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# INTRODUCTION



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# PROBLEM

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The world will never be the same. COVID-19's has impacted our lives at the workplace, at home and in our communities.

Forced quarantine and sweeping stay-at-home orders have had a dramatic impact on physical and mental health and are exposing pre-existing medical issues that need to be addressed in order to pretty ourselves in this uncertain future.



# THE CHALLENGE

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We understand that in these challenging times our health has become a major focus for all of us. The importance of our physical and mental wellbeing has never been more apparent.

But so many families worry about so many other things. They struggle with providing basic needs like food, clothing, and schooling, and paying bills has become a major issue in millions of households across the US. So how do we take care of our health and still cover all of our various responsibilities?

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# SOLUTION

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While the world grapples with the larger, greater problem that is COVID-19, we are addressing an immediate concern to improve the overall health and well-being of Americans everywhere, **right now.**

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# HEALTHIER, HAPPIER, AND STRONGER.

We know that facing these problems alone can be a daunting task, so we want to support our community by providing simple and comprehensive content on nutrition, fitness, and mindfulness in order to give people a chance to be **healthier, happier, and stronger.**

With as little as 5 minutes a day we will give you simple and effective tips that allow you to enjoy your life, your body, and your loved ones every day.

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# THE OPPORTUNITY

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Kofit, founded by Boris & Pat Kodjoe and supported by a team of experts, launched a beta version of its app which provides in-home workouts and tips on health & wellness, is uniquely positioned to address these two key issues head on, at scale, with measurable impact and reach.

Powered by AETNA, and our shared mission of “healthier happens together,” we envision the in partnership, with an emphasis on “**Home Health.**”



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KOFIT

Let's do this together.

SUBSCRIBE NOW

\$9.99 a month

Or purchase videos individually



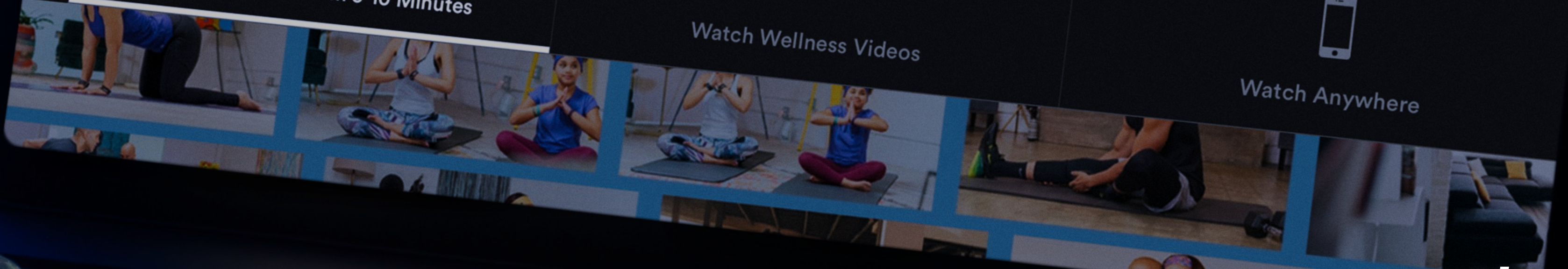
Workout Videos from 5-10 Minutes



Watch Wellness Videos



Watch Anywhere



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# CONTENT STRATEGY

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# CONTENT STRATEGY

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- EXERCISE VIDEOS
- NUTRITIONAL VIDEOS
- YOGA VIDEOS
- KIDS YOGA
- MINDFULNESS VIDEOS & TIPS
- DAILY MESSAGES
- DAILY HEALTHY RECIPES
- LIVE SOCIAL MEDIA CHATS
- COMMUNITY ACTIVATIONS



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# MINDFULNESS TIPS

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- MEDITATION
- BREATHING TECHNIQUE
- POSITIVE THINKING
- STRESS MANAGEMENT
- WORK-LIFE-PRIORITIES
- MOTIVATIONAL MESSAGES



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# YOGA VIDEOS

YOGA WORKOUTS LEAD BY CERTIFIED YOGA INSTRUCTOR NICOLE KODJOE  
EASY TO FOLLOW 5-MINUTE ROUTINES  
NO EQUIPMENT  
MINIMAL SPACE NEEDED  
ALL AGES  
KIDS YOGA



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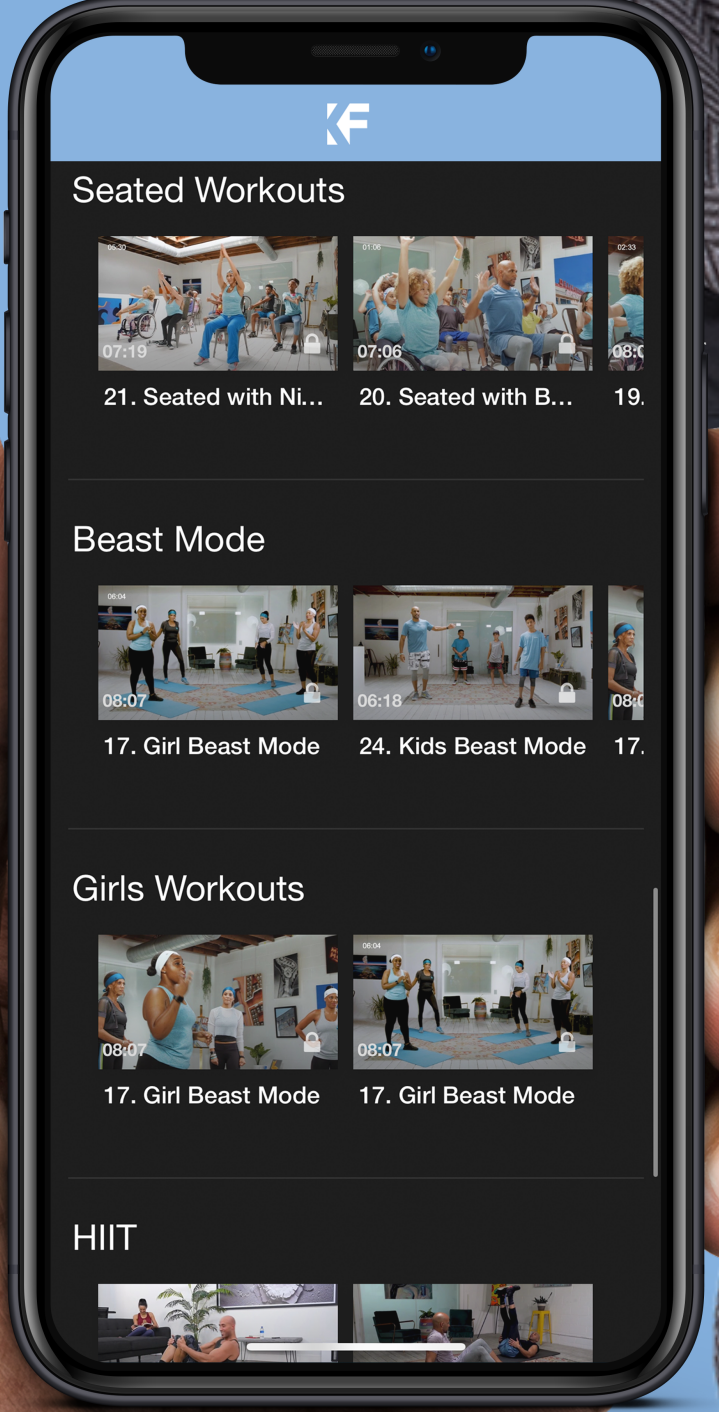
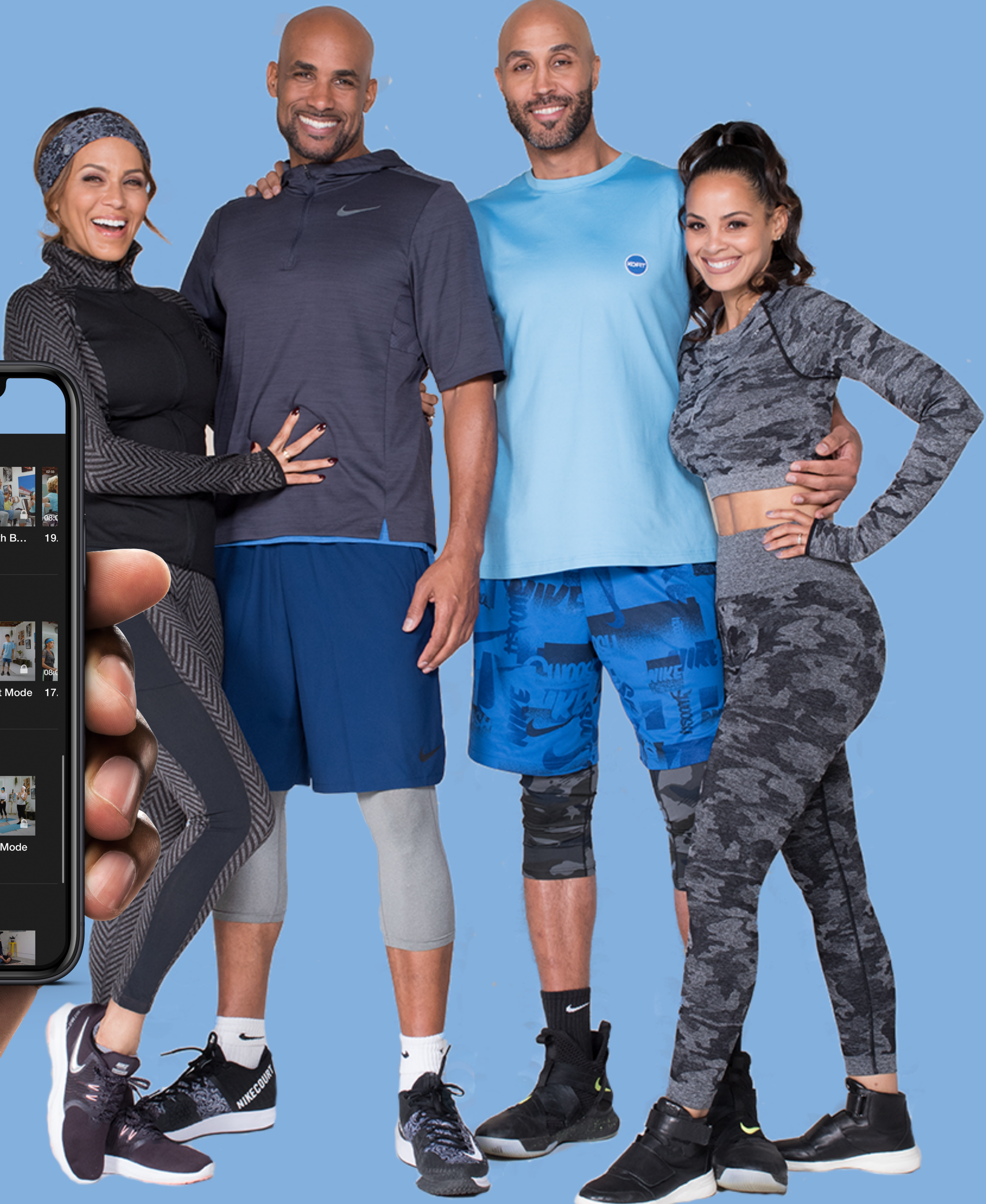
# NUTRITIONAL VIDEOS

- 'ALL THINGS FOOD' HOSTED BY CERTIFIED NUTRITIONIST PATRICK KODJOE
- GUEST CHEFS AND OTHER EXPERTS
- DEMYSTIFYING SIMPLE FOODS VS DIETS
- FASTING EXPLAINED
- CALORIES AND WEIGHT LOSS
- FOOD GROUPS AND HEALTH
- PORTIONS AND BREAKFAST MYTHS
- HOW TO COOK ON A BUDGET
- HEALTHY RECIPES
- MEAL PLANS



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# EXERCISE VIDEOS

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EACH EXERCISE VIDEO WILL FEATURE ONE OF THE KODJOE BROTHERS  
FAMILY WORKOUTS, SIMPLE TO FOLLOW 5 MINUTE WORKOUT ROUTINE  
CARDIOVASCULAR AND RESISTANCE WORK  
NO EQUIPMENT AND CAN BE DONE AT HOME  
BEGINNERS, INTERMEDIATE, AND ADVANCED LEVELS  
SOME VIDEOS FEATURE IN-CHAIR EXERCISES FOR THE DIFFERENTLY ABLED  
SOME VIDEOS FEATURE JUST KIDS.  
SOME VIDEOS FEATURE SENIORS.



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# PARTNERSHIP OVERVIEW



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# CAMPAIGN OVERVIEW

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Kofit will relaunch in partnership with AETNA, with a campaign around HomeHealth, directing users to engage, download the app, share their workouts and create a viral loop between the platform and social media.

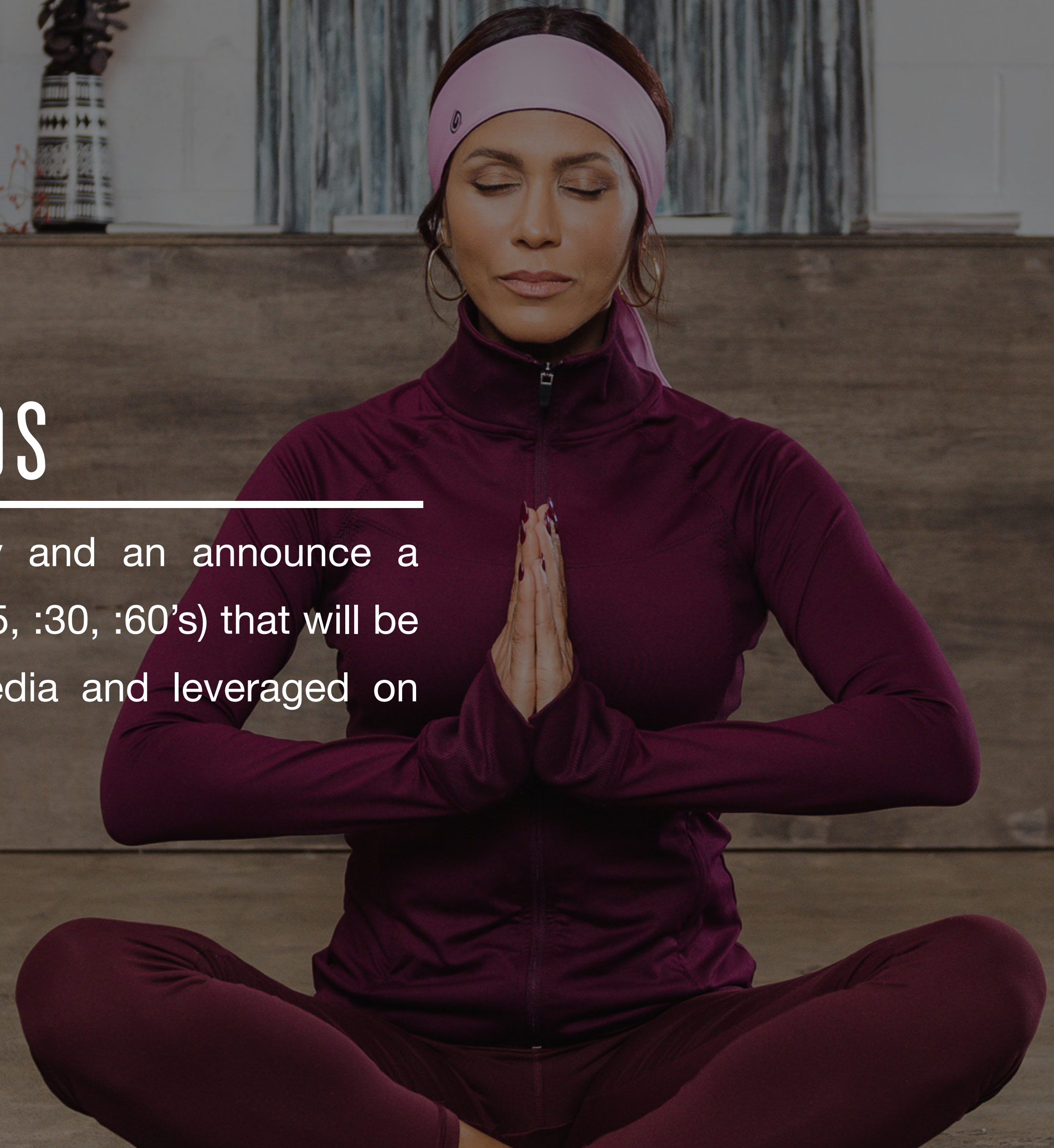
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# PROMO VIDEOS

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We will create, deploy and announce a series of videos (:10, :15, :30, :60's) that will be used across social media and leveraged on AETNA's Channels



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# PUBLIC RELATIONS

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We will issue and facilitate an official press release highlighting the partnership and program between AETNA and Kofit



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# COMMUNITY ACTIVATION

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- CALL-TO-ACTION
- COMMUNITY CHALLENGES
- COMMUNITY ENGAGEMENT VIA CHATS AND LIVE EVENTS
- ONLINE EVENTS



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# SOCIAL MEDIA ACTIVATION

We will promote the partnership and direct users to engage via all available social handles (i.e. [@boriskodjoe](#) and [@nicoleariparker](#) on Instagram/Facebook).

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# PAID MEDIA

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We will devote a portion of the partnership in paid media to drive guaranteed video views and engagement across the platforms.



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# KPIS

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We will measure success based on downloads, subscriptions, user engagement, conversation, user generated content and shares, with a focus on verifiable action and activation.

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# BRAND AMBASSADORS

Via this partnership, The Kodjoes will serve as official brand ambassadors for AETNA, with opportunities to cultivate endorsements for brand/company through this campaign and its launch, ancillary opportunities across digital media, and on-air advertisement and experiential.



Item	Detail
Promotional Campaign Launch:	May 15, 2020
Official Platform Launch Date:	June 1, 2020
Total Number of Videos	100
Type of content	Branded content, exercises/meditation/nutrition tip
Distribution	O&O Network (iOS, Android, TVOS, Roku, Google TV), Social (Youtube, Facebook, Twitter, Instagram)
Length of videos	5-20 minutes
Location	Los Angeles (living room set/kitchen set)
<b>Shooting schedule</b>	One 2-day-weekend per month
Endorsement Deal	See below
Total Estimated Video Views:	10,000,000 (includes paid media support)
Total Estimated Impressions:	20,000,000 (includes press hits)
<b>Total Investment:</b>	<b>\$1,500,000*</b>

**Endorsement deal terms:**

- Duration of deal term 12 months
- Boris Kodjoe and Nicole Ari Parker's name and likeness on Aetna platform/social for duration of term
- Boris Kodjoe & Nicole Ari Parker will post content on personal social outlets 2 times per month during term
- Boris Kodjoe will promote KOFIT/Aetna partnership initiative via national PR/media tour in beginning of term

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# OUR TEAM



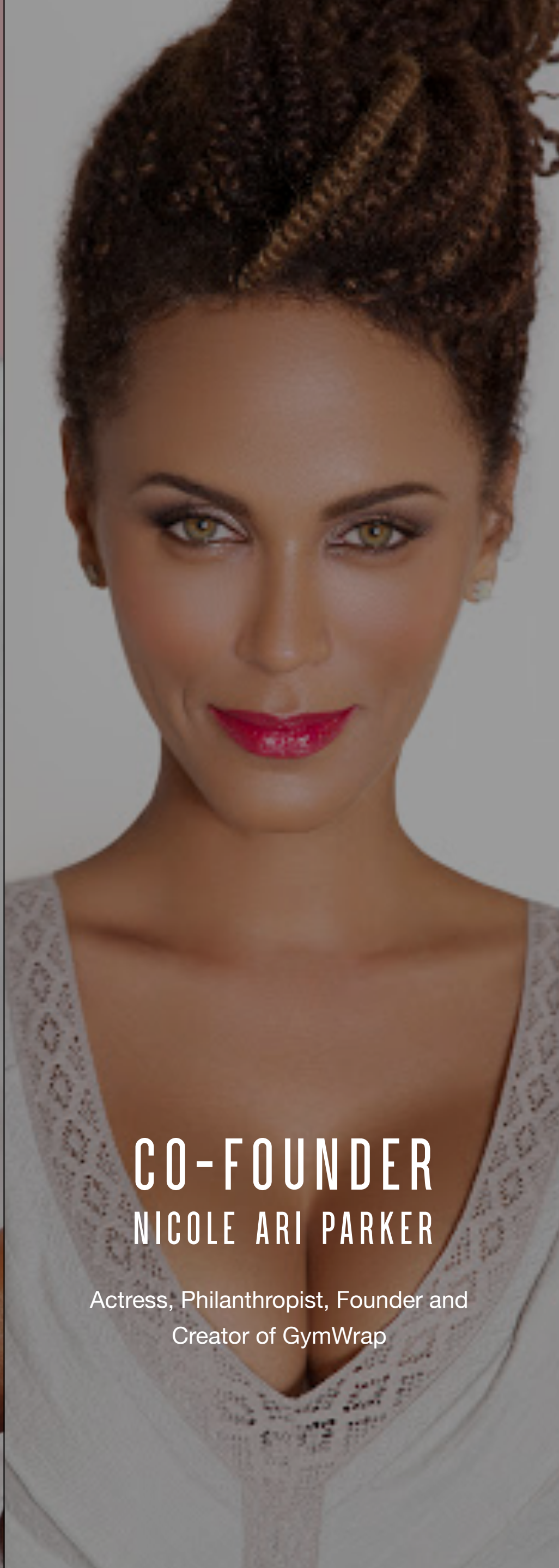
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OUR TEAM



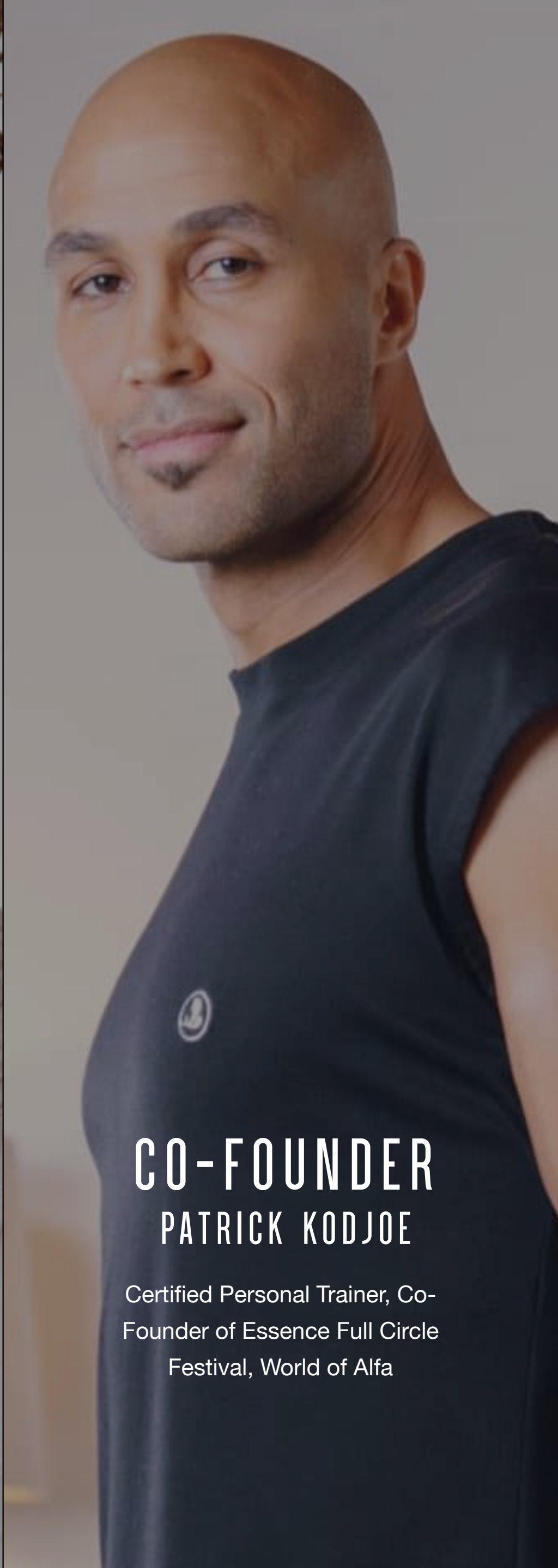
**CO-FOUNDER**  
BORIS KODJOE

Actor, Philanthropist, Founder of  
Essence Full Circle Festival, World of  
Alfa



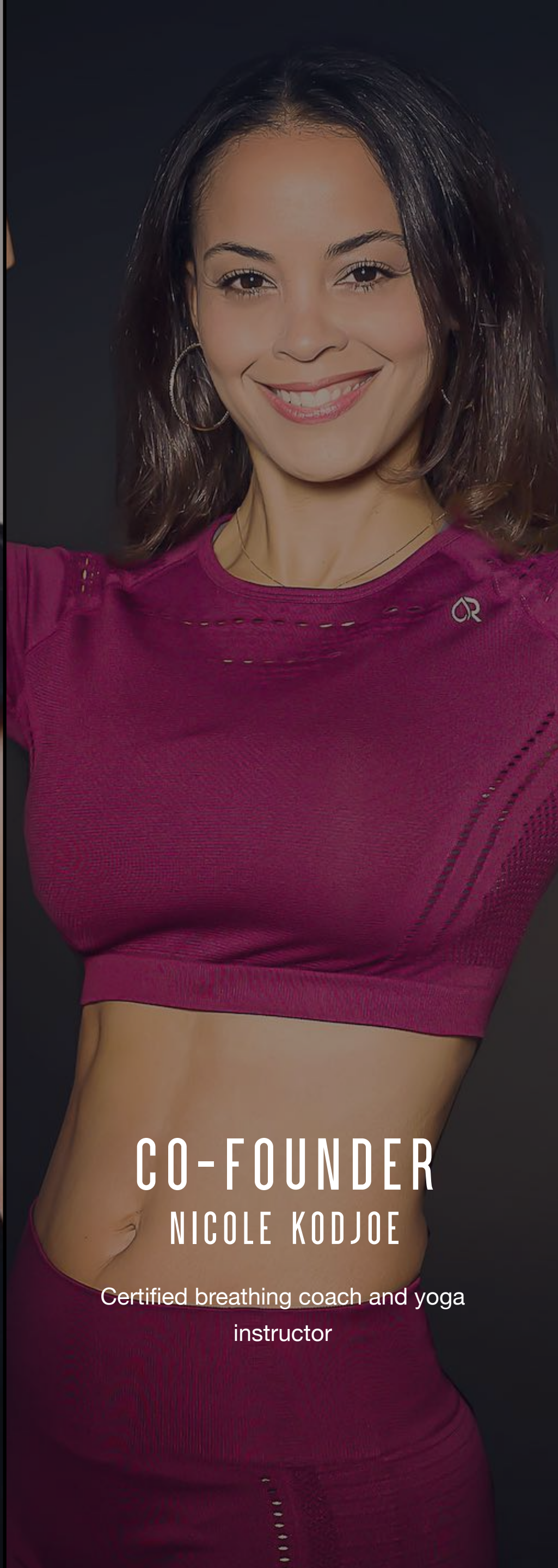
**CO-FOUNDER**  
NICOLE ARI PARKER

Actress, Philanthropist, Founder and  
Creator of GymWrap



**CO-FOUNDER**  
PATRICK KODJOE

Certified Personal Trainer, Co-  
Founder of Essence Full Circle  
Festival, World of Alfa



**CO-FOUNDER**  
NICOLE KODJOE

Certified breathing coach and yoga  
instructor



**PARTNER/CEO**  
SHANE NORMAN

Serial entrepreneur and principal  
architect of successful brands, apps  
and networks.



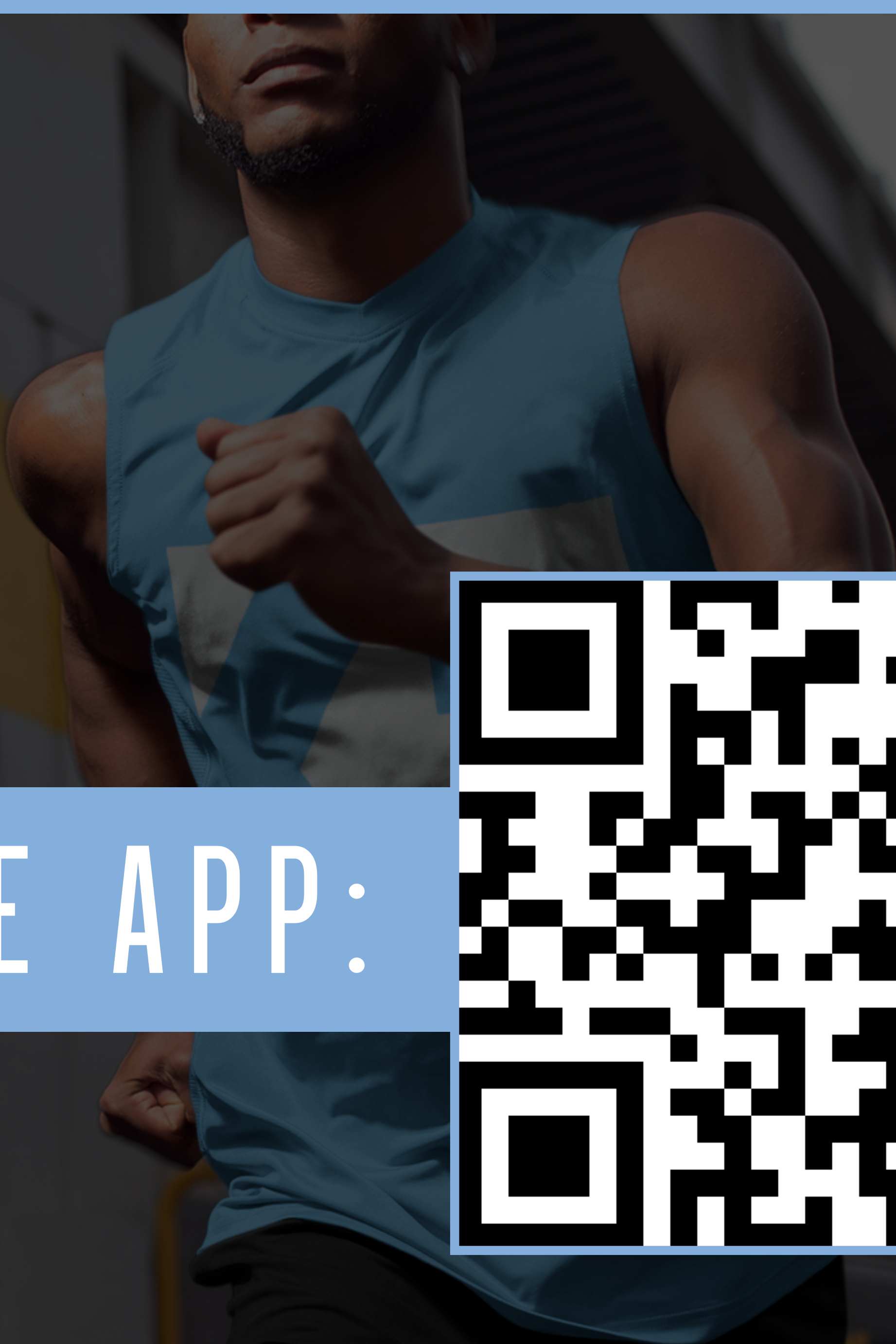
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THANK YOU



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DOWNLOAD THE APP:



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