

“Healthy Ambition”

How setting positive goals empowers mental and physical wellness

Overview

When taken to extremes, the word “ambition” may have a cutthroat connotation. But *healthy* ambition is a very good thing. From a 40-something mom training for a 10K to a 60-something retiree studying a second language, research shows that, overall, the simple action of setting and working toward a positive goal can help people enjoy better physical and mental wellbeing.

That’s where Aetna comes in. As an empathetic partner in health, Aetna plays a supportive role in empowering people to reap the benefits and experience the joy of healthy ambition. WP BrandStudio will bring this idea to life through multimedia content that strengthens readers’ perception of Aetna as a partner in health and drives their engagement in the brand.

Execution

We’ll explore the notion of healthy ambition through compelling content that engages readers and encourages traffic to Aetna’s Tumblr and YouTube pages. Ideas include:

- **A rich-media article** delves into the science and psychology of healthy ambition and reveals its physical and emotional benefits
- **An interactive quiz** invites readers to identify and take action on a healthy ambition
- **An immersive multimedia experience** brings healthy ambition to life across Aetna’s targeted audience

Note: Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off call.

Rich-Media Article + Interactive Quiz

A deeply researched **rich-media article** explores the quantifiable benefits of healthy ambition. We'll interweave fascinating insights from experts to explore topics such as:

- How goal-setting (as opposed to “trying your best”) can facilitate well-being
- How the benefits of healthy ambition extend across generations, from a 20-something learning to use meditation to deal with workplace stress to a senior learning a new skill to sharpen cognitive function
- Motivational methods for setting and working toward healthy ambitions, from pen-and-paper journaling to apps, gadgets and online support communities

An **interactive quiz** invites readers to identify their own healthy ambitions—and take the first steps towards achieving them.

- We'll identify three primary groups of healthy ambition—mental, physical and emotional—and 10 thought-starting goals and activities within each group
- Readers will be led through a series of questions to match them with a thought-starting goal that could inspire them to take the first step toward better wellness
- Sample ambitions include: learn a language, take up a hobby, train for a fitness event, read a book a week, cook a healthy meal every day, volunteer for a charitable cause

[Link](#) to WP BrandStudio rich-media article

[Link](#) to WP BrandStudio interactive quiz

Immersive Multimedia Experience

To bring the benefits of healthy ambition to life, we'll use an innovative storytelling format to immerse readers in the story of a highly relatable, multi-generation family.

- A linear narrative draws readers through an experience that is enriched with in-line video vignettes, first-person quotes, diary entries, audio snippets and photographs
- We'll follow three family members as they establish and work toward a healthy ambition, taking note of the positive effects
- Each ambition offers a window into information that is aligned with Aetna's goal of helping people achieve better health



[Link](#) to WP BrandStudio immersive multimedia experience

Sample family members:

- The 17-year-old son wants more (and better) sleep; story may touch on sleep needs at different ages, tools that aid better sleep
- The 44-year-old mother wants to add excitement to her workout; story may touch on cross-training and new apps to stay motivated
- The 64-year-old grandmother wants to learn French; story may touch on how acquiring new skills and taking classes helps guard against memory loss and isolation