

THE CHALLENGE

To connect with consumers and build brand loyalty and trust in a cluttered health and wellbeing market.

WHAT WE DID

Launched a multi-channel content solution

- 3 x Print publications distributed nationally via Chemist Warehouse and News Corp papers (quarterly and monthly)
- Website content and vertical hosted on Body+Soul
- Social media content
- GEO optimisation of digital content

THE RESULTS

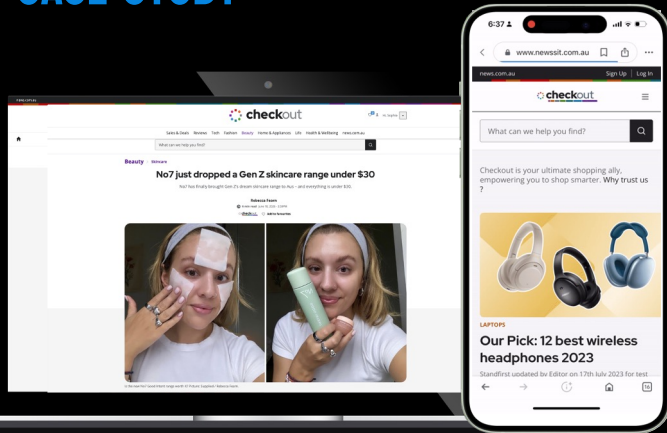
A 2024 brand study identified **The House of Wellness** as Australia's most recognised health and wellness media brand.

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CONTENT TO checkout

CASE STUDY



46%

Uplift in client mentions for
key categories

35%

Uplift in client visibility
across ChatGPT & Google AI
Mode

CONTENT SOLUTIONS
OWNED, PAID, EARNED

News Australia


MEDIUM RARE

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