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**Before we  
begin**



**SCAN THE QR CODE, YOUR  
PARTICIPATION IS APPRECIATED**

O | live well™



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**2021**

Began focusing research on helping brands help others live well because of COVID-19.



**2023**

Conducted extensive internal research to best understand emotional connections consumers have with brands. Validation of Live Well Insights is born.



**2022**

Consumer behaviors shifted resulting in consumers demanding brands meet more than their functional needs.



**2024**

Live Well Insights begin helping brands understand consumer behavior beyond traditional measures.

## **BEGINNING AT A HUMAN LEVEL**

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Understanding the person first

## **LIVE WELL CONSUMERS ARE PROVEN MOST VALUABLE & INFLUENCED**

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Driven by emotional based  
outcomes

# MINDSET

## Consumer Segments



### HIGH IMPACT

Driven by emotional based outcomes as humans and consumers. Very engaged, brand has priority, promoters.



### PERSUADABLES

Can be influenced by emotional outcomes if the connection is made. If connection is made, can move to High Impact.



### FUNCTIONAL

Choose products based on utility and less influenced by brands. Driven by price and convenience.



# GEN POP

## Live Well Consumers

39% High Impact

52% Persuadables

# GEN Z

## Live Well Consumers

49% High Impact

43% Persuadables





we stand for  
**CHALLENGER  
BRANDS**

# OUR POSITIONING **SETS US APART**

WHAT IT MEANS TO BE A CHALLENGER



# WE STAND FOR CHALLENGER BRANDS

Don't outspend the competition, **outthink** them.  
We believe in this so much, we wrote a book about it.



# THE CHALLENGER STANCE

Stand for something, *unapologetically*.

Find the *opportunity*.

Be *big* somewhere.

Relentlessly *adapt*.

Fight with *purpose*.

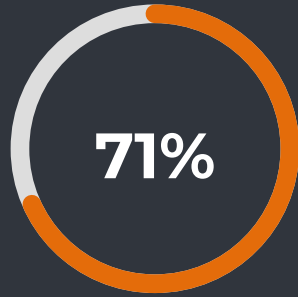




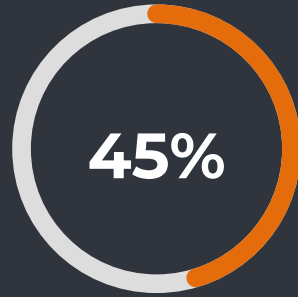
1 **CREATION &  
TESTING**

2 **EXECUTE IMPACTFUL MARKETING**

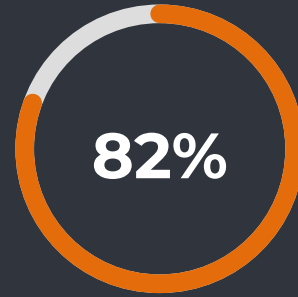
3 **MEASURABLE ROI**



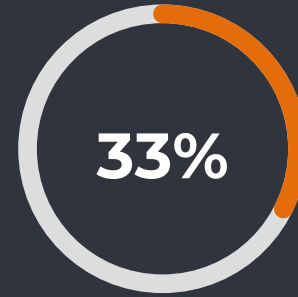
Overall Liking  
(Top Two Box)



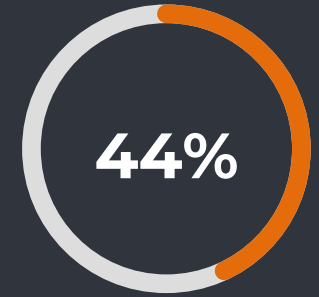
Fit with Lifestyle  
(Top Two Box)



Believability  
(Top Two Box)

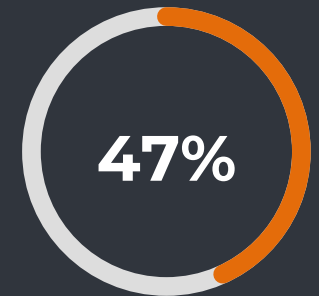
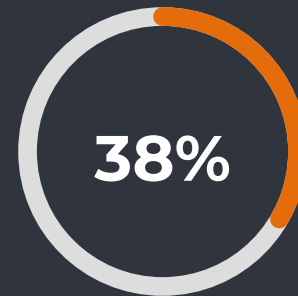
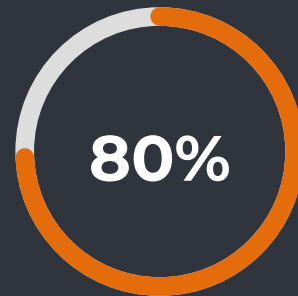
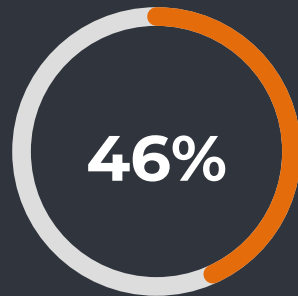
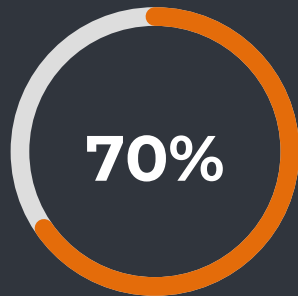
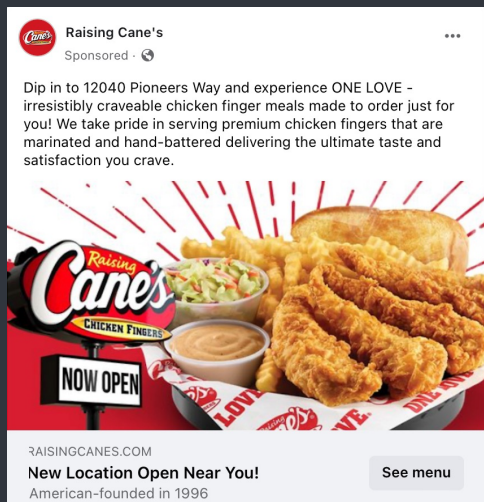


Uniqueness  
(Top Two Box)



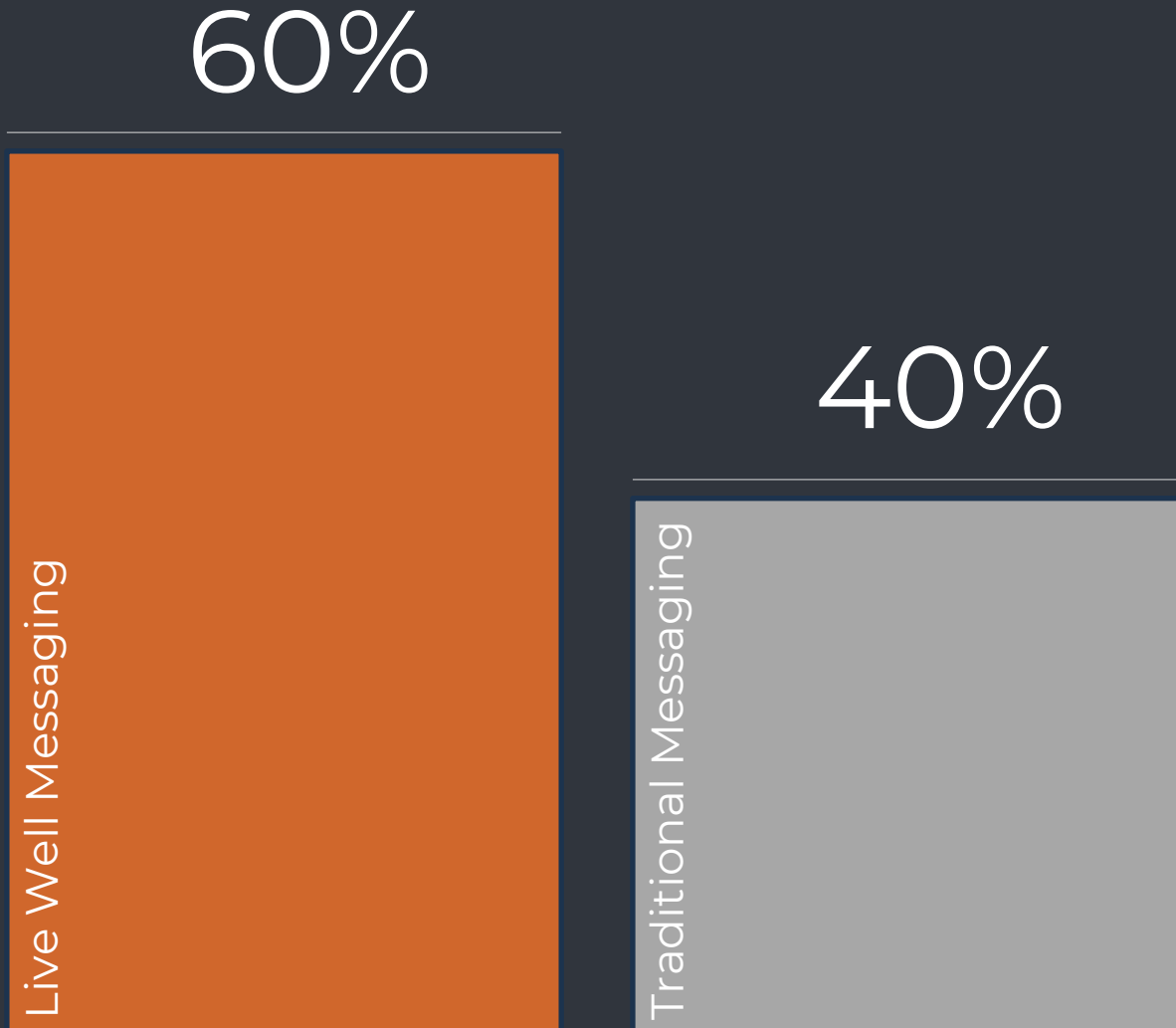
Purchase Intent  
(Top Two Box)

# TRADITIONAL CONCEPT TEST





A / B Test



50%

**MORE LIKEABILITY**

messaging through  
the Live Well Lens

vs

traditional insights

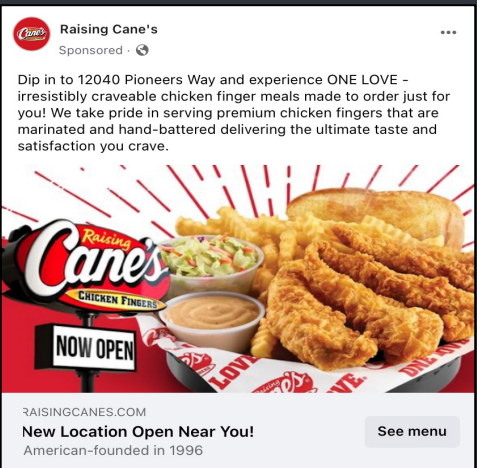
# A/B Live Well Results

## TRADITIONAL MESSAGING

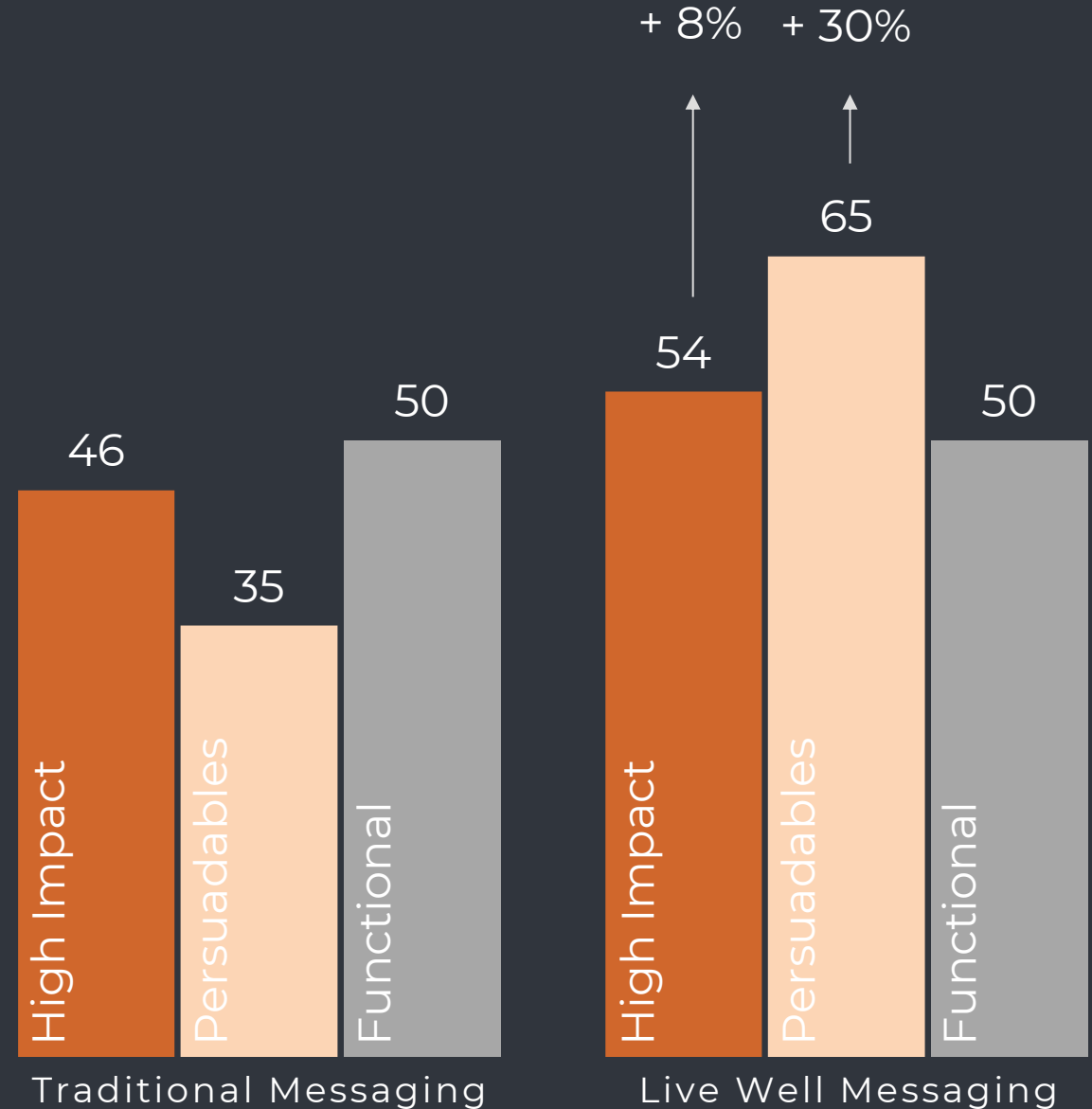


Visit us at 12040 Pioneers Way today! We have ONE LOVE – craveable chicken finger meals. We serve premium chicken fingers, marinated, hand-battered, and cooked to order.

## LIVE WELL MESSAGE



Dig in to 12040 Pioneers Way and **experience** ONE LOVE – irresistibly craveable chicken finger meals made to order **just for you!** We take **pride in serving** premium chicken fingers that are marinated and hand-battered **delivering the ultimate taste and satisfaction you crave.**



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