

Winterproof your health and wellness strategies

Lower temps. Less daylight. Lingering colds.

Winter weather introduces unique factors that shape health and wellness decisions.



82%

say sudden weather can activate certain illnesses



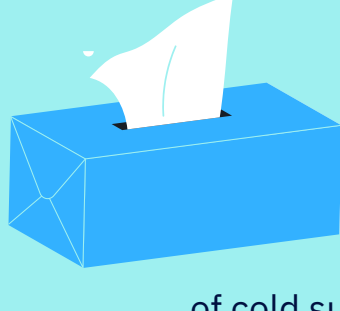
51%

of Gen Z are more health-conscious in winter vs. other seasons and demographics²

3 health conditions to look out for this winter:

1. Braving cold & flu season

Cold, dry air can weaken immune defenses, dry out nasal passages, and prolong virus survival — coupled with increased indoor gatherings, this creates ideal conditions for spread of colds and flu.³



63%

of cold sufferers



70%

of flu sufferers

...use weather as a key barometer for cold and flu medication purchases.

Weather strategy success:

Global flu vaccine leader

combined weather data with anonymized health claims to reach at-risk audiences across the digital advertising ecosystem with flu vaccine ads 14 days before local flu risk spiked.⁴



14%

lift in familiarity and favorability among target audiences



3x ↑

bump in search intent



2. Wintertime blues

Less sunlight and colder temps can usher in seasonal depression by causing chemical imbalances in the brain; leading to fatigue, low motivation, and social withdrawal.^{5 6}



89%

of people affected by seasonal affective disorder believe weather impacts symptoms



66%

of people affected by seasonal affective disorder use weather as a signal for medication including purchases, dosage, and frequency



Weather strategy success:

Leading depression prescription brand

activated ad messages across the digital ecosystem to health care providers when weather patterns likely to cause depression-related symptoms and prescriptions are present or forecasted in consumers' ZIP codes.⁷



66%

lift in depression-related Rx



16%

more Rx vs. non-exposed HCPs



3. Frosty air, asthma flares

Cold, dry air can irritate airways and nasal passages, provoking asthma symptoms.⁸



95%

of people affected by asthma say weather has an impact on their condition



64%

of people affected by asthma use weather forecasts to manage their symptoms

Weather strategy success:

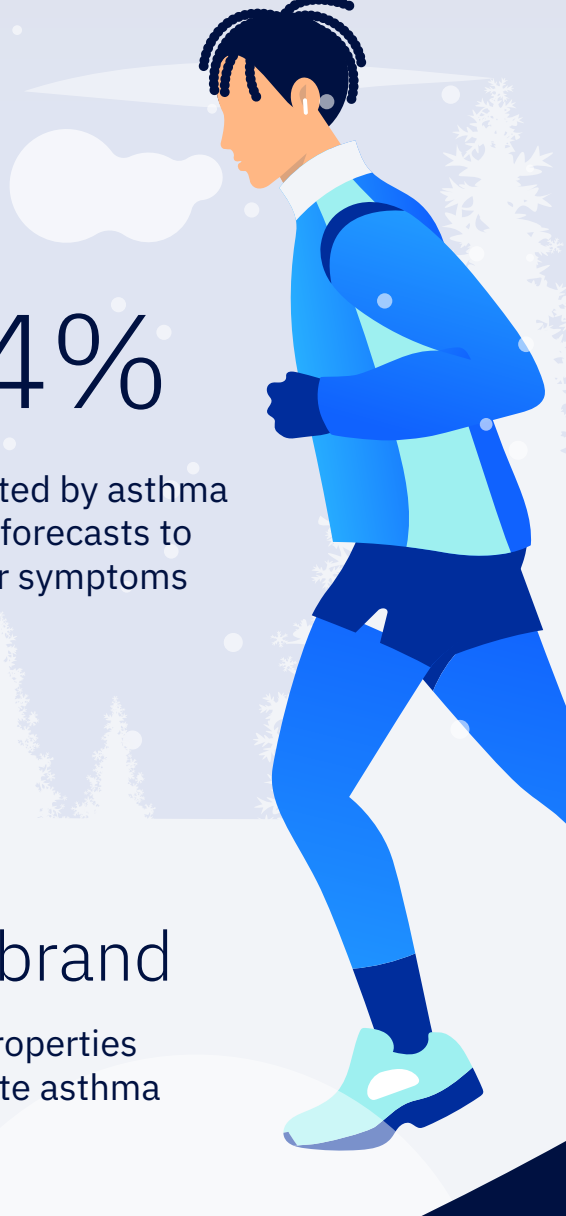
Leading asthma prescription brand

optimized media across The Weather Channel digital properties when the optimal mix of conditions proven to exacerbate asthma symptoms are present in consumers' ZIP code.⁹



+67%

incremental script lift



Embrace the elements this season:

Leverage the power and influence of The Weather Channel digital platforms and weather signals to ignite brand relevance and growth.

What's your weather strategy?

To learn more, **contact** our advertising experts today.

All data sourced from Weather and Health Impact Study, Sago for The Weather Company, March 2024, unless noted by superscript.

¹ The Weather Company Winter 2022-23 Behavior Survey, Sep 2022. ² "What's the link between cold weather and the common cold?" Medical News Today, Sep 2022. ³ Disco 9/19 - 11/30/23. ⁴ Braziené, Agnè et al. "Relationship between Depressive Symptoms and Weather Conditions." International journal of environmental research and public health vol. 19 9 5069. 21 Apr. 2022. doi:10.3390/ijerph19095069. ⁵ Seasonal affective disorder, winter blues and self-care tips to get ahead of symptoms" UC Davis Health Blog, Nov 2023. ⁶ PulsePoint, 2022. ⁷ Weather can trigger asthma" Asthma and Allergy Foundation of America, April 2024. ⁸ IQVIA, 2017.