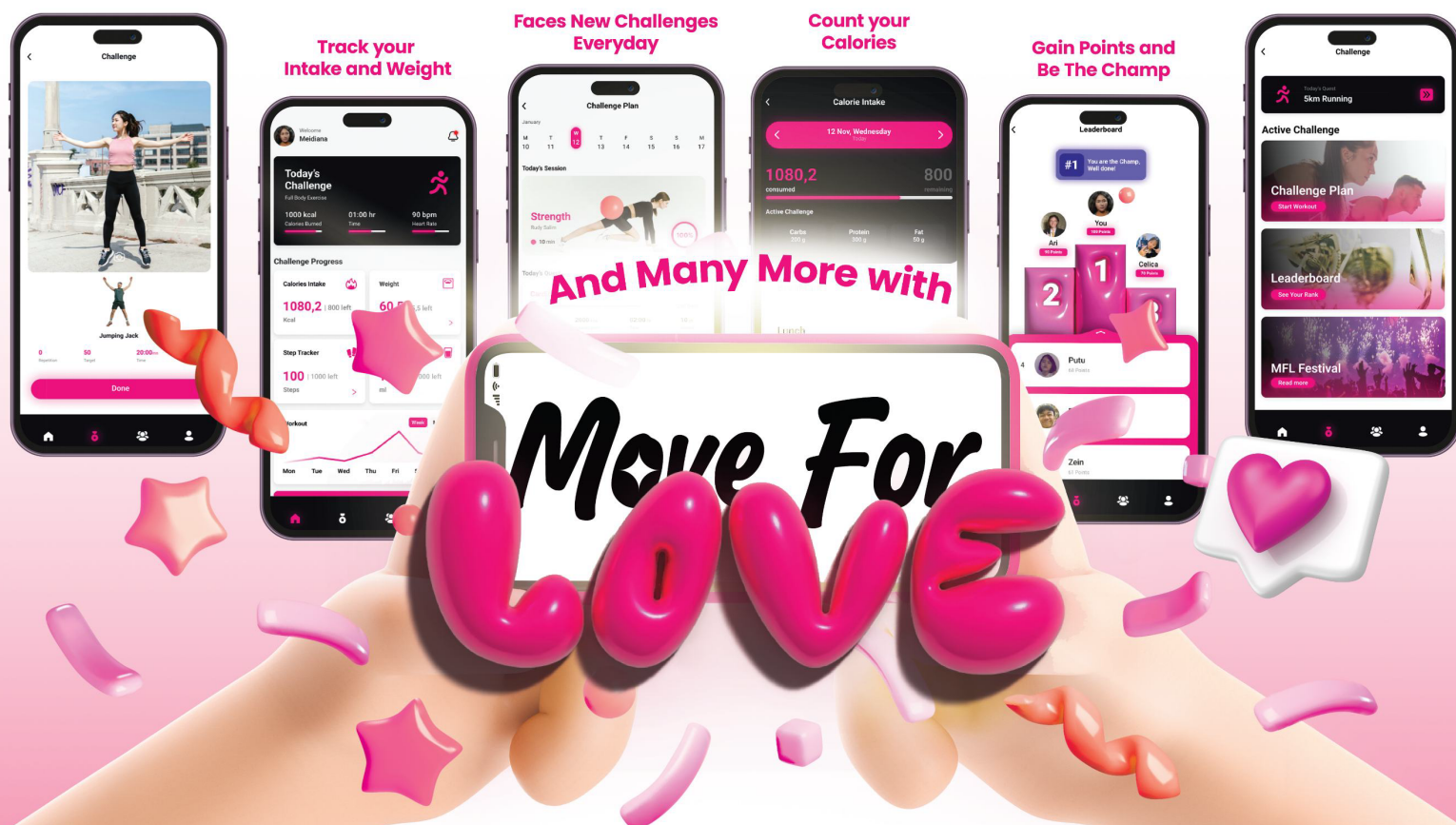


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An Entertaining and Interactive Campaign as a Solution for Those Who Have Been Diagnosed with Obesity: Now's the Time for Move for Love



Key Insight

Although they are **aware** of the issue of obesity, they **struggle to change their eating habits**. Therefore, proper guidance and realistic goals are needed to help them achieve a healthier lifestyle.

Keywords

Wellness

Love

Consciousness

Empowerment

Big Idea

"Move for Love"

Giving meaning to movement or physical activity is not just about changing the shape of the body, but an act of self-love.

Concept

Move for Love is an interactive campaign encouraging people to move their bodies as a form of self-love and to adopt a more active lifestyle for better physical and mental health. It also educates individuals with obesity about healthy food choices.

The campaign includes **gamified elements like quests and rewards in a 30-day challenge**. Participants earn points through daily and side quests, consistency, and sharing progress on social media. A daily-updated leaderboard tracks scores, and the top three participants at the end win prizes.

5W 1H

What

Many people think that being overweight is something we have to accept, not to fix, as a form of self-love. Here we want to invite them to learn to love themselves by starting to move to improve their bodies with several challenges in our app.

Where

We do a lot of marketing through social media such as Instagram, TikTok, YouTube, etc. However, we also hold offline workshops and festivals.

Why

Daring to start is difficult, although sometimes we understand that maintaining a healthy body is important, but if it is difficult to implement it becomes a mere theory of understanding. Therefore that's where our job is, to be your motivator to take action to start paying attention to your body.

When

We started the campaign at the beginning of the year from January 4 to March 6. Because we want to encourage them to be motivated to open a new page by improving their health.

Who

A woman who understands obesity, but is in denial about her body condition, because she misinterprets self-love/body positivity. Lives in an urban area, aged between 17-24 years old, and is interested in fashion, etc.

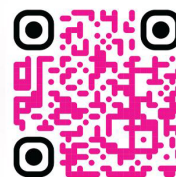
How

We hold a 30 days challenge program where there will be various challenges that can be done such as daily quests. Every challenge that is completed the user will get points, the highest points will be given a Reward at our festival.

Stylescape



Dare to Begin?



ID 425 An Entertaining and Interactive Campaign as a Solution for Those Who Have Been Diagnosed with Obesity: Now's the Time for Move for Love

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In today's society, many believe that being overweight is something to be accepted rather than addressed, often in the name of self-love. However, our initiative encourages individuals to embrace true self-love by taking steps to improve their health through engaging challenges in our app. Targeting young urban women aged 17-24 who are interested in fashion and may misunderstand body positivity, our campaign provides motivation to take action toward a healthier lifestyle. We utilize social media platforms such as Instagram, TikTok, and YouTube for digital outreach while also organizing offline workshops and festivals. Our campaign runs from January 4 to March 6, aligning with the spirit of new beginnings. A key highlight is our 30-day challenge program, where users complete daily quests to earn points, with top participants receiving rewards at our festival. By combining motivation with gamification, we help individuals take the first step in prioritizing their well-being.