

The Future of Marketing and Media And The Impact On Obesity

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Tennis Association (USTA)**

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People

GOING TO EXTREMES

PRESSURE TO BE THIN

• Is the celeb obsession with weight loss out of control? • Portia de Rossi's anorexia battle • Inside an eating disorder clinic

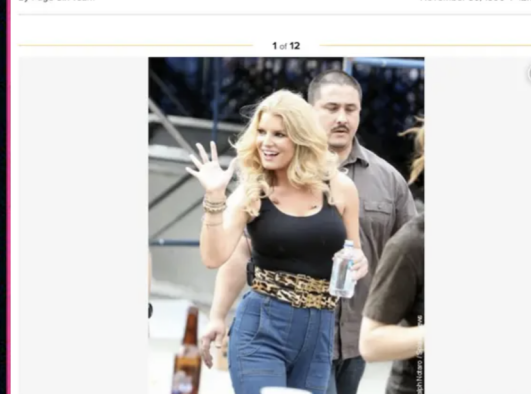


Star



Jumbo Jessica Simpson: Packin' On The Pounds In Photos

By Page Six Team November 30, 1999 | 12:00



Lindsay Lohan Romantic Roller Coaster



Kelly Clarkson's YoYo Weight Nightmare

Kelly Clarkson shocked fans during her second pregnancy when she gained a massive amount of weight.



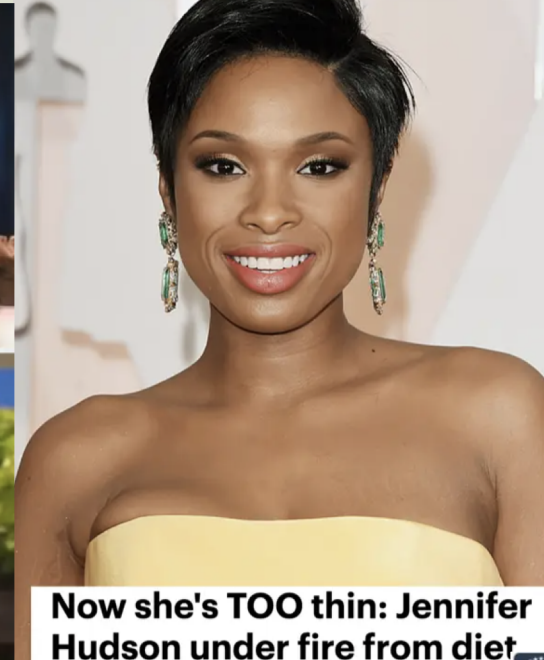
"It was the first time I'd ever been called fat."



"But it was weird because it's not just, 'Oh, she's fat.'"



"It's like, 'She's a mess! She's gone off the deep end!'"



Now she's TOO thin: Jennifer Hudson under fire from diet experts over slender new look

How Jennifer Hudson, Alec Baldwin, Mariah Carey, and more went from flab to fab

START SLIDESHOW



Barstool Sports @barstoolsports

Is Rihanna going to make being fat the hot new trend?

bars.tl/Vu6u/OWADy1YrzD



Barstool Sports / Daily Mail / Robert Kamau / GC Images / Getty Images

<https://www.businessinsider.com> › Entertainment

From Hot to Not: Here Are the Stars Who Have Packed on ...

Sep 16, 2011 — From Hot To Not: Here Are The Stars Who Have Packed On The Pounds ; janet jackson weight gain · john travolta weight gain ; marlon brando weight ...

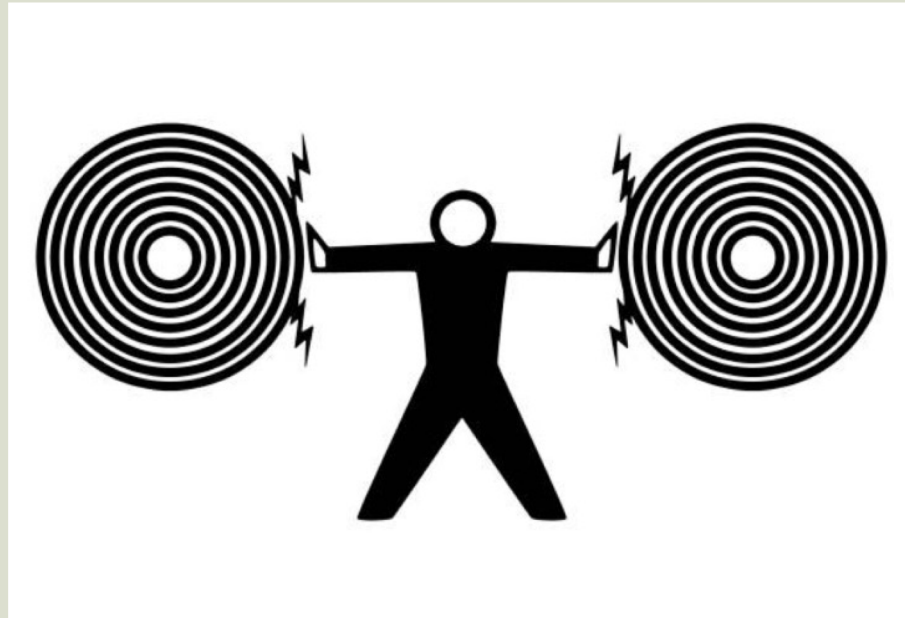
Bombard and believe

Food

Health

Beauty

Fashion



Yankelovich, , 2007;

American Society of Plastic Surgeons, 2020.

Commercialization of movements



Lizzo

“I want to normalize my body. And not just be like, ‘Ooh, look at this cool movement. Being fat is body-positive.’ **No, being fat is normal.** I think now, I owe it to the people who started this to not just stop here. We have to make people uncomfortable again, so that we can continue to change.”

Gen Z: Charting a new course

TRAITS

Realists

Multicultural

Label-less

Guarded/protective

Future-focused

Rewarding experiences

Communicate with images

Independent DIY

Collaborative

Self-reliant



WORLD DYNAMICS

The New and Next for Tennis

What we heard

INTERNAL-ORIENTATION

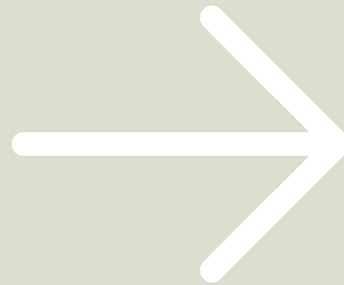
TRADITIONAL

PROCESS-HEAVY

COMPLEX

SLOW TO ADAPT

CLINICAL



Behaviors of a service-driven culture

OTHER-ORIENTATION

serves the needs of others above all else

EMPATHETIC

understands customers/providers needs

HELPFUL

meets customers where they are,
constantly adapts

SEAMLESS

simple, intuitive UX at all touch points +
engagement

RESPONSIVE

quick to pivot and adjust on the fly

COMMUNAL

fosters meaningful connections

To Make Tennis & the USTA ‘OPEN FOR ALL’

Staff | Volunteers | People | Providers | The Community



OPENNESS **CHANGES THE WHOLE GAME**







Future of Marketing: Real representation

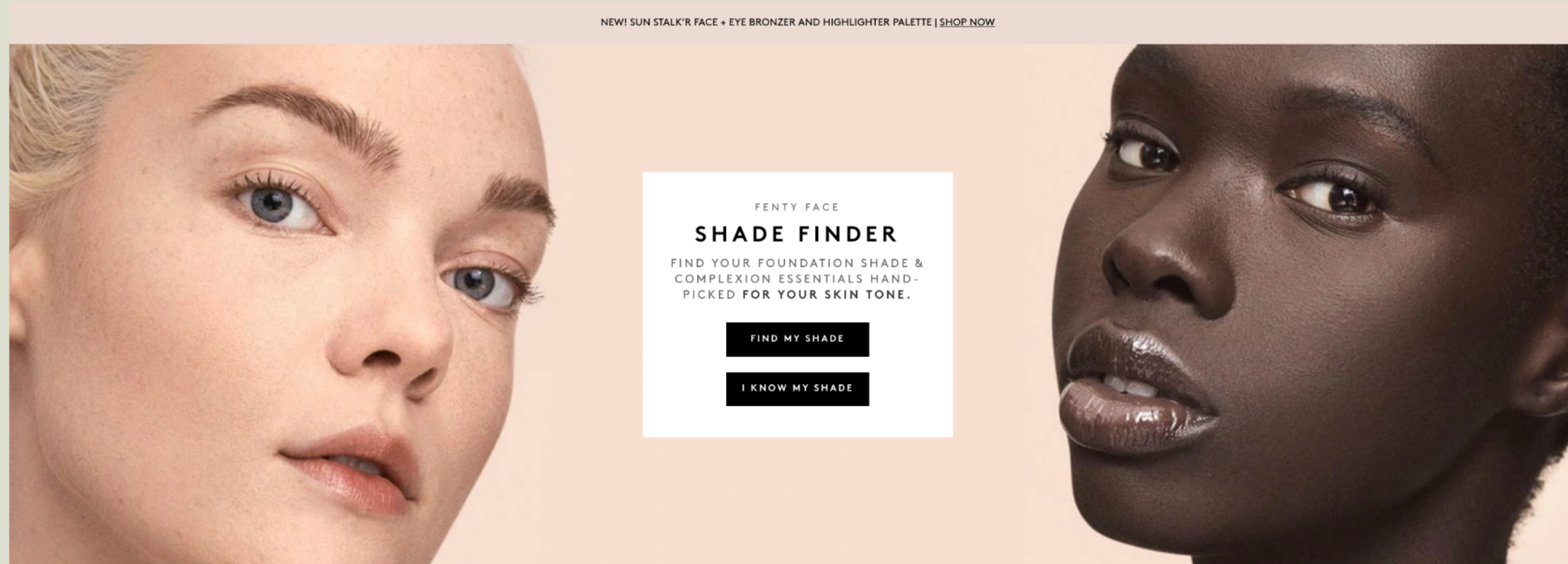
The Dove Real Beauty Pledge



We believe a positive experience of beauty should be universally accessible to every woman. Dove inspires women to want to look like the best version of themselves – because looking and feeling your best makes you feel happier. We've made [three pledges](#) in support of this.

Dove

Future of Marketing: real representation



Fenty has 50 makeup shades

Future of Marketing: real representation



**mood
above
muscle**

We believe that exercise isn't just about how it makes you look, but also how it makes you feel.



**all
fitness levels
welcome**

Before we celebrate six-pack abs, we celebrate exercise for any size and fitness IQ.



**we're
clean
& friendly**

Our "every body cleans" philosophy along with our mood-lifting staff always ensure a feel-good vibe.

Blink Fitness

Future of Marketing: real representation



Old Navy

Thank you!