

Evergreen Activation Guide

What is Real Appeal?

Use this short- and longer-form messaging to generate awareness of Real Appeal® within your eligible population.

Short Description

Real Appeal® helps you build healthy habits for lasting change. It's an online weight management program available to [eligibility language] at no additional cost as part of your [benefits language].

75 Words

Real Appeal® helps you build healthy habits for lasting change. It's an online weight management program available to [eligibility language] at no additional cost as part of your [benefits language]. Create a healthy lifestyle and boost your well-being with ongoing support from a coach, a focus on common challenges we all face, and resources to help you stay motivated. Get personalized support for a healthy lifestyle and change your habits for good, with Real Appeal.

SMS Messaging/100 Characters or Under

(option 1)

Build healthier habits for lasting change with Real Appeal®, an online weight management program. (97)

(option 2)

Get the support you need to get healthier with Real Appeal®, an online weight management program. (97)

Full Article

Helping You Build Healthier Habits for Lasting Change

Imagine having all the support you need to create a healthy lifestyle and boost your well-being. Real Appeal® can make it possible, by helping you take small steps for lasting change. Real Appeal is an online weight management program that's available to [eligibility language] at no additional cost as part of your [benefits language].

Get started today at [\[client URL\]](#)

One Healthy Step at a Time

- **Ongoing Support From a Coach.** Get personalized guidance from a knowledgeable coach, who leads collaborative weekly group sessions.
- **Addressing Common Challenges.** Real Appeal focuses on **how** to change your behavior. We'll discuss emotional eating, mindset, motivation, and more.
- **Resources to Stay Motivated.** Get a Success Kit with access to online fitness classes, anytime, anywhere. Plus scales, a portion plate, and more.

[CTA statement.]

[Eligibility statement.] The Real Appeal program is educational in nature and is not a substitute for medical advice.

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What are the key benefits of Real Appeal for employers?

Real Appeal helps your employees create a healthy lifestyle, change their habits, lose weight, and reduce medical claims.

- The Real Appeal hands-on approach delivers up to 3x the member engagement of similar programs
- More than 904,000 enrolled participants
- 88% of at-risk participants lost weight
- 37% lost 5% or more in body weight

What are the key benefits of Real Appeal for employees?

Ongoing Support From a Coach

Get personalized guidance from a knowledgeable coach, who leads collaborative weekly group sessions.

Addressing Common Challenges

Real Appeal focuses on how to change your behavior. We'll discuss emotional eating, mindset, motivation, and more.

Resources to Stay Motivated

Get a Success Kit with access to online fitness classes, anytime, anywhere. Plus scales, a portion plate, and more.

No Additional Cost

Real Appeal is available to [eligibility language] at no additional cost as part of your [benefits language].

Who's eligible for Real Appeal?

Include this eligibility statement when promoting Real Appeal to your population:

Real Appeal is available to [eligibility language] at no additional cost as part of your [benefits language].

How do you sign up for Real Appeal?

It's important to have a clear and prominent call to action, such as "Get Started" or "Join Now." The call to action can be a hyperlink or clickable action in digital pieces, directing to the destination URL, enroll.realappeal.com.

Are there legal requirements with mention of Real Appeal?

Real Appeal is a registered trademark of Real Appeal, Inc. and the first mention of Real Appeal® in body copy should include a superscript registration mark.

Use this language when promoting to your employees:

Real Appeal is available to [eligibility language] at no additional cost as part of your [benefits language].

How can you promote Real Appeal to eligible populations?

Use our Toolkit of standard marketing materials both at launch and throughout the year to drive enrollment and engagement in the program. Ongoing promotion will directly impact the health of your population and reduce medical claims.

You can also leverage the “What is Real Appeal” copy provided above in this document, along with our Asset Kit, to promote Real Appeal through your available channels.

The Real Appeal Asset Kit includes:

- Real Appeal logos & guidelines
- Success Kit imagery & illustration
- Success Stories
- Generic imagery

Consider your communication channels and promote Real Appeal through:

- Email (critical tactic for generating awareness)
- eNewsletters
- Intranet or company website
- Social Media
- Company events
- Lunch & Learns
- Open Enrollment Benefit Overview
- Direct Mail

Best Practices

Digital Focus

Because Real Appeal is an online weight management program, digital channels drive the highest enrollment. These digital channels make it easy for employees to immediately click and enroll. Email is the most effective tactic. Consider other internal channels such as intranet or company website placements as well.

Leadership Support

Leadership support drives high program awareness and engagement. When employees see that company leaders support their health and wellness through Real Appeal, program participation increases. Consider this for email sends and internal communications — if the message comes from a company leader, the content is seen as important and employees will pay attention.

Email Best Practices

- Consider email deployments from your CEO or another executive leader
- Deploy emails on a Tuesday, Wednesday, or Thursday, ideally before noon
- Avoid deployments around holidays or 3-day weekends

Embed Real Appeal into Company Culture

Wellness is a lifestyle. Help employees apply learnings from Real Appeal to their daily life through company culture, such as:

- If you have a cafeteria, catered lunch, or snacks, ensure there are healthy options
- Encourage employees to move during the day
- Turn 1:1 meetings into walking discussions
- Encourage employees to leave their desk during lunch
- Sneak in quick workouts
- Coordinate group activities like walks or even yoga