A Design and Innovation Competition to Motivate Engagement in Healthy Behaviors via Digital App
The Yale Center for Customer Insights (YCCI) is excited to partner with PepsiCo on a new design and innovation competition that explores innovative new ways of motivating consumers to engage in healthier behaviors using a new digital app. Students from across Yale University are invited to register and submit their ideas to YCCI.

After academic and industry experts judge the initial abstract submissions, finalists will be selected to present virtually to PepsiCo executives for a chance to win the grand prize.
The Prize

• Top 8 teams will present their ideas to senior leaders at PepsiCo and the Yale Center for Customer Insights
• 1 Grand Prize-winning team will receive $7,000
• 2 runner-up teams will receive $2000 per team
Introduction

The health and wellness trend has contributed to the development of over 300,000 mobile health apps globally¹, a number which has more than doubled with the increasing prevalence of smartphones. Research shows that around 60% of Americans have now downloaded one or more of these apps, with over 42% downloading 5 or more apps.²

However, close to half stop using the health apps that they downloaded³ and the majority fail to follow through with healthier habits, despite the recognition of the importance of health.

PepsiCo is developing a new health app and is interested in driving not only uptake but most importantly ongoing engagement and interest with the app to help users achieve their health goals big or small.

¹https://liquid-state.com/mhealth-apps-market-snapshot/
The Challenge

Your challenge is to create a concept that delivers a fun and engaging experience through a digital platform, the pursuit of which results in users engaging in healthier behavior.

This can be a new concept or set of concepts that utilizes digital technology to inspire customers to engage in anything, as long as the unintended consequences are to engage in healthier behavior. Think of people buying a pet and the unintended consequence of having to take it for regular long walks (physical activity). The concept should address the following objectives:

1 – create a compelling concept and engaging platform (consider gaming field)
2 – motivate continued participation (consider behavioral science tactics like goals, rewards, social)
3 – ensure participation drives healthy behaviors, but treat them as unintended consequences

While the primary focus of the concept should be to drive ongoing engagement with the app, your idea will also be judged on its ability to make the app more appealing and “shareable” with other new potential users.

Primary areas of focus for this case competition

**Acquisition**
Drive awareness and greater appeal for the PepsiCo's new app.

**Usage & Retention**
Include engaging features to enhance user engagement with the app over time.
Background
PepsiCo’s commitment to health and nutrition

For almost 20 years, PepsiCo has been transforming its product portfolio in order to better meet the nutrition needs of its customers. This has been achieved through substantive reformulations, various acquisitions and more nutritious innovations.

In addition, PepsiCo is exploring ways to help consumers make healthier choices, for example by exploring personalized nutrition techniques, such as digital apps.
Improving choices across our portfolio

Around the world, consumers enjoy PepsiCo products more than one billion times a day. With that global scale comes an enormous opportunity to provide our consumers with products that meet human needs for nutrition and enjoyment.

To help build a more sustainable food system, we are making it easier for consumers to choose foods and beverages that feel good for themselves and are good for the planet. We’re improving the nutritional profile of our products, working to provide simple, clear information on our packaging, rethinking packaging sizes, and leveraging the scale of our brands to drive positive change.

Our product sustainability goals are to reduce added sugars in our beverages and sodium and saturated fats in our food products so that people can continue to enjoy our most-loved brands as part of a balanced diet.

47% of our beverage portfolio volume in our top 26 beverage markets met our 2025 added sugars reduction target, progress toward our goal of 67%

62% of our food portfolio volume in our top 23 foods markets met our 2025 saturated fat reduction target, progress toward our goal of 75%

61% of our food portfolio volume in our top 23 foods markets met our 2025 sodium reduction target, progress toward our goal of 75%

Link to the full sustainability report can be found here
Example: PepsiCo’s New App

To help bridge the gap between consumers’ health-related intentions and behaviors, PepsiCo is developing a smartphone app to help motivate consumers to make healthier choices.

Based on inputs from the consumer, the app will provide science-based recommendations such as but not limited to exercise regimens, diet recommendations and supplements.

**Potential features include:**

- **A Coach in your Pocket**
  Know always and everywhere which foods to eat, which supplements to take, and which activities to do

- **Coaching and Community Support**
  Guidance and support to help you achieve your health goals

- **Engaging**
  Fun ways to engage with the platform to keep you motivated

**Personalized to your Goals**

The app can be personalized to support your health and wellness goals.

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The App:

![App Image](image)

**28-day Healing Foods Reset Program**

You’ll be receiving an informative and inspirational video from me each day sharing details about the focus of the day and encouraging you throughout the process.

- Week 1
- Week 2
- Week 3
- Week 4

**Day 1: Setting Goals**

**Day 2: Find Your Motivation**

**Day 3: The Importance of a Journal**

Unlocking...

Michael T. Murray, ND
Author of "The Magic of Food"
Gap between behavior and intent reflected in health app usage

Are smartphone health apps the 21st century equivalent of home treadmills, bought with good intentions but left in the corner to collect dust? According to a new national survey of health app use among U.S. smartphone users, the answer is a decided "yes."

The online 36-question survey by researchers from NYU Langone Medical Center questioned 1,604 adult smartphone users, with an average age of 40. It found that 58 percent of them had downloaded one of about 40,000 health apps available in the marketplace, with 42 percent downloading five or more. While 65 percent of those surveyed reported that the apps improved their health, 46 percent said they have downloaded apps that they just don't use anymore.

Many cited concerns about hidden app fees, privacy, and waning interest over time as reasons for letting their health apps lie fallow.

"There's a takeaway mainly for developers -- I think there has to be a greater usability testing of the apps," Paul Krebs, PhD, assistant professor in the NYU Langone Medical Center's department of population health, told CBS News. "A big barrier for people who have not been using the apps, or those who tried and stopped using them was the difficulty of use. There was a burden of data entry, which was a big pain."

Initial Participation

Participation:

Any team of students who are registered in a full-time graduate business school program are eligible to apply. Yale Masters of Advanced Management students and executive MBA students are also welcome to apply. Interested students should form teams of 2-4 and submit an abstract in the form of a short PowerPoint deck (6 slides maximum).

The competition has two phases:

Phase 1 – Abstract Submission, where teams deliver their initial concept, to be judged by Yale faculty and PepsiCo senior leaders.

Deadline: March 25 to register. April 1, 2021 to submit.

Phase 2 – Final presentation, delivered to PepsiCo, judged by a panel consisting of PepsiCo senior leaders and Yale faculty.
Phase 1 Submission Guidelines

• Register your team by **March 25** to join the competition and submit your **completed abstract by April 1**. Go online [here](#) to register and submit.*

• You may only join one team, and each team may only submit one abstract.

• Teams must include at least 2 individuals and a maximum of four (4) individuals per team are allowed.

• Your submission should be in a PDF format with maximum of 6 slides (excluding title page and appendices), containing the following information:
  1. Name of the team, members of the team, one (1) email address for the team
  2. Name & description of the idea
  3. How the idea will work
  4. How the idea will drive both acquisition and engagement
  5. Target audience for the idea
After teams have submitted abstracts, a panel of judges will select 8 teams to move on to Phase 2.

**Phase 2 – Virtual Presentation**: The 8 selected teams will be given more information from PepsiCo on the app as well as information from the Yale Center for Customer Insights on a set of behavioral science concepts that can be applied. They will then have an opportunity to further the thinking around their idea.

Teams will develop a robust virtual presentation to bring their idea to life. This could include, for example, a multi-media visualization of what the concept might look like for the user, illustrating what steps would be required to bring the idea to life, or showcasing the development of a minimum viable concept.

The submission should include:
- A 10 min. PowerPoint presentation, delivered virtually to PepsiCo and YCCI.
- Optional video (max 3 minutes);
- Any other multimedia files the team desires to include.

Presentations will be delivered virtually to the panel on **April 30, 2021**, and winners will be selected by the Pepsi executives and Yale faculty.
Timeline

- **March 25, 2020, 11:59pm EST**
  - Registration Deadline
- **April 1, 2020, 11:59pm EST**
  - Submission Deadline
- **April 9, 2020, noon EST**
  - Top 3 Finalists Notified
- **April 19, 2020, noon EST**
  - Non-Finalists Notified
- **April 30, 2020, 11am EST**
  - Virtual Multi-Media Presentation