



WONDR Experience

Play and Wellness Campaign

Insight

- Why do people workout, meditate or do yoga? They do it to improve themselves. To improve their wellbeing.
- People need to gain something considerable from the WondrExperience. At present, many only see it as a canvas for Instagram
- People will come to Wondr if they know it can make them healthier, happier or improve their wellbeing long-term.
- There is a huge market for yoga at the moment, especially for females.



Idea

Host meditation, yoga, workouts at Wondr on off-peak nights eg: a Tuesday or Wednesday.



Result

- By associating Wondr with genuinely positive experiences and not just empty Instagram vanity, it can be seen as a beneficial as well as a fun and memorable experience. This will make the brand more sustainable.
- By associating Wondr with positive mental health and wellness, the 'Instagram brand image' can be removed.
- Wondr can profit during off-peak hours.



Technicalities

- Make the Workout, Meditation and Yoga Classes exclusive.
- First come first serve. Discount for early-bird sign-ups.
- Like, share and comment 1 friends name to be in with chance of winning 15 free yoga classes!