



healthtoday

Powered

The new reality of isolation at home is putting the wellbeing of Australians at risk, and maintaining our health has never been more important than it is today.

People are increasingly seeking guidance on ways to maintain their wellbeing, whether it's physical health, mental health, nutrition or financial wellbeing, and that's where Nine and your brand can help.

Introducing **Health Today – Powered by Nine.**

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I have always been an anxious person. The fact is I wear fear and anxiety draped over my shoulders like a cape. When news of the COVID-19 virus outbreak started to filter through my social media feeds, it tightened that cape around my neck.

Where I was once alone in my fear it felt like now the whole world was joining in. And there was no comfort in that.

SMH Reader

STRATEGIC WAYS IN FOR BRANDS

HEALTH IS CHANGING

The way we approach our health is changing – every day. Wellbeing is at the forefront of Australians' minds and now more than ever we are all looking for ways to keep living our healthiest lives.

WITH A NEED FOR GUIDANCE

There is an overwhelming need for support, and Nine has seen a demand for information on:

- ✓ **Foods for boosting immunity**
- ✓ **Advice on breaking anxiety cycles**
- ✓ **Guides to hygiene**
- ✓ **Home workouts**
- ✓ **Managing financial health**

ONE DAY AT A TIME

In order to address the changing face of health and the concerns of Australians during this uncertain climate, Nine will create an integrated cross-platform campaign titled **“Health Today”**.

Clients have the chance to own campaign pillars relevant to their brand whether that be:

- Physical health
- Mental health
- Nutrition
- Financial wellbeing

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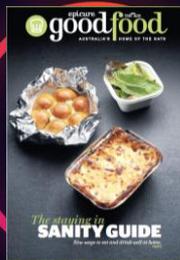
HOW IT COMES TO LIFE ACROSS NINE



TELEVISION



BVoD



PUBLISHING



DIGITAL



RADIO

SCALE

AMPLIFICATION

HIGH IMPACT

IMMERSIVE

ENGAGEMENT

"Health Today" TVC

Harnessing the scale of Nine's linear TV platforms, "Health Today" will form part of a vignette TVC campaign, providing tips and advice on maintaining health, presented by a Nine health expert or animated figures, with the topic aligning to the client's field of expertise to increase consumer brand affinity.

9Now

The vignette TVC series will be amplified across Nine's broadcast video on demand platform, 9Now, with targeted short-form pre-roll and high-impact sponsorships using 9Tribes data.

Good Weekend, Sunday Life and Good Food

Across Nine's publishing assets, high-impact creative executions within Good Weekend, Sunday Life and Good Food will engage millions of readers and cover issues currently facing Australians in managing debt and stress in the body, combating loneliness, optimal nutrition, investment strategies, healthy weekly meal planners, and advice on topical food/cooking concerns.

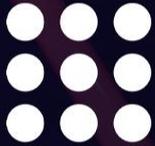
9Honey and Good Food

Nine's leading digital women's network and Australia's most trusted independent food brand will provide an immersive backdrop for high-impact native content including immunity-boosting recipe videos, infographics on how to detox your home, expert wellness advice and guidance on money moves to make today, and healthy recipes.

Audio Vignette Series

Australia's leading news-talk radio network will provide close to 2 million weekly listeners with tips and advice on maintaining health in areas such as finance, nutrition, physical and mental wellbeing through branded vignettes, driving listeners to point of sale and proven segments with Nine Radio health expert, Dr Ross Walker.



 **Nine**

nineforbrands.com.au