

# Woo - the new media culture brand and marketplace backed by ITV

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## [Corporate](#)

**Launching this week, from the team behind VICE, i-D, Boiler Room and LADbible comes Woo - the new media culture brand on a mission to make wellness relatable and culturally relevant, for Gen Z.**

Backed in a long-term partnership by ITV's Studio 55 initiative, which invests in business ideas aimed specifically at younger audiences, [Woo](#) purpose is to redefine wellness for an entire generation, via social channels, podcasts, video, editorial and products.

Manifesting as a mix of digitally-led editorial content and from later this year, a marketplace filled with products that make you feel good, Woo will live across a social digital ecosystem of podcasts, editorial, products and video — with key video content streaming on [Woo](#) channels as well ITV Hub.

[Woo](#)'s content will explore the cultural touch-points Gen Z care about the most (fashion, art, music, film, sex and relationships, drugs and mental health) all through the lens of wellbeing. Featuring talent including [Niko B](#) (YouTube music sensation), [Oatmilk Leader](#) (TikTok star amassing over 20m likes and counting), and [Emma Breschi](#) (Activist, Model, Image Maker and UK Changemaker for UN Women) Woo has assembled some of the most forward-thinking directors and production companies on hero programming.

Stephen Mai, [Woo](#) CEO and Founder, said: *"At its core Woo is a feel good movement designed to be the antidote to the toxic new cycle. Here to make wellness a part of youth culture. We want our Gen-Z audience to engage with wellness in the same way they do music, art or fashion. We know Gen Z are anxious and the wellness industry doesn't know how to speak to them. The ideas and products we talk about on Woo are built to enhance and inspire people's lives in the same way a musical festival or art exhibition does. Our intention is not about driving clicks, but to drive solutions to mass audiences who have been ignored for too long... but having fun while we do it."*

*"We plan on doing this by disrupting the content, distribution and business models that are no longer working. A new media business cannot survive on advertising alone and building social communities has become dark art. With a team full of industry disruptors and our community of young creators we will reimagine a digital cultural proposition for today's consumption habits. Let's turn generation anxious into generation zen."*

Dan Colton, ITV Group Strategy Director, said: *"Woo is an innovative Gen Z culture brand that is rethinking the media model for 16-34s. It mixes great storytelling with genuine purpose. Stephen has a track record of creating transformative and award-winning impactful campaigns for brands like LADbible, VICE, i-D and Boiler Room. We are very excited about him building a new youth-centric digital proposition that will bring new audiences into ITV as well as creating a completely new type of storytelling."*

Head to [woo.itv.com](http://woo.itv.com) or follow the latest updates on Instagram [@feegoodwoo](https://www.instagram.com/feegoodwoo)

## **NOTES TO EDITORS**

Woo's Hero programming includes:

The Bigger Trip directed by [Kate Villevoye](#) 11.05.22

We are in the middle of a psychedelic revolution. After two years of lockdowns, Gen Z are getting into their minds rather than out of them. In this bold new series, Woo sends host Emma Breschi on a mission to find out both the legal and DIY ways Gen Z are using psychedelics to change their perspectives in the midst of the uncertain times we live in.

Nature's Calling directed by [Luke Casey](#) 26.04.22

87% of Gen-Z feel anxious about something in their daily lives, but is one of the antidotes to the mental health crisis already on our doorstep? In a pioneering new comedy series — with a hyper stylised aesthetic — TikTok superstar Oatmilk Leader [Mary Steven] and musician Niko B ditch the city to forge an unexpected new relationship with the outdoors. From wild swimming in icy waters to naturism in rural Wales; our two hosts discover the secret power of the natural world.

Life in Love directed by [Abel Rubinstein](#) 07.06.22

This epic, structured documentary series using real couples aims to capture the real ways Gen Z are falling in and out of love. So much of mainstream media puts a focus on devices being the place that Gen Z find love, but Life in Love shows that physical, IRL connections are just as important. In the age of Euphoria, Life in Love offers a different, intimate and honest look at love for this generation

As well as being streamed on ITV Hub, Woo's Hero video content will be distributed across its social channels and at the newly launched [woo.itv.com](http://woo.itv.com). Each hero show will be supported with a wider editorial experience including think pieces, shoppable content, and interviews.

Press Contacts

[tanya.nyenwa@itv.com](mailto:tanya.nyenwa@itv.com)

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>