Superpower Health: Integrated Multi-Channel Spec Campaign

- **The Client Brief:** Devise a comprehensive performance and brand marketing acquisition campaign for a $349/year preventive health platform. The strategy required navigating strict healthcare compliance guidelines, a specific pre-cleared statistical bank, and precise competitive framing rules.
- **The Challenge:** Translate the abstract concept *"Your annual physical isn't enough"* into direct-response, high-converting copy across multiple distinct consumer touchpoints while adhering to rigid legal guardrails.
- **The Strategy:** Your annual physical gives you a snapshot of your health. But your health isn't a snapshot; it's a story that unfolds over time.
- **The Deliverables:** Full campaign ecosystem including:
    - **Brand Strategy:** Campaign Rationale and Narrative Architecture.
    - **Top-of-Funnel (ToF):** 30–60s Brand Film Script and 3 High-Impact Campaign Headlines.
    - **Conversion (MoF/BoF):** Full Direct-Response Landing Page Architecture (H1, Subhead, CTA, and 2 Content Modules).
    - **Performance Marketing:** 5 Paid Social Direct-Response Hooks and a High-Retention Short-Form Video Script.
    - **Strategic Advisory:** A critical assessment challenging the core brief limitations.

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I. Rationale

Your annual physical gives you a snapshot of your health. But it isn’t enough. Because your health isn't a snapshot, it's a story that unfolds over time.

Superpower gives you the tools to take charge of that story by revealing trends, not just individual numbers.

Testing for 100+ biomarkers is only the beginning: follow-up testing gives you a clearer sense of your overall health and how it's evolving. Personalized insights and recommendations help you understand where you are now, and where you want to be. So you can make changes for the better, and track your progress along the way.

II. The Narrative

You do (or try to do) all the right things to stay healthy: eat well, exercise, and see your doctor for a physical once a year. But your annual physical is meant to give you a snapshot — not a complete picture of what's happening at a deeper level, or how your health is changing over time.

Superpower gives you a detailed baseline with 100+ biomarkers, then follow-up testing that helps you see the trends that matter. Personalized insights help you understand what your results mean, with recommendations to help you decide what to do next.

You make changes, test again, and see what's changed. Instead of simply checking the basics once a year, you develop a more complete understanding of your health — one that unfolds all year long.

III. Bringing it to Life

Campaign headlines:

1. Your results are just the beginning
2. Your health isn't a snapshot. It's a story.
3. See where your health is headed

Brand film:

[OPEN: Morning. A woman laces up running shoes. Healthy breakfast. Vitamins on the counter. She heads out for a run.]

VO:
You do all the right things to stay healthy. You eat well. You exercise. You see your doctor once a year for an annual checkup.

[CUT: Doctor's office. Blood pressure cuff. Blood draw. A few numbers appear on screen.]

VO:
Your doctor might order some routine bloodwork.

[The numbers pause on screen. Then the image freezes, like a blurred photograph.]

VO:
Those results give you a snapshot of your health. But how is your health changing over time? That's the real story.

[The frozen image comes to life. More data points appear over time, creating a visual trend.]

VO:
Superpower starts by testing for 100+ biomarkers to give you a more complete picture of your health today.

[Woman sits and reviews her Action Plan. We see her checking recommendations off one by one.]

VO: In-depth insights help you understand what your results mean — and a personalized Action Plan helps you decide what to do next.

[TIME PASSES. Another blood draw. New results appear alongside the first.]

VO: A few months later, you check in again. Not just to see how you're doing —

[Pull back to reveal the data points forming a clear trajectory.]

VO: — but to see where you're going.

[Woman running, looking energized and happy.]

[END]

Superpower. See where your health is headed.

Landing page:

H1
Testing 100+ biomarkers is just the beginning

Subhead

Stay connected to your health beyond the first blood draw — with personalized insights and recommendations, access to a care team, and follow-up testing to track what's changing over time.

CTA
>Start tracking your health

$349/year Superpower membership

- 100+ biomarkers
- Two blood draws per year
- Personalized health insights and recommendations
- On-demand access to a care team
- A centralized view of health data
- HSA/FSA eligible

Build your baseline.

Your annual physical gives you a snapshot of your health. Superpower starts with 100+ biomarkers to establish a more complete baseline. Personalized insights help you understand what your results mean and what's worth paying attention to now.

Retest and track over time.

Follow-up testing lets you see how your health is changing over time — and whether changes you've made to your diet or lifestyle are reflected in your results. With all your health data in one place, it's easy to track your progress.

Take action on your results.

Your personalized Action Plan turns your results into recommendations for clear next steps. And with on-demand access to a care team, you have support along the way.

93% of members rated their Superpower Health Action Plan as more useful or even life-changing compared to their yearly checkup.

<u>IV. Performance</u>

Social hooks:

1. Stay connected to your health.

2. Testing your biomarkers is just the beginning.
3. Your annual physical is a snapshot. Your health is a story.
4. Start a long-term relationship with your health.
5. Trends matter. Build a better baseline.

Short-form video:

Your annual physical gives you a snapshot of your health.

But your health doesn't stand still.

Superpower starts with 100+ biomarkers to give you a more complete baseline. Personalized insights help you understand what your results mean, and an Action Plan helps you know what to do next.

Then, a few months later, you test again.

Because the goal isn't just to know where your health stands. It's to see where it's headed.

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