



**carrot**  
rewards

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Carrot Rewards

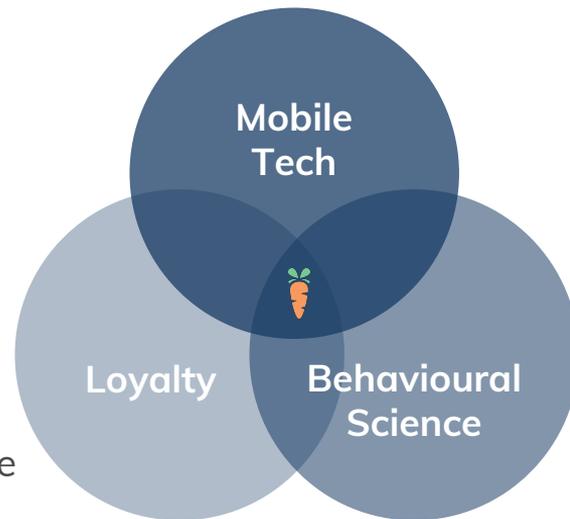
# The History

## THE PROBLEM

Traditional marketing campaigns aimed at improving wellness are **costly**, increasingly **difficult to measure**, and **lack data**.

## THE SOLUTION

Leverage the power of **smartphones** and established **loyalty rewards** to drive sustainable behaviour change on a mass scale



Rooted in “Nudge” theory, Carrot harnessed our two national **social habits**, smartphones and loyalty rewards, to create a **highly engaging** public health tool, utilized by public, private, and NGO organizations.

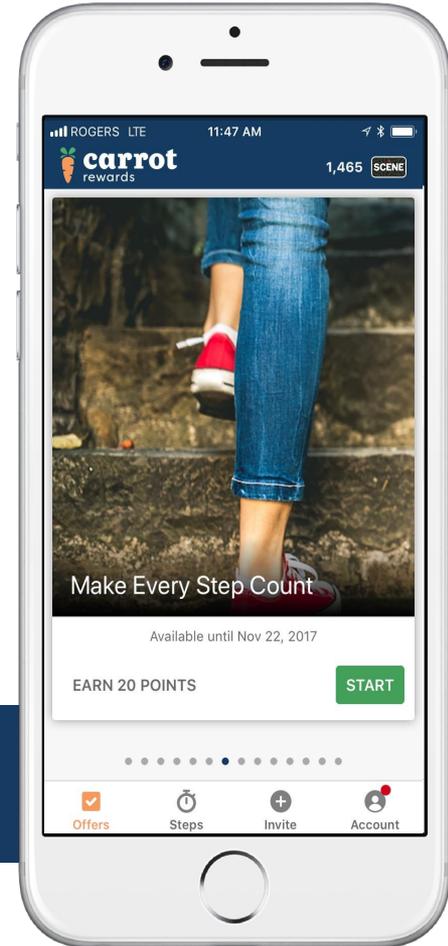


Carrot Rewards

## What is it?

- World's **first** national wellness rewards platform
- Created in 2015 in collaboration with the **Public Health Agency of Canada**
- Canadians receive small and frequent incentives in the form of their **favourite loyalty points** (Aeroplan, SCENE, Petro-Points, etc.) for improvements in health knowledge and for increasing daily physical activity
- Currently available in **British Columbia** (since March 2016), in **Newfoundland & Labrador** (since June 2016) and in **Ontario** (since April 2017); and soon in **Alberta** (anticipated early 2018)

National Loyalty  
Partners:



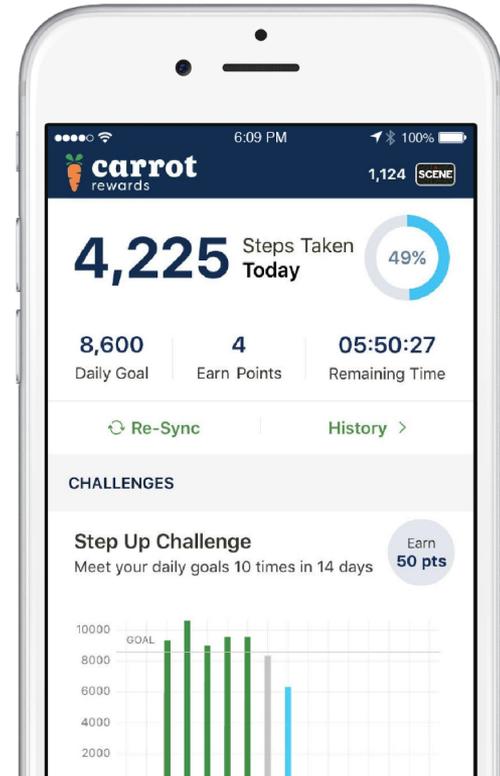


Carrot Rewards

# Key Objectives

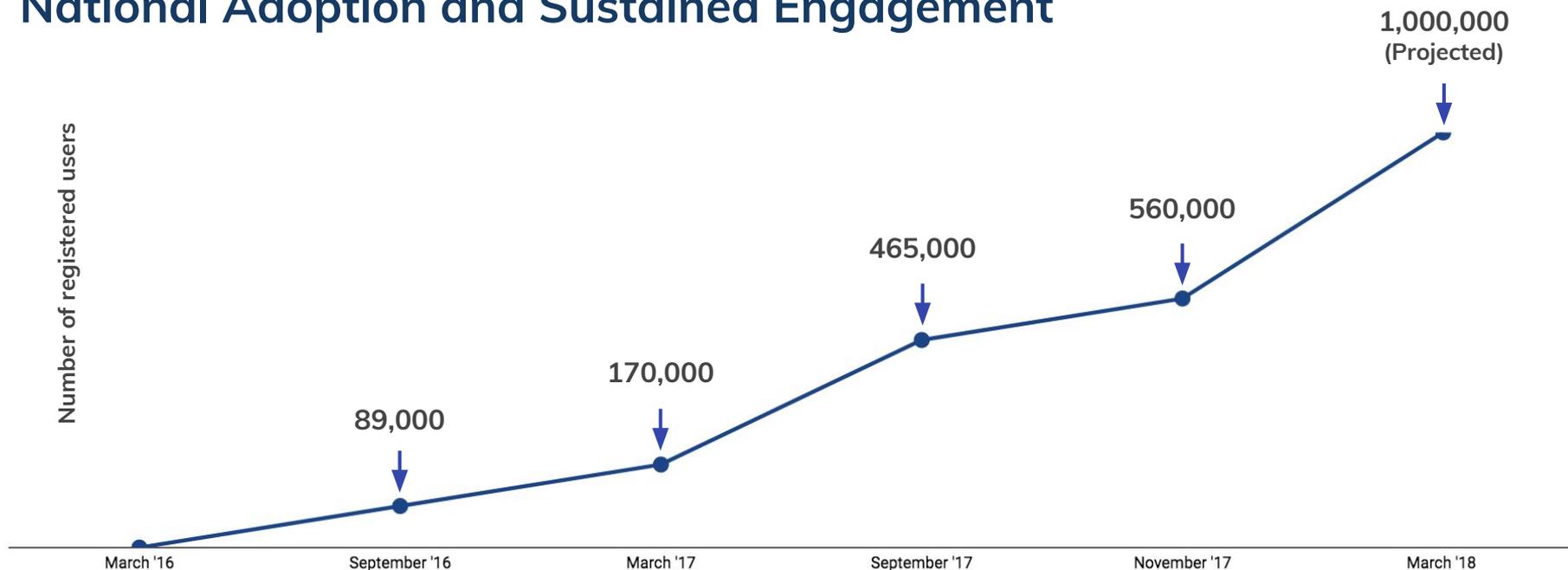
Carrot was designed to achieve the following, relative to traditional public engagement platforms:

- Enhance **efficacy** of public health messaging
- Maximize **reach** across all **key segments** of the population
- Significantly improve **cost efficiency** and establish clear links to performance
- Provide unique levels of **long term** user **engagement**
- Create powerful streams of **behavioural** and **attitudinal change data**





# National Adoption and Sustained Engagement



**550,000+**

users in three provinces  
and continuing to grow quickly

**80%**

of users participate in  
daily step tracking rewards

**10MM**

informational quizzes and  
surveys completed to date



# Highlights

Among the **sedentary half** of the population (those who walk less than 5,000 steps)

Through **quizzes and surveys**, Carrot has also measured:

 Ontario	<p><b>55%</b> increase in daily physical activity</p> <p>After only 3 months</p>	<p><b>19%</b> increase in “physical activity” knowledge</p>
 Newfoundland Labrador	<p><b>29%</b> increase in daily physical activity</p> <p>After 8 months</p>	<p><b>59%</b> increase in knowledge of sedentary behaviour risks</p>
 BRITISH COLUMBIA	<p><b>34%</b> increase in daily physical activity</p> <p>After 8 months</p>	<p><b>32%</b> increase in knowledge of physical activity guidelines</p>