

SMART

SOCIAL INNOVATION
LAB

DIVERSE

Summary →

DIGITAL *WELLBEING*

In the new era of digital, we've acknowledged that while the use of technology may occasionally bring discomfort, there's no escaping the need for it.

With immersive technologies and other innovations bleeding into our daily routines, the lines between online and off are blurring—and changing the way consumers engage with the world around them.

In short, we're logged in for life, and this doesn't come without its tensions. As a result, the industry of digital wellbeing is rising, and transforming the role of tech in its wake. Throughout this journey, brands have a unique opportunity to help improve people's relationship with digital, and play a key role in guiding them with conscious-driven strategies.

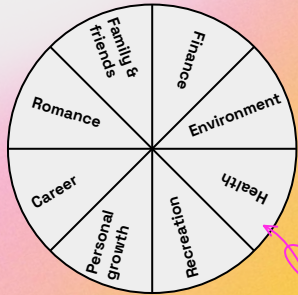
But to truly understand how we can incorporate these tools and improve lives both online and off, we need to expand our idea of wellbeing beyond the usual contexts.

This snackable guide explores what wellbeing looks like in digital and how brands can identify and react to common tensions in order to stay at the forefront of the new digital landscape.



Digital Wellbeing is:

The process of reflecting on our behaviors and integrating tools to improve our lives both online and offline through every individuals' key triggers for holistic wellbeing.



The Wheel of Life model helps individuals visualize which **areas of their lives** need improvement in order to achieve a **holistic state of wellbeing.** *

*A model used by life coaches, mainly known for Deepak Chopra.

FOR CONSUMERS, *INCORPORATING WELLNESS TOOLS IS NOT A LINEAR PROCESS. RATHER, A DYNAMIC ONE:*



REALIZING
Exposure to and understanding of the circumstances affecting our wellbeing and the aspects that impact particular areas in the wellness wheel—as well as a quantifiable assessment of where people stand.

REACTING
Getting hands-on to regulate, augment and better basic components of particular areas with the goal of balancing moods and daily wellness state.

INTEGRATING
Integral recalibration of daily routines, as well as creating and nurturing habits that positively affect the components in the different areas of our wellness.

SHARING
Sharing and advocating for wellness and everything that supports that journey in one or all areas of the Wellness Wheel.

WE ARE NOT GOING TO DRIVE DOWN THE SAME ROAD, BUT DEFINITELY MOVE IN THE SAME DIRECTION.

THROUGH TREND FORECASTING WE MAPPED *KEY ROLES SHAPING THE DIGITAL WELLNESS INDUSTRY.*

INNOVATIONS TO **IMPROVE OUR LIVES** ONLINE AND OFFLINE BY BECOMING:

01

ROUTINE
ENABLER

The transformation of technology into tools for our everyday betterment.



Avocation – Water your habits

02

A GUIDE TO
QUANTIFYING
ONESELF

The possibilities of self-tracking emotional, physical and mental data as a way to monitor our improvement



Atrackeer – Measure your workflows

03

FACILITATING
TRANSPARENCY

Opening up and starting conversations around what we see in social spaces and making informed decisions.

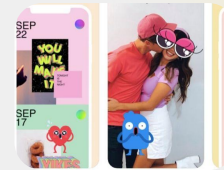


#nofilter – Denmark passed a law that makes it illegal to post retouched photos without proper warning

04

COMMUNITY
BUILDING

Facilitating the development of stronger, more inclusive, connected and conscious-driven communities.



Tuned – Couples can privately document their relationship through a digital diary network

05

SOUL
SUPPORT

The use of data and information for deeper spiritual and personal discovery.

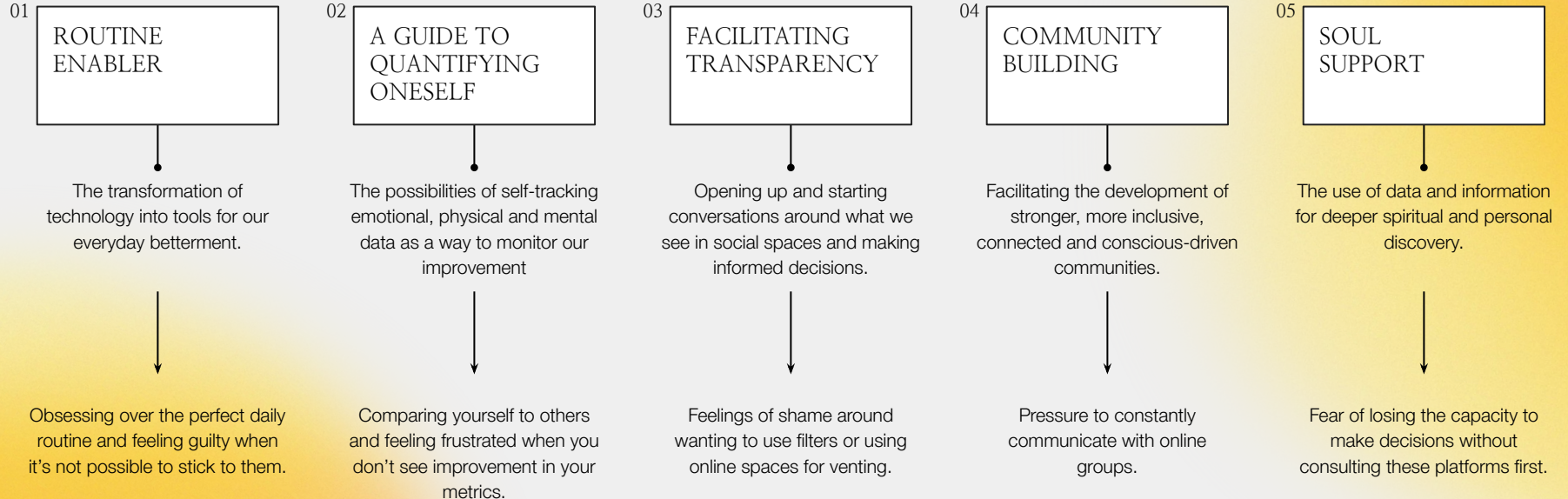


Cosmic Insights is an app that relies on data to obtain a detailed karmic map



THE PROBLEM:

IN THE LONG-TERM, THESE SOLUTIONS
CREATE NEW TENSIONS.



THE TRANSFORMATION OF DIGITAL IS
DEFINED BY CONSUMER-LED INNOVATION.

CONSUMERS ARE
FINDING WAYS TO
COMBAT THEIR ANXIETY
*WITH DIGITAL
WELLNESS TOOLS OF
THEIR OWN.*



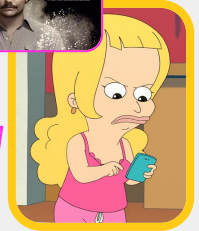
**The solutions are coming from
consumers, not brands, which means
we're missing out on the opportunity
to capitalize on mindful solutions.**



Examples of behavioral changes include:

CONTENT CONSUMPTION CURATION

People are curating the type of content they engage with—be it on streaming platforms or on social media—steering away from what they deem too violent, stressful or toxic.



INTENTIONAL DIGITAL DISCONNECT

People are choosing to turn off their phones, switch on airplane mode or even leave their house without them to participate in IRL moments more easily.

EVERYTHING-FREE DIETS

As people gain awareness on the effects certain foods can have on their wellbeing, eating things that contain sugar or gluten feel like an act of non-self-love.



TAKING ACTION

HOW CAN BRANDS *CONTINUOUSLY EVOLVE AND ADAPT* TO CONSUMERS' DIGITAL WELLNESS BEHAVIORS?

From building communities and digital experiences that reinforce wellness goals, to giving people ownership of their own journeys, we aim to solve consumer tensions through our connected capabilities:

DATA

Continuously gather insights at every stage of the customer wellness journey to inform key stakeholders within your organization.

CONTENT

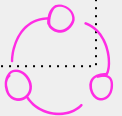
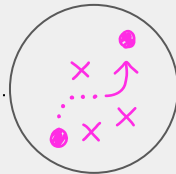
Address new tensions within the wellness journey with agility through stories, interfaces and experiences.

MEDIA

Effectively reach customers across their wellness journey by showing up for them in the right pace at the right time.

TECH

Keep a 'test and learn' mentality in regards to the architecture that underpins every moment in the customer experience.



THESE BITES AND IDEAS
WERE BROUGHT TO YOU
WITH *LOVE, CURIOSITY
AND IMAGINATION* BY
THE PHENOMENA.MONKS
COMMUNITY!

*Want to know more?
Let's talk.*



Contact us to get started →

**PHENOMENA
.MONKS**

Born as a planning community to *deconstruct and turn cultural topics and valuable experiences* into strategies and business opportunities. We are *imagineers*, a **50-strong community of strategists** from diverse disciplines who provide critical thinking through collective intelligence.

With diverse points of view and experiences, we explore *social phenomena focused on tackling strategic challenges*. All the knowledge generated informs a variety of Media.Monks projects all around the world.



Sofia Gamiz
Cultural Strategist



Priscilla Sarabia
Planning Director

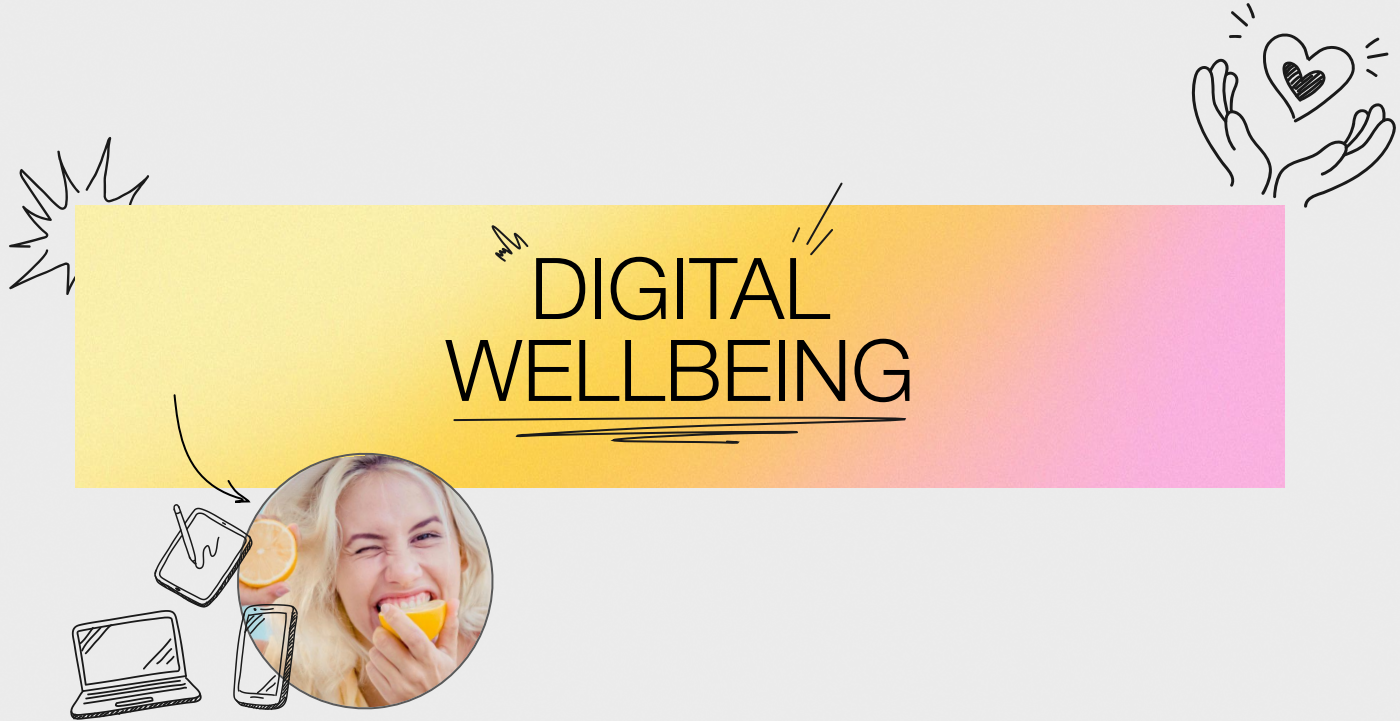


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SMART

SOCIAL INNOVATION x **PHENOMENA**
.MONKS

DIVERSE