



2015 Ad Campaign

“To be or not to be”

The decision to create health is in hands of the consumer. They decide if they want TO BE healthy. They decide if they want to pay more to get there. With n1Health, they will have the relationship, resources, and access they need to achieve optimal health... TO BE healthy.

This campaign will target prospects similar to our existing high-retention members: wealthy empty-nesters and wealthy middle-agers with kids.



**Good
decisions =
healthy returns**

To be healthy – that’s an achievement that takes time, but good health benefits you and your family. Our team creates a personalized program for you to eliminate symptoms and restore health through improved services and innovative technologies that emphasize disease prevention and wellness.

Make the decision to be healthy with the power of personalized medicine from n1Health.

Contact us to learn about membership and how we can become valued partners on your health journey.

 **n1health**

FPO Website • FPO Email • FPO Phone • FPO Address

Target: “The Wealth Market”, “Business Class”, and “Power Couples”. Wealthy older without kids/kids grown and out of the house. Suburban. Designer decorated houses. Known for making money and spending money in grand style: foreign travel and cultural events. Business and pleasure travel. High-end shopping.

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Target: “Family Fortunes” are middle-aged (35-54 year old) suburbanites with kids. High incomes, expensive homes, luxury vehicles. They enjoy an energetic lifestyle and like to travel around the world and shop at high-end department stores and like expensive sports like skiing and tennis.



Good decisions = healthy returns

You've made the decision to be healthy. Come learn more about <insert disease> and how we can help you invest in good health.

Date:

Time:

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Contact us to RSVP or to learn about membership and how we can become valued partners on your health journey.



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Target: Disease specific event



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