# Communication samples

Within our "Lift-off" communication package (included at no additional cost), clients receive direct access to our full library of posters, flyers, guides, and additional promo materials and communication tools (clients can add their logo and customize text as needed).

Here are some examples of the materials we provide...



## IMPLEMENTATION PROMO SAMPLES







The sonicboom wellness program is coming soon!

## You've never seen wellness like this before.

Let's improve our health habits together! We'll increase activity levels, improve our nutrition habits, and manage our stress. Best of all? With Sonic Boom, wellness is <u>FUN!</u>







- Catch people bein' unhealthy with our fun new game, "Busted!" Post healthy selfies when you're feeling extra accomplished (or bust yourself!) Add pics of yourself (and your colleagues!) doing Challenges-of-the-Day
- Like or comment on photos, view your activity stat

We'll be adding more features soon — in the meantime, keep using yo from computers as well as mobile devices!) for all other Sonic Boo

## How to get the app:

Click AppStore or Google Play from your n



- Visit the App Store or Google Play store Search "Sonic Boom Wellness"
- Download/install the app with an icon that lo Because of other popular apps like Sonic
  - 3rd or 4th one down on the screen. 🔈 Log in using your standard Sonic Boom cre

Questions? support@sbwell.com

## Welcome to sonic**boom**

### PROGRAM FEATURES

### **ENGAGEMENT SCORE**

As you engage in Sonic Boom activities and challenges, you'll increase your Engagement Score. Maintain as high of a Score as you can to achieve new Levels!

**NEW!** 

### CHALLENGE-OF-THE-DAY (COD)

CHALLENGE-OF-THE-DAY (COD)
Improving daily behaviors is ... well ... an everyday thing. We provide you with an "ahal" moment every weekday, with informative and inspiring health challenges delivered straight to your inbox (and portal/app). Complete the COD on your own, with coworkers, or at home with your family!

### CAUGHT YA BEIN' HEALTHY

Reward your peers for practicing healthy behaviors at work! Build camaraderie and feel good about the changes you're making to improve your daily habits together.

### GOALS AND TRACKERS

Use our fun and automated goals and trackers to keep tabs on your hydration, fruit/veggie intake, physical activity, mood, weight, and more. Boost your Score by hitting daily goals in each category!

Track your progress toward various health  $\theta$  wellness goals (and the incentives tied to 'em).

### DEVICE INTEGRATION

Easily sync exercise data from your activity-tracking device! You can earn points for reaching activity goals each day, check company-wide stats on real-time leaderboards, and compete with coworkers in a variety of fun contests!

Company-wide: We'll periodically host "featured" contests - some will be competitive, some will be based on physical activity, and some will be based on optimal on untrition, stress-reduction, and more!

Member-driven: YOU get to engage in custom at any time).

### MY HEALTH

With biometric screenings, our Health Quality
Assessment (HQA), and lifestyle coaching (through
Coach's Corner), you can track your current health
status and — more importantly — get the feedback
(and support) needed to improve!

View articles, videos, and other self-paced educational view as ucles, viueus, as it on ier seu-paced education in content to help with optimal nutrition, financial

### MOBILE APP

Check out the Sonic Boom Wellness mobile app for additional features and on-the-go tracking!

- Small improvements in lifestyle habits make a major difference in the long-run as long as you're consistent! Friendly competition makes Sonic Boom even better so challenge each other often!
- You can log most activities up to five days into the past, and most devices store multiple days' worth of data.
- This program is designed for YOU. Set up your personal preferences (and custom contests) to get the most out of it.

Wanna play?

app.sbwell.com



As a SuperChamp, you'll lead by example to motivate your peers, assist with communication of key activities and promotions, and help your colleagues troubleshoot certain parts of the sonic**boom** program.

That sounds like a job for ... a less-busy employee! We know, you still have your civilian identities (and full-time iobs) to uphold, and that's finel You can fight the evils of poor diet and inactivity in just a fe

## So, what ideals must I upload as a dashing do-

SuperChamps are expected to abide by a handful of bes

- Being infinitely enthusiastic and helpful about the

- ✓ Leading by example and organizing group ★ Helping to spread communications and pron
- Always donning your activity tracker

Interested? Send us a note >>





Recruit 'em in groups, or one-by-one... When we all join together, wellness is fun!



**OUR GOAL** 

Help people improve their daily health habits.



YOUR MISSION

Get people to sign up for Sonic Boom!

Let's see what you've got, SuperChamps!

Check out the CONTESTS tab for details >> app.sbwell.com



## Wellness Champion training...



## GENERAL PROMO SAMPLES





## IT'S SLEEP-AWARENESS MONTH!

Consistent, quality sleep helps keep us healthy, energized, and refreshed. Our bodies need those preciously peaceful hours to reboot and regrow, but falling (and staying!) asleep is easier for some than others. Check out our tips for improving your sleep habits – whether you're a borderline insomniac or a satisfied snoozer:

## ASSESS YOUR SLEEP DEBT

When we don't get our full 8 hours, we accrue "sleep debt." How much sleep do you owe yourself? Note: you can't make it all up in one night!

### TURN OFF THE TECH

Blue-light is super detrimental to melatonin production and sleep patterns. Switch off all screens at least an hour before turning in.



Get up when that alarm goes off ... the FIRST time. LOSE THE SNOOZE Those few extra minutes of sleep you think you're getting aren't as good for you as you may think.

What you eat can greatly affect your sleep habits. WATCH YOUR DIET Avoid sugar and caffeine (especially later in the day), and focus on hearty slow-digesting veggies for sound snoozing.

### TISE REGULARLY

amething to be tired about! will help you fall

## PUT YOUR REST TO THE TEST



Last month we pushed our bodies to new limits of physical activity and strength. Now it's time to hit the "refresh" button with Sleep-Awareness Month!

There's a huge difference between sporadic sleep and consistent sleep – let us help you learn how to improve your snooze...





## QUANTITY

The average adult needs 7-9 hours of sleep each night. How many hours of sleep do **you** get on a regular basis?



7-9 hours of deep, uninterrupted REM sleep is WAY different than 7-9 hours of intermittent, fitful sleep. Only one will help your body grow, repair, and refresh (we'll let you guess which one).



### CONTROL

Take control of the quality AND quantity of your sleep! Check out our tips sheet (and special Challenges-of-the-Day this month) for extra pointers...

Stop counting sheep — take control of your sleep! >>>

### IT'S BETTER-SELF MONTH!

**∜**sonic**boom** 

We're not perfect – we all have room to improve (at work and at home!). To continue our progress, we should be constantly working toward our long-term goals. But it's one thing to talk about our goals, and another thing to act on them. Check out our tips below for some self-improvement strategies that'll help you live your best life.



It can be difficult to admit that we need to improve in certain areas. But being truly honest with ourselves is the

only way to reap the full benefits of self-improvement.

We're all different in many ways - that's what keeps this world interesting (and beautiful)! Stop comparing yourself to others - focus on what YOU can do to live a healthier, happier life.

ASK OTHERS Use your "inner circle" to constantly improve - in your personal life and at work. Though it can be daunting to consider others' critiques, it can often bring to light a side you never considered.

### GET SOME SLEEP, EAT WELL, AND EXERCISE POSITIVE SELF-TALK We can only function at our Don't be too hard on best if we're well-rested and yourself. Celebrate your healthy. So take mplishments and wledge your best es while you work ove in other areas

AND FAILURES Self-perceived failures are simply learning opportunities! Lean into your faults and focus on improvement ... not perfection.

**EMBRACE FAULTS** 

## Give yourself a BOOST

>>>>>

Last month, we stomped out some of life's peskiest stressors. Now that we've taken a collective deep breath, it's time to focus on ourselves with BETTER-SELF MONTH!

Every single one of us is constantly evolving in our relationships, our careers, and our health. So let's work on becoming the best versions of ourselves! Follow our tips (and our 大 Challenges-of-the-Day) to set some solid self-improvement goals this month:

### 1 REFLECT

What are you doing well? Conversely, what areas of your life could use some improvement or refocus? 2 FOCUS INWARD Forget everyone else for a moment - start with something that makes YOU happier with YOU.

Once you've nailed your inner focus, take it a step further 3 APPLY OUTWARD and think about how your attitude and actions affect your relationships (and make adjustments as needed). Apply the best YOU to all that you do!

Find more better-self tips at

app.sbwell.com







focusing on all-things nutrition. Finding a diet that's wholesome and tasty (and sticking with it for more than two weeks) can be quite the feat – but you can do it! Find out which foods are best for you (and why!), and make a commitment to better nutrition in 2018...

Our diets determine more than how we look – essential nutrients contribute 1. LEARN WHAT YOUR BODY NEEDS Our diets determine more than now we look – essential nutrients contribute to everything from energy levels and productivity to sleep and stress-reduction.

2. LEARN HOW MUCH YOUR BODY NEEDS Too much is too much – even for the good stuff! Don't overdo it. Stick to the recommended daily values for all nutrients, vitamins, and minerals and always check out those nutrition labels!

Everyone is different, and you know your body better than anyone. Pay everyone is different, and you know your pody petter than anyone. Pay attention to how you feel when you eat a nutrient-dense diet compared to how you feel when you diet is product with a post-of-time. 3. LISTEN TO YOUR BODY attention to now you leet when you eat a nutrient-dense diet compared to how you feel when your diet is packed with preservatives, sugars, and salt! we eat affects the way we feel know that our diets also impact nd emotionally? Let's dive into of nutrients so we can all feel e's how to start...

ked with nutrition! Fill at ingredients at every meal.

at you eat! Different o no - candy doesn't count). rruit-n-veggie tracker to make sure

Choose good food to improve your mood! >> app.sbwell.com



Switch out those sugary and salty snacks for healthier options. Smart snacks can provide helpful boosts throughout the day, while less-healthy treats (no matter how small) can quickly add up to lots of extra calories.

## REMEMBER MODERATION

You don't have to completely avoid your not-so-healthy favorites. Go ahead and treat yourself to a taste – just try to avoid eating too much (or eating them on a daily basis).

## ■ EMBRACE YOUR SLIP-UPS

We're not perfect - and that's okay! Go easy on yourself if you have a small dieting disappointment and strive to make better choices in the future.

Diets are easier (and more fun) to stick to if you have someone to share it with (and to hold you accountable when you feel like eating an entire carton of ice cream). Share your meals and chat about your progress with a family member, friend, or colleague who wants to improve their nutrition too!





Stress comes from many different sources – and can present itself in a number of ways. Don't let small stressors become a bigger problem. Address your stress to stay healthy and happy at home and at work. Check out our tips and challenges this month to learn more about how to combat long-term stress.

## PERSONAL STRESS

Stress caused by unmet expectations, feelings of disappointment, or discontent about where you are personally can have significant effects on other aspects of your life. Stomp out that stress!

Take time to de-stress >> app.sb Get the Sonic Boom Wellness app on iOS and Android

## HOME STRESS

Stress at home can spill over and imp

by

IT'S STRESS AWARENESS MONTH! Stress is more than a minor annoyance – when ignored, this prolonged mental strain Stress is more than a minor annoyance – when ignored, this prolonged mental strain can lead to chronic disease, decreased immune response, and emotional health issues. Can lead to enronic disease, decreased immune response, and emotional health issues.

Learn more about what you can do to decrease your stress levels by reading our challenges of the Day all month long and by checking out the tipe below. Challenges-of-the-Day all month long (and by checking out the tips below):











AVOID PROLONGED STRESS Prolonged periods of stress can contribute to many chronic diseases if left untreated. Check in with yourself and make sure you're addressing your stress.

TAKETIME FOR YOURSELF Be selfish once in a while and take time for YOU. You're a better friend, family member, and coworker when you're happy.

LOOK FOR SIGNS OF BURNOUT Burnout occurs after prolonged stress and can result in serious mental health episodes. Watch out for feelings of depression, hopelessness, anger, or irritability associated with long-term stress.

Allowing yourself to be pulled in a gazillion directions causes more stress than focusing on one thing at a time and being fully present.

Studies have consistently shown that regular exercise reduces cortisol production and helps to alleviate feelings of stress.

Everyone experiences stress differently. Reach out to your friends, family, or a professional for help coping with your stress.

COMPLETELY UNPLU When you take time to relax, put down the phone, shut off the TV, and close down your computer. Allow yourself a moment without outside stimulation.

## DO WHAT YOU ENJOY

Take time each day to do something you truly enjoy. Even if it's simply having a cup of tea – indulge in something each day that makes you feel good.





Last month, we learned how to properly fuel our bodies ... now it's time to burn some of that fuel with Get-Active Month! It's typically toughest to stay active when the temperatures drop, so we're here to help you work it this winter...



## START SLOW

Don't go too crazy on Day 1 and end up sore or injured (and completely demotivated Ease into a consistent regime that grows progressively more intense as your personal skill and strengths develop!



Getting active is about so much more than looking good in the mirror – it's about feeling good from the inside out! By exercising and burning energy, we actually feel more energetic throughout the day (and we sleep better at night). So get your blood pumping however is best for you, and enjoy the boost in energy and focus!



Cold weather got Stay warm by gett

## Not sure where to start? Check out these tips:



DON'T DO IT ALONE Grab a buddy (human or pet) and push each other to new limits. Experience the power of friendly competition and mid-workout motivation!



## FIND WHAT WORKS FOR YOU

Just because your best friend loves to run doesn't mean you have to love to run. Find something that makes sense for your body and your lifestyle, and stick to it!



**CHOOSE FUN** Boring workouts ALWAYS have an expiration date. Choose a workout that you actually enjoy and you'll never "work out" another day in your life.



Every workout should be a step toward a bigger SET GOALS goal. Our goals keep us coming back on days when we feel otherwise uninspired!



## TRY SOMETHING NEW

Keep your workouts interesting, and you'll never dread them! Take a new class, learn from a friend, or try a new exercise that you found online.



## SHOUT FROM THE ROOFTOPS

Speaking of goals, go out and tell people what you're trying to accomplish! Holding yourself publicly accountable has serious motivational power.



## **ENCOURAGE OTHERS**

It's incredibly difficult to improve our health habits alone. Reach out with encouragement and support, and ask for help when you need it!



### EMBRACE SLIP-UPS AND FAILURES

This one is easier said than done. Look at each failure, missed day, or extra donut as an opportunity to improve tomorrow!

## SAVE SAVE!

Thinking about future finances will make even the savviest of savers among us sweat. Planning for college, retirement, or an unexpected disaster can be super overwhelming ... but it doesn't have to be!

Building a strong financial future takes time and commitment, but it's so worth it when you reach the goal you've been saving toward for so long. Put your mind at ease by creating a plan that will keep your family financially secure for years to come.

## REACH OUT TO THE EXPERTS

Whether it's a certified financial planner or a friend who's whether it's a certified infancial plantier or a mena with a financial expert, getting professional help to plan for your future is a great first step.

Create goals that make sense for your situation, Leave the Create goals that make sense for your situation. Leave to yachts and luxury cars out of it and focus on goals like paying off your mortgage, funding an annual vacation, or being able to retire by a certain age.

In order to put money to the side for the future, you need In order to put money to the side for the future, you net to look for extra cash floating throughout your budget. (Hint: it may mean giving up some indulgences!)

ADJUST YOUR CONTRIBUTIONS AS NECESSARY Jobs change children are born, people move ... things ren are born, people move ... tnings shroughout our lives. Be sure to adjust to long-term savings goals as change cor your finan your curr

## FILL YOUR (FUTURE) WALLET!

Last month we focused on living debt free. This month we're looking forward to a sturdy financial future! Check out our challenges, contests, and tips for saving your way to financial security...

### DREAM

Identify a few financial goals you hope to reach. Do you dream of sending your children to college? Traveling the world after retirement? Buying a lake house?

## DISCUSS

Talk to a financial planner or money expert about the best way to save for your "dream" future. Determine a plan and stick to it!

Follow your plan – whether it will take years (retirement) or a few months (that new gadgeti) to save up for your goal.

## BRIGHTEN YOUR FUTURE!



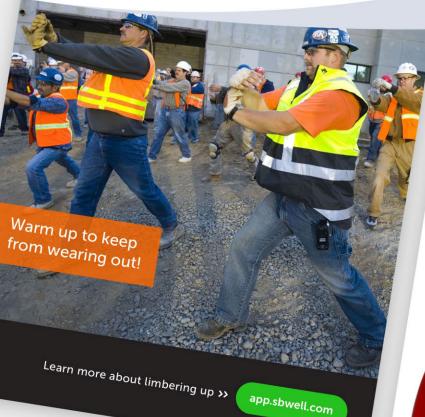
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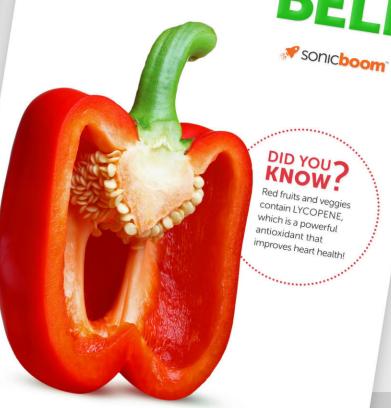
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SA/ED
by the BELL



Boost your nutritional knowledge >> app.sbwell.com

## **ELEVATE** YOUR HEALTH... TAKE THE STAIRS!





DID YOU KNOW?

It takes 17,500 calories to lose 5 pounds

Climbing 10 flights of stairs burns 50 calories

That's 5 pounds per year with just 10 flights per day!

Find more healthy-lifestyle tips >> app.sbwell.com



onic<mark>boom\*</mark>



Get the Sonic Boom Wellness app on iOS and Android

# TAKETHE



- ✓ Loosen up those legs
- ✓ Say "hi!" to someone along the way
- ✓ Stay safe (it's not a race!)

Find more fun fitness tips >>>





Get the Sonic Boom Wellness app on iOS and Android



## FEATURED CONTEST SAMPLES





SONIC boom

## Join the

## **HELPING HANDS** HALLENGE!

We need your help to improve our local communities!



If we log a collective 10,000 volunteer hours this month (that's just 4 hours each!), we'll make an extra donation to our local Habitat For Humanity.



## Join the

## **HELPING HANDS** CHALLENGE!

We need your help to improve our local communities!

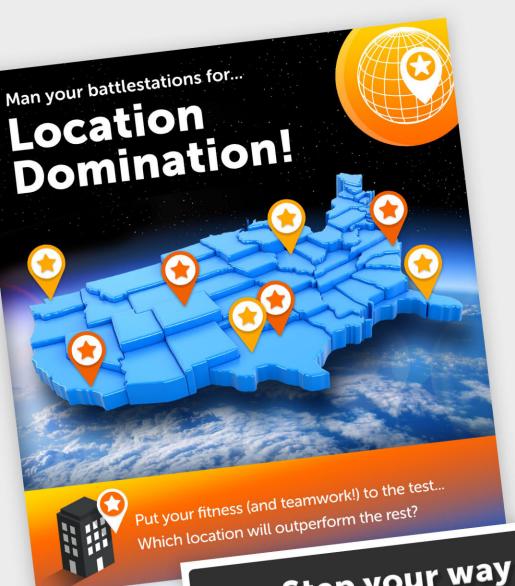


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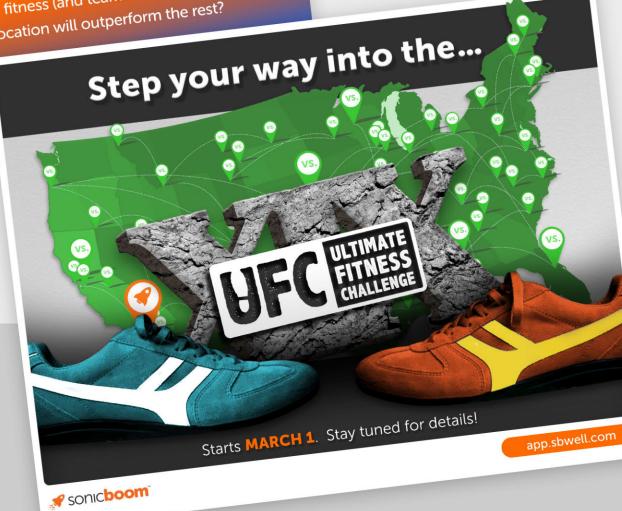


SONIC boom





**sonicboom** 





Financial health means peace of mind - knowing you're on your way to a stable, comfortable future. And that future comes faster than you think. Are you preparing for tomorrow, today?

Step up to the challenge!

Earn one raffle ticket for each financial-health active

## The Generation Gap

a CHALLENGE for the AGES



well.com

Prove that your generation is the greatest! >> app.sbwell.com



many **A MILES** you and your teammates can rack up in just **14 DAYS**...

Top 3 perks of getting fit with a friend

- 1 It's WAY more fun than going a
- 2 Friendly rivalries can make us
- 3 Friends hold us accountable

Signups start on

Join the friendly fun — visit the CONT

miling enco,

Can't tell one from the other? Everyone's gone undercover!



win and the boss gets a face full of pie!

Rack up as much TIME as you can... a secret identity is your part in the plan!

Go incognito today >> app.sbwell.com









meals will help you commit... a bit so your pants will still fit!)

Sign up today >> app.sbwell.com



## Interested in co-branding / fully-custom communications?

Contact us for samples and more info!

sales@sbwell.com | 760.438.1600

