DATA DRIVEN OUTDOOR CAMPAIGN

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WHOOP®

- Designed for 24/7 Proprietary Data Collection.
- A Membership-Based Health Service

The most advanced and accurate fitness and health wearable.

Optimize sleep, strain, and recovery.

Problem Statement

We often measure performance through visible actions, grades, achievements, energy.

But the real issue hides behind closed eyes:

| Poor Recovery | Lack of Quality Sleep | Mental Exhaust |

Target Audience

Primary

- Parents who monitor their kids' routines but overlook rest.
- Young professionals striving for performance with poor recovery.
- Athletes & students whose daily success depends on sleep quality.

Secondary

- Health-conscious individuals open to data-driven wellness tracking.

Move WHOOP from "fitness tracker" to the trusted recovery companion parents use to protect kids' long-term health and performance.

Get parents who want to secure long-term health discipline for their teenagers.

To Adopt WHOOP as a tool to help their kids develop consistent, sustainable healthy habits early.

By leveraging WHOOP's accurate and regular body data that influences in a gamified way.

Because building good habits early is easier than breaking bad ones later.

The Big Idea

Turn everyday, relatable childhood scenes into cinematic visual metaphors for hidden fatigue — allowing design and tone to do what data alone can't to make invisible exhaustion visible.

Emotional Flow Across the Series

Intrigue
A familiar, relatable moment (visual misdirection)

Discomfort
Something feels off (color, expression, tone)

Reveal
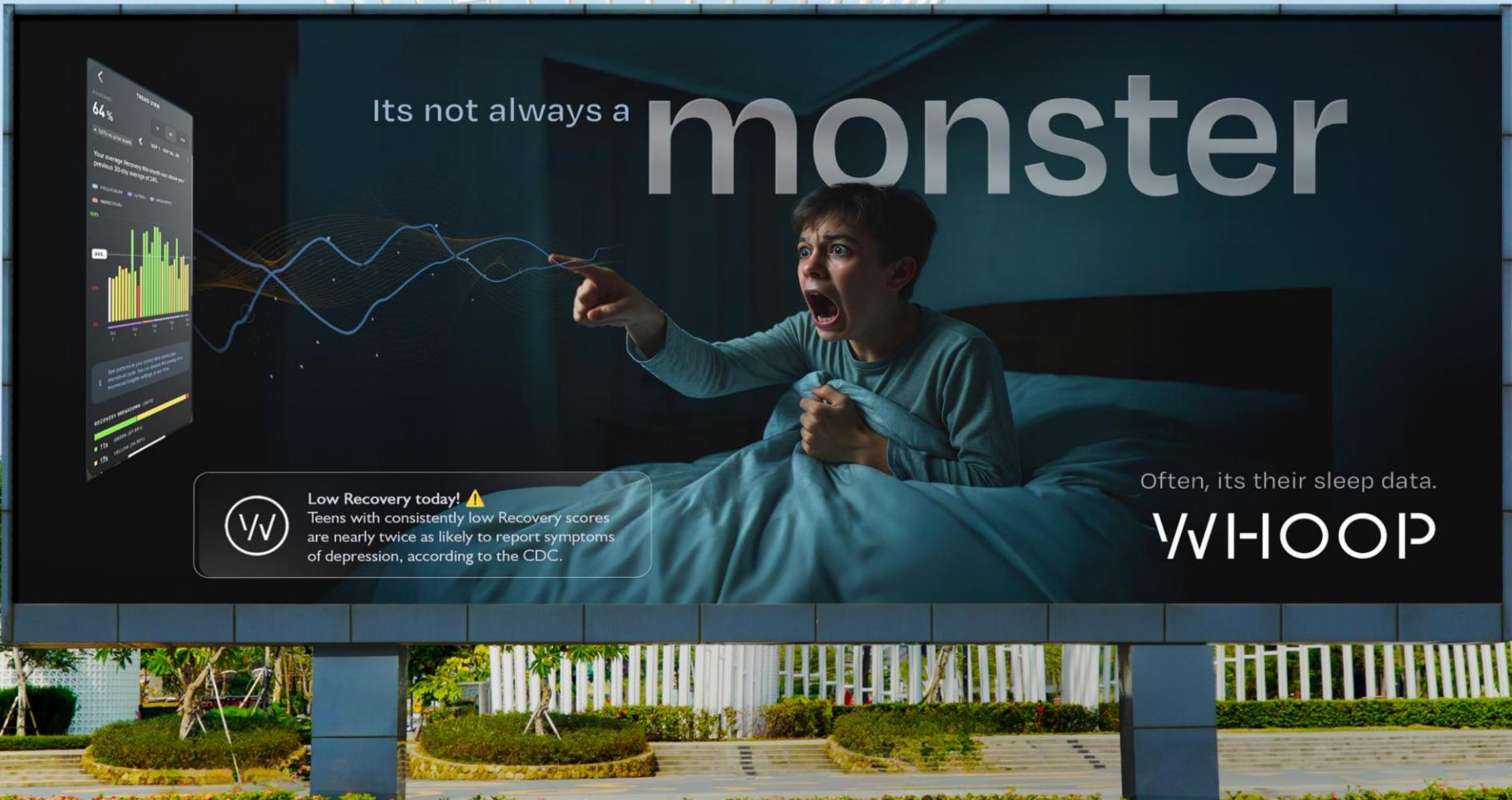headline/subhead reframes the story

Resolution
WHOOP appears as the quiet, intelligent solution

EXECUTIONS

The design isn't just aesthetic, it's diagnostic.

Every composition mirrors WHOOP's function: to detect what parents can't see. By visually separating "appearance" from "truth," each frame becomes both a story and a symptom.

Every
late night

Leaves a trace

Reduce your Sleep Debt to thrive.
Late nights can lower next-day cognitive
performance by up to 40%.

WHOOP

HOURS OF SLEEP   5.5

TWEETS

WHOOP
@WHOOP

They know exactly when their phone needs charging. Now they'll know when their body does too. WHOOP is the battery indicator for humans. 🔋
#HabitBuilding

12:00 PM · Oct 7, 2025

2k Retweets   **4k** Quote Tweets   **8k** Likes

WHOOP
@WHOOP

Give them a tool that builds discipline, not resentment. 📈
#SmartParenting #HealthyHabits #WHOOP

12:00 PM · Oct 5, 2025

2k Retweets   **3k** Quote Tweets   **9k** Likes

WHOOP @WHOOP

Stop playing detective. WHOOP is the crystal ball that shows how last night's choices affect tomorrow's energy. 🕵️‍♂️💡

#KnowYourBody #DataDrivenHealth

12:00 PM · Oct 1, 2025

5k Retweets   **1k** Quote Tweets   **10k** Likes

WHOOP @WHOOP

For the generation that trusts data, not just advice. 📊 WHOOP is the translator for their body's needs. 🧑‍🔬✅

#GenZ #ParentingHacks #HealthTech

12:00 PM · Oct 7, 2025

2k Retweets   **4k** Quote Tweets   **8k** Likes

WHOOP @WHOOP

The most expensive thing a teen can do is form bad habits.The best investment is in a tool that helps them build good ones. 😎

#InvestSmart 💵

12:00 PM · Oct 3, 2025

8k Retweets   **12k** Quote Tweets   **20k** Likes

INSTALLATION

Only loved by WHOOP users.

WHOOP®

Only loved by
WHOOP users.

WHOOP

The Impact

Humanizes WHOOP beyond data and tracking.

Strengthens emotional relevance for families and athletes.

Drives conversation about recovery as wellness, not luxury

Expected Results

The Proactive Achiever

Name: Jessica "Jess" Miller

Age: 38

Location: Alpharetta, Georgia (an affluent, family-oriented suburb of Atlanta)

Occupation: Marketing Director at a tech firm

Financial Status: Upper-middle income (Household income ~$180,000/year). They are financially comfortable, own their home, contribute to 401(k)s and college savings plans, and have a budget for premium wellness products and services.

Family: Married to a husband in finance. They have a 17-year-old son, Alex, and a 12-year-old daughter, Mia.

About Jess: Jess's life is a masterclass in optimization. Her calendar is color-coded, her meals are planned, and her personal wellness is a non-negotiable priority. She wakes up at 5:30 AM for a Peloton ride, tracks her macros on MyFitnessPal, and wears an Apple Watch to close her rings. For her, health isn't a chore; it's a competitive advantage that gives her the energy to succeed at work and at home. She believes in data, results, and setting a strong example.

Health & Fitness Preferences:

Likes: Boutique fitness classes (Orangetheory, yoga), data-rich apps, organic food, listening to productivity podcasts during her commute, and the feeling of a completed workout. She sees wellness as an investment in her performance.

Dislikes: Inefficiency, excuses, and feeling out of control. Her biggest dislike is the nightly, losing battle with her son, Alex, over his screen time.

Core Frustration & Motivation: Jess is deeply frustrated that her commitment to health hasn't rubbed off on Alex. He stays up until 2 AM gaming, survives on energy drinks, and is perpetually moody and tired. The more she nags, the more he retreats. She worries he's developing the same bad habits she had to work so hard to break in her twenties. She isn't looking for another fight; she's looking for a tool that can "speak his language"—data. She's motivated by the idea of an objective, data-backed device that can prove her right without her having to say a word, turning Alex's health into a system he can manage rather than a lecture he has to endure.

The Concerned Planner

Name: David Chen

Age: 32

Location: Decatur, Georgia (a walkable, progressive, in-town suburb of Atlanta)

Occupation: Software Engineer

Financial Status: Middle income (Household income ~$120,000/year). They are comfortable but conscious of their spending. They prioritize long-term investments and value-for-money subscriptions (Spotify Family, educational apps, HBO Max).

Family: Married to a graphic designer. They have one 15-year-old daughter, Chloe.

About David: David is an analytical problem-solver who thinks in terms of systems and long-term outcomes. He's not a "fitness person"—he finds aggressive gym culture off-putting and has never tracked a macro in his life. For him, health is about prevention and longevity. He worries about the hereditary health issues he saw in his parents and is determined to build a healthier foundation for his own family. He's tech-comfortable in a practical way, running a smart home and always researching the most efficient products.

Health & Fitness Preferences:
- Likes: Reading about science and health trends, family hikes, walking the dog, and feeling like he's made a smart, evidence-based decision. He's more likely to invest in a high-quality mattress than a gym membership.
- Dislikes: Fads, hype, confrontation, and feeling helpless. He hates the constant, low-level tension with Chloe about her phone use and erratic sleep schedule, but he avoids direct conflict.

Core Frustration & Motivation: David sees Chloe's lifestyle—endless TikTok scrolling, late-night chats with friends, and subsequent morning grogginess—as a system with a bug that will cause long-term failures. He's deeply worried she's setting herself up for a lifetime of struggling with fatigue and poor health. He's weary of being the "bad guy" who has to remind her to go to bed. He is motivated by the search for a quiet, non-confrontational tool. The idea of a device that provides objective data and gamifies health is the perfect solution for his analytical mind. He doesn't want to police his daughter; he wants to give her a data-driven "nudge" that empowers her to see the consequences of her choices and build better systems for herself.

The Gen Z User

Name: Leo Johnson

Age: 16

Location: Suburban high school outside a major American city.

Occupation: High School Student

Financial Status: Dependent on his parents (like Jess or David). Has some money from a part-time job that he spends on video game skins and fast food.

About Leo: Leo's world revolves around his friends, his phone, and his PC. His social life happens as much on Discord and in a game of Valorant as it does at school. He's smart and creative but struggles to focus in his morning classes. He feels a constant, low-level fatigue that he just considers normal and treats with a can of Monster Energy in the afternoon. He's fluent in the language of data, stats, and leaderboards from his games, but he's never applied that thinking to his own life.

Health & Fitness Preferences:
- **Likes:** Winning, climbing the ranks in his favorite game, discovering new music on TikTok, autonomy, and staying connected with his friends online until late at night.
- **Dislikes:** Being told what to do, lectures about screen time, waking up for school, feeling controlled, and anything he considers "cringey" or "try-hard." The concept of "wellness" is something his mom is into, not him.

Core Mindset & Potential Hook: Leo doesn't care about "health" in the abstract. He would actively resist wearing a device if it was framed as a parental tracker. However, the hook for Leo is performance. He is obsessed with metrics in the things he does care about. He wouldn't wear WHOOP to improve his long-term health, but he would be intrigued if it could give him a competitive edge. The idea of a "Recovery Score" that functions like a character's stat in a video game would appeal to his gamer mindset. He would be motivated to see how a certain amount of sleep could improve his reaction time (K/D ratio) in a game or help him feel less "nerfed" during his morning classes. The key to reaching Leo is to bypass the language of "health" and use the language of personal analytics and performance optimization.

THANK YOU

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