The Forbes Consulting Insight Series provides leading brands with learning that delivers the strategic insight on the pressing issues that marketers are facing today.

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TOPIC #1: 
MILLENNIAL HEARTS AND MINDS: HEALTH AND WELLNESS

Marketing to the Millennial generation presents exciting opportunities and significant challenges. To help you increase sales and earn loyalty from this important age cohort, the Forbes Consulting Group introduces the Millennial Hearts and Minds (MHM) research series. MHM goes beyond the stereotypes often used to characterize this generation, revealing the values, tastes and beliefs motivating Millennial consumers – so you can develop more effective strategies for marketing to them.

The first study in the MHM series focuses on the Health and Wellness perspectives of Millennial consumers. Addressing both the rational and emotional motivations of Millennials, Health and Wellness study will focus on the primary domains of health-relevant consumer behavior:

- Food and nutrition
- Fitness and body image
- Self-care and medicine

Within these topic areas, Millennial Hearts and Minds – Health and Wellness will tell you:

- What Millennials need from both rational and emotional perspectives, including what really drives their product and brand choice
- What opportunity targets exist for your business within the Millennial age cohort, along with strategies for motivating them to try your products
- Where future trends in health/wellness are headed among Millennials, so you can plan innovation and communications strategies to attract these consumers

In addition to the main survey and report, MHM includes an option for you to add your brand and one key competitor to the survey so we can assess the Millennial in relation to your specific brand.

MHM – Health and Wellness is based on a nationally representative sample of 3,000 Millennial consumers in the U.S., age 16-29.

HOW DOES MHM GO BEYOND THE STEREOTYPES?

Acknowledging that not all Millennials are alike, MHM identifies distinctive groups of Millennial consumers – so you can target the type of Millennials most critical to your business.

Using our breakthrough MindSight® technique, MHM directly accesses and explains the emotional aspirations and frustrations of Millennials – so you can develop selling strategies that reach not only the head, but also the heart.

Understanding that the future is as important as the present, MHM anticipates the emergence of trends among Millennials – so you can plan ahead and capitalize on these developments.

The Forbes Consulting Group is a strategic, full service market research company. Our mission as a company is to offer our clients deeper, more profound levels of insight about needs and motivations – and to help them gain strategic market advantage on the strength of this insight. FCG was founded in 1985 to pursue the application of psychological theory and analysis to the solution of strategic business problems. Over the past 25 years, we have become a valued resource for Fortune 500 companies nationwide.
I. FOOD & NUTRITION

1. Eating Lifestyles
   • Gourmet/foodies, on-the-go eating, traditional sit-down meals, dieting strategies, etc.

2. Nutritional Trends
   Trends are built from awareness to understanding to experimentation to adoption to conviction:
   • Convenience foods, organics, supplements, energy foods, etc.

3. Food and Beverage Tastes, Values, Beliefs and Behaviors
   • Live to eat vs. eat to live, food, eating and body image, etc.

4. Using MindSight® to explore the emotional meaning of food
   • Emotional aspirations associated with food
   • Emotional frustrations around food

II. FITNESS & BODY IMAGE

1. Physical Lifestyles
   • Importance of appearance vs. inner health, exercise behaviors, etc.

2. Fitness Trends
   Trends are built from awareness to understanding to experimentation to adoption to conviction:
   • Body sculpting, Pilates/yoga, role of sleep, nutrition, stress, mental health in definition of fitness, etc.

3. Body Visions: aspirations & frustrations
   • Body image and body outlook, cosmetic interventions, etc.

4. Using MindSight® to explore the emotional meaning of fitness
   • Emotional aspirations associated with fitness
   • Emotional frustrations around fitness

III. SELF CARE & MEDICINE

1. Self Care Orientation
   • Health priorities and practices, habits, rules and rituals of self care

2. Treatment Behaviour Trends
   • Treatment behaviors, trends in alternative medicine, etc.

3. Treatment Attitude Trends
   • Attitudes toward Rx versus OTC treatment, treat early vs, wait, etc.

4. Using MindSight® to explore the emotional meaning of treatment
   • Emotional aspirations around treatment
   • Emotional frustrations around treatment

COST: $11,500 for report and inclusion of your brand and competitor
$7,500 for report without brands