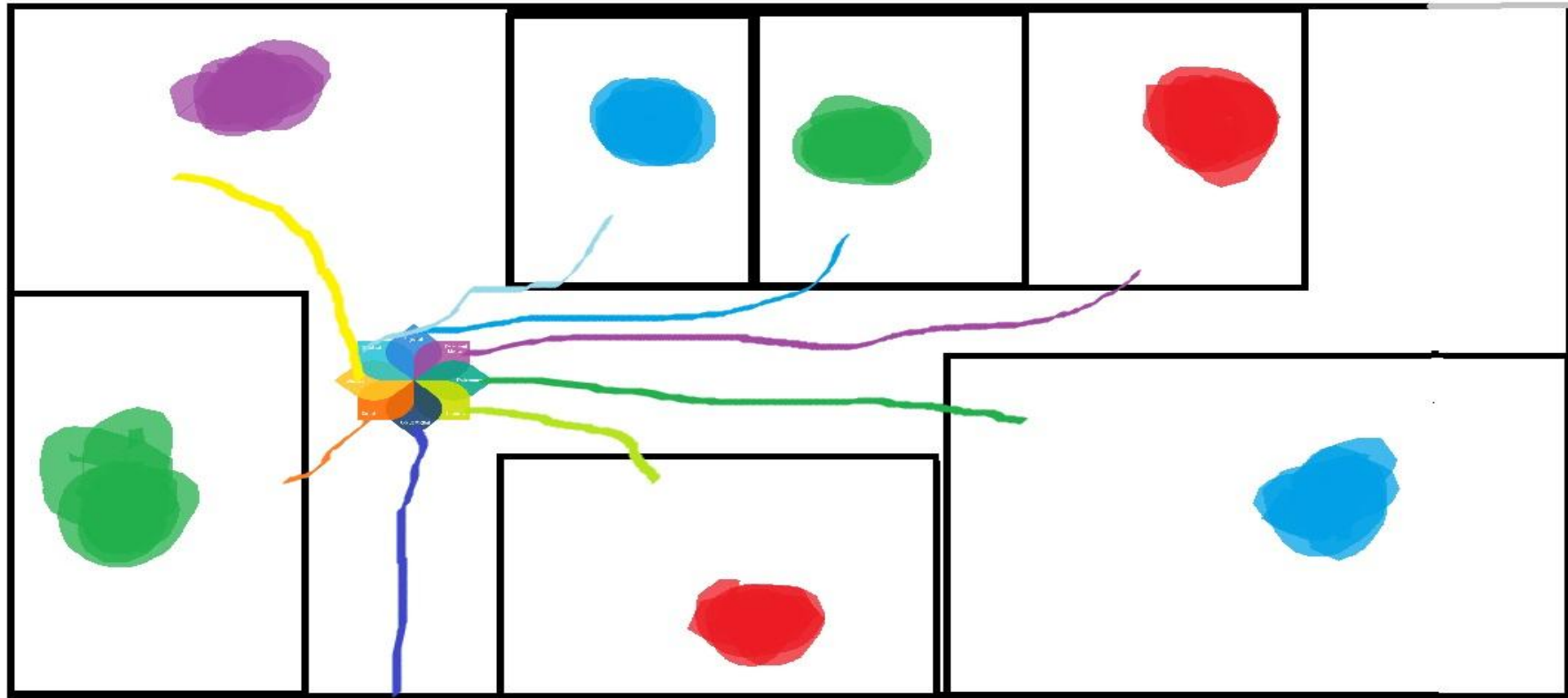
- Walking dogs around the track
- Ice Carving taking place outside
- Hand out colored ticket from the tent





Activities Taking Place Inside Couzens

- Group Exercise Class: Yoga/Group X/ Zumba
- Therapy Dogs
- Meditation Classes/Try Interaxon Headset
- Free Massages
- Career Advising Resources
- Food
- Raffle



Couzens Floor 1 Map

Potential Partnerships



Social Media Promotion



Instagram

Search



umichrecsports

Follow



86 posts 1,553 followers 641 following

Michigan Rec Sports

Join our team! #umichrecsports
recsports.umich.edu

Followed by uofmichigan, wolverinestrooper, umkines + 8 more

Instagram

Search



umichstudents

Following



222 posts 5,144 followers 91 following

UMich Students

#Official Instagram of @UofMichigan students
m.youtube.com/watch?feature=youtu.be&t=1&v=fkmJZo6HMOI

Followed by uofmichigan, umichfootball, umkines + 10 more

Instagram

Search



uofmichigan



Following



3,321 posts 259k followers 208 following

University of Michigan

The official Instagram of the Leaders and Best.
#GoBlue #UMSocial
tap.bio/@uofmichigan

Followed by blommy11, barstooluofm, thebostore + 76 more

Flyer Informational Blitz



- Target dining halls
 - High exposure to underclassmen
 - Mason and Angell Hall
 - 1st-year distribution courses
 - Email the flyer
 - Feature our tagline
-
- Seeing the event in person will entice students





Short/Long Term Attendance Goals

- First Time Event
 - Held in the Winter
- 1500-2000 attend the Rec Sports Expo
- Goal: 700 Students





Recap

- Creating an event about wellness without putting a heavy emphasis on wellness will lead to greater exposure while still getting the message across
- Using winter as a theme of an event will be a unique event compared to it just being inside
- Fun, social environment will truly be the catalyst to wiping out any stigmas around wellness not being fun





Wipeout Your Stress!