

Vitality Year in Review

– annual communication opportunity



Who is this guide for: Advisers to use as a resource to reach out to clients

What is the aim: To add a client conversation touchpoint to encourage engagement

Note: Let us know if you'd like to see examples of these reviews for your market

The **Vitality Year in Review** is a personalised and interactive summary of your individual client's Vitality activity over the previous 12 months, and is similar in concept to a Spotify Wrapped or a Strava Year in Sport summary.

Typically, this is **delivered towards the end of the year by a text message or email, and contains a link to a unique webpage where the member views their personalised healthy activity**. This data is presented in easily digestible formats including engaging illustrations and infographics of their aggregated activity over the year. This is a popular feature that members enjoy talking about and sharing – and showcases the power of Vitality's personalisation and data analytics.

How does this communication benefit you as the adviser?

- ✓ Provides you with an additional opportunity to reach out to your clients with a positive message – to celebrate their wellness achievements over the last year and check in on their health progress and future goals.
- ✓ Offers a personalised way to drive benefit activation, ongoing engagement and new sales. You can tailor your messages aligned to your client's level of engagement at a timely moment, for example, their renewal period.



Sample comms: **low engaged**

- Well done for this year! **You still have Vitality benefits waiting to be unlocked.** Let 202X be your year to earn even more rewards.
- **Did you know: you can track your steps** by linking your mobile health app or fitness device to Vitality. Need help? Let's chat.
- **Didn't activate Active Rewards this year?** Next year is your year to get rewarded. Activate this now – let me show you how.
- **Didn't activate your HealthyFood benefit this year?** Did you know that you can save on fresh fruit and vegetables from a wide range of grocery stores by activating this benefit? Get in touch so you don't miss out again.



Sample comms: **medium engaged**

- **You earned <xxx> in rewards this year.** By engaging more and reaching a higher status, you could have earned <xxx>. Let me show you how to maximise your rewards (and your health!) in the next year.
- **Eating healthy is easier with Vitality** – and you've taken the first step by activating your HealthyFood Benefit. Learn more about how you can get even more out of this benefit next year, starting today.
- **You took <xxx> steps this year – well done!** Step even further into 202X with Vitality, and get even bigger rewards for your efforts.
- **You got <xxx> Vitality Wheel Spins this year – nice work!** Earn even more in 202X by achieving your weekly goals. I'll be in touch to show you how.



Sample comms: **highly engaged**

- **Your favourite rewards partner was <xxx>.** Maintain your Vitality status this year and you will keep getting rewarded for being the healthiest version of you!
- **You completed <xxx> workouts this year – that's <xxx> more than last year!** Keep up the good work and continue to enjoy your rewards for getting healthier.
- **Your favourite HealthyFood item this year was <xxx>.** What will it be next year? Keep up the good work and enjoy being rewarded for being one of our top Vitality members.
- **Wow <Client Name> – you earned <xxx> in rewards this year!** Did you know that by adding <additional benefit> to your portfolio, you'll get even greater rewards? Let me tell you more.

The **Vitality Year in Review** is one of the **most popular** global communications sent out each year. The reason is simple: when **your clients feel known and valued, they are more likely to engage** and stay loyal to you as their adviser.