

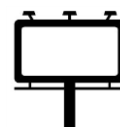
D i g i t a l H e a l t h

2 0 1 3 / 2 0 1 4



DIETA PL

abc Zdrowie.pl

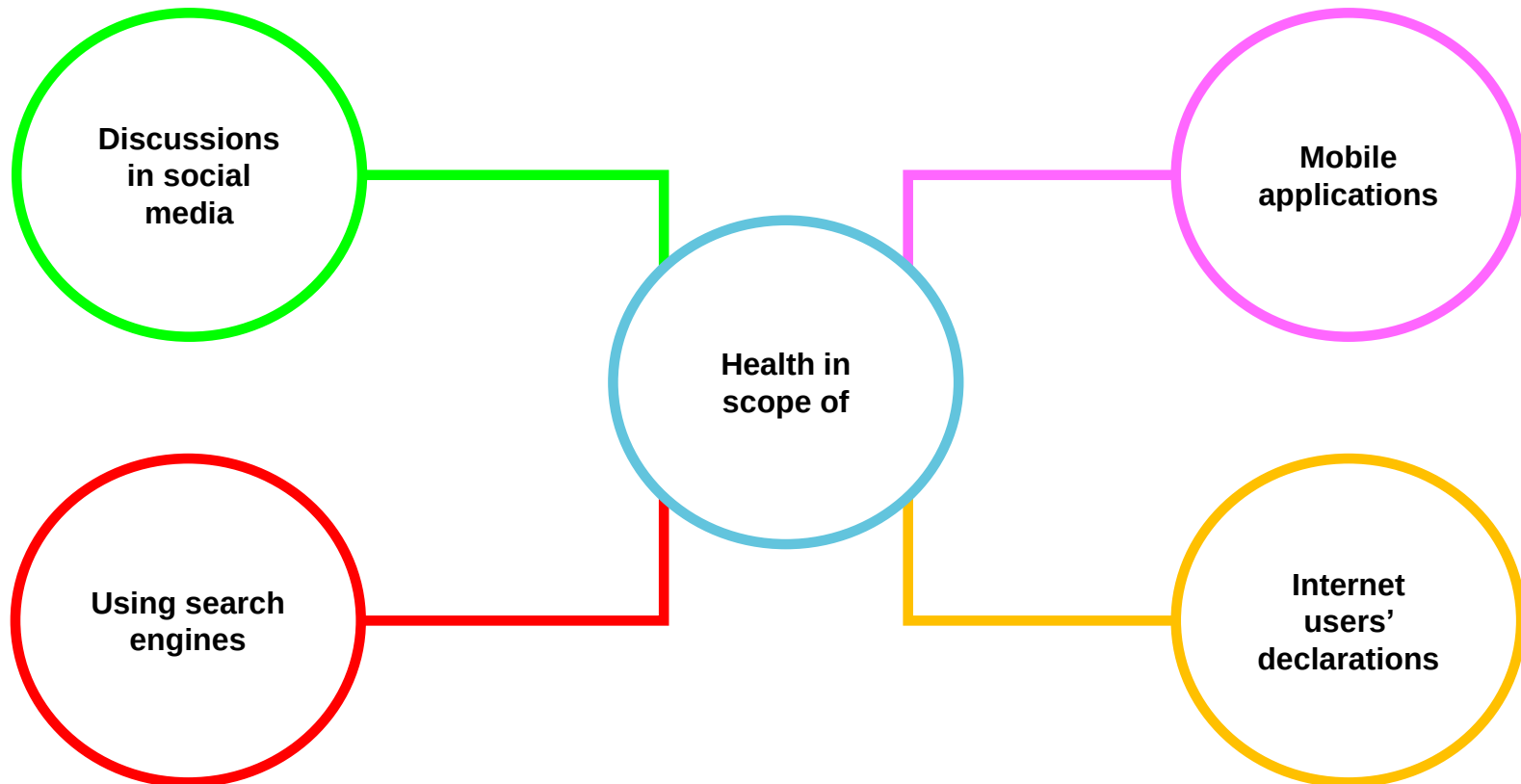


endomondo
SPORTS TRACKER



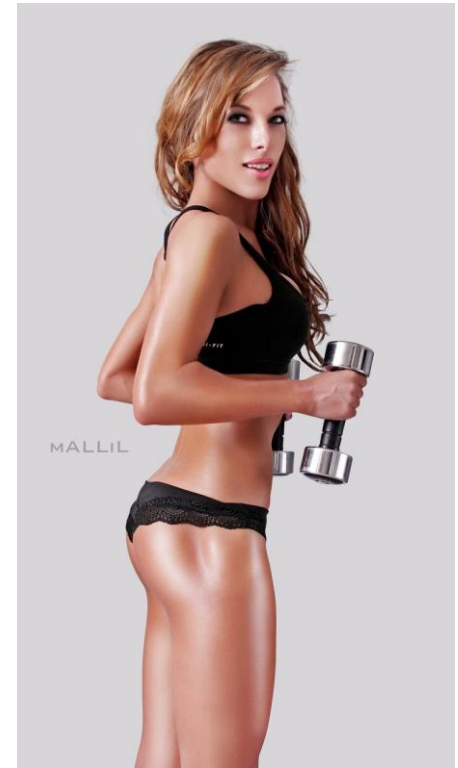
„Digital Health 2013/2014” is...

... a research on how people seek health related topics using new media – the Internet and mobile devices



What is most important?

- People with healthy lifestyle are aged **25-44**; they do **not smoke** and **try to eat in a healthy way** (although they like fastfoods). **They spend hours in front of a computer.**
- There is bigger and bigger potential of **geolocalisation**.
- The best way to promote healthy lifestyle is to use **sexy celebrities**.
- **Three types of healthy lifestyle habits:**
 - Quitting smoking
 - Avoiding stress
 - Eating fastfoods vs healthy diet
 - Sport: running, gym, bicycle

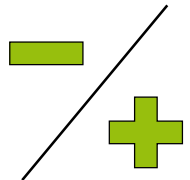


What is most important?

- **Healthy lifestyle is discussed mostly on horizontal news sites**



- **On Facebook dominate *young & running*, who do not care about healthy lifestyle. Still, there are lots of *active* on this site.**



- **Youngsters, more active and caring, have a tendency for tablets.**



Tablet

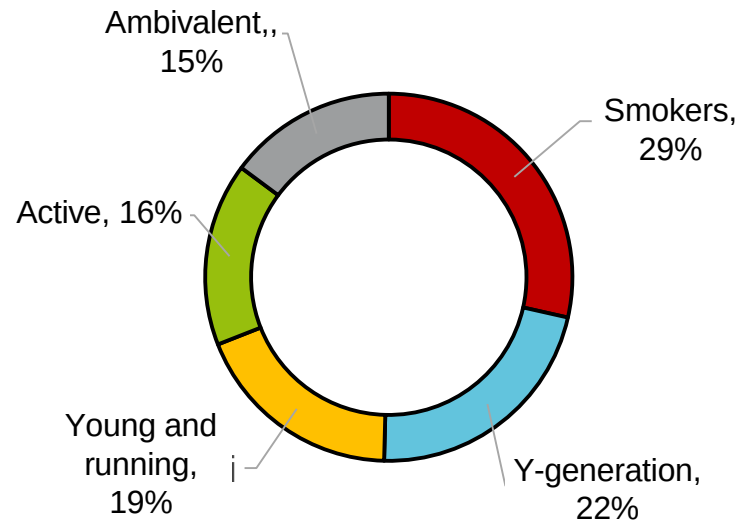


How Polish Internet users differ in scope of health?

Segmentation factors

- Quitting smoking;
- Avoiding stress;
- carefull about healthy food;
- Eating fastfoods.

Size of the segments



N=1476

Smokers

- The biggest Internet segment.
- Mostly **males, 25-34**, eatig fastfoods and being stressed
- Having a tendency for games and tablets, eager for Tumblr and Foursquare
- They most often use ads in newsletters.



Y Generation

- **Y generation** – with both the youngest and the oldest Internet users, who want to avoid stress
- **They enjoy hobbies on the fresh air**, want to control their diet, but happen to eat salty chips.
- They prefer **gym** and **swimming pools**, but do not like diet supplements
- **They read web forums and blogs**, and click on advertisements on Youtube



Young and running

- Mostly women, aged 18-24
- They happen to get stressed and eat fast foods, still they would like to eat healthy
- Sometimes they eat diet supplements and want to eat healthy food.
- If they want to find health related topics, they browse web forums and blogs.
- They are majority among Facebook and Youtube heavy-users and enjoy using Internet via mobile devices.



Active

- Mostly women, aged 25-44
- Avoid stress, do not smoke (if so – they want to quit).
- Hobbies on the fresh air.
- If anything unhealthy – it is spending too much time with a computer or TV
- Instagram and tablet users



Ambivalent

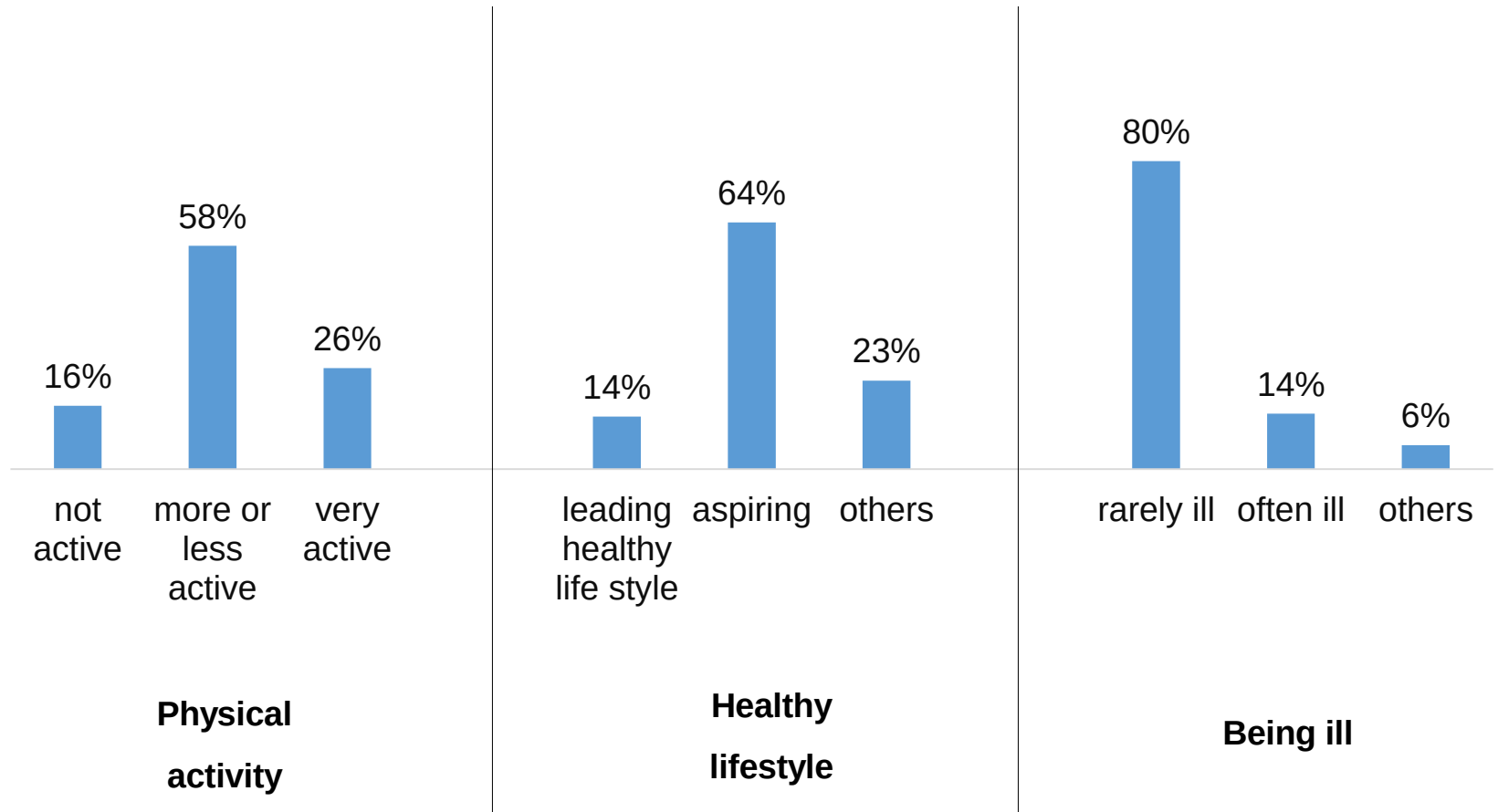
- Males – 45-54
- Only tv and computer
- They surf the web and use Twitter
- Only read on healthy lifestyle on web portals



A decorative graphic consisting of nine squares arranged in a 3x3 grid. The squares are colored in a pattern: the top row has a green square followed by a grey square; the middle row has a blue square, a white square, and a green square; the bottom row has a grey square, a green square, and a blue square.

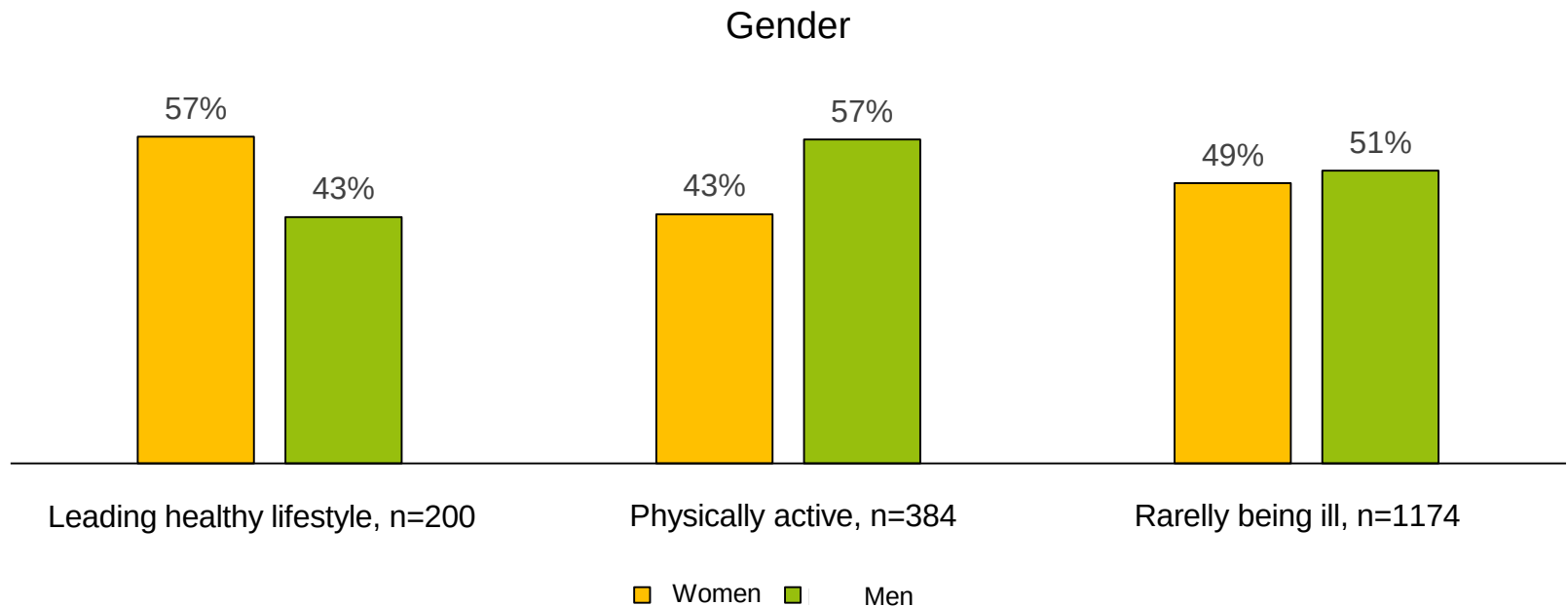
What is health?

How Internet users perceive themselves in scope of health

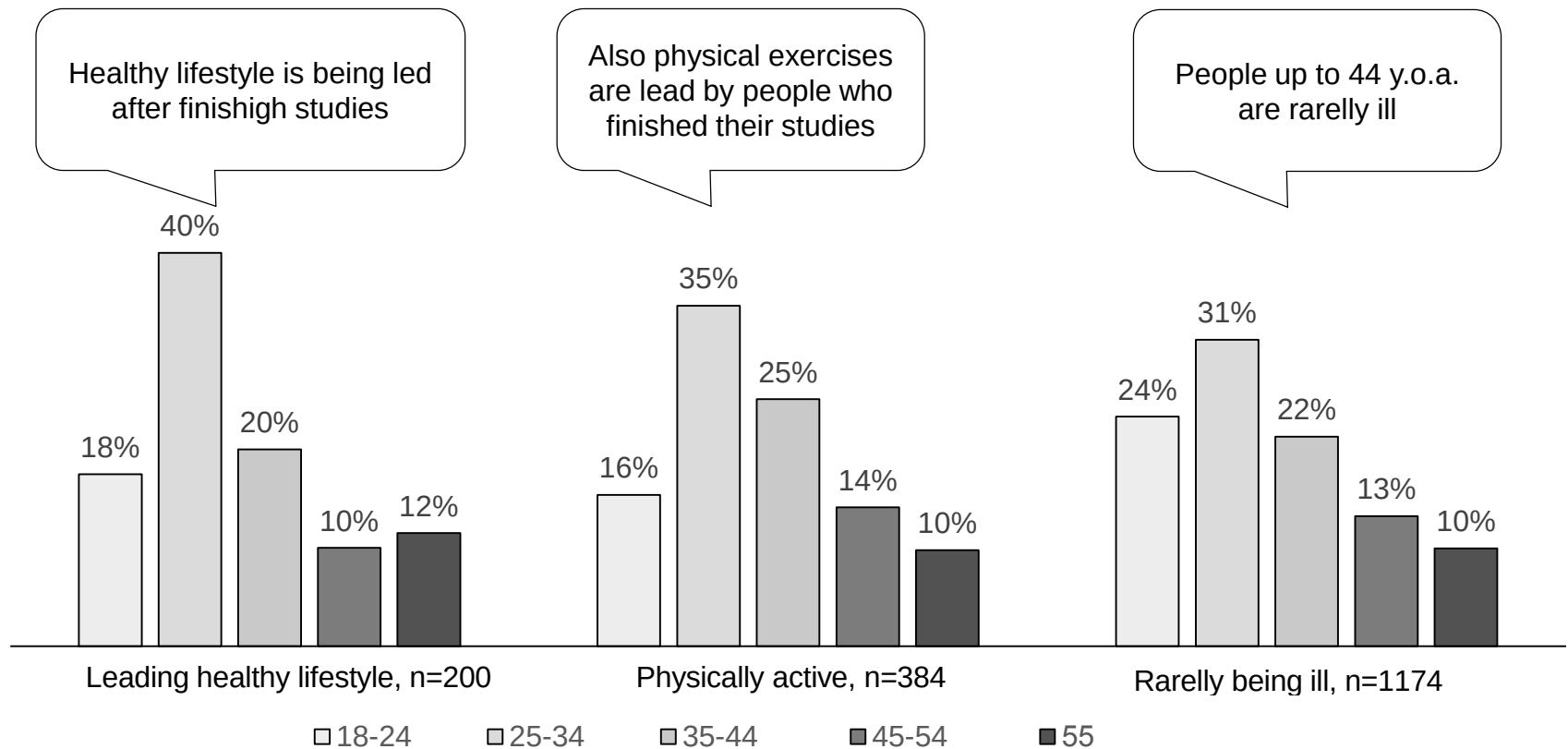


Women vs. men

It is women who lead healthy lifestyle, but men are more physically active.

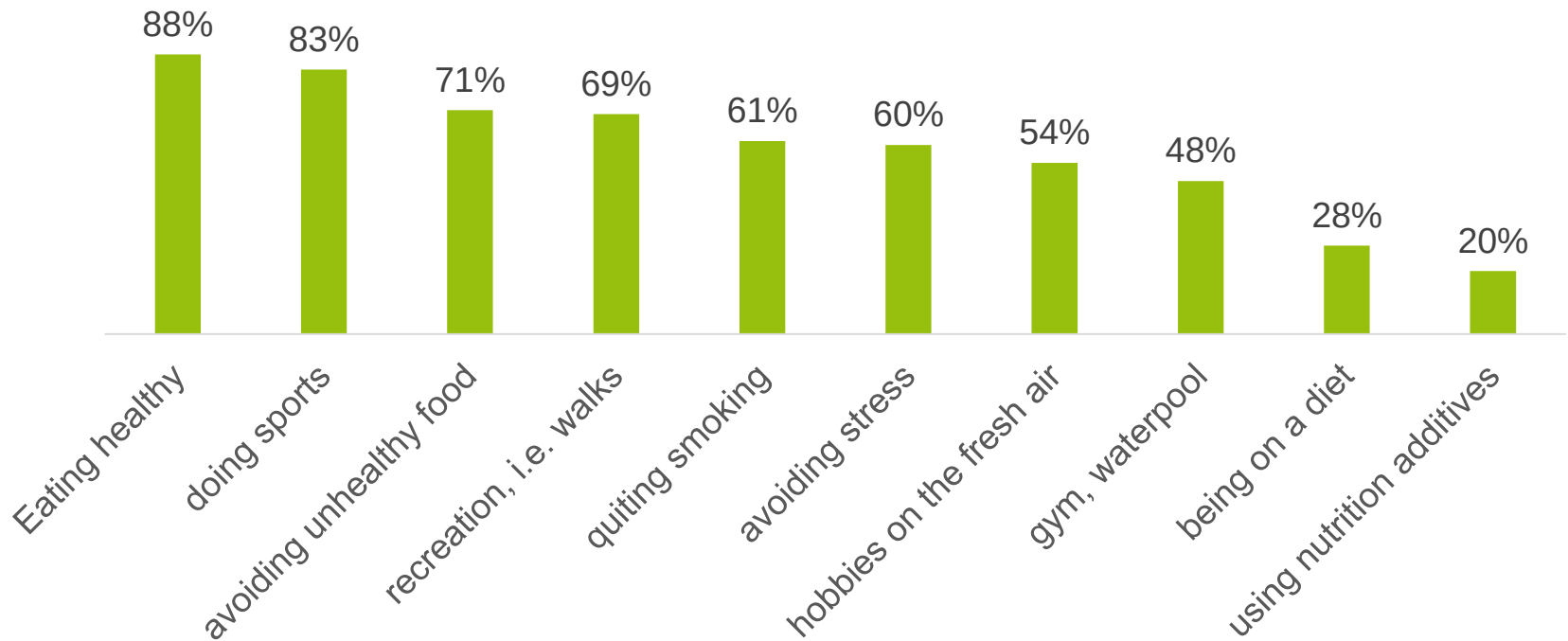


Age



Declarations on what is healthy lifestyle

How do you understand healthy lifestyle?

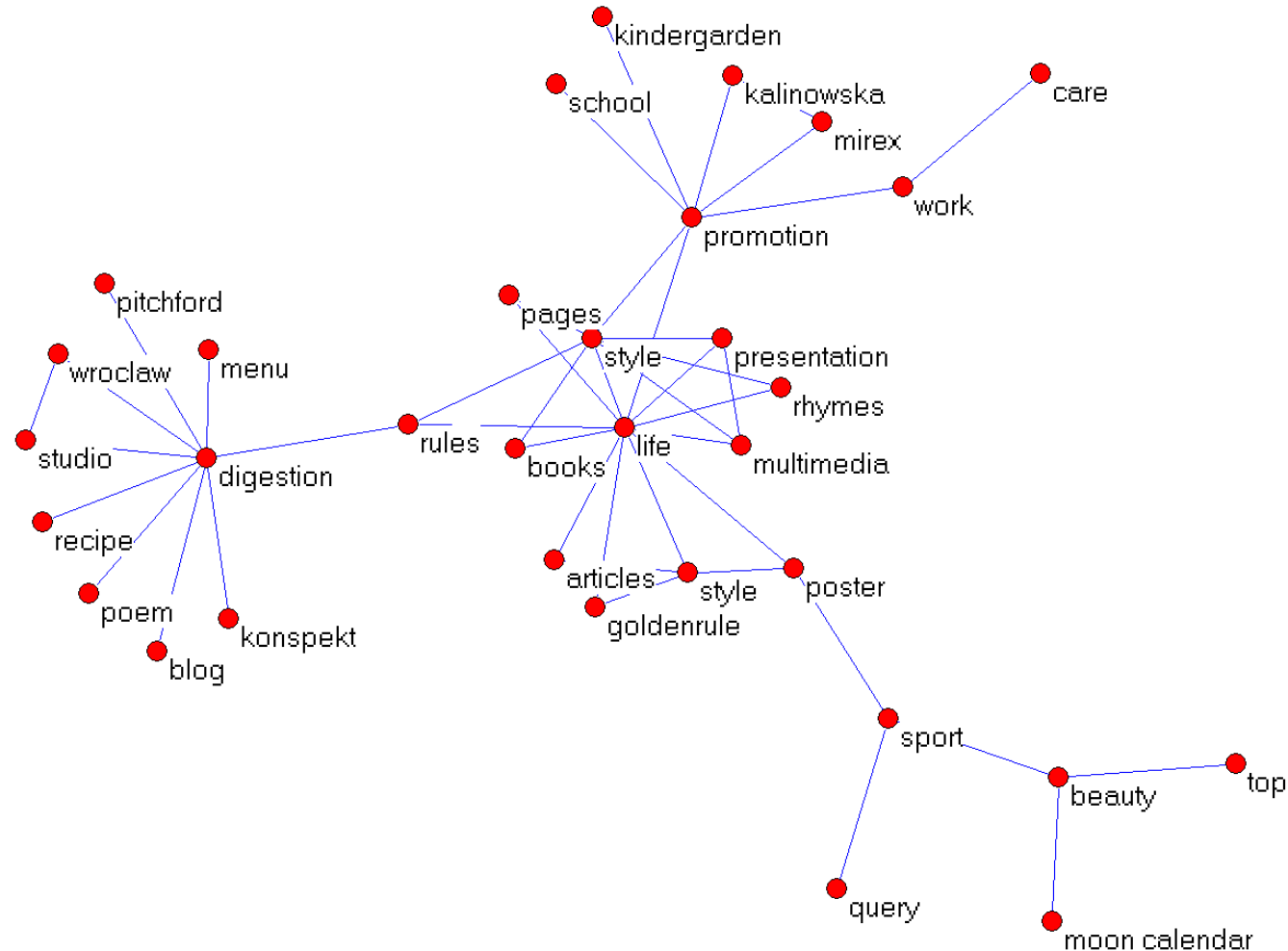


Health according to discussions in social media



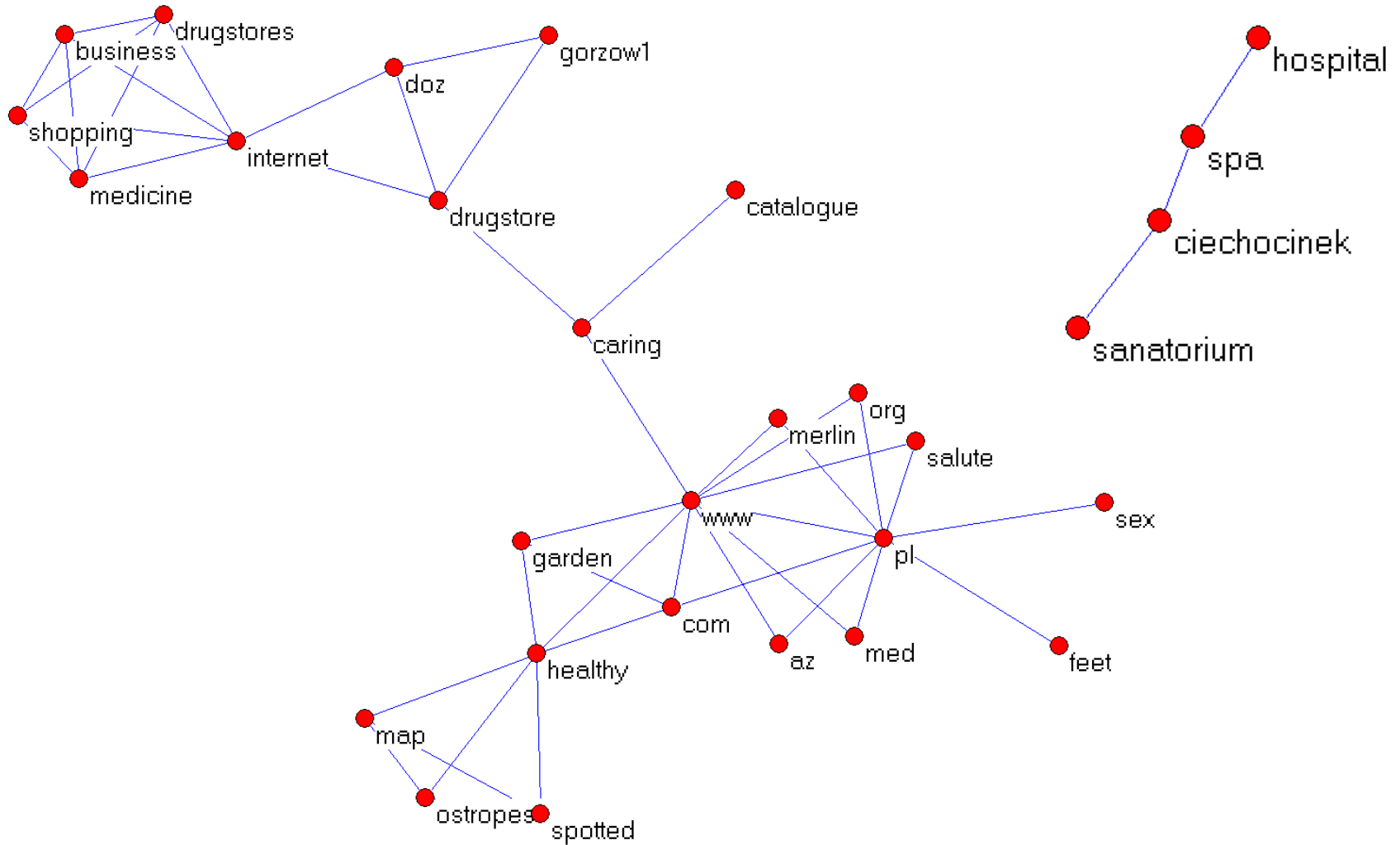
A word cloud of health-related terms. The words are arranged in a cluster, with 'organism' at the top, 'fruits' and 'fitness' on the left, 'doctor' and 'water' in the center, 'body' and 'energy' on the right, 'diet' and 'illness' at the bottom right, and 'workout' and 'meal' at the bottom left. The words are in various sizes and orientations, with 'organism' being the largest and 'meal' being the smallest.

organism
fruits
fitness
activity
workout
meal
doctor
water
body
energy
diet
illness



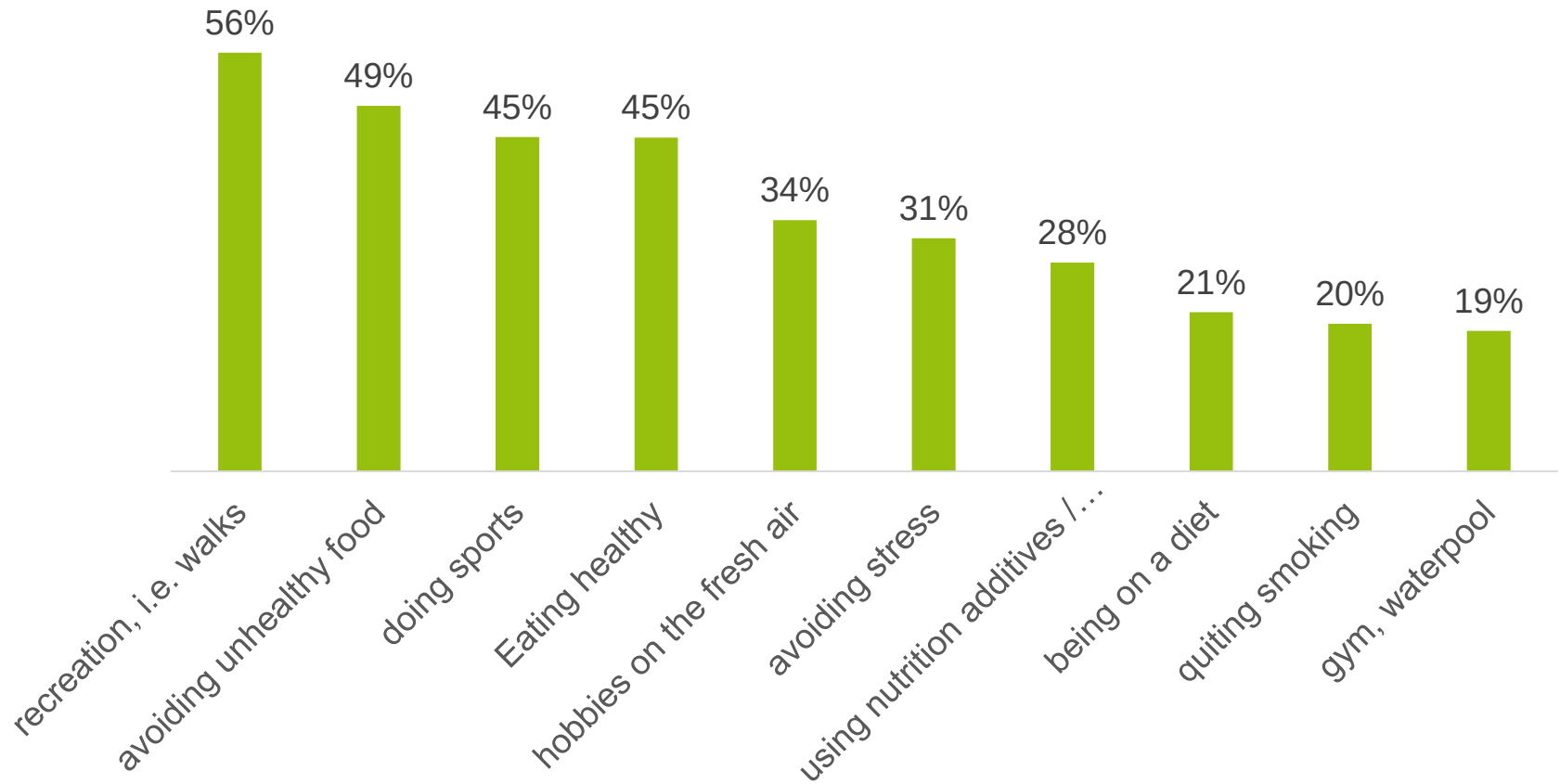
Health in Google

Top 100 queries in Google



What is being done in scope of healthy lifestyle?

What do you do for your healthy lifestyle?



Endomondo – top rivalries in Poland

August 2014

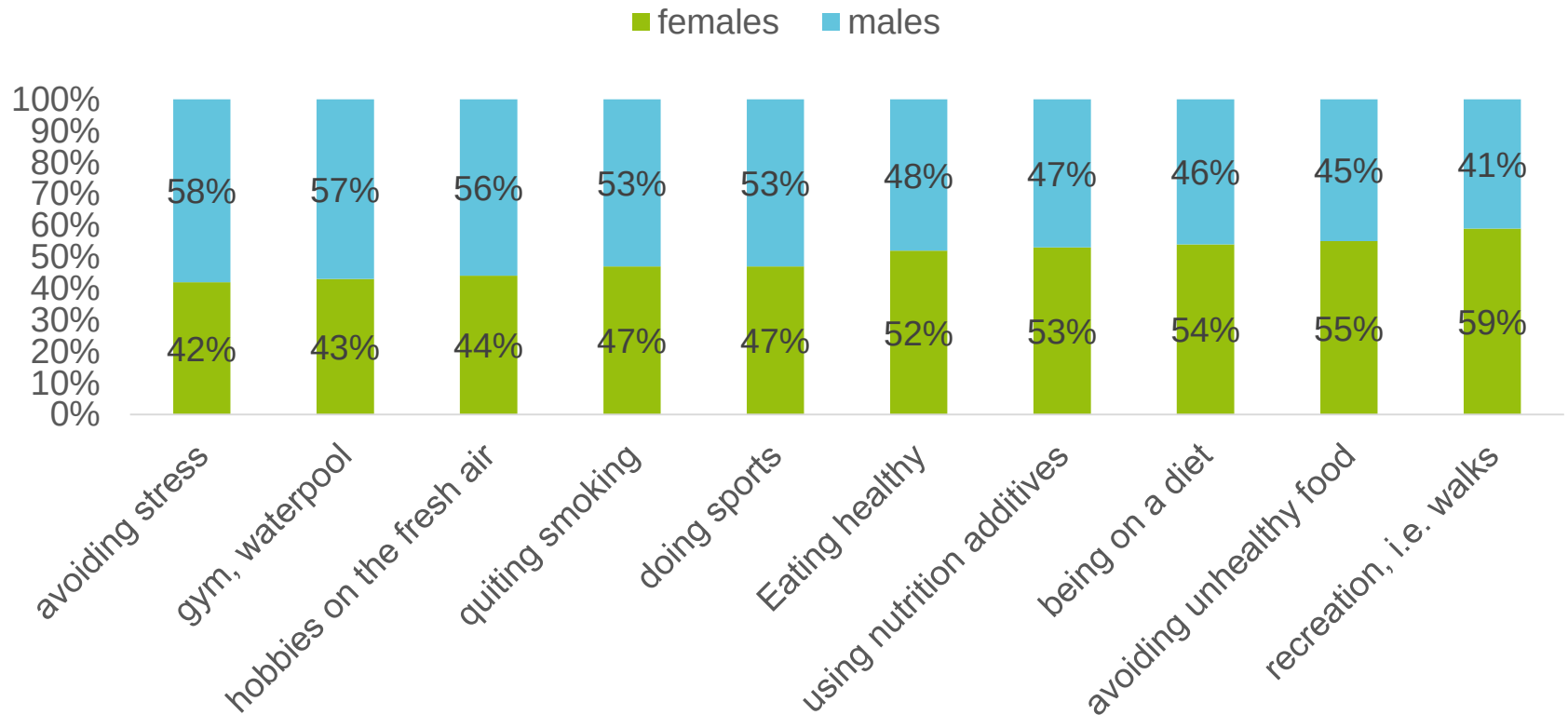
Mobile application



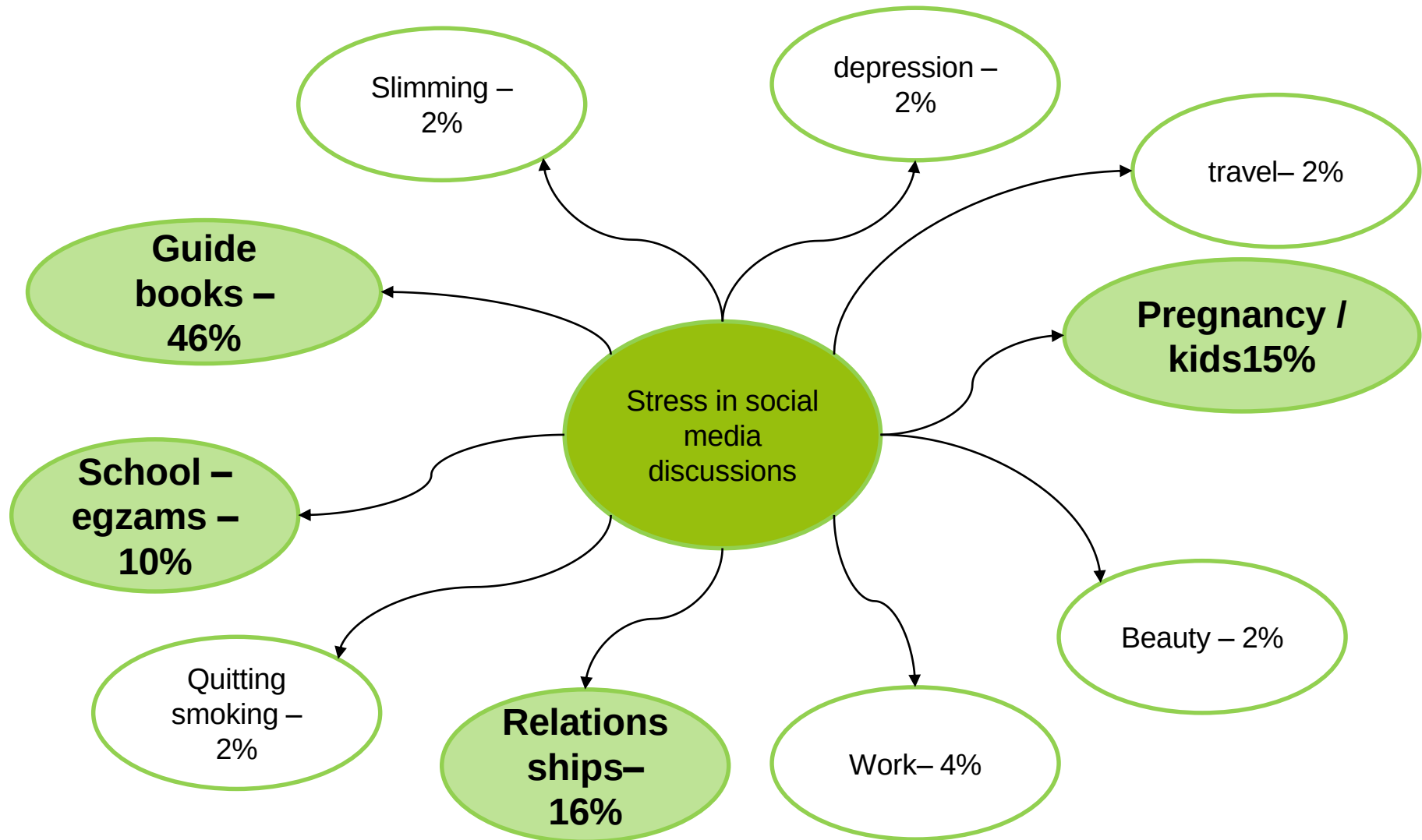
rivalry	No. of participants
Help measured with kilometers	1 574 939
„Cities with kilometers”, let’s go biking	546 921
County battle – movement for health	542 221
Activate your passion with BMV	180 871
I keep pace all the year	140 601
running league	112 601
You bike? Get prizes with Tauron	56 241
Most running in 2014	19 261
Lazy guys rivalry	17 161
Move with MniamMniam.pl	6 844
I move with kilometers	4 061
rasping	3 471
I run for a beer	3 281
Rowińska Business Coaching	2 147
BKC	1 261

What is being done in scope of healthy lifestyle?

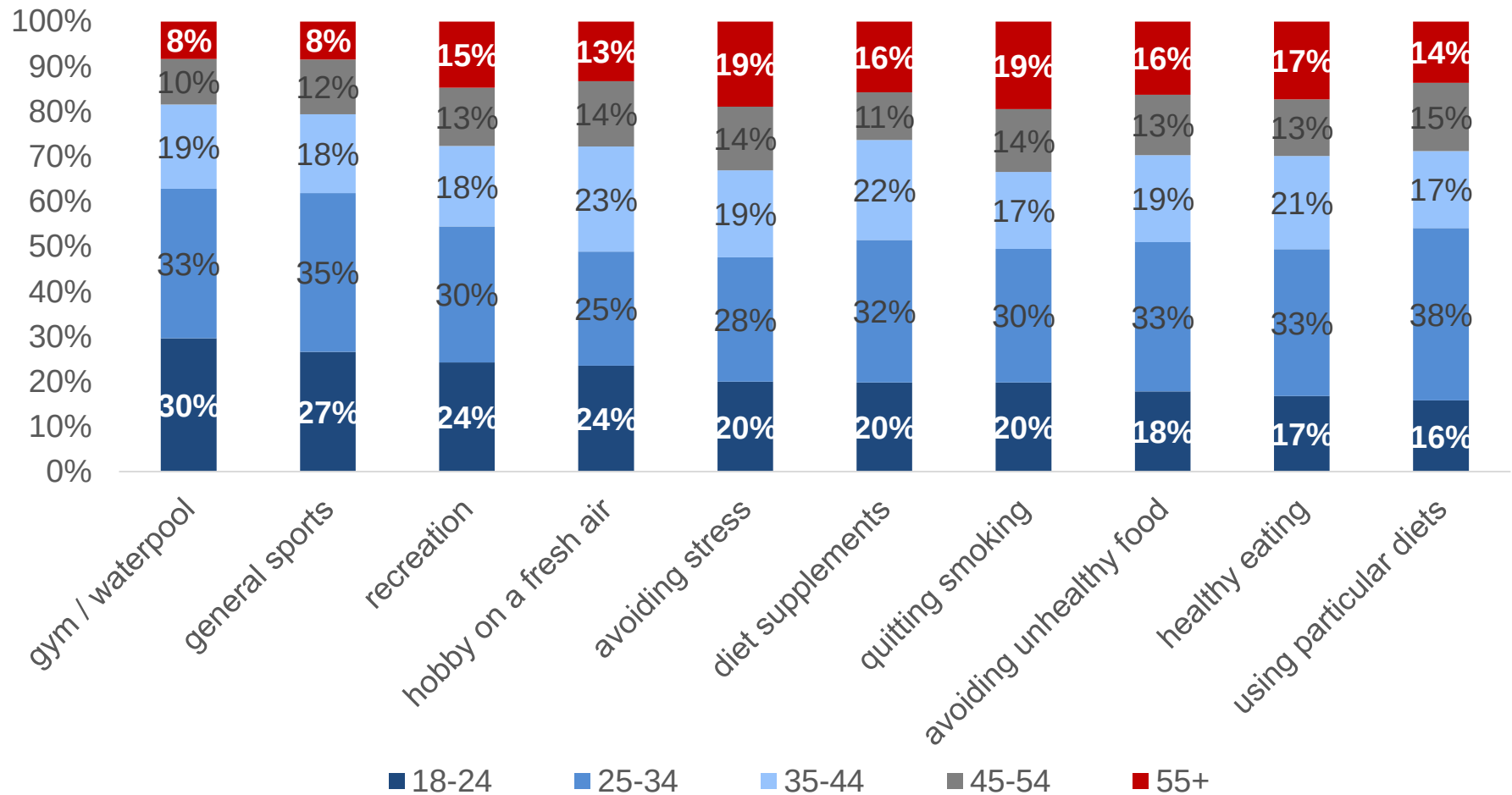
What do you do for your healthy lifestyle?



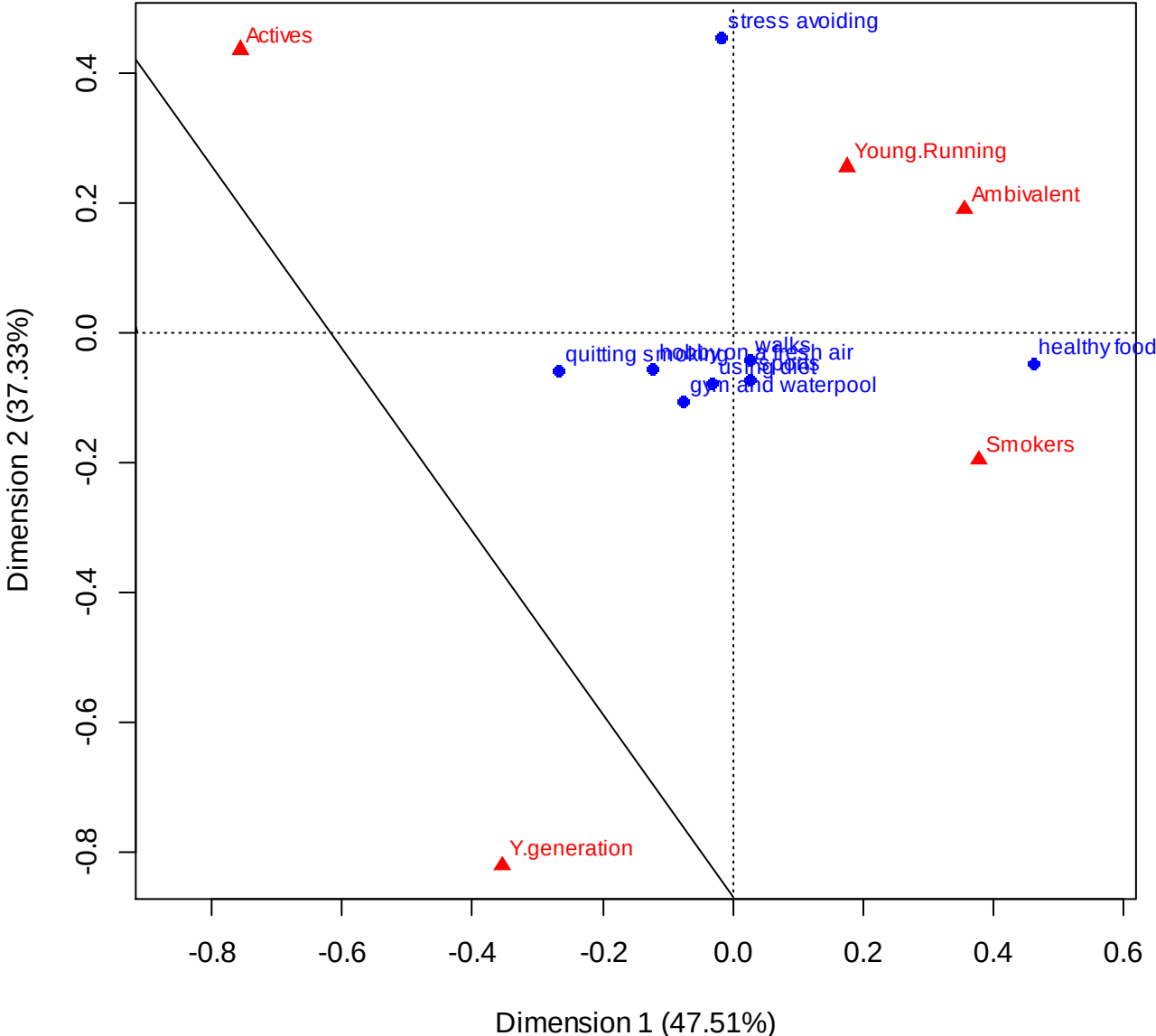
Stress in social media



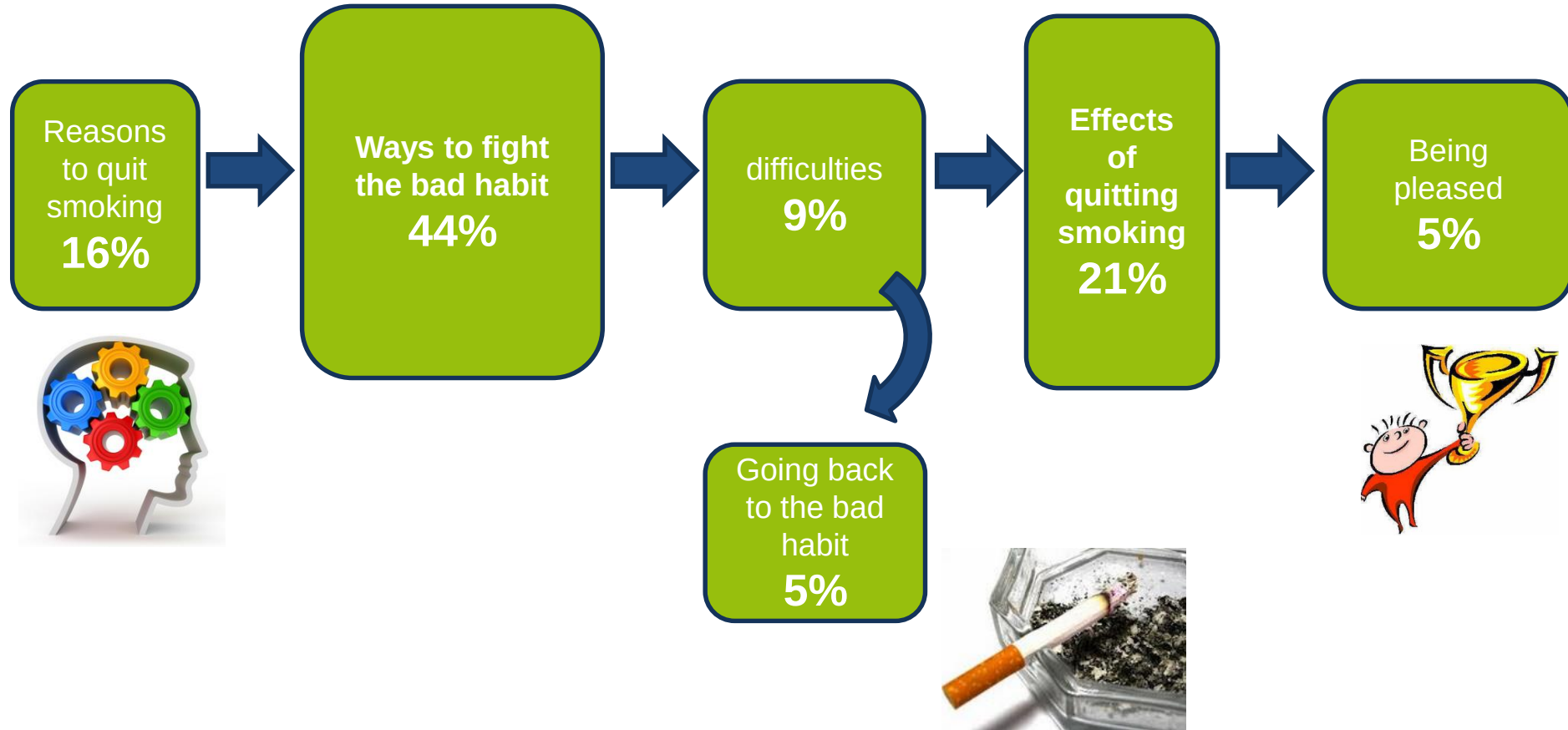
What Internet users do for healthy lifestyle?



Habits vs segments



Quitting smoking in social media



Quitting smoking in social media

Reasons to quit smoking

Ways to fight the bad habit

difficulties

Effects of quitting smoking

Being pleased



Trying to get pregnant or getting pregnant



Starting to lead a healthy lifestyle, starting a diet, aspiring to be beautiful



saving money



peer recommendation and bad image of smokers

Quitting smoking in social media

Powody rzucenia
palenia

Ways to fight the
bad habit

difficulties

Effects of
quitting smoking

Zadowolenie z
siebie



Supplements

- **E-cigarettes** – making the process longer and possibly less healthy
- **Nicotine pills** – guarantee of lack of nicotine lust, but not trustworthy
- **Chewing gums** – least popular, not recommended for pregnant women, possibly giving side effects



Quitting smoking in social media

Reasons to quit smoking

Ways to fight the bad habit

difficulties

Effects of quitting smoking

Being pleased



Exchange addiction with something else



SPORT



Investments



HOBBY

Quitting smoking in social media

Reasons to quit smoking

Ways to fight the bad habit

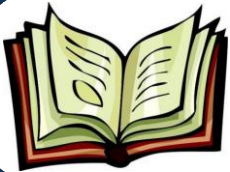
difficulties

Effects of quitting smoking

Being pleased



ADDITIONAL HELP



Books of **Allana Carr** and *Easyway*



Natural health supplements, healthy natural food



Bioresonance Therapy – expensive one

Quitting smoking in social media

Reasons to quit smoking

Ways to fight the bad habit

difficulties

Effects of quitting smoking

Being pleased

„When I was quitting smoking, I dreamt that I collected cigarette ends

- **Lack of motivation**
- **Lack of strong will**
- **Urge to smoke,**
- **Side effects (being nervous)**



Quitting smoking in social media

Reasons to quit smoking

Ways to fight the bad habit

difficulties

Effects of quitting smoking

Being pleased

Bad and good sides:

-

47%

- Problems with staying slim
- Being nervous
- Bad digestions
- Stress
- Other bad habits



53%

- Getting physically stronger
- Self approval
- Healthy lungs
- Money saving
- Sensitive taste
- Better sexual intercours

+

Quitting smoking in social media

Reasons to quit smoking

Ways to fight the bad habit

difficulties

Effects of quitting smoking

Being pleased

Quitting smoking is not described as a success. It is **a finally solved problem**



Pawel Zaremba

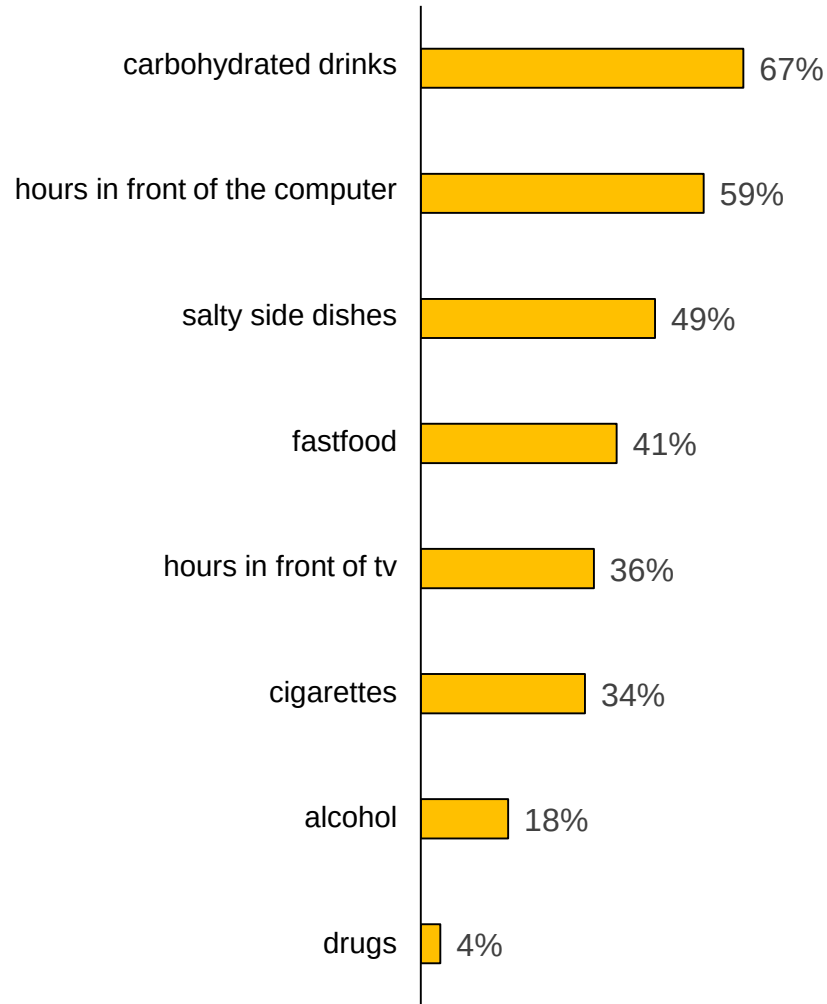
6 czerwca o 20:38 • 🌐

Oświadczam wszem i wobec iż całkowicie rzuciłem palenie !!! 3 tygodnie bez papierosa i już wiem, że mnie nie dopadnie 😊 Psycha mocna jak nigdy ! [link](#)

„Można bezboleśnie rzucić palenie i jeszcze być z tego powodu zadowolonym! 😊 [link](#)”

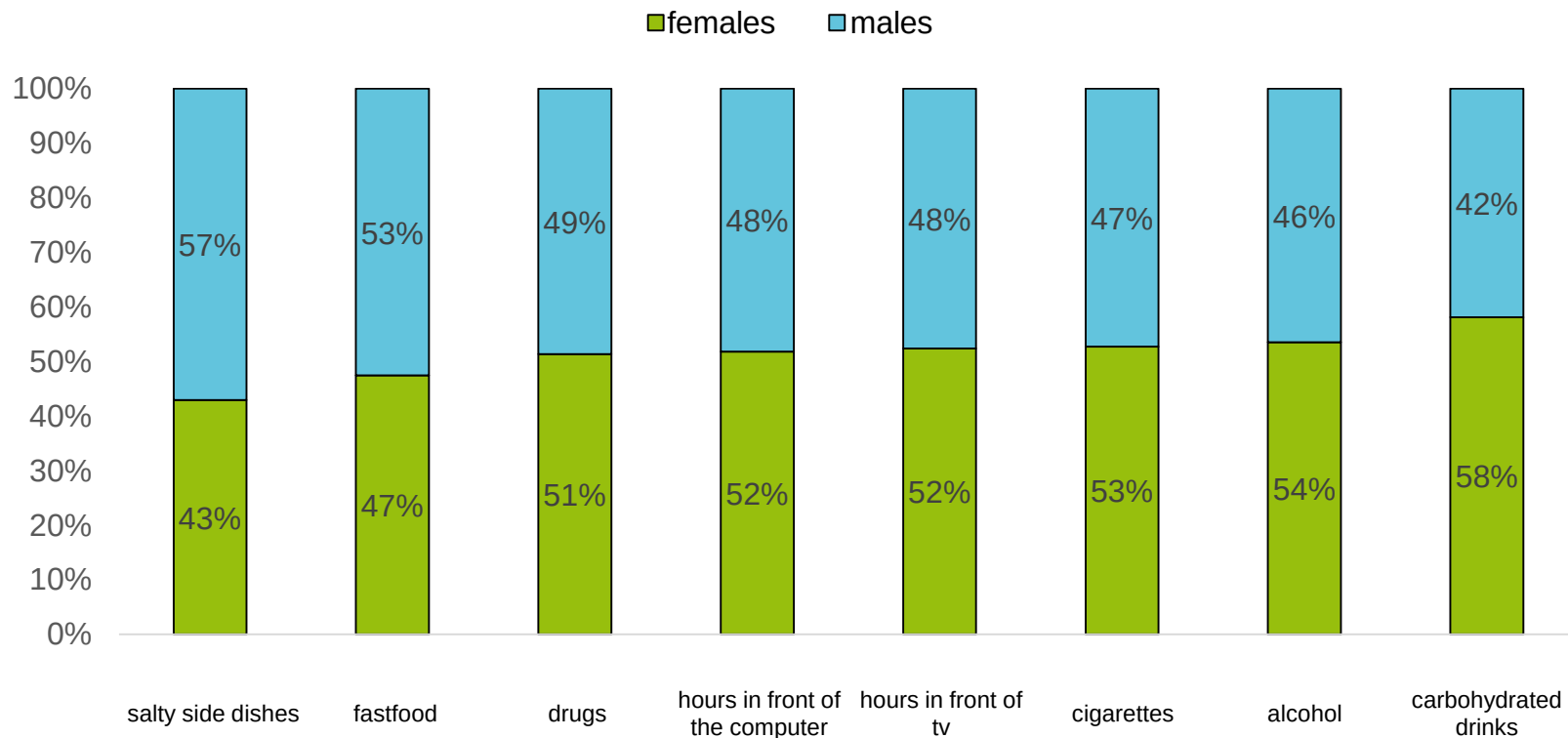
„Z czasem jednak znalazłem coś więcej niż substytut nikotyny: kontakt z przyrodą, przekraczanie granic, rywalizację na zawodach. I endorfiny rzecz jasna:) [link](#)”

Unhealthy behaviors



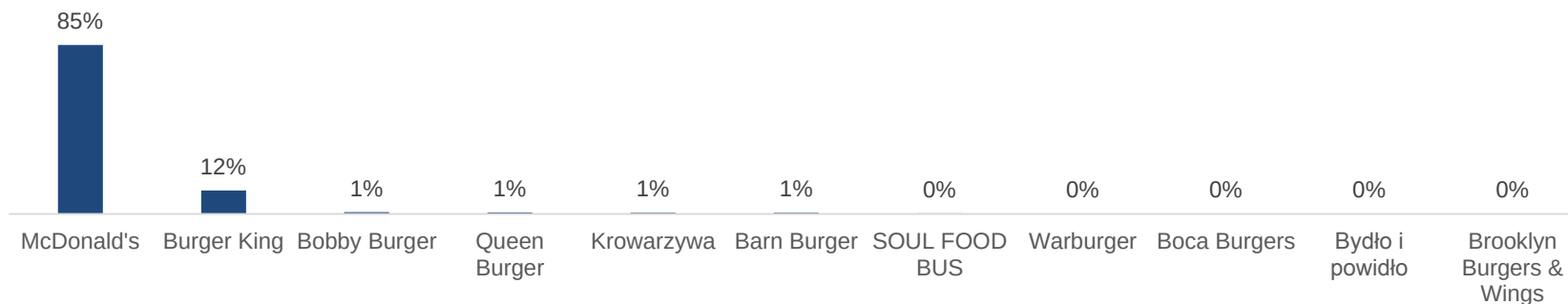
N=1476

Unhealthy behaviors

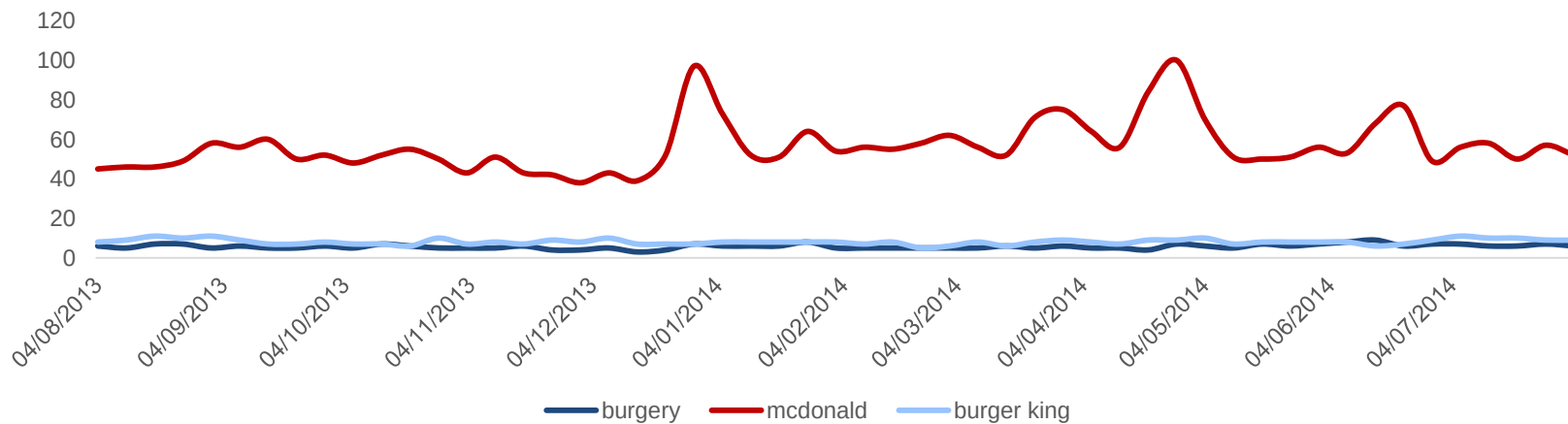


Burgers – still mass market

Burger Brands Share of Voice in Social Media
January - July 2014, n=133013



Google Trend Index



Burger brands on Facebook – small businesses, not a food lifestyle

Burgery angażują jako lokalne biznesy, a nie – jako (nie)zdrowa żywność



Bobby Burger
3 czerwca

Wziął na wynos, bo podobno straszne korki 😊

#BobbyBurger #BarackObama



Lubię to! · Dodaj komentarz · Udostępnij

4 621 121 96 udostępnień



Bobby Burger

2014-06-02 11:45:16

Komentarze 30 | Lubię to: 670 | ER: 2,751

Kupiliśmy nowy samochód! Haczyk jest taki, że musimy zrobić nowe prawko ;) #bobbyburger #foodtruck



[Pokaż komentarze \(30\)](#)
Komentarze



Barn Burger

2014-01-31 20:55:00

Komentarze 40 | Lubię to: 394 | ER: 3,688

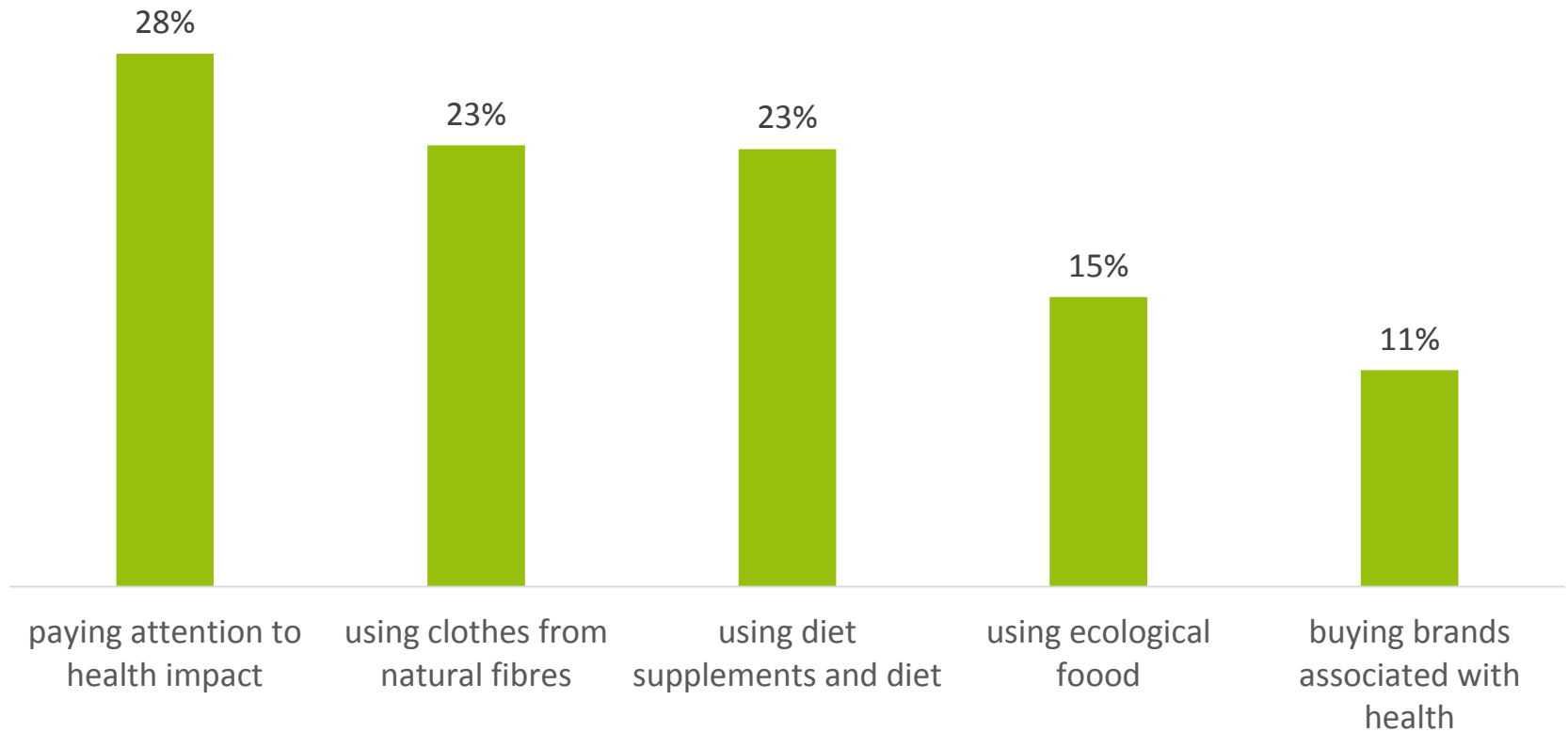
Dostaliśmy wiele pytań w sprawie PSECHUJBURGERA. Trudno nam na wszystkie odpowiedzieć, dlatego zamieszczamy kilka informacji poniżej: - oczywiście, że można go zamówić, po to jesteśmy, aczkolwiek sporadycznie, ponieważ mamy zbyt mały lokal aby robić rezerwacje. -ten, który był pochłonięty wystarczy na ok. 10/12 osób, a pokroju Furious Pete 1-2 os. -samo mięsko to 5 kg. Oczywiście to wersja light, dopuszczamy również XXL - 2 razy mięso, oraz vege np. 5 kg sera i zagon kiełków a co....! -cenę ustalamy indywidualnie w zależności od dodatków -zamówienia również ustalamy indywidualnie to musi być wydarzenie, coś szczególnego jak podnieta rolnika pierwszą podorywką -ile kosztuje? Jak nazwa wskazuje od ch...a -do wynosu doliczamy 1zł za opakowanie- mamy na strychu parę kartonów po ruskich telewizorach.

A decorative graphic consisting of nine squares arranged in a 3x3 grid. The top row has a green square and a grey square. The middle row has a blue square and a green square. The bottom row has a grey square, a green square, and a blue square.

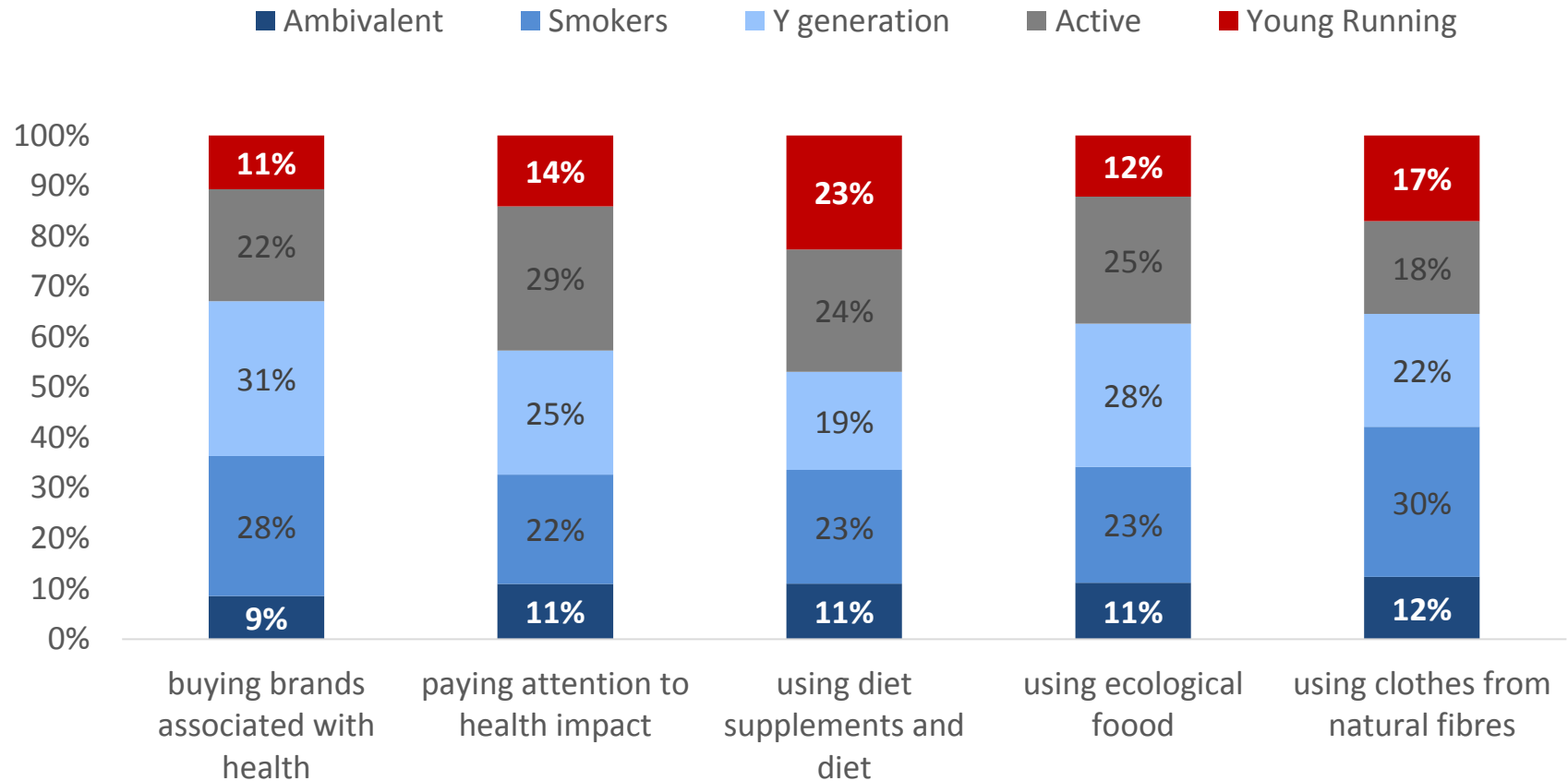
Diet supplements and vitamins



Purchase habits in general



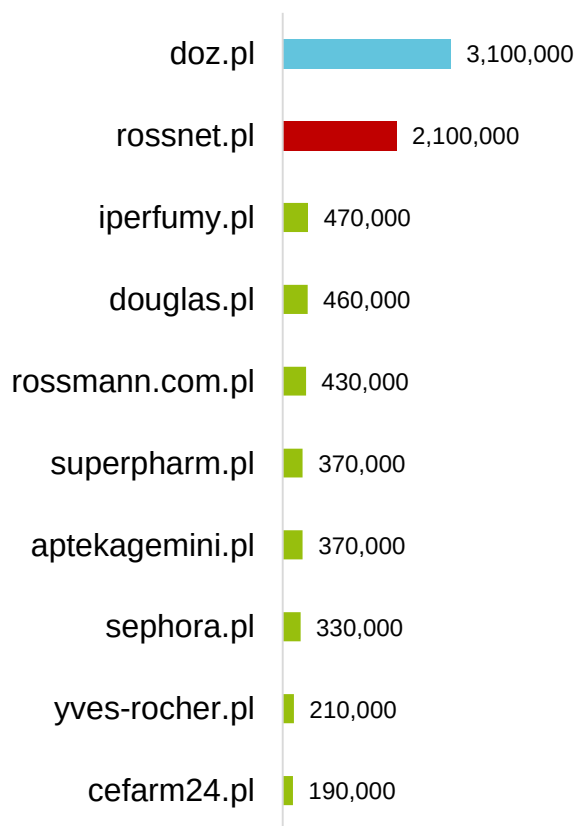
Purchase habits



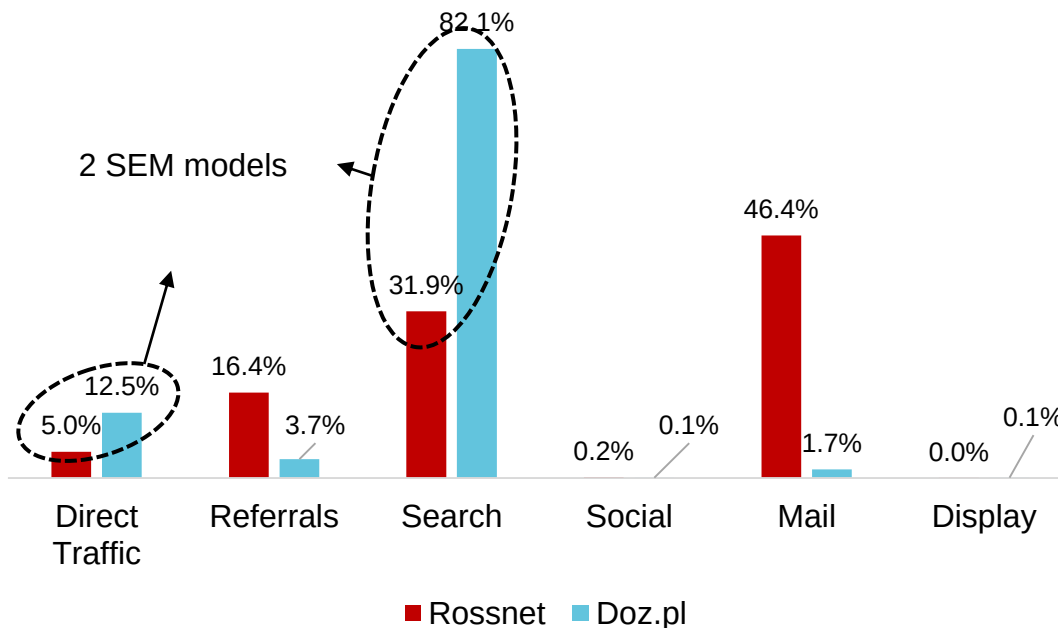
Buying diet supplements in the Internet



Biggest e-commerce shops with diet supplements



Traffic sources on 2 biggest e-commerce sites



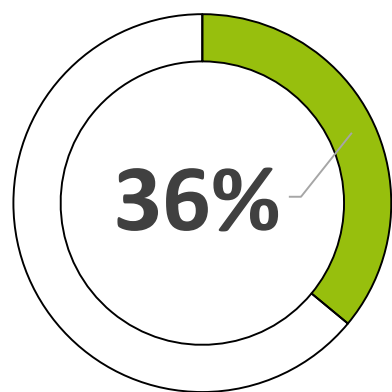
Search Engine Marketing – shows what is the most popular



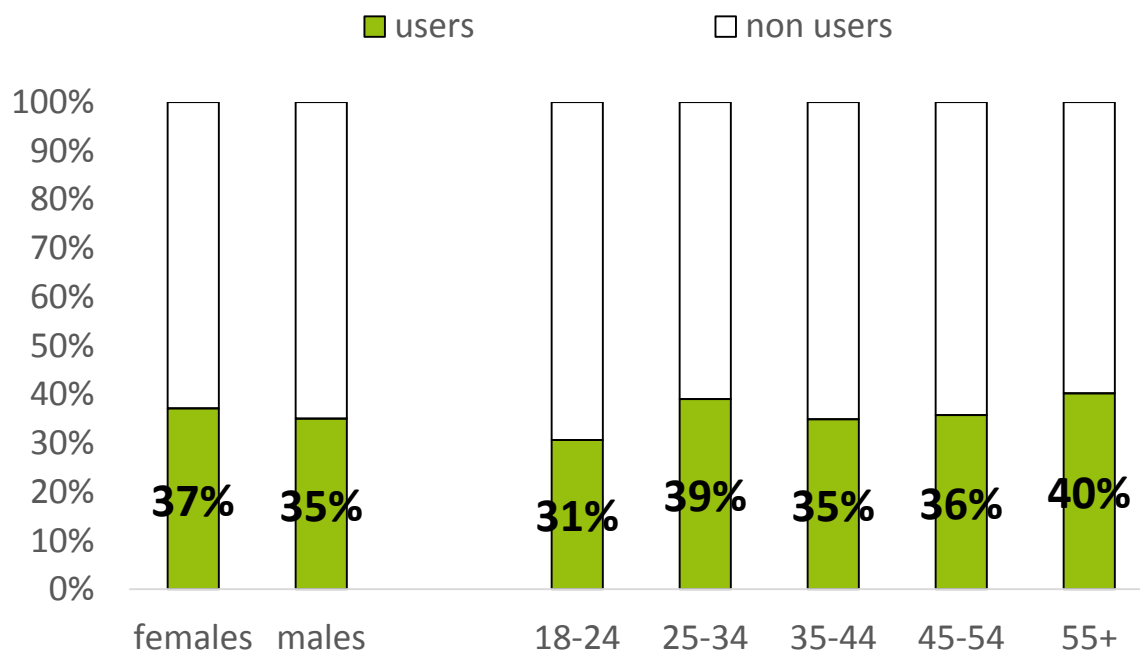
Cellulite, eyes, skin

Najdroższe reklamy Ad-Words kupowane przez Dbam o Zdrowie – Cost per Click 2pln lub więcej		
Słowo kluczowe	Tytuł reklamy	Opis reklamy
tabletki inneov cellulit cena	Inneov - Sklep - Duża baza produktów online - doz.pl	Szybka realizacja zamówień.
apteka internetowa ale leki	Portal Dbam o Zdrowie - Duża baza leków online	Szybka realizacja zamówień.
niezapominajka apteka internetowa	Portal Dbam o Zdrowie - Tanie leki. Szybka dostawa	Szeroki asortyment produktów.
apteka internetowa w lublinie	Portal Dbam o Zdrowie - Tanie leki. Szybka dostawa	Szeroki asortyment produktów.
bepanthen usa	Bepanthen Sklep	Tanie produkty. Szybka dostawa. Szeroki asortyment produktów.
avene antirougeurs cena	Avene - Sklep - Duża baza produktów online	Szybka realizacja zamówień.
apteka internetowa uk	Portal Dbam o Zdrowie - Zamów leki w Sieci	Jest taniej i wygodniej.
apteka online kraków	Portal Dbam o Zdrowie	Tanie leki. Szybka dostawa. Szeroki asortyment produktów.
apteka internetowa leki na receptę warszawa	Portal Dbam o Zdrowie - Tanie leki. Szybka dostawa	Szeroki asortyment produktów.
aptea	Portal Dbam o Zdrowie - Tanie leki. Szybka dostawa - doz.pl	Szeroki asortyment produktów.
balsam eucerin	Eucerin Sklep	Duża baza produktów online.Szybka realizacja zamówień.
biodrema	Bioderma - Sklep - Szeroki asortyment produktów - doz.pl	Szybka dostawa.
naraya doz	Portal Dbam o Zdrowie	W sieci Dbam o Zdrowie znajdziesz to, czego Ci potrzeba!
dbam o zdrowie katalog nagród	Portal Dbam o Zdrowie - doz.pl	W sieci Dbam o Zdrowie znajdziesz to, czego Ci potrzeba!
enfamil 2 premium	Produkt w niskiej cenie	Enfamil 2 Premium mlekoZa 24,89 zł. Sprawdź!

Using diet supplements

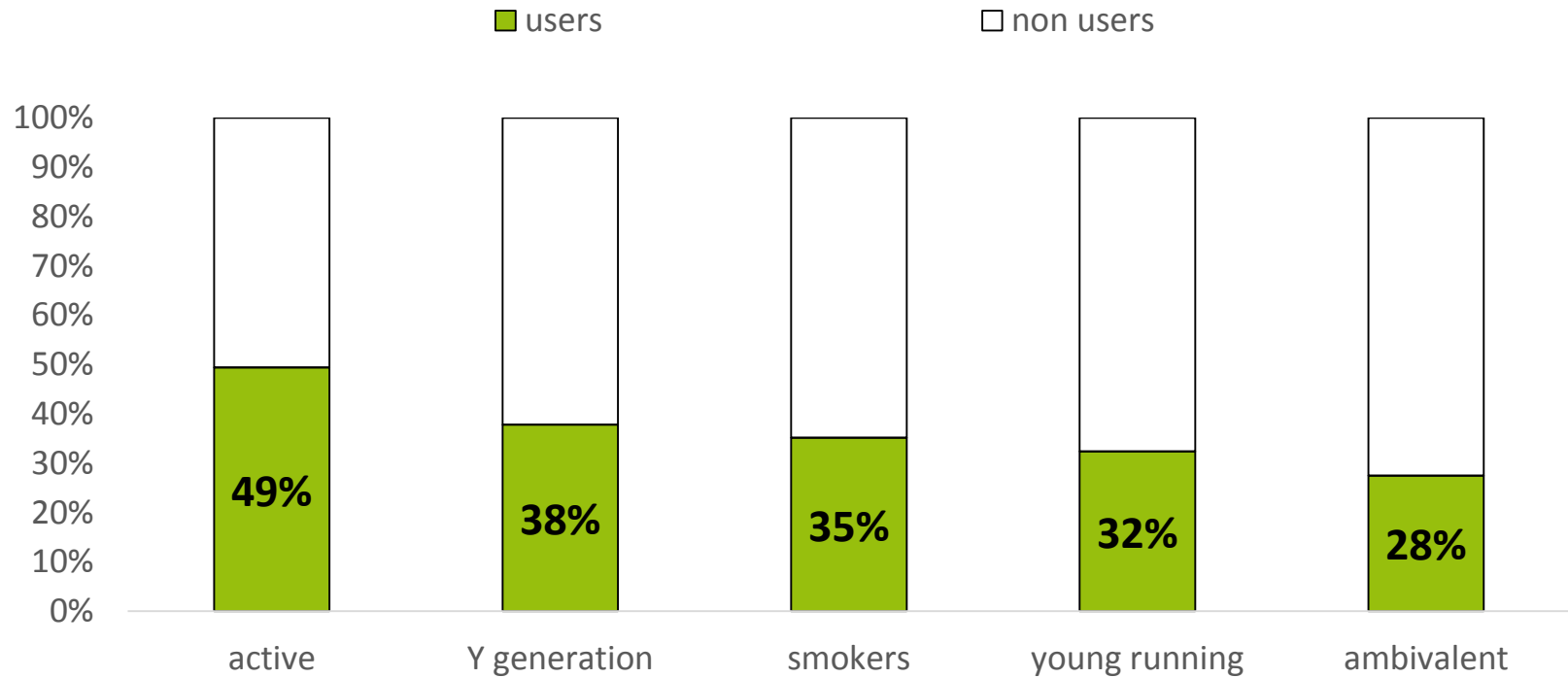


■ users □ non-users



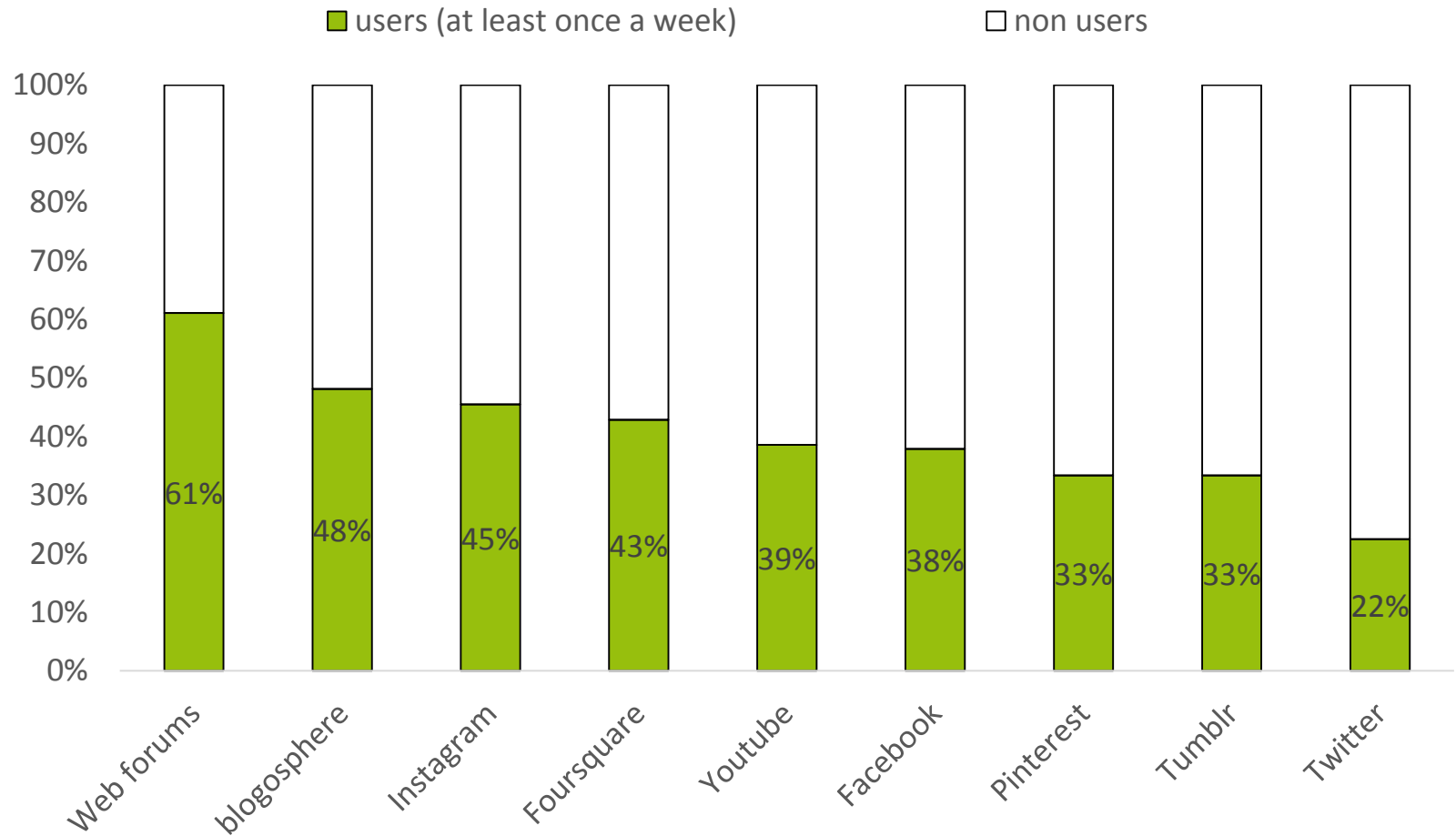
Using diet supplements

Who they are

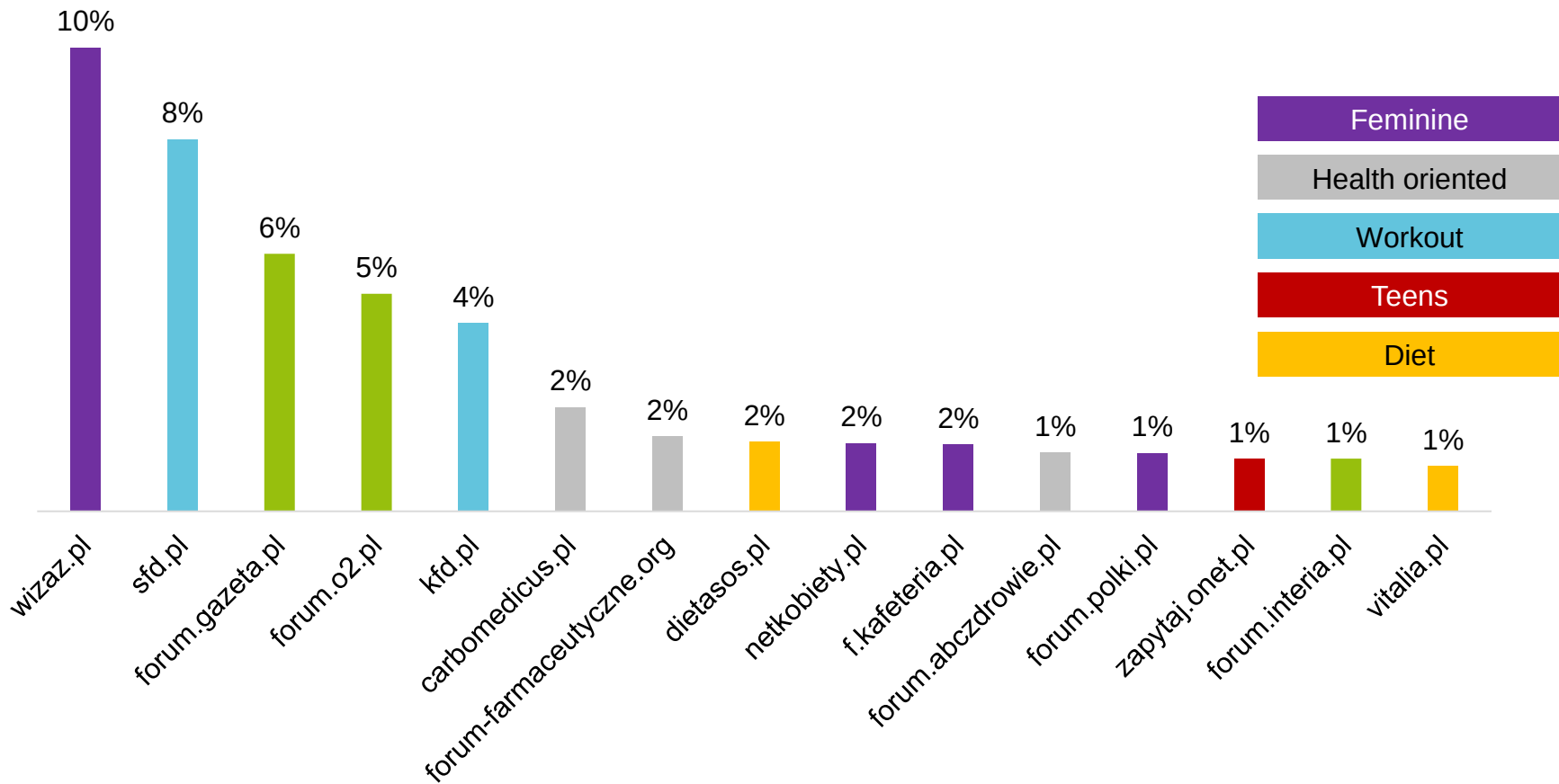


Using diet supplements

What they read in the internet



Discussion on diet supplements

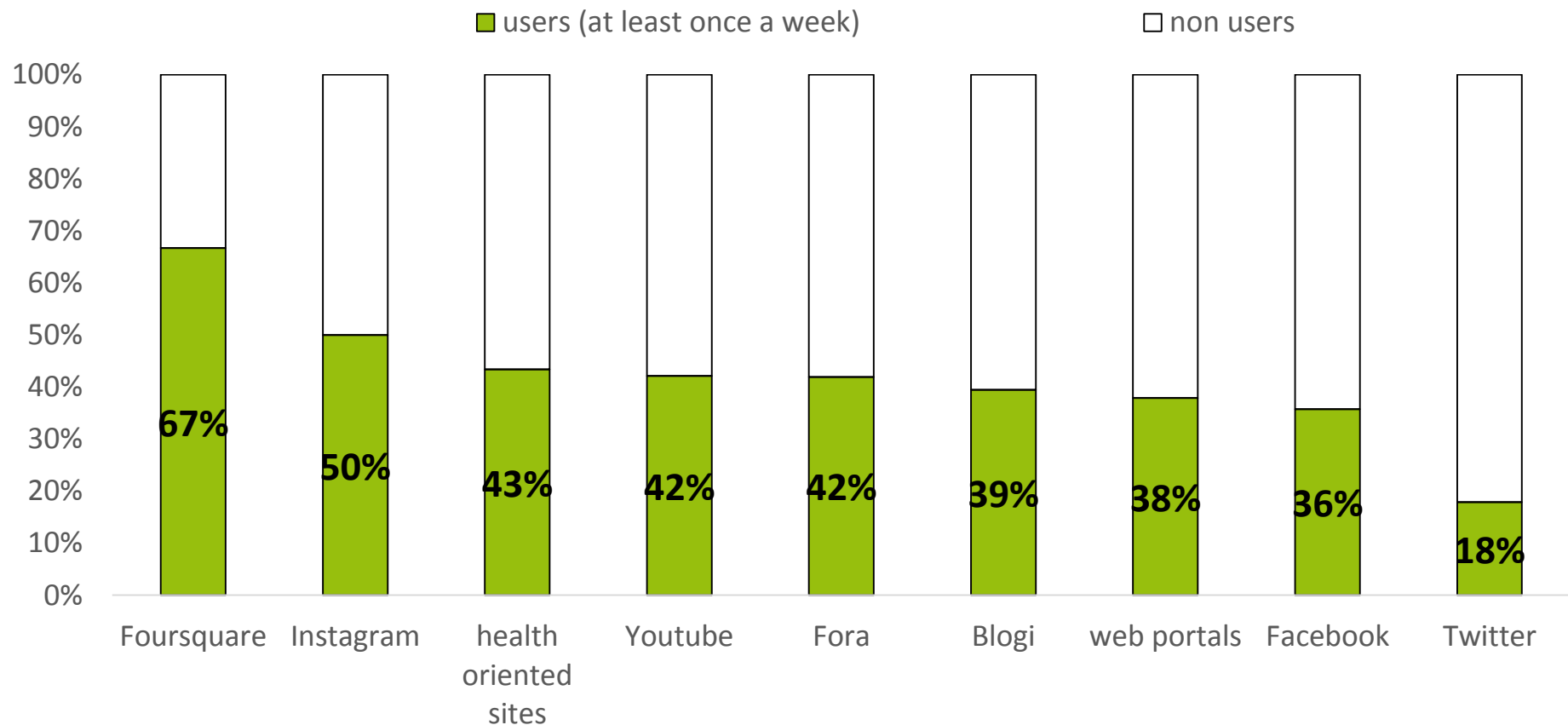


Using diet supplements

Where we seek info on them?



Heavy users of these channels



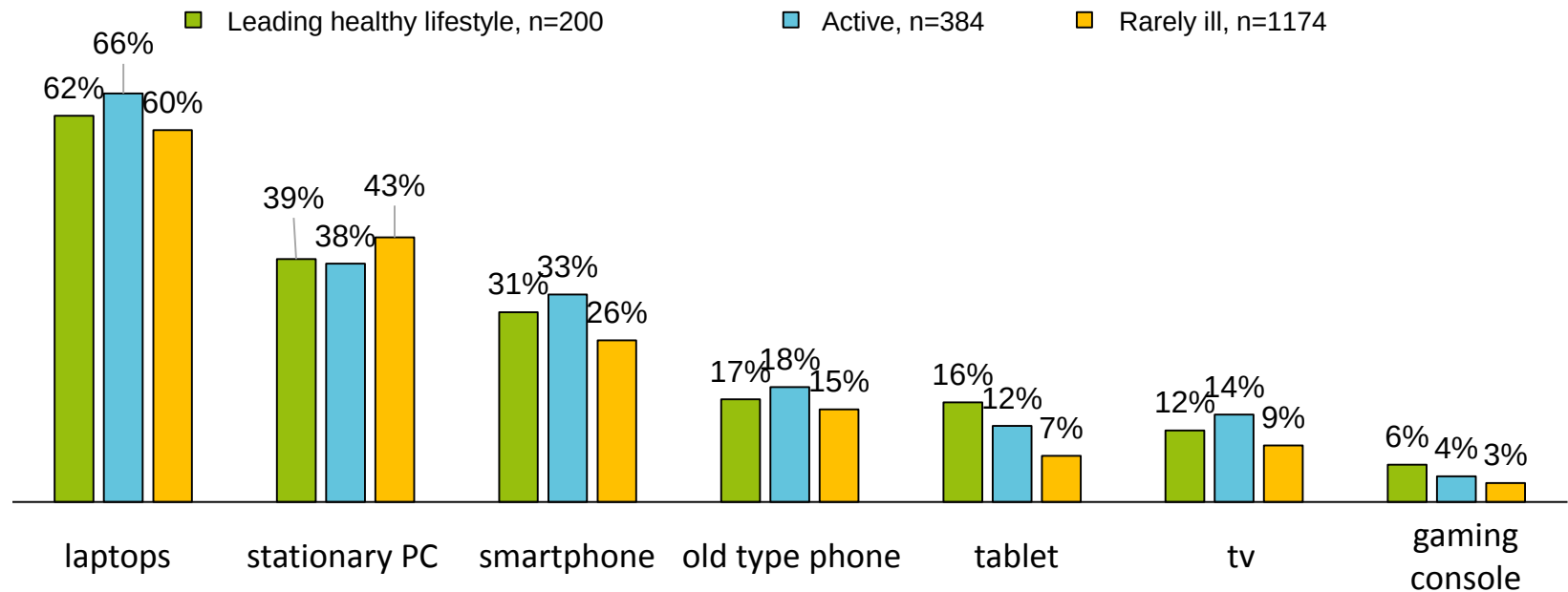
A decorative graphic consisting of nine squares arranged in a 3x3 grid. The squares are colored in a pattern: the top row has a green square followed by a grey square; the middle row has a blue square, a white square, and a green square; the bottom row has a grey square, a green square, and a blue square.

Usage of new media

Usage of new technologies



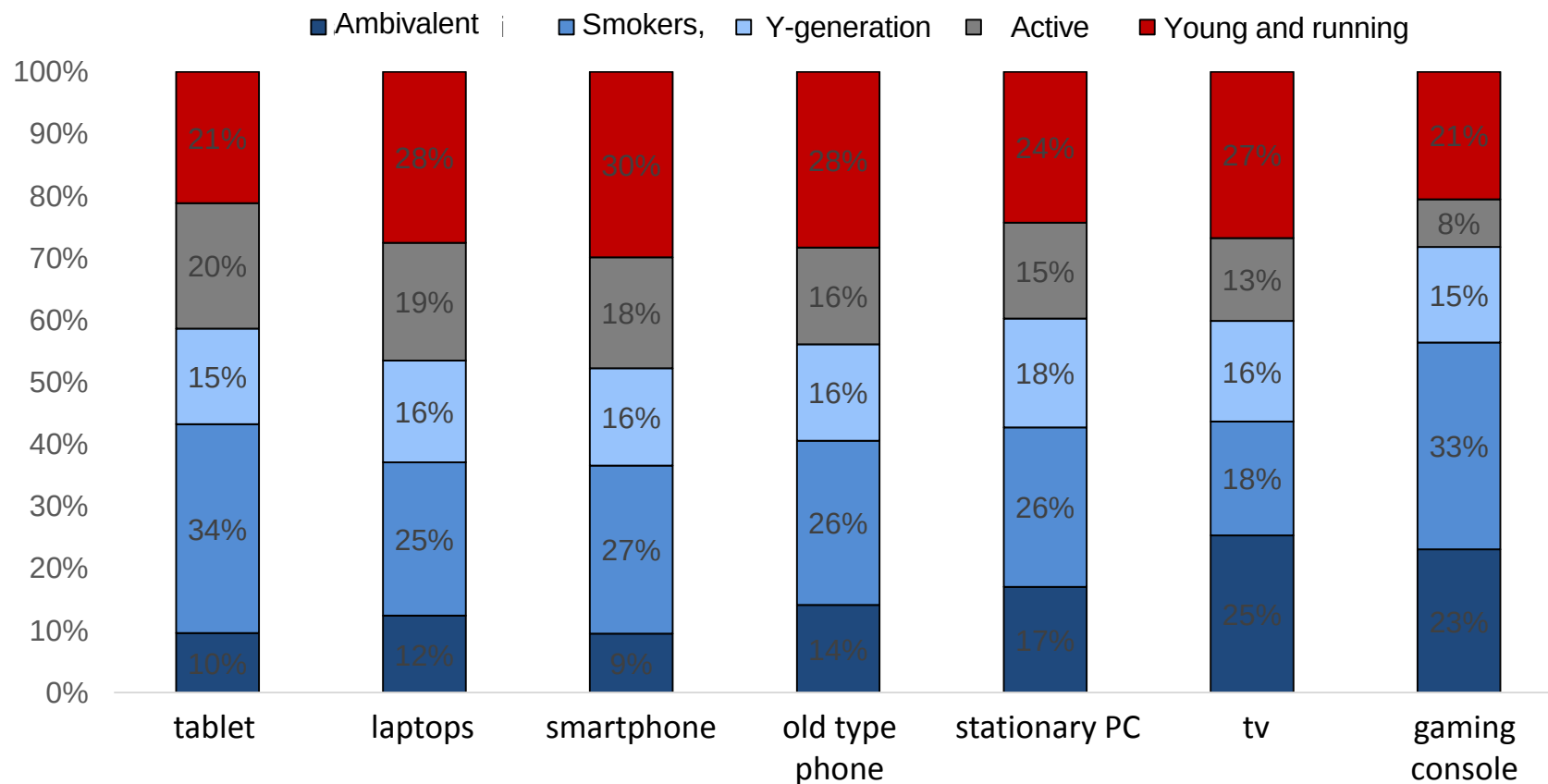
Connecting every day to the Internet through a device



Usage of social media



Connecting every day to the Internet through a device



Healthy lifestyle mobile applications

Popularity



iPhone

The most popular (free)	
1.	Endomondo Sports Tracker
2.	Nike+ Running
3.	Runtastic Me
4.	Kalendarzyk Bella
5.	RunKeeper

Rising popularity	
1.	Endomondo Sports Tracker
2.	Sports Tracker
3.	Perfekcyjny brzuch w 42 dni
4.	Runtastic PRO
5.	Lifesum

iPad

The most popular (free)	
1.	Runtastic Six Pack
2.	Jillian Michales Slim-Down
3.	The J&J Workout
4.	Calorie Counter
5.	Yoga for Back

Rising popularity	
1.	Yoga Studio
2.	Touchfit
3.	Bike Fast Fit
4.	Perfekcyjny brzuch w 42 dni
5.	Endomondo SportsTracker



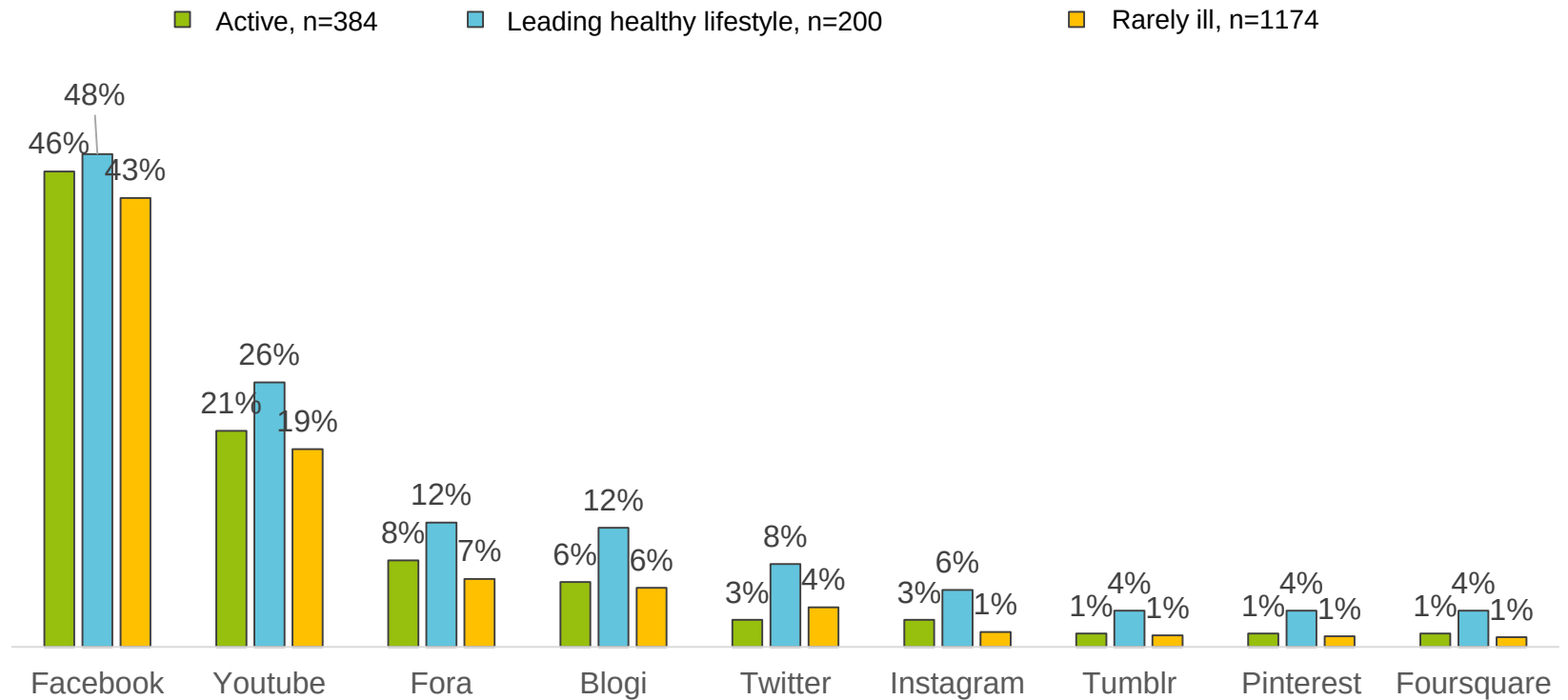
The most popular (free)	
1.	Endomondo Sports Tracker
2.	ABS Workout
3.	Period Calendar
4.	MyTracks
5.	Przepisy.pl

Rising popularity	
1.	Endomondo Sports Tracker
2.	Endomondo Sports Tracker PRO
3.	Runtastic PRO
4.	Sports Tracker
5.	Runtastic Road Bike PRO

Social Media channel usage



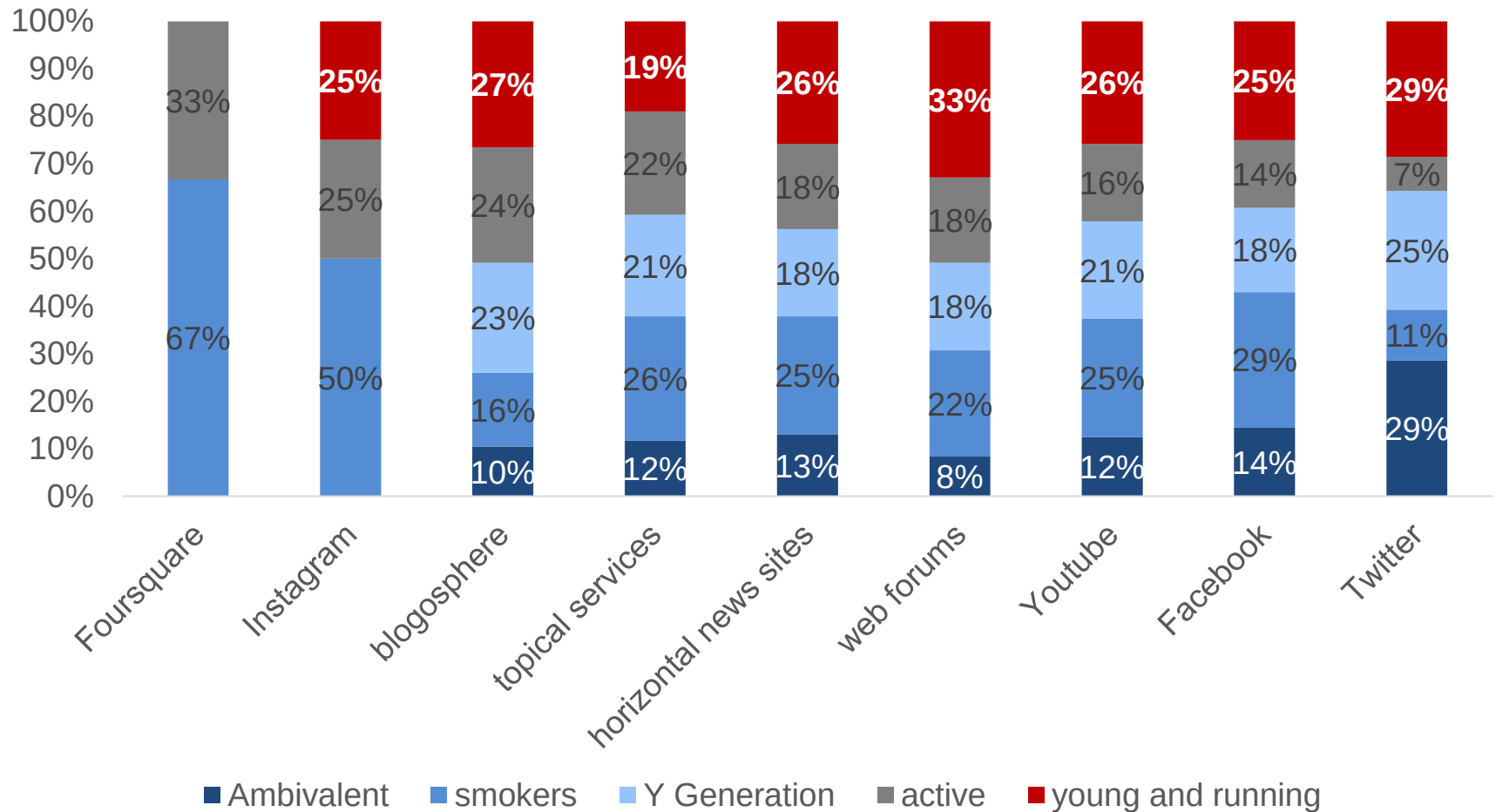
Using Social Media every day



Using social media for health issues



Reading health related topics in social media



The biggest health related fanpages



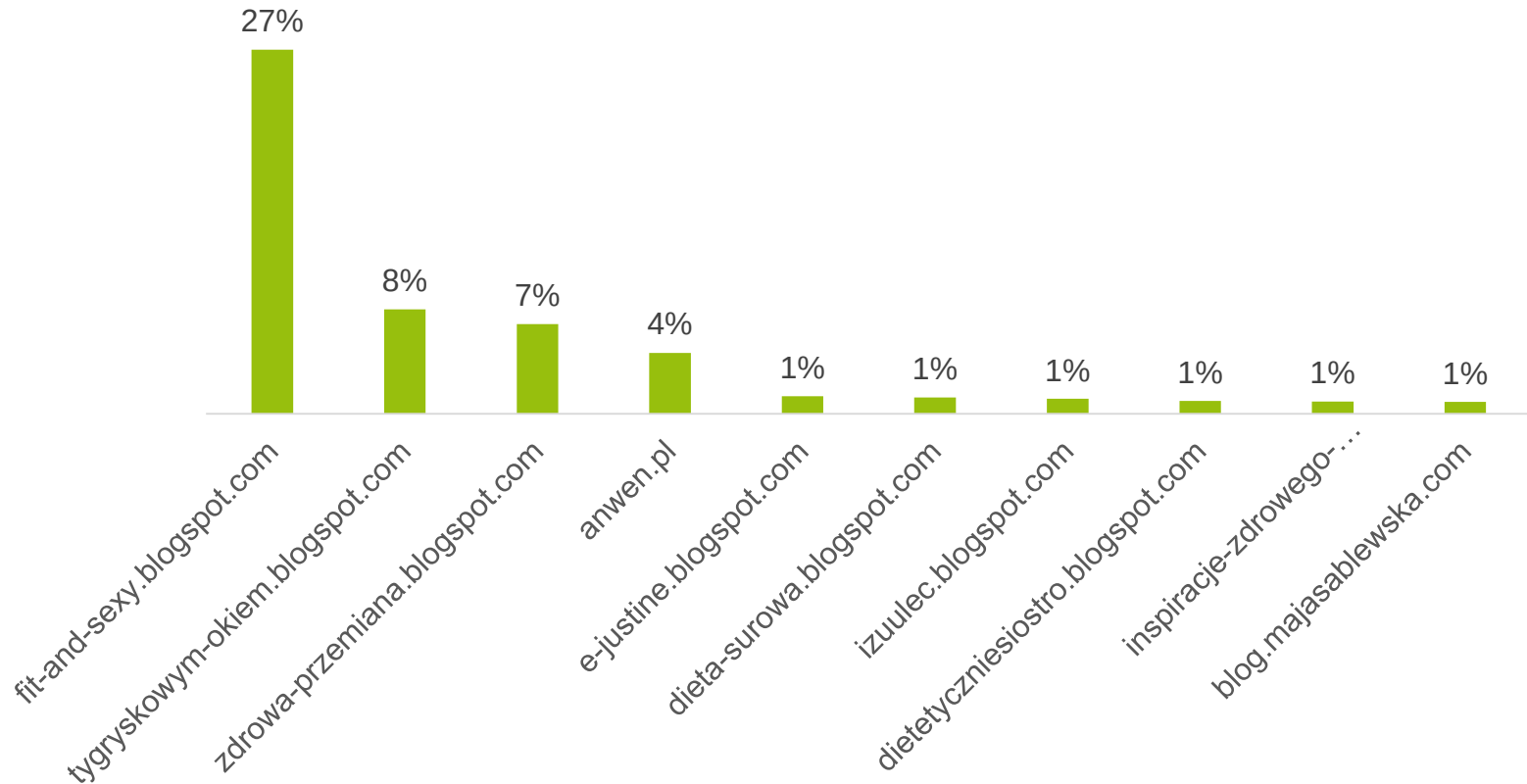
No. of fans
July 2014

herpes medicine	Piękne usta	 174199
probiotics	Wychowaj małego profesora	 156180
general healthy lifestyle	Dbam o siebie	 144476
drugstore	Super Pharm Poland	 132727
supplements	Trec Nutrition	 115290
medicines for vocal cords	Niech głos będzie z Tobą	 113785
medicine producer brand	Stworzone dla zdrowia	 108813
shampoo	Zdrowe i piękne włosy	 86224
quitting smoking	Fajka na bok	 78902
eye sight	Chroń oczy	 70222



The most popular health related blogs

TOP 10 Blogs
Share of interactions



Healthy lifestyle on Instagram



oskiii_

2 mies. temu

#zdrowie



pawelcattaneo_official

2 mies. temu

Bo śmiech to zdrowie ☺☺☺ #usmiech #smiech #smile
#selfie #auto

Obserwuj



stuuburton

3 mies. temu

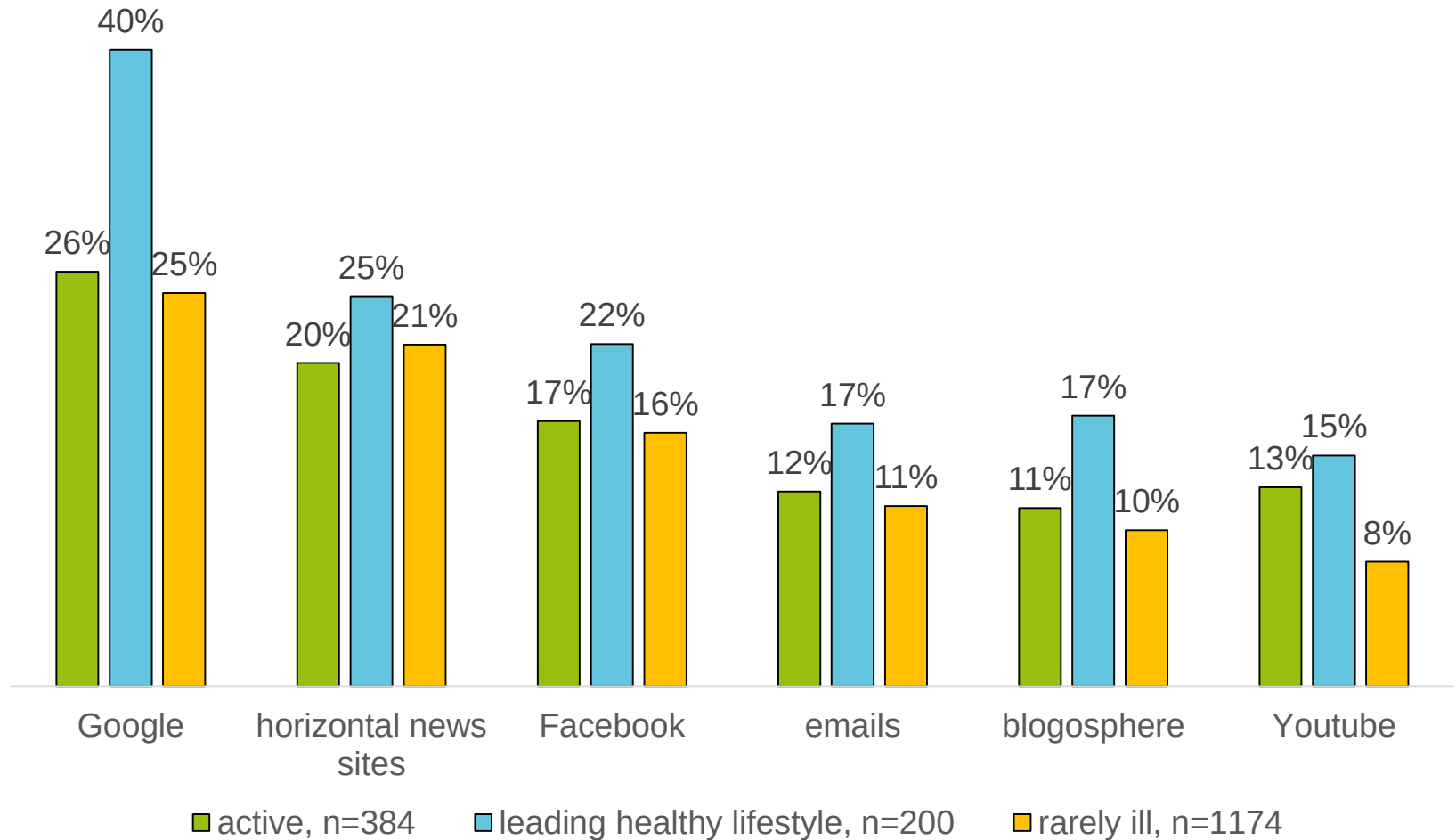
Hotelik jest! Teraz go składać! www.akracing.pl
#comfort #relax #zdrowie #hotel

Obserwuj



running
style diet
bike trip
active eat
bicycle healthy

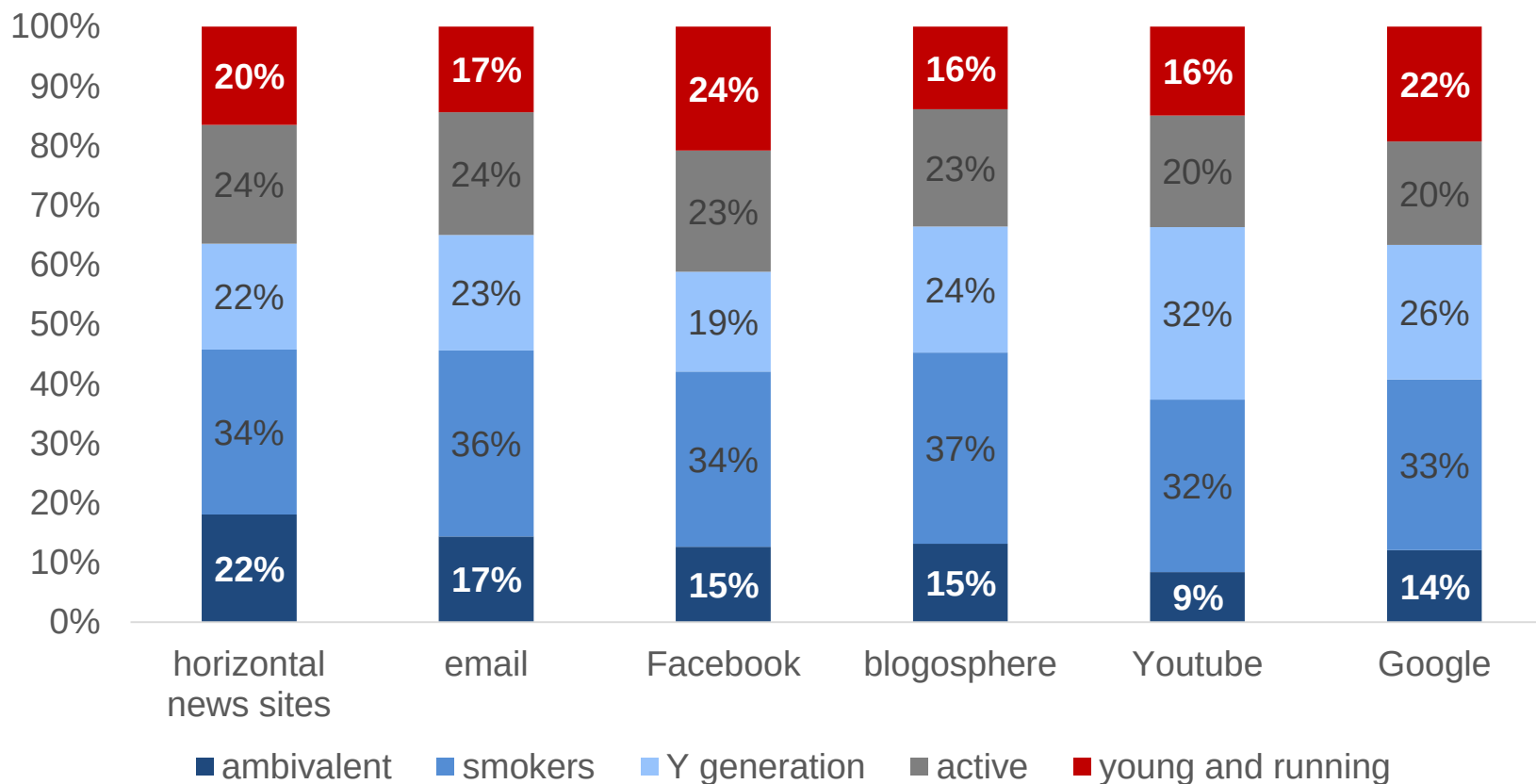
Interacting with health related digital ads



Interacting with health related digital ads



Purposeful using health-related ads



L e t ' s c o o p e r a t e

IRCenter

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01-031 Warsaw
Poland

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hupa.albert@ircenter.com
+48 696 435 672

