



EPISODE TWENTY Mission Moustache

WITH RICH LOESING

Movember, a quirky moustached movement started to promote men's health, has evolved into a global brand and charity that has raised \$900 million and funded over 1,200 men's health programs in 21 countries. How does something superficial like celebrating facial hair evolve into a world wide phenomenon that digs deep into supporting men's health issues, mental health, and suicide prevention? Join Rich Loesing, corporate development manager at the Movember Foundation, to discover how the group is working to disrupt the traditional model of nonprofit organizations while changing the face of men's health on a global scale.

THEMES & INSIGHTS

1. Changing behavior is about meeting your consumers where they are, and listening to them so that you can understand their needs and motivations.
2. Culture is evolving to create opportunities for people to follow their passions and inspirations. Make sure you're paying attention to what motivates your consumers.
3. To start a movement, tap into your consumer's identities, passions, and needs for human connection, whether it's in person or online.



us.movember.com



@Movember



Rich Loesing

COMBUSTION QUOTES



"Who are we trying to talk to? And who are we getting to try to change their behavior in a positive way? It's men. So how do we reach men? How do we get them to have a good time? And again, it's going to where men are, what they're interested in, and just having fun while doing good."



"I think one thing that's been great in kind of how our culture has evolved is really encouraging people to follow their passions and their vocations, and really be true to who they are."



"One thing that we know is that diseases do not discriminate, regardless of your age, your background, your sexual orientation, your interests, these are things that can affect anybody. So again, it's really going to where men are, going to where people are, and saying, "Hey, how can we help you take care of your health?"

RESOURCES

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