

A full-page background image of a lavender field at sunset. The sun is a bright, glowing orb in the upper right corner, casting a warm, orange and pink light across the sky and the field. The lavender plants are in the foreground and middle ground, with some in sharp focus and others blurred, creating a sense of depth. The overall mood is peaceful and serene.

# PR AWARENESS KIT

dōTERRA™ | EUROPE

## A Lifetime of Sleep

The first PR campaign - Europe

It's no secret that sleep has a major impact on our health and wellness. On this premise, dōTERRA set out to learn more about how much sleep Britons have on a regular basis and what factors may be preventing them from getting the most optimal sleep they need and what they do to try to sleep better. What we discovered is that Britons are struggling with their sleep, and many feel they had their best sleep in their younger years. The lack of sleep can also be driven by increased stress, financial worries and too much screen time.

As a health and wellness company, dōTERRA's products can play a role in creating an optimal environment for better sleep, which makes it important to understand what is causing poor or not enough sleep so we can improve how and what we create for our customers. As dōTERRA connects its brand and products to modern day trends and issues such as sleep, we can generate significant, positive and relevant media attention.

This edition of the PR Awareness Toolkit will provide you with an overview of the research, highlights of the most notable press coverage and a summary that you can use to educate your teams and prospective customers.

Kind regards,

**Sheryl Franklin**  
**Head of PR Europe**



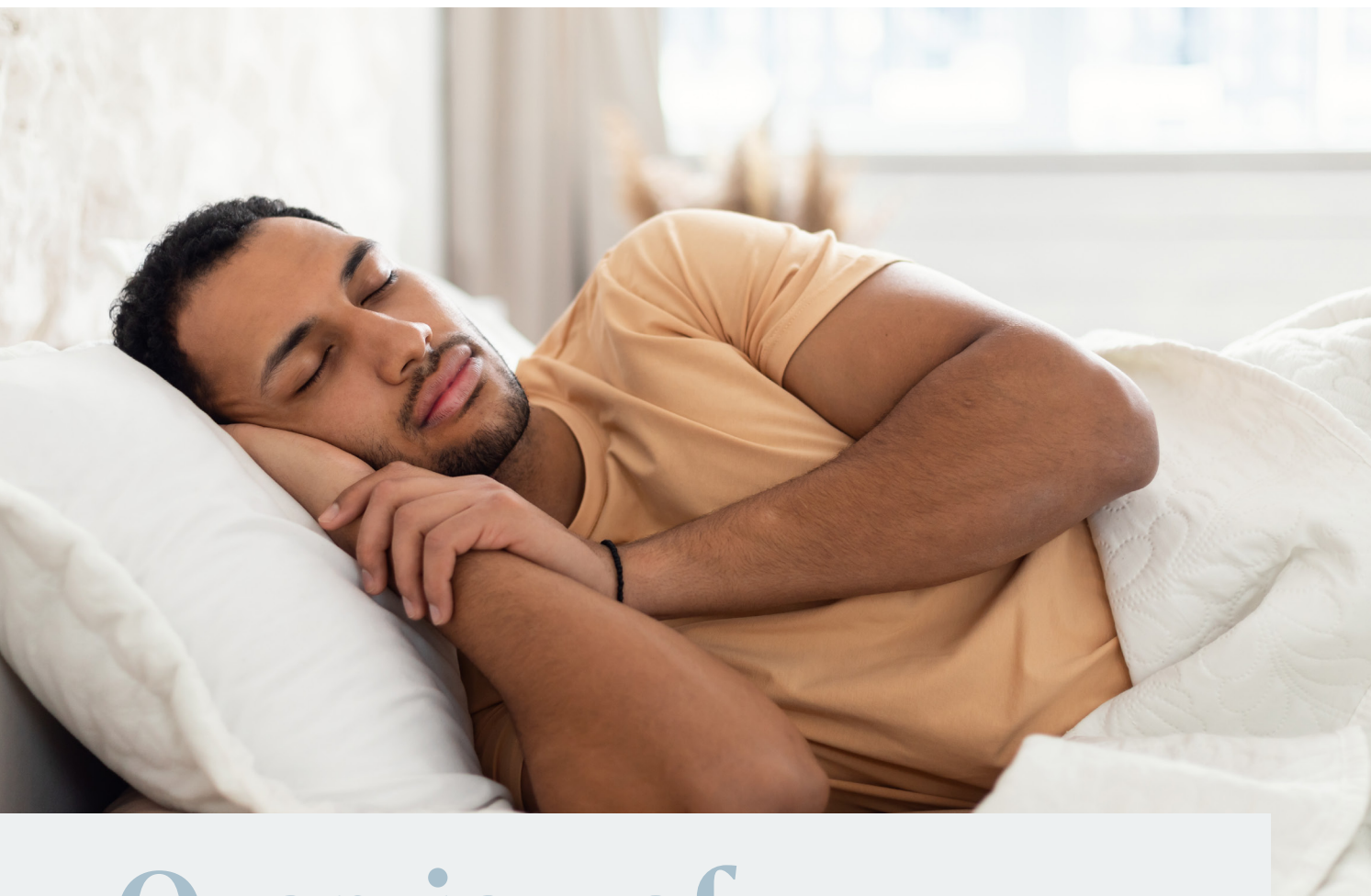


# The Campaign

For the Lifetime of Sleep PR Campaign, dōTERRA focused on the nation's sleep patterns, specifically the average amount of sleep a person gets in a lifetime. Sleep is one of many things that has been affected over the last few years, so we wanted to understand as we move past these times what sleep looks like and what are people doing to try to get good sleep.

dōTERRA surveyed 2,000 Britons to get a broad understanding of sleep trends. We used the research as a way to generate news stories in national and lifestyle media outlets, while also promoting dōTERRA Serenity™ blend and Lavender essential oil. Two versions of a press release were drafted with messages specific to the national and lifestyle media. In addition to the research findings, dōTERRA engaged a renowned sleep expert, Dr Lindsay Browning, to review the information and provide helpful tips on how to improve restful sleep.

The resulting media coverage helped to connect dōTERRA with an important health discussion on sleep, revealing findings related to the impact of family and work stress, and technology, on the quality of sleep.



# Overview of Research and Statistics

In the Lifetime of Sleep research, dōTERRA discovered that the most restful sleep comes early in life, with most of the 2,000 adults surveyed, indicating that their best sleep came during their youth, specifically at 24 years of age. After that, the quality of sleep took a downward turn. The study found that 37% had the worst sleep between the ages of 25 and 54. Sleep expert Dr Lindsay Browning said, "As the findings suggest, the quality of our sleep can be impacted by a number of things, and there are likely several reasons why younger people may enjoy their sleep more than older people, including the level of fitness."

She continues, "It might also be possible to surmise from the findings that post 25 years of age, life [may] becomes more stressful [for some]. This added [factor] could explain why sleep may not be as good after our youth."

The survey revealed that most adults aren't getting the recommended eight hours of sleep, with 24% surviving on five hours or less of sleep, per night, a quarter getting six hours of sleep, and only a third getting seven hours of sleep.



The majority of Britons (90%) blamed stress, including family, work and financial worries for keeping them awake, while others indicated the temperature of their rooms, too much screen time before bed, noise and coffee as other reasons for an inability to wind down before bedtime.

Many people in the UK are turning to holistic approaches to counteract poor sleep quality. The most popular ways to improve sleep are by having regular massages/ holistic health treatments (67%), Meditation (33%), using essential oils (56%) and lighting scented candles (56%).

Motivations to improve sleep are clear, as those surveyed blame lack of sleep on feeling irritable, demotivated and deflated. They also said it impacts their ability to concentrate, and ultimately their ability to 'live life to the fullest'.

## TOP 5 THINGS KEEPING BRITONS AWAKE AT NIGHT

- 1 Family concerns
- 2 Work pressures
- 3 Room temperature
- 4 Financial worries
- 5 Too much screen time



# Getting enough sleep?

Adults enjoy their **best sleep at 24** - but it takes a downward turn after that...



**Half**

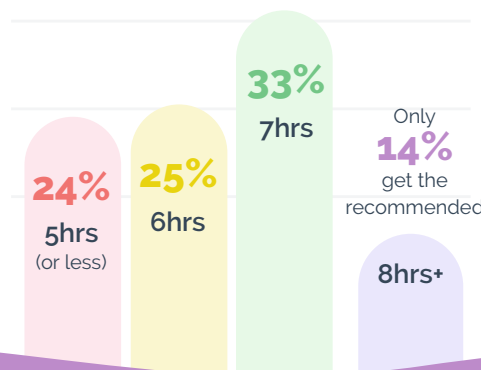
are convinced they slept better **during their youth**

**37%**

say the worst sleep of their life was **between the ages of 25 to 54**



## How much sleep are we getting?



**55%**

say they 'rarely' or 'never' get enough sleep

## What is keeping us awake?



**1 in 4**

say **going to bed too late** stops them nodding off

**22%**

say their **partner's sleep habits** have ruined their sleep



### Top 5

#### Things keeping us awake

- 1) Family concerns
- 2) Work pressures
- 3) Room temperature
- 4) Financial worries
- 5) Too much screen time



**14%**

are regularly **woken** by their children



**30%**

say they have to get out of bed early to take care of family, exercise and **do housework**

## Bedtime Routines



**38%**  
have a set  
**routine they**  
**follow** each night

**10%**  
spend upwards of an  
**hour prepping** – getting  
their heads in the right  
place to sleep well



**3 in 5**  
say **reading** is the  
**ideal activity** to help  
them fall asleep



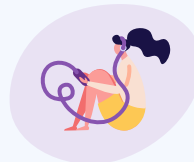
Other relaxation techniques:



Enjoying a herbal tea



Soaking in the bath



Listening to podcasts



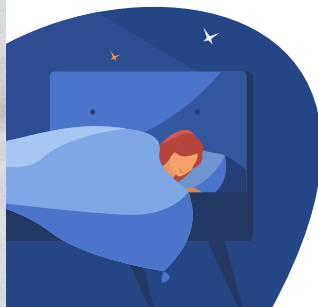
Meditating



Using essential oils



## Struggling to wake up



**2 in 5**  
admit they **struggle to**  
**get up** in the mornings

**42%**

**hate getting up in winter darkness**  
saying it makes them feel  
disheartened at the thought of the  
day ahead

Research conducted by OnePoll for dōTERRA,  
with a sample of 2,000 UK adults in November 2021.

dōTERRA



# Most Notable Press Coverage

For this campaign, dōTERRA implemented traditional media relations techniques, which included sending news releases and research information directly to members of the national and lifestyle press. The resulting outreach resulted in **143 pieces of coverage** with a total readership of **1.46 billion**.

In addition to the media clips in magazines and websites such as The Daily Express, The Sun, The Mirror, and Metro, the online articles had **estimated online views of 3.59 million** and were shared more than 583 times on social media. In addition to regional London-based media, the articles were also shared in Ireland, Wales and Scotland, as well as on international media properties such as MSN and CNN.







# Campaign Summary

dōTERRA's research found that Britons enjoy their best sleep at age 24, but that sleep quality and time take a downward turn from then onwards. Almost half of the 2,000 adults surveyed are convinced they slept better during their youth, while only 24% think it has improved as they've gotten older.

Surprisingly, the research found that 55% of the nation 'rarely' or 'never' get enough sleep.

The survey identified family worries, work stresses and room temperature – either too hot or too cold – as the most common obstacles to a good night's sleep.

Nearly **3.6 million Britons** read about dōTERRA's research on sleep in **143 published articles**, including in The Daily Express, The Sun, The Mirror, Metro, and online properties MSN and CNN.

“dōTERRA Corporate is pleased to be support our Wellness Advocates with media campaigns such as this. Every positive impression that can be made upon a potential customer is valuable to our Wellness Advocates and to dōTERRA, and we have been happy to see such great uptake on this campaign from media titles in the United Kingdom. We will continue to spread similar messaging across the UK and Europe as we share dōTERRA's incredible products and community with the world.” - **Isaac Wilson, Managing Director, dōTERRA Europe**

# dōTERRA™ | EUROPE

The dōTERRA survey was conducted online by research company One Poll. All studies were conducted in January 2021. The sample included 2,000 British adults aged 18 and over. The research provided in this document is the copyright of dōTERRA.

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