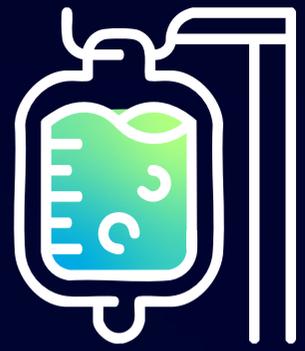


HealthyDose



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We're entering what many are calling the "golden age of sports."

Fan passion, cultural relevance, and commercial opportunity are converging like never before — and marketers are waking up to the power of live experiences in unprecedented numbers. Global sporting events, in particular, offer one of the most powerful storytelling stages available—where brand narratives can reach audiences at moments of peak emotion, attention, and cultural connection.

With the **FIFA World Cup and Olympic & Paralympic Games** headed to U.S. soil, brands have a once-in-a-generation chance to capture global attention, drive consumer action, and build lasting emotional connections. Let's explore what's driving the sports marketing boom and how agencies can help healthcare brands activate meaningfully and win big.

Omnicom hosted a standout panel with some of the brightest minds:



Jessica Giordano
Chief Partnership
Officer



J.J. Carter
Global President
and CEO



Roberto Hernandez
Executive Director,
Social & Digital Strategy



Erica Moore
EVP, Managing
Director



As healthcare marketing continues its transformation toward more human-centered, emotionally resonant engagement, the latest insights from Omnicom's Business Fuel Session point to one clear opportunity: **live events are becoming brands' next power move.**

Drawing lessons from sports and entertainment marketing, the session outlined four strategic lenses that brands—especially in healthcare—should apply when considering live event integration.

Four Strategic Plays for Healthcare Brands



1. Commercial Viability Starts with Authentic Connection

Healthcare brands must ask: **Are we showing up where our audiences already are emotionally invested?** Just as P&G linked Venus razors with Olympic swimming, healthcare brands can align product benefits with health-forward event narratives—think mental wellness at marathons or preventative care at youth sports tournaments.



2. The FIFA World Cup 26™ is a Blueprint

The upcoming World Cup isn't just a sports spectacle—it's a lesson in **making high-value experiences inclusive and emotionally meaningful.** For healthcare, this means activating around large-scale events with underdog stories, accessibility, and community health touchpoints. For example, mobile clinics or mental health pop-ups at event sites can be a modern, experiential twist on traditional health outreach.



3. Multicultural Marketing Must Be Core, Not Peripheral

U.S. soccer fandom has always been multicultural—so is healthcare consumerism. The future of healthcare branding requires tapping into **cultural identity, loyalty, and long-standing community trust.** Recognizing and rewarding these communities through relevant storytelling and tailored event activations will be crucial.



4. Protect the Brand, Elevate the Story

From regulatory scrutiny to public trust, healthcare brands must be especially careful. Brands are urged to **integrate risk intelligence and multi-stakeholder planning early in the campaign lifecycle.** Events offer the chance to create tangible, real-time impact, but only if storytelling aligns with deeper brand values and builds long-term credibility with patients, providers, and partners.

Why It Matters for Healthcare

Healthcare is inherently human—and live events are where people gather, connect, and experience life in meaningful ways. Whether it's aligning with health-focused events, amplifying multicultural voices, or responsibly managing brand reputation in real-time, live activations present healthcare marketers with a timely, powerful vehicle to build trust and engagement at scale.

So the question is: Are you ready to step onto the field and start playing offense with your brand's health strategy?