



WHAT'S YOUR WELLNESS WHITE SPACE?

*Find your unique narrative in
the crowded wellness space*

Wellness is a mindset, a movement and a category with rich momentum. Conversations about what it means to live well and what products and services can help sustain a healthy lifestyle shift rapidly among media and well-seekers. The challenge for any well-minded brand is to capitalize on current conversations to ensure your brand stands out and engages.

Do you know where your true “white space” lies? Ketchum’s Wellness White Space analysis helps you define your unique narrative around any wellness topic, using an approach backed by analytics and enriched by insights.

Ketchum

A research and analysis offering from our wellness team of experts who understand what it means to live your best life

CONDUCTING A WELLNESS WHITE SPACE ANALYSIS WILL TELL YOU:



What the media landscape around a specific conversation looks like visually



What is being written about, how often and by whom



Which topics and stories drive outcomes – especially sharing on social channels

Our fast, affordable proprietary planning analytics product uses AI to synthesize thousands of online news stories based on parameters relevant to your needs and business. You'll quickly understand any media conversation at scale. Results will identify the best opportunities for your brand to cut through competitive noise and engage with your target audiences.

For example, a Wellness White Space analysis might first tell you what's top of mind in mindfulness, what betterment looks like in beauty or what people care about the most when thinking about self-care, then we layer on your brand narrative and competitive landscape to understand what best aligns to your brand truth. Whether your topic is a wellness stay in an exotic location or aromatherapy in the comfort of your own home, knowing the true differentiated areas of opportunity can help increase your brand's share of voice and sales potential.



Learn more about Ketchum's Wellness White Space analysis and how you can quickly and easily discover the relevant trends and the topics you can own – all within the crowded and fast-growing "living well" marketplace.

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Your Wellness White Space analysis is a fast two-step process:

1 UNDERSTANDING THE CONVERSATION

QUERYING THE DATA

Using our understanding of your challenge, we build a custom search query to focus on earned media and related social conversations we want to understand in great detail

SEGMENTING THE LANDSCAPE

Based on the landscape generated by the query, we examine the makeup of the conversation and segment it into subtopics

ASSESSING INTEREST

We then analyze which topics are of greatest interest to your target audience, have the most social traction and represent an enduring trend

2 FINDING YOUR WHITE SPACE

THE COMPETITIVE LANDSCAPE

Next, we analyze which subtopics your competitors are playing in and to what extent they own the conversation

THE CUSTOM ALGORITHM

We then apply Ketchum's proprietary White Space Algorithm to score each subtopic based on consumer interest and media opportunity

FINAL RECOMMENDATIONS

We zero in on the subtopics that offer you the greatest opportunity to differentiate based on the scores generated by the algorithm

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