



## Finn Partners Launches “Wellness Collaborative” for its expertise practitioners

10 February 2020 | News

**Collaborative connects FINN Global Expertise and Capabilities across Asia, Europe, Middle East and the US among Finn Partners Consumer, Health and Travel/Lifestyle Practitioners**



Finn Partners, a global marketing and communications agency, today introduced its FINN Wellness Collaborative – a new global offering dedicated to elevating brands that support consumer choice, health and longevity. The Collaborative is led by Practice and Regional leaders within the Consumer, Health and Travel and Lifestyle Practices across FINN Asia, Europe, Middle East and North America.

With colleagues already engaged in numerous client wellness assignments with some of the world's best-known brands, the FINN teams involved have generated more than \$60 million annually in combined agency fee revenues.

"No longer a promotional fad, Wellness has evolved into a \$4.5 trillion global economy, according to research from the Global Wellness Institute, as consumers continue to drive healthy choice demand that includes emotional wellbeing, food, sport, technology and travel," said Peter Finn, Founding Partner, FINN Partners. "Our agency values of 'make a difference in the world' and 'collaborate' were natural starting points, as we recognized how the consumer aspiration for wellbeing and wellness could be advanced by our talent strength and scale in these sectors."

"The FINN Wellness Collaborative is a focal point for helping leading brands facilitate a better, healthier world," he added.

FINN is the exclusive sponsor of the Global Wellness Summit's Trends Report, "The Future of Wellness 2020," released on January 28th, and unique for aggregating the perspectives of more than 550 renowned academics, economists and medical and wellness professionals across all wellness industry sectors, in each of which FINN has global expertise. The report identifies ten provocative trends that will impact the future of the \$4.5 trillion wellness industry, where recent annual revenue growth leaders have included the spa industry (9.8 percent), wellness tourism (6.5 percent) and wellness real estate (6.4 percent).

"Our vision of wellness harnesses the hope of prevention, optimal health, and the ambition to age gracefully while retaining

the vigour for a productive future has been a driving force within our Health Practice and other groups within FINN,” said Tom Jones, senior partner, Global Health Practice. “Because FINN understands that wellness begins within each person, we enable health brands to bridge from the imaginative possibilities they offer, to the preventive and positive power they provide, to the people they seek to engage.”

FINN is also involved in the planning of the 2020 Global Wellness Summit (GWS), scheduled for November 10-13, 2020 in Tel Aviv. Cathy Chon, managing partner of Hong Kong-headquartered CatchOn Communications, a FINN Partners company, is on the GWS Advisory Board, has co-chaired previous GWS gatherings, and is a noted wellness advocate and leader in the Asia-Pacific region.

“Brands are seeking to secure a value-based loyalty connection to their customers,” said Chon. “From safer home-cleaning products to clean-beauty cosmetics to sustainable fashion, consumers are making wellness a decision at check-point – and these brands need to be recognized for their contributions toward personal care and wellness.”