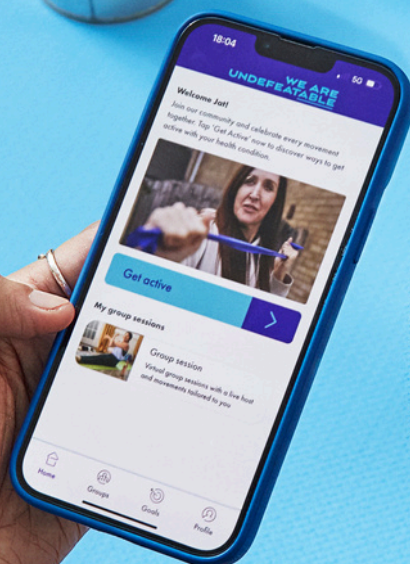


**WE ARE  
UNDEFEATABLE**

# WE ARE UNDEFEATABLE APP



## Communications Pack Stakeholders and Partners



BREAST  
CANCER  
NOW

ASTHMA+  
LUNG UK



Parkinson's  
UK



ROYAL  
VOLUNTARY  
SERVICE

British Heart  
Foundation

VERSUS  
ARTHRITIS

BritishRedCross

MACMILLAN  
CANCER SUPPORT

Alzheimer's  
Society

Stroke  
Association

MS Society

DIABETES UK  
KNOW DIABETES. FIGHT DIABETES.







# INTRODUCTION

This communications pack has been designed to support you and your team(s) to craft content to promote the We Are Undefeatable app through your channels and networks.

Following a successful testing earlier in the year, we are excited to be rolling the app out more widely and using paid promotional activity to spread the word! We would love your support to share the app far and wide from 15th September 2025 to help us make as much noise as possible.

The autumn campaign will run from 15th September until 31st October 2025, so we'd appreciate if you could support us during this time. The app will also be available beyond the autumn campaign period, so we'd love for you to build app promotion into your business-as-usual content and service offering.

If you have any questions or your social teams need support responding to any queries about the app, please get in contact with [weareundefeatable@ageuk.org.uk](mailto:weareundefeatable@ageuk.org.uk)



# WHAT'S INCLUDED IN THIS PACK

- General messaging to build your communications around
- Example draft communications by channel
  1. Social media
  2. Newsletter/emails
  3. Website
  4. Suggested responses
- Social media assets and trackable link



# GENERAL MESSAGING

## OVERARCHING MESSAGE

*A simple overarching message of what we need the audience to understand. Short, snappy, and digestible.*

- The free We Are Undefeatable app gives you access to tailored exercise programmes that can be completed anywhere, anytime, and are suitable for a range of health conditions, no matter where you are in your journey.
- The We Are Undefeatable app is now available to download on the [App Store](#) and [Google Play Store](#).

## CORE MESSAGING ABOUT THE APP

*This includes the app in more detail, extending out from the overarching message.*

- The app has been co-designed with award winning health tech provider, Good Boost.
- From individual, on-demand, workouts tailored to you to virtual group sessions led by a live host - all you need to get moving is now in one convenient place!
- How you feel changes, the way you move could too. Find activities that work for you and your condition with the new We Are Undefeatable app.
- Try the app today and find ways to move that work for you.





## EXTENDED MESSAGING

*Longer form messaging – the app in more detail, extending out from the overarching message. This messaging can be used when there's more space to tell the story for example in a social post caption or within an email.*

- We understand that living with a long term health condition means no two days are the same. Our app allows you to find a workout that is flexible, based on how you feel day today.
- The We Are Undefeatable app is for people with a range of health conditions, whether you're just getting started, returning to activity or looking to try something new.
- The app is accessible in 7 of the most spoken languages in the UK, including Punjabi and Polish.
- Whether it's 5 minutes in the kitchen or 15 before bed - our app is packed with activities that get you moving.

## ADDITIONAL CONTEXT

*This is more information about the app. The additional info is only suitable for longer form content when you have the time and space to explain all the detail (and an audience that will understand). On your website, for example. Please select different features to highlight as appropriate to your audience.*



### Key features of the app:

- It's completely free to download and use.
- Access individual on-demand workouts tailored to you and your body.
- Co-designed with award winning health tech provider, Good Boost.
- Accredited by the world's number one provider for delivering safe digital health, ORCHA.
- Shaped by people living with long term health conditions.
- The exercises are developed by experienced and qualified physiotherapists.
- Easy to follow movements demonstrated by your chosen animated activity avatar.
- Be part of virtual group sessions with a live host from the comfort of your own home.
- In-app tools available to help you stay on track.
- We know the difference having a supportive community can make when getting active, so you'll have the opportunity to meet and chat with others virtually after taking part in a group session.
- The app is accessible in 7 of the most spoken languages in the UK, including Punjabi and Polish, with a range of representative animated avatars available to demonstrate the exercises.





## CASE STUDIES/TESTIMONIALS

*"It's free, convenient and tailored to work with my life and my long term health condition."*

**Jat, lives with asthma and likes to get active**

## CALL TO ACTION

*These are the suggested CTAs for your communications. Please find the tracking link on page 15*

- Visit [link] to download, try the We Are Undefeatable app for free.
- Find out more about the app by visiting the We Are Undefeatable website: [link]

## MESSAGING DO'S AND DON'TS

### Do's:

- Use soft and welcoming language, encouraging people to try with no ongoing commitment.
- Weave in the words '**free**', '**convenient**' and '**tailored**' into all communications, where relevant and applicable.
- Welcome feedback and areas of improvement that users would like to see from the app

### Don'ts:

- Do not refer to the app as the 'WAU app' to an external audience – please always write it in full; We Are Undefeatable app.
- Be careful not to suggest this app will be suitable for everyone/all conditions. More information about who the app has been developed for can be found here: [We Are Undefeatable App FAQs](#)

# EXAMPLE DRAFT COMMUNICATIONS BY CHANNEL

We have developed example communications for a range of channels below. These are suggested messages to support you in promoting the app, so please tailor the copy to your audience, channels and organisational strategies, where required.

## SOCIAL MEDIA

### Channels

- Twitter: @undefeatable
- Facebook: @weareundefeatable
- Instagram: @we.are.undefeatable
- TikTok: @weareundefeatable
- LinkedIn @we-are-undefeatable

### Suggested hashtags:

#WeAreUndefeatable  
#WeAreUndefeatableApp  
#ActiveWithHealthConditions  
#healthconditions #physicalactivity  
#physicalactivityandhealth





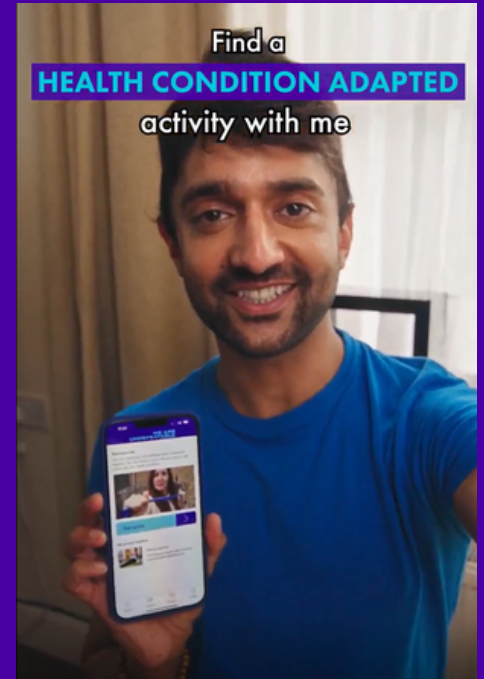
***Find these short promotional videos about the app on the Campaign Hub using the resource finder***



**FREE**



**CONVENIENT**



**TAILORED**

## CHANNEL



**FACEBOOK/ INSTAGRAM**

Stay active anytime, anywhere, for free! Introducing the We Are Undeatable app 📱

The app helped Jat to discover what worked for him, he loves that its workouts are tailored and can be completed anytime, anywhere 🙌  
Start now and discover what works best for you!

Download the app below 📲

<https://bit.ly/4mwGSI6>

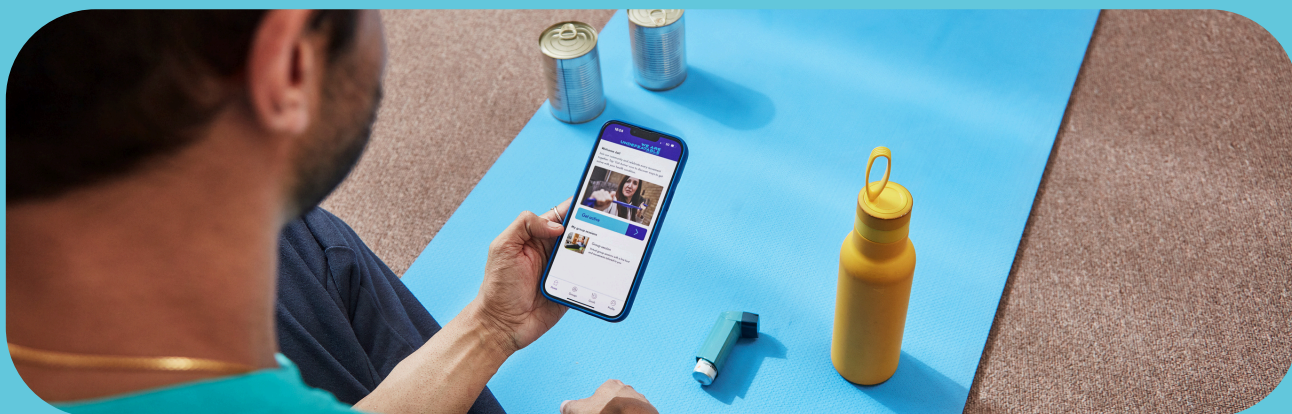


## TWITTER (X)

Looking for ways to move more, your way? ✨

The free We Are Undefeatable app has easy-to-follow, tailored workouts shaped by people with health conditions. Try it anytime, anywhere 🏠🌳

👉 <https://bit.ly/4mwGSl6>



## LINKEDIN

Movement looks different for everyone and that's exactly what the new We Are Undefeatable app is all about! 📱

💡 The app gives people living with long term health conditions access to tailored exercise programmes that can be completed anytime, anywhere - no matter where they are on their journey to getting active.

Developed by experienced physiotherapists and shaped by lived experience, the app offers individual on-demand personalised workouts and virtual classes, all in one convenient place ✨

Find out more about the app 👉 <https://bit.ly/4mwGSl6>



# EMAIL/NEWSLETTER



## EMAIL/ NEWSLETTER SHORT COPY (APPROX. 90 – 115 WORDS)

We Are Undefeatable is a campaign that helps people with long term health conditions find enjoyable, accessible ways to get moving. As proud supporters of this campaign, we're delighted to introduce the free We Are Undefeatable app!

Whether you're just starting out, returning to activity, or looking for something new, this app is designed with you in mind. Co-created with award-winning health tech provider Good Boost, it offers tailored exercise programmes you can complete anytime, anywhere – no matter where you are on your journey to getting active.

👉 Find out more and download today: <https://bit.ly/4mwGSI6>



## **EMAIL/NEWSLETTER LONG COPY (APPROX. 150 – 200 WORDS)**

We Are Undefeatable is a campaign that helps people with long-term health conditions find enjoyable, accessible ways to get moving. As proud supporters of this campaign, we're delighted to introduce the We Are Undefeatable app. And the best part is, it's completely free! 🎉

No matter where you are on your journey - whether you're just starting out, returning to activity, or looking for something new - the app has been designed with you in mind. Co-created with award-winning health tech provider Good Boost, it gives you access to tailored exercise programmes that can be completed anytime, anywhere.

With the app, you'll find individual on-demand workouts personalised to you, as well as virtual group sessions led by a live host, all brought together in one convenient place. Plus, to make it even more accessible, the app is available in seven of the most spoken languages in the UK, including Punjabi and Polish.

Download the app today, give it a try, and tell us what you think!

👉 Find out more here:  
<https://bit.ly/4mwGSl6>





# WEBSITE



## WEBSITE

We Are Undefeatable is a campaign supporting people with long term health conditions to be more active. As proud supporters of this campaign, we're delighted to introduce the We Are Undefeatable app.

From individual on-demand workouts tailored to you, to virtual group sessions led by a live host - all you need to get moving is now in one convenient place! Features of the We Are Undefeatable app:

- Completely free to download and use.
- Individual on-demand workouts tailored to you and your body.
- Co-designed with award winning health tech provider, Good Boost.
- Exercises developed by trained physiotherapists.
- Virtual group sessions with a live host.
- In-app tools to help you stay on track.

Interested in trying the app?

Find out more by visiting the <We Are Undefeatable website:

<https://bit.ly/4mwGSI6> >

## These are drafted responses for any questions/feedback you may get via your channels.



### SOCIAL MEDIA

Thank you for your feedback. The We Are Undefeatable app is co-designed with health tech provider, Good Boost and we are always looking for ways to improve the experience.

The app development team at Good Boost appreciates any thoughts or ideas you have. Please get in touch with them at [weareundefeatable@goodboost.org](mailto:weareundefeatable@goodboost.org) to pass on your feedback.



### EMAIL/NEWSLETTER

Hi [insert name],

Thank you for taking the time to provide feedback on the We Are Undefeatable app. The We Are Undefeatable app is co-designed with health tech provider, Good Boost and always looking for ways to improve the experience. The app development team at Good Boost appreciates your thoughts and ideas.

Please get in touch with the app development team at [weareundefeatable@goodboost.org](mailto:weareundefeatable@goodboost.org) to pass on your feedback.



# CREATIVE ASSETS AND TRACKABLE LINK

## CREATIVE ASSETS

A range of promotional app imagery and videos are available on the Campaign Hub in a range of formats suitable for Twitter, Facebook, Instagram and LinkedIn.

- The video assets have been broken into our creative messaging pillars of 'Convenient'; 'Free' and 'Tailored'.
- The app promo video can be accessed on YouTube via this [link](#)
- If you have any issues accessing the Campaign Hub, please get in contact [weareundefeatable@ageuk.org.uk](mailto:weareundefeatable@ageuk.org.uk)

## TRACKABLE LINK

We have created a trackable link to use across all your communications. Please shorten this using Bitly or equivalent if required:

[https://weareundefeatable.co.uk/ways-to-move/resources/we-are-undefeatable-app/?utm\\_source=referral&utm\\_medium=supporter&utm\\_campaign=app&utm\\_term=organic&utm\\_content=app](https://weareundefeatable.co.uk/ways-to-move/resources/we-are-undefeatable-app/?utm_source=referral&utm_medium=supporter&utm_campaign=app&utm_term=organic&utm_content=app)

**Shortened link:** <https://bit.ly/4mwGSl6>

