

# GIVE YOUR BEAUTY, HEALTH AND WELLNESS BRAND *An Engagement Makeover*

**IN A \$445B INDUSTRY**, top beauty, health and wellness brands are gaining an edge in the marketplace by targeting the most critical aspect of their business - **their people!**

With a world anxious to look good in a selfie, successful brands are focused on putting a smile on the face of their workforce.

## The Changing Face of *Beauty, Health & Wellness*

### The Industry Outlook

Grew **10%** in just 2 years <sup>1</sup>

Will increase **17%** over the next five years <sup>2</sup>

Worth over **\$3.7** trillion worldwide <sup>1</sup>

### The Customer Experience

**78%**  
want to buy  
experiences  
instead of things <sup>3</sup>

**67%**  
are prioritizing healthy  
or socially conscious  
food in 2018 <sup>8</sup>

**10%**  
more doctors  
prescribed exercise  
between  
2000-2010 <sup>4</sup>

People will continue to enjoy fun, healthy experiences, so beauty, health and wellness is destined to keep growing.

**Is your business ready for more  
growth and competition?**

### The difference is stunning

Businesses with the most engaged workforce vs. the least engaged workforce <sup>5</sup>

**41%**  
**Lower**  
**Absenteeism**

**70%**  
**Fewer**  
**Safety Incidents**

**40%**  
**Lower**  
**Quality Defects**

**17%**  
**Higher**  
**Productivity**

**21%**  
**Higher**  
**Profitability**

**20%**  
**Higher**  
**Sales**

**If they don't feel the love,  
your customers won't, either.**

### The solution is simple

design an experiential platform  
that makes your employees *blush*

**74%**  
of attendees love  
their company  
after an event <sup>6</sup>

Customer  
loyalty is  
**233%**  
higher for  
companies with  
engagement  
programs <sup>7</sup>

Best of all, enjoy  
**26%**  
greater annual  
increase in  
revenue <sup>7</sup>

**CPG Agency** has solved business objectives for nationally renown brands like **Ulta Beauty**, **Panera Bread** and **Planet Fitness** by designing live experiences and internal engagement platforms that connect their people to their company's mission.



Discover powerful ways to  
**engage your workforce**  
and  
**create brand advocates**  
by following these event  
engagement tactics from CPG that  
will help your brand look its best!

START MEASURING YOUR EVENT'S IMPACT



CONNECT YOUR PEOPLE  
GROW YOUR BUSINESS

[cpgagency.com](http://cpgagency.com)

#### SOURCES

- <sup>1</sup> Global Wellness Summit, 8 wellness trends for 2017 & beyond  
<sup>2</sup> Statista, Global digital health market from 2015 to 2020, by major segment  
<sup>3</sup> The Harris Group, Millennials, fueling the experience economy  
<sup>4</sup> Center for Disease Control and Prevention (CDC)  
<sup>5</sup> Gallup Employee Poll, State of the American Workplace  
<sup>6</sup> 2015 Event Track Study  
<sup>7</sup> Employee Engagement: paving the way to happy customers, Aberdeen Group  
<sup>8</sup> Nielsen, What's next for health and wellness 2018  
<sup>9</sup> 2015 Employee Engagement Trends Report, Quantum