



The Vivify Stratify Growth Blueprint™

Vivify's Proven, Signature Growth Playbook

The Leading Strategic Growth Partner
for Luxury Wellness Destinations

Feel it, before you live it

London | Miami | Dubai

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No more high risk guesswork or trial
and error, get it **right first time** and
accelerate your business to **success**.



Click to watch our showreel
Feel it, before you **live** it



Your brand's fast-track to clarity, growth, and scale

Luxury Wellness Destination's are built on expertise.

Without a clear strategic roadmap, even the most advanced destination's struggle to stand out. The Stratify Growth Blueprint is a leadership-led accelerator from the Vision Makers behind the world's leading wellness and longevity brands.

We translate complex science into brand clarity, turning your brand credibility into commercial impact. We define your positioning, identify untapped growth channels, and deliver a market-ready strategy that elevates trust, drives qualified demand, and accelerates scale.

Growth partners for

- ◆ Wellness resorts
- ◆ Longevity clinics
- ◆ Regenerative health
- ◆ Preventive medicine
- ◆ Clinical-graded centres
- ◆ Patient experience
- ◆ Performance health



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Featured in
Apple News



The Vision Makers

Coined by Apple News as the Vision Makers, Bellamy & Looney are the powerhouse behind Vivify, credited with redefining luxury wellness destination brand positioning and Global Advertising.

Their work has transformed destinations from the UAE to South Florida into icons of longevity and aspiration. With a sharp blend of data-led strategy and soulful creative execution, they've created movements that magnetise the most discerning audiences on earth.



Vivify is reshaping luxury destination advertising globally to connect deeper, resonate longer, and convert faster.

Bloomberg

LDN LONDON
DAILY
NEWS

sky NEWS

MIND JUMP
MONTHLY

WELLBEING
MAGAZINE
EST. 2006





A Proven Modular System for Strategic Clarity and Commercial Growth

In luxury wellness and longevity, most brands have vision but not a roadmap.

The Stratify Growth Blueprint™ is a proven modular system designed to bring absolute clarity, sharpen positioning, and accelerate measurable growth.

Developed by the Bellamy & Looney, founders of Vivify™ the experts behind the world's leading wellness destinations and longevity clinics, the Blueprint adapts to your brand's stage, objectives, and priorities, ensuring every module drives both short-term traction and long-term leadership.





Proven Impact: Transforming Luxury Wellness Destinations

- ◆ Increased client bookings by **500%** within 6 months through repositioning and multi-channel campaigns
- ◆ Delivered **£3.2M** in incremental revenue for a leading wellness clinics in under 12 months
- ◆ Reduced acquisition cost per consultation by **40%**, while increasing lead-to-client conversion rates
- ◆ Elevated brand equity for a London-based longevity clinic, securing premium positioning in the global market
- ◆ Helped luxury wellness destination expand audience reach across Europe, the Middle East, and North America with double-digit YoY growth in bookings
- ◆ These results are the outcome of Vivify's proprietary frameworks – Mapify, Quantify, Actify and our unique ability to blend commercial strategy with emotional storytelling



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The Blueprint turned our 50-year legacy
into a future-proof brand. Clarity,
confidence, and commercial results.





We'll let the numbers do the talking.

Increased low season
bookings **by 22%**

Increased booking rates
from 57% to 92% post
brand re-positioning

Campaign conversion
rate increase **by 39%**

35% increase
in monthly revenue

16% increase in
market share growth

Increased conversion
rate **by 27%**

The Leading Strategic Growth Partner
for Luxury Wellness Destinations

The Stratify
Growth Blueprint
Roadmap



Where do you need to improve?

Each module can be delivered independently or as **part of the full Blueprint journey.**

Every stage builds toward clarity, confidence, and measurable commercial performance, a roadmap to scale with precision, purpose, and impact.

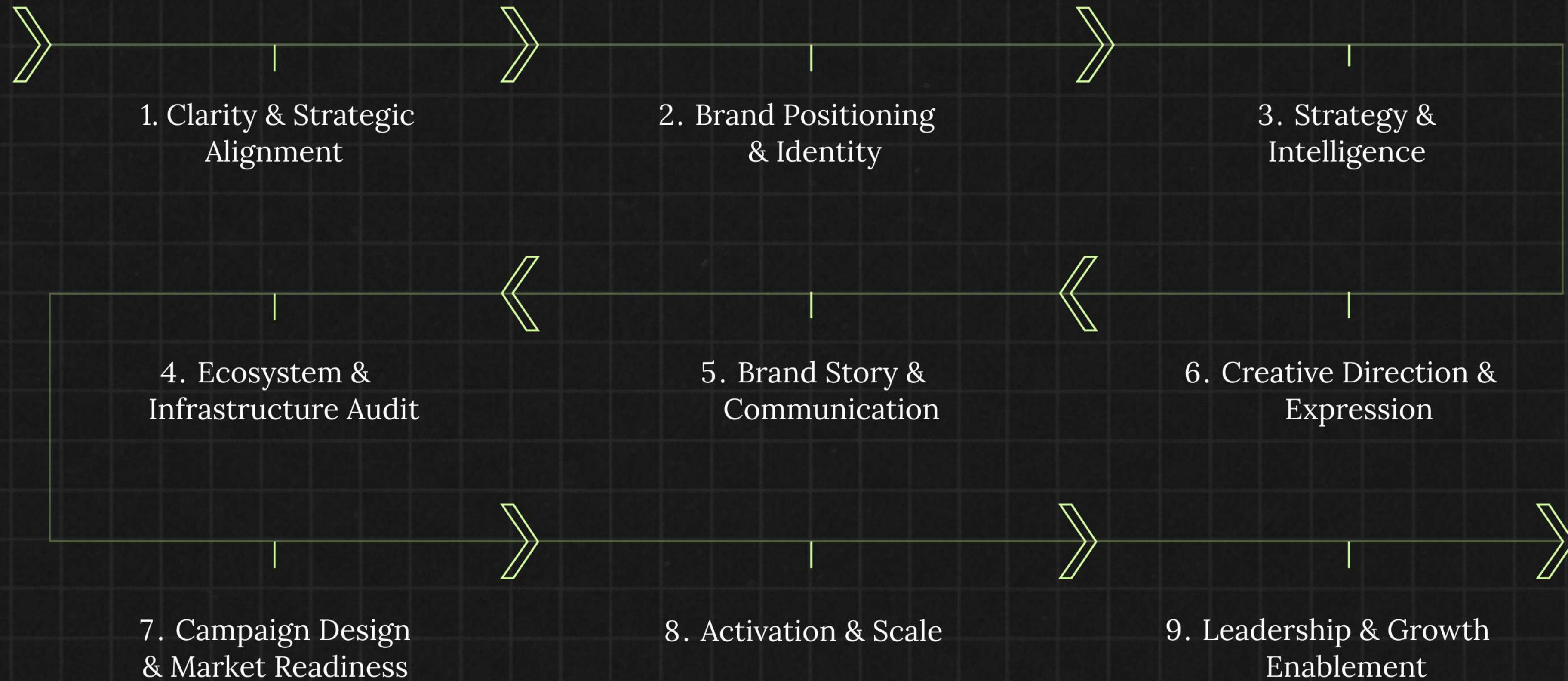


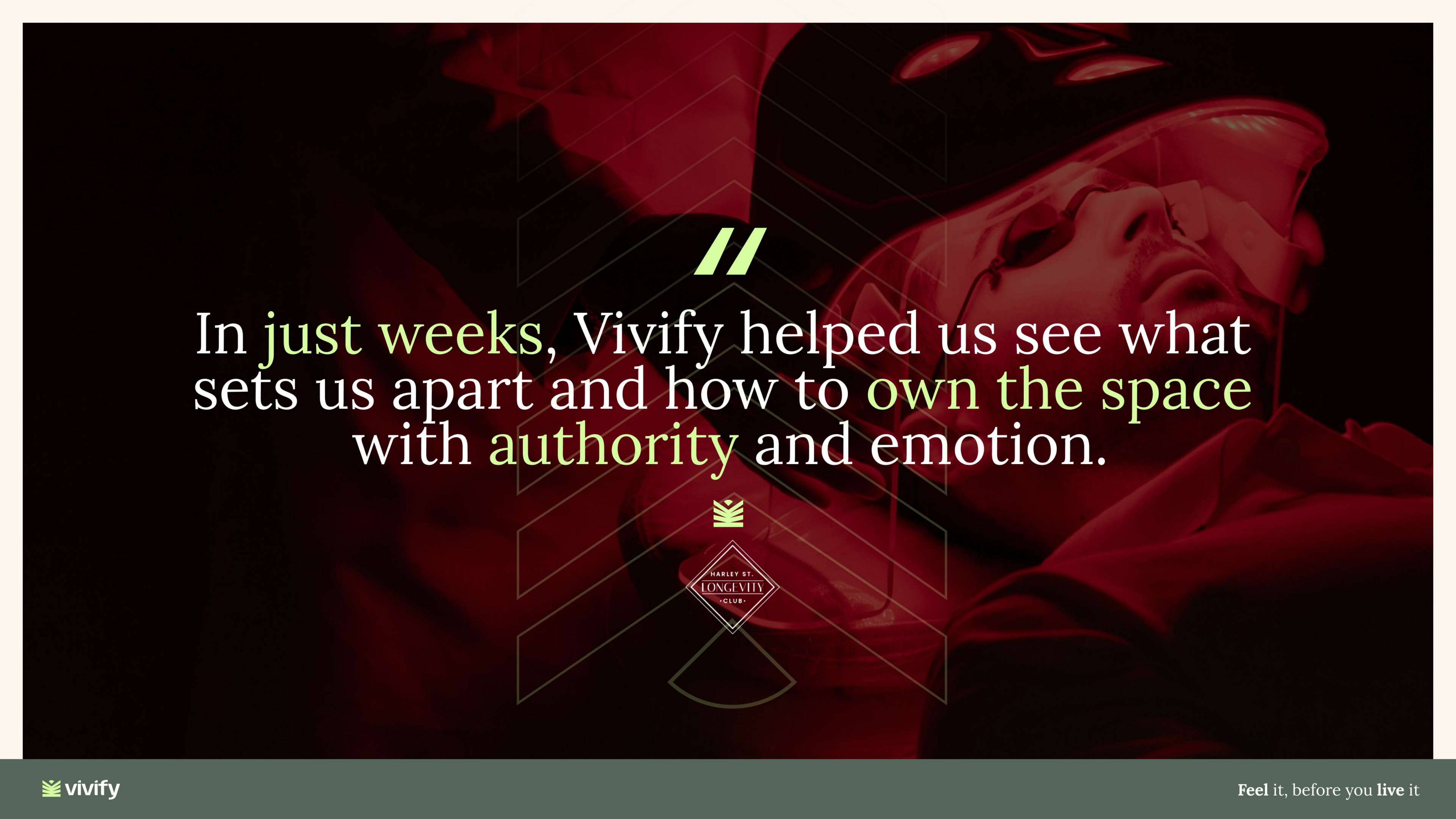
The Leading Strategic Growth Partner
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Roadmap

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In just weeks, Vivify helped us see what sets us apart and how to own the space with authority and emotion.





1. Clarity & Strategic Alignment

Unify leadership and uncover the brand's core truth.

- ◆ Founder and leadership alignment sessions
- ◆ Purpose, vision, and ambition definition
- ◆ Business objectives and growth targets
- ◆ Market position audit and competitive context
- ◆ Opportunity mapping (current vs. future state)

Outcome: A unified leadership vision and clear direction for brand growth.



2. Brand Positioning & Identity

Define your position, personality, and visual foundation.

We clarify who you are, how you're perceived, and how to express it with credibility and distinction.

- ◆ Current brand audit (positioning, purpose, mission, vision)
- ◆ Tone of voice and communication review
- ◆ Visual identity and design system evaluation
- ◆ Credibility signals and trust architecture
- ◆ Core narrative and value proposition framework

Deliverable: The Brand Book
A complete system capturing:

- ◆ Visual identity (logo, colour, typography, imagery)
- ◆ Brand narrative, values, and mission
- ◆ Tone of voice and messaging guidelines
- ◆ Design systems and usage rules



3. Strategy & Intelligence

Turn data into direction and insights into growth levers.

We translate category insight into commercial advantage.

- ◆ Market landscape and competitive analysis
- ◆ Audience and behavioural insights
- ◆ Funnel, channel, and campaign performance review
- ◆ Pricing, offer, and value benchmarking
- ◆ Strategic growth opportunities and prioritisation

Outcome: A data-led foundation for smarter, more efficient decision-making.



4. Ecosystem & Infrastructure Audit

We ensure your systems are fit for purpose and aligned with your objectives.

We build integrated eco systems that don't just feel good but also perform.

- ◆ Website UX and conversion audit
- ◆ CRM and marketing automation review
- ◆ E-commerce and checkout performance analysis
- ◆ Data, tracking, and attribution assessment
- ◆ API and integration audit (CRM, CMS, paid media, analytics)
- ◆ Recommendations for system upgrades and automation

Outcome: A seamless ecosystem ready for acquisition, conversion, and lifetime value growth.



5. Brand Story & Communication

Craft emotional authority through narrative and psychology.

We turn your strategy into story, one that is emotionally charged and commercially effective.

- ◆ Core messaging framework
- ◆ Story arcs based on transformation and memory
- ◆ Emotional drivers and signature phrases
- ◆ Content pillars and channel messaging strategy
- ◆ Consistency and resonance testing

Outcome: A story that builds belief, loyalty, and desire.



6. Creative Direction & Expression

Translate strategy into sensory impact and market presence.

We craft a visual and verbal language that is instantly recognisable and deeply felt.

- ◆ Refined visual language and creative guidelines
- ◆ Photography, film, and content direction
- ◆ Campaign art direction and brand aesthetic evolution
- ◆ Copywriting and tone-of-voice refinement
- ◆ Creative asset framework for implementation

Outcome: Every visual and verbal output aligns with growth, credibility, and brand coherence.



7. Campaign Design & Market Readiness

Convert creative clarity into commercial performance.

We design campaigns that cut through to your target demographics and engage, convert, and position your brand for measurable success.

- ◆ Campaign ideation and storyboards
- ◆ Channel and funnel mapping
- ◆ Content calendar and asset direction
- ◆ KPI framework and performance forecasting
- ◆ 90-day go-to-market plan

Outcome: Campaigns engineered for engagement, conversion, and measurable ROI.



8. Activation & Scale

Bring your brand to life across every channel with precision.

We ensure each campaign scales efficiently across paid, owned, and earned platforms.

- ◆ Multi-channel activation (paid, owned, earned, partnerships)
- ◆ Campaign launch management and optimisation
- ◆ Conversion journey tracking and A/B testing
- ◆ Media budget allocation and performance modelling
- ◆ Scaling frameworks for market expansion

Outcome: Real-world activation that delivers results fast, with data to prove it.



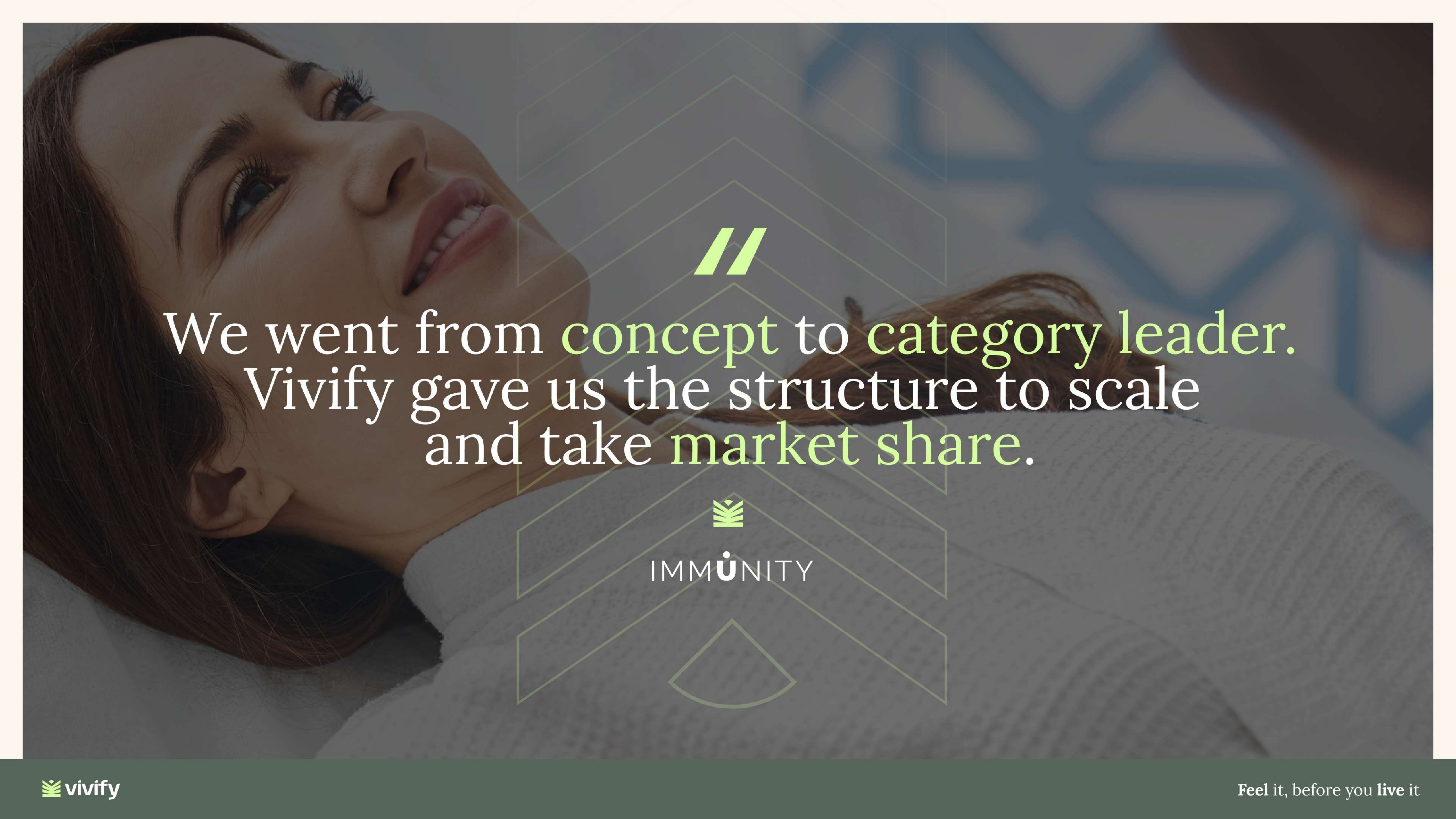
9. Leadership & Growth Enablement

Ensure long-term success through alignment, accountability, and continuity.

We embed growth capability within your teams and sustain performance through ongoing partnership.

- ◆ Internal brand and sales team workshops
- ◆ KPI dashboard and reporting structure
- ◆ Quarterly growth reviews
- ◆ Ongoing creative and strategy support
- ◆ Investor and stakeholder brand deck development

Outcome: Teams aligned, execution seamless, growth sustainable.

A woman with long brown hair is lying down, looking upwards with a slight smile. The background is a soft-focus image of a person in a blue and white patterned shirt. Overlaid on the image is a series of green geometric shapes, including a large double slash at the top, a crown-like symbol, and a semi-circle at the bottom.

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We went from concept to category leader.
Vivify gave us the structure to scale
and take market share.



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The Value Ladder

After

Launch-ready positioning,
investor-grade narrative, first-
mover advantage, 90-day go-
to-market plan



Before

Big idea, unclear
positioning, no
roadmap

Elevated brand equity,
refined messaging, new
audiences, flagship
campaign concepts



Plateaued growth,
underperforming campaigns,
diluted equity

Absolute clarity, execution
blueprint, measurable
momentum, direct strategic
oversight



Incremental growth,
reactive decisions,
leadership distraction

Concept Stage

Established Brand

Growth Acceleration



Why Vivify are the experts in luxury wellness?

It's our only space, we don't deviate we dominate.

Deep category expertise

We understand the nuances of wellness psychology, luxury positioning, and high-net-worth audiences

Proven frameworks

Our proprietary methodology translates brand essence into commercial outcomes

Leadership involvement

Every Blueprint is led directly by our Partners and senior specialists

Track record of transformation

Our campaigns consistently outperform, turning stagnant brands into market leaders



Talk to us

We partner with a select number of brands.

If there's a strong fit, we'll explore how we can support your vision and growth.

Book a discovery call with the Vision Makers, Bellamy & Looney.



Laurence Bellamy, Founder
laurence@vivify.agency

Anthony Looney, Co-Founder
anthony@vivify.agency