

Digitaloft - Ideation Task 🙄

Headspace



I love Headspace's mission to improve the health and happiness of the world. Mental health can take a toll on our personal wellbeing and with a pandemic looming over us, we do need to exercise mindfulness. Some of early research is encouraging, showing that users of mindfulness apps show reduced mind wandering, increased positive affect and kindness. The research also shows decreased depression and reduced aggression, after just a few weeks of mindfulness training with an app.

Being someone who can personally vouch for the power of meditation and mindfulness, Headspace is a boon for us. They have engaging and informative content. The fact that these meditations are backed by science and proven to reduce stress by 14% in just 10 days showcases the power of meditation. They support mental health at a personal as well as professional capacity. With Headspace Work, a lot of organisations are incorporating Headspace in their companies, study shows that leader mindfulness has a positive impact on employee performance and stress.

Apart from being one of the top meditation apps, it ranks 177th on YouGov's digital services in the UK. Looking at Headspace's biggest competitor Calm who has a strong following on social media, I felt in order to get more publicity and links, social media will add a lot of value to digital media. In the past Headspace has some amazing high authority international coverage. Capitalising on that, I came out with a couple of creative ideas to drive more traffic, audience engagement and national press coverage.

Digital PR Campaign

Headspace- Keeping up with meditation

Headspace aims to improve the health and happiness of the world through science-backed meditation and mindfulness tools. After looking at reviews of Headspace and ratings on YouGov, I identified a few opportunities and brainstormed a few creative ideas to generate more social engagement and rank higher in digital presence.

Below are a couple of reviews that I feel capture the gist of the cons of the app and influenced my thinking process-

“Headspace meditations offered much less to keep your attention, so I found my mind frequently wandering off. For example, Headspace's daily meditations don't tend to have things like anecdotes, quotes, or action steps, unlike what Calm offers.

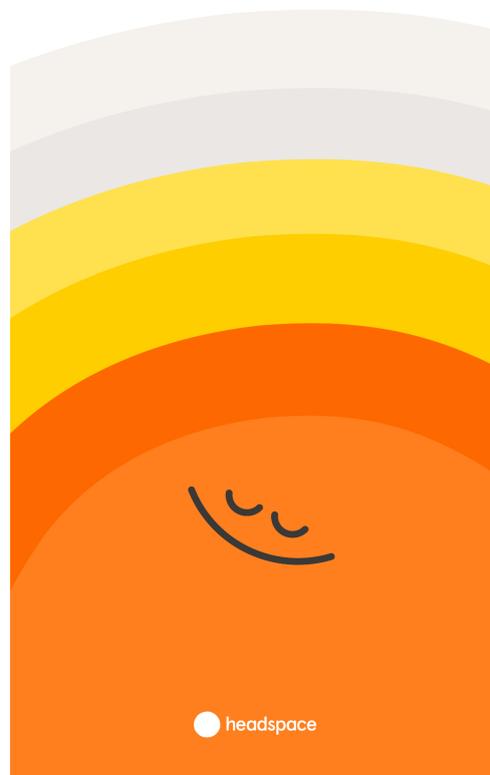
Because there is less variety across the daily meditations, they started to feel very repetitive and monotonous. I started to feel that if I'd done one, I'd done them all.”

[Sarah Jackson, Business Insider \(Dec 2021\)](#)

“You need to dedicate time to using Headspace as part of your daily routine at set times of the day. Consistency and regularity are your friends!,” [Sofia Wyciślik-Wilson, TechRadar \(Oct 2021\)](#)

“We needed a solution that could integrate with all our platforms, leverage our world-class design, and offload the immediate need of in-house identity management expertise,” George Torres, Director of Engineering at Headspace.

To sum it up, in order to keep users engaged and offer the right kind of suggestions it is very important to make the experience even more smooth by adding an adorable AI bot- ZenBot. ZenBot will act as an extension, asking users for assistance and pulling out answers or recommendations based on their past usage and preferences. There would be no huge amount of additional data to feed in, just the content that already exists- for example- if you are in the middle of a meditation session but feel that you are struggling to be consistent, just ask ZenBot to help you find motivation and he will play a recording that is already available on the [website](#).



Example of ZenBot. Source- [Headspace-mediakit](#)

On the promotional side of things, the first step will be to introduce ZenBot on all the social media platforms, blogs and news publications. This will attract visitors and generate strong links as well. After introducing ZenBot, we will have a small illustration video along with a Q&A on selected socials, this will generate follower engagement. Last but not the least, articles in high quality magazines and news publications revolving around- Zen with ZenBot.

To ensure this we will have to be extremely relevant in terms of keywords, hashtags and outlets that we choose.

Now taking a step back, before launching ZenBot, we will publish an online quiz on high authority quiz platforms like BuzzFeed Quiz, FunQuizz and Sporcle. This will be sort of a pre-hype campaign that would lead audiences and meditation beginners to the Headspace website to give it a go. Moreover, who does not love a fun quiz! The meditation plan at the end of the quiz will be a fun outline that will give them some motivation to check Headspace out.

Recap-

Action Plan	Channels	Purpose
Meditation plan free quiz	Affiliate blogs, high authority quiz websites and Headspace website	Driving traffic to website, link building and engagement with content.
Launching ZenBot	Social media, media outlets (online publication)	Earned links, social media growth and engagement and eWoM.

Further recommendations-

- Running an influencer campaign on social media and blog writers trying to take the quiz and starting their day 1 meditation with the help of ZenBot.
- Create dedicated content on Sunday around ZenBot- #SundaywithZen.
- A guest article in a leading media outlet featuring Eve, Headspace teacher and George Torres, Director of Engineering at Headspace
- Possibility of creating an avatar for ZenBot. (Personalisation features)

Main headlines

- Headspace provides a free meditation plan tailored just for you.
- Meet Zenbot, your personal wellbeing tracker and motivator.
- Take the Headspace meditation quiz and find your meditation plan.
- Meet Eve, the soothing voice behind Headspace meditations and George Torres, who brought ZenBot to life
- List of things to ask your ZenBot.

Publications/ Outlets

*These media outlets list are for the UK market.

- [BBC News](#)- BBC News is one of the most popular online news platform in the UK. From mental health (recent- [post natal depression in men](#)) to education affairs, they cover almost every topic. The main reason to opt for this outlet is audience reach- 505,000 Viewers, 26,329,000 Unique Visitors and 33,210,372 Followers. This kind of reach would be a huge boon to our campaign. They also have a [mental wellbeing teaching guide](#) and resources for children, a [podcast on mental health](#) and a [support guide for adults](#) for maintaining mental wellbeing.
- Unilad- [Unilad.com](#) consists of bold stories and news about people and what connects them to the world, basically, it is a major youth platform for breaking news and relatable viral content. I personally like their articles especially the part where they share someone's personal experience. This one particular story about [employee mental wellbeing](#) was well researched and was backed with personal experiences as well. They also have massive audience reach-2,407,226 Unique Visitors and 15,000,000 Followers.

- [The Guardian](#)- Apart from being a high profile media outlet and massive audience reach (4,221,000 Unique Visitors, 110,438 Circulation, 9,988,726 Followers), I personally feel that they have very high authoritative ranking in healthcare related topics and the quality of the work is impeccable as well. My personal favorite articles are- [Opinion piece on online abuse](#) and [a collection of readers' favourite romantic trips](#).
- [The Independent](#)- This digital only UK website enjoys massive number of unique visitors- 23,122,000 and creating a link with them would not only be high in authority but in quality as well. They recently covered a Digital PR campaign for [BusinessWaste](#) as well, [Kate Ng](#) who is a Lifestyle Reporter has delivered amazing pieces in the past.
- [Good to Know](#)- Moving away from news outlets, GoodtoKnow is an online publication with a special focus on women's interests featuring food, diet, recipes and fitness as well as relationships. At 166,818 Unique Visitors and 10,877 Followers, they have a separate wellbeing section that covers everything from family health to relationships. [Rose Goodman](#) is their dedicated mental health writer and has a degree in Psychology as well.

Further Ideas-

- A blog post or an article on Headspace team trying viral sleeping hacks.
- A blog post or an article on Headspace community members' experience with mindfulness.