WEIGHT WATCHERS CAMPAIGN

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TARGET MARKET

PRE-EXISTING STATISTICS

77% of users are women
39% have kids in the household
82% have attended/graduated college
73% are employed
The median household income is $76,774

DEMOGRAPHICS

Gender: Female
Age: 30-54
Geographic Location: United States
Status: Married (generally with children)
Education Level: College Educated

BEHAVIORS

In regards to dieters in general, there are 108 million in the US today. These people are value-conscious and are constantly looking for discounts and more flexibility in their weight loss programs. Social media and a community feel are of higher importance to those embarking on a healthier lifestyle. Weight Watchers users love comfort foods, support and are willing to change their habits not just lose weight.

VALUES, BELIEFS, ATTITUDES
The target market values a sense of belonging, which is why they are willing to pay to be a member. They value the success of committing to a long-term goal along with the status of being considered “healthy” by society. They believe the price of the product is an indicator that the product is worth the money. Part of the long-term goal is the sense of hard work and sacrifice that this audience values. Becoming a Weight Watchers member shows that they realize their self-importance and what it means to be healthy. The feeling of camaraderie while working together to achieve their separate goals appeals to our target market.

AGE GROUP
Weight Watchers is suitable for all adults. In addition, many locations offer the plan for teens and children over 10 years old. The most highly saturated target market is between 30 and 50 years old. The median age for users is 49 years old.

PSYCHOGRAPHICS
Women who choose to use Weight Watchers want control, options and support to help them reach a healthier lifestyle. They are unable to make a big change on their own; support and guidance from the Weight Watchers community are essential to their success.

PRODUCT USE
Women use Weight Watchers with the intention of eating healthier and losing weight. They like the adaptability of the point system and use it to customize their meals with food that they find at the grocery store. What they eat is completely up to them, as long as it falls within their points limit.

LIFESTYLE/PERSÖNALITY
The people who participate in Weight Watchers choose this program to regain control of their health on their own terms. Weight Watchers provides a wealth of tools from the mobile app to fitness workouts and meal ideas without delivering set meals to members. It promotes progress, not only in weight loss, but also in the way users make health conscious choices. They are in this program for the “long haul” and understand the underlying importance of long-term goals and commitment.
TARGET PROFILE

Janice Romano is 47 years old, married and has one 17 year old son named Bobby. She works as a history teacher at Evanston Township High School. She spends her weekdays waking up at 5:30 a.m., making lunch for everyone and then driving Bobby and herself to school. They do not leave school until she finishes preparing lessons and Bobby’s soccer practice ends.

As soon as they get home, Janice starts making dinner. She loves cooking meals from all over the world so the weekly menu can range from Spanish tapas on Monday and end with Chicago-style deep dish pizza on Friday. Whatever she ends up making, it’s always ready by 7 p.m., when her husband returns from work.

Janice’s interest in the world grew when she spent a year studying abroad during college. Her passion for history sprouted as she spent a year living among the Roman ruins and traveling throughout Europe. Not to mention, she met her equally adventurous husband along the way.

After she graduated and got married, she quickly became busy solidifying a job and establishing her career. Soon after, she became pregnant with Bobby and has since found it difficult to explore more of the world, let alone maintain a healthy lifestyle.

She spends most weekends watching Bobby at his soccer games, catching up on grading her students’ homework and, whenever possible, having reunion dinners with her husband and all of their old college friends. Since Bobby is about to go to college and she’s due to receive her tenure, she wants to start doing things again. She wants to travel around South America with her husband and learn about their rich history. Unfortunately her poor health habits have stopped her. She feels timid eating her meals in the break room because she does not want the other faculty members judging her based off what she’s chosen to eat. She has even stopped cheering on Bobby at games because she does not like calling attention to herself.
Weight Watchers is perfect for Janice because she loves trying new things and, as most people do, adheres to working in communities.
Testimonials

*Anita Sweeney, 47*

**How long were you involved in Weight Watchers?**

For over a year.

**Why did you choose WW?**

I heard about it through a friend who had success with it. I hadn’t had success with “do it yourself” diets or simply with exercise. I wanted a more regimented style of weight loss.

**What was your experience with WW?**

I lost over 15 pounds on Weight Watchers. I liked that Weight Watchers gave me recipes instead of pre-planned meals because I am someone who enjoys cooking and creating my own meals. I felt as if this gave me flexibility and made it seem less like “dieting” because I was still able to cook. I went to some of the group meetings but didn’t have much success with them. I liked the fact that I had the support but I relied more on the support of my friends and family.

**How did you eating habits change based on WW?**

Before Weight Watchers, I indulged in a lot of fast food and unhealthy options. I liked how Weight Watchers helped me change my habits and changed my lifestyle in that I didn’t feel as though I had to indulge in those things. I found ways to substitute unhealthy options such as fast food with healthier snacks.
How did WW affect you overall?

I liked the self-confidence that the Weight Watchers program gave me. I wasn’t afraid to admit that I did Weight Watchers because of the results it gave me. I previously did not like how I looked and felt very self-conscious. One of the best things I got out of Weight Watchers was the feeling of self-esteem and confidence. I also felt as though I could not exercise for long periods of time without getting very tired and discouraged. Throughout the program, I tried to exercise regularly. This helped me to continue those habits after the program.
Nirmeen Rajani, 33

How did you hear about WW?
Started through a friend and heard about it through word of mouth and decided to try it.

How did you first start off when you decided you wanted to lose weight?
I did WW for a little bit more than a year. I first started off with a different diet. It was called the Atkins Diet. Basically it was a low carb diet. I lost a lot of weight but I ended up getting sick because I was just eating meat all the time. I started looking for a different diet that incorporated more healthy eating. My friend was doing WW and that’s how I first got interested in it. I bought the WW book but I never attended a meeting or did anything online. For the first year I did WW for free based on the book. I lost 40 pounds following WW and then I joined online. I cancelled the online membership after a month because it was the same thing I was doing for free by using the book.

What was your experience with the WW program?
When I started the program, it had just changed. It used to be that everything had points. When I started it, it was eat as many fruits and veggies as you want because those don’t count as points anymore. Breads, non-fruit items and non-veggie items were all points. This is when I tried WW again. I started gaining the weight back - the food portions were controlled but I started eating a lot of fruits and the calories went up so I gained more weight. At that time, I had my ideal weight but I wanted to lose more weight. I decided I was done with WW and I switched to just eating healthy and working out.

Did WW contribute to how your eating habits are now?
Weight Watchers is a way of life. Thinking about food and how it makes you feel, weighing in, checking your points, chips vs. apples, substituting food for things that make you feel better and keep you full. Weight Watchers was a good way to teach me healthy nutrition and diet.

**Did you ever attend any of the meetings? What did you think of them?**

I didn’t reach out to the support groups. I mostly just used WW online and through the book I had. The WW meetings was basically like group therapy. It was in person and it was every month. I went to one WW meeting to inspire a friend but the meeting was not helpful to me. People were telling me what to eat and how to eat it which I didn’t find helpful. I think the meetings are great for people who are just starting the WW program. The meeting discusses tools and tips when losing weight. It’s a great support system but I was very self-motivated to do it on my own.

**Would you consider doing the WW program again?**

WW taught me tools of being able to be healthy for myself and by myself. I think losing weight is about how motivated you are. The monthly meetings are there to continue to motivate you and to give you consistency in terms of motivation. For me, I was able to research everything for eating healthy. At the end of the day, I felt like I was spending money on things I shouldn’t have to.
Upon entering the Gold Coast Weight Watchers location, I was immediately greeted by middle-aged women who thought I was at the wrong place. I assured her that I was there to sign-up for a monthly pass. Her expression was expected considering my rather slim stature and gender. From my group’s background research, the percentage of male members in Weight Watchers is slim. After filling out a registration form and payment plan, they recorded my height and weight.

Lisa, a Weight Watchers lifetime member of 16 years, introduced herself and helped me get situated with the ins and outs of a typical meeting. As I took my seat waiting for the 10:30 meeting, I noticed how welcoming the environment was. Regular members of this location and other newcomers like myself slowly came in and took their seats. It was obvious many of them have been attending Weight Watchers meetings for quite some time and knew each other on a personal level. I noticed that many of these middle-aged women came in pairs. By the time the meeting started, Lisa introduced herself in front of the room to 19 people. Mostly all middle-aged women around the age of 52, there were three undergraduate students, one of them being the only African American in the room.

She welcomed everybody with a lot of energy and enthusiasm. She collectively asked the group a challenge they faced for that week and whether they succeeded or failed. I did not think these women would respond to their failures, but I was completely taken back by some of the answers I heard. The first three women who answered admitted to giving into their weakness, thus failing their goal(s) for that week. Even though this was the case, the room was filled with applause. Members then offered their stories of struggle and how they overcame it. From helpful tips to encouraging messages, it was uplifting to witness the community come together.
Suhana’s 7 Day Trial (Written by Suhana Chander, 21)

Total Points per Day: 26

March 10th, 2014

7 plain quinoa
8 two granola bars
2 one boca burger
8 cosmic brownie
1 cheese slice

Total: 26 points

Journal: Weight Watchers requires more planning, and I could really use a sandwich. If I didn’t eat the brownie I could have had a proper dinner.

March 11th, 2014

2 egg
1 cheese slice
3 small caramel macchiato
2 yogurt
1 soy milk
1 agave sweetener
2 boca burger
1 cheese slice
2 egg
4 two slices bread
3 peanut butter
3 nutella
1 soy milk

**Total:** 26 points

**Journal:** I’m not as hungry as yesterday so that’s great. It wasn’t as hard. I had some extra points at the end so I indulged on a peanut butter and nutella sandwich.

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**March 12th, 2014**

4 one granola bar
2 egg
1 cheese slice
4 one granola bar
3 small caramel macchiato
2 yogurt
1 soy milk
1 agave sweetener
1 cheese
2 egg
2 boga burger
3 buns

**Total:** 26 points

**Journal:** I felt really energized after breakfast. I feel like my stomach went in, although it is only day three so that may be wishful thinking.

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**March 13th, 2014**
4 half of a Cosmic brownie
2 egg
7 Smart Ones pasta
4 bread
3 nutella
3 peanut butter
1 soy milk
1 cheese slice

**Total:** 25 points

**Journal:** I really wanted a brownie at midnight after getting home late, but I only ate half. The pasta was a great purchase and made preparing easier. I should make more smoothies, they really hold me over. My double chin feels less prominent which is cool. Going to try to stay away from those brownies!

**March 14th, 2014**

2 egg
8 Smart Ones pasta
2 boca burger (with spinach)
4 bread
1 cheese
2 egg
1 soy milk

**Total:** 20 points
Journal: I ate a lot less than I thought I would today. It's great that fruit and veggies don't count, though, because they really fill me up.

March 15th, 2014
2 egg
2 toast
1 soy milk
2 peanut butter
8 Mac n’ cheese
8 sushi

Total: 23 Points
Journal: I’m assuming that my hunger has decreased since I’m trying to stay within points. I still feel energized though! I’m going to work out tomorrow to see how my body handles eating little less than usual.

March 16th, 2014
2 egg
1 cheese slice
4 one granola bar
8 Smart Ones pasta
2 yogurt
1 soy milk
1 agave sweetener
1 cheese
4 half of a Cosmic brownie

**Total:** 24 points

**Journal:** Worked out after lunch and it felt fine. I wasn’t tired, just energized as usual. I planned out today really well, ending with a smoothie and room for half a brownie. Weight Watchers is tough in the beginning because your body has to get used to the change, but once I got past the tough parts it only felt awesome.
Survey Question

What words come to mind when you think of Weight Watchers?
SECONDARY RESEARCH

**Strengths**

- One of the top three leading brands in the weight loss category
- Operates domestically and internationally
- Celebrity spokespeople that are easily recognizable
- Weight Watchers Magazine to reach a larger audience
- Brand loyalty and brand recognition
- Can sign up for free before joining
- Proof of success with previous members

**Weaknesses**

- Still considered gender specific
- Weight loss is not guaranteed and is subjective to the person
- Program cost
- Time commitment
- Patience in seeing results
- Program is centered around weight loss and not a healthy lifestyle

**Opportunities**

- Expand to the male market
- Program could be paired with a medical professional to increase success of program
- Can focus more on health instead of weight loss
- Can sponsor events with Weight Watchers foods or meals
- Pair WW with personal trainers to increase success of program
- Create a delivery service to deliver ingredients of WW meals

**Threats**

- Growing competition from main competitors in the weight loss category
- Increase usage of dietary drugs
- Celebrity spokespeople are out-of-date
- Competition between other meal-ready dinners such as Lean Cuisine or Healthy Choice which deter people from joining Weight Watchers
Demographics (of dieters)

- 82% are now do-it-yourselfers
- 108 million total within the U.S.
- Are more value-conscious, looking for discounts, specials and help with financing
- Seek more flexibility in programs
- Direct-to-consumer sales more popular - preference for anonymous mail order or MLM, websites
- Social media & community features appeals to them (chat, forums, mobile apps, peers)
- More interest by: men, seniors, children

http://www.slideshare.net/jonlar/the-us-weight-loss-market-in-2013

Demographics of Weight Watchers’ members:

- Ages 30-50 are targeted by Weight Watchers


- Median age: 49.4
- 77% are women
- 23% are men
- 39% have kids in the household


- 73% are employed
- Median HHI of $76,774
- 82% have attended/graduated college

Cost

Weight Watchers Online:

- Get total online access to a proven plan
- More than 200,000 foods and 4,0000 recipes
- Apps and Cheat Sheets make it easy to order anywhere
- Videos, interactive tips, blogs and articles
- An active online community and a passionate Facebook fan base
- More support than ever with our series of Simple Start webcasts
- Sign-up fee: $29.95
- Monthly fee: $18.95


Weight Watchers Meetings

- Learn from people who’ve succeeded on Weight Watchers
- Overcome your challenges with support from others
- Reach big goals by breaking them into small goals
- Get the tools to stay on track wherever life takes you
- Weigh in confidentially each week
- Confidential weigh-in
- Inspirational topics
- Peer empowerment and support system
- Hear success stories
- Meet with a weight-loss mentor


Weight Watchers Monthly Pass:
• Unlimited meetings each month
• Free eTools: online & mobile tools
• Monthly fee: $42.95 ($9.92/week)
• Free Registration

Weight Watchers 17-Week Pass:
• 17 consecutive weeks of meetings
• $12.29/week
• Free Registration

Weight Watchers Pay as You Go:
• $14.00/week
• Free Registration


Size dollars/units (Annual Report 2013)
• Revenue: $1.724 billion
• Net income: $204.725 million
• Total assets: $1.408 billion

Growing/Declining?
• Declining since 2012

Segmentation in which Weight Watchers competes
• Weight Management, see Market Segmentation

http://www.sec.gov/Archives/edgar/data/105319/000119312514069945/d644264d10k.htm#toc
Maintenance Information

- Our Lifetime Members report that they have maintained an average of 87% of their weight loss two years after completing the maintenance phase of the Program. Adjusting for the difference between reported weight and measured weight, 72% of Lifetime Members maintained a 5% or greater weight loss after two years.*
- Weight Watchers makes no claim that these results are representative of all participants in the Weight Watchers program. For many dieters, weight loss is temporary.


Weight Watchers and Pregnancy/Post Pregnancy

- Articles giving tips on what to do after pregnancy...wait a week after birth
- Tips provided on what’s the healthiest eating option for after birth

http://www.weightwatchers.com/about/prs/wwi_template.aspx?GCMSID=1003191

Locations of Meetings

- There is a tab to find the meetings at the top of the weight watchers website

Meetings close to Chicago 60611 area code:

- Inn of Chicago Location
• 162 E Ohio

• Weight Watchers Store
  o 1201 N Clark Street

• Weight Watchers Jennifer Hudson Center
  o 1350 E 47th Street, Suite 135

3 Types of Meetings

1. Traditional meetings: original format offered in locations throughout the world. They have a “pay-as-you-go” payment plan. Attend meetings for however long you want. You pay a registration fee at the first meeting and a weekly fee for any meeting you go to after that.

2. The At Work Program: Similar to the traditional style, except it is designed to fit into a work-week schedule. Meetings are prepaid for a series of weeks, generally 12 or more. Meeting topics are centered around things that are experienced in the workplace and the meeting times are scheduled to fit in, before or after work or during lunch.

3. Express Meetings: Quick meetings designed for members who are on the go. These meetings don’t last longer than half an hour to fit into a busy schedule and still provide the proper encouragement.


Weight Watchers Online

• Does not include meetings

• All information needed to follow the program and lose weight is included online.

Weight Watchers Online - Men

- Only online; No meetings
- Given instruction via online materials and apps
- Targeting the do-yourself-nature of men

http://www.weightwatchers.com/men/

Study that the Weight watchers meetings are more effective than a solo approach to the meetings:

- States that as a program even adding in the meetings instead of just going at it alone makes a person’s weight loss much greater
- The more help a person had while losing weight, the better results they had
- The study was conducted by the Baylor College of medicine and sponsored by Weight Watchers


- Another study about how doing Weight Watchers is better than losing weight alone:


Success Rates

Huffington Post Story:

- “Weight Watchers works”
• 772 overweight English, German, and Australian participants either went to Weight Watchers meetings and did the program or went to a primary care doctor once a week for help with their weight

• Those who had done Weight Watchers were far more successful at losing weight than those who didn’t


Weight Watchers Better than Clinical Weight Loss

• 141 overweight and obese adults randomly assigned into groups
  o Weight Watchers led by peers who had success
  o Weight-loss behavioral program led by a health professional
  o Combination of both programs

• Participants enrolled in Weight Watchers lost about 10% or more of the starting weight compared to the other two groups.

• Losing weight with the support of a group is very beneficial

RADAR SCREEN

- Gold's Gym Int, Inc.
- Herbalife Int, Inc.
- Seattle Sutton
- Nutrisystem
- Weight Watchers
- eDiets.com
- Jenny Craig
- Equinox Inc.
- Lifetime Fitness Inc.
COMPETITIVE ANALYSIS

GENERALIZATION OF COMPETITION (FROM 2012 ANNUAL REPORT)

The weight management market includes self-help weight management regimens and other self-help weight management products, services and publications, such as books, magazines and websites; commercial weight management programs; Internet, mobile and other electronic weight management approaches; dietary supplements and meal replacement products; weight management services administered by doctors, nutritionists and dieticians; surgical procedures; the pharmaceutical industry; government agencies and non-profit groups that offer weight management services; and fitness centers.

Competition among commercial weight management programs is largely based on program recognition and reputation and the effectiveness, safety and price of the program. In the United States, we compete with several other companies in the commercial weight management industry, although we believe that their businesses are not comparable to us. For example, many of these competitors’ businesses are based on the sale of pre-packaged meals and meal replacements. Our meetings use group support, education and behavior modification to help our members change their eating habits, in conjunction with flexible food plans that allow members the freedom to choose what they eat. There are no significant group education-based competitors in any of our major markets, except in the United Kingdom. Even there, we believe we possess the largest share of the commercial weight management market.

We believe that food manufacturers that produce meal replacement products are not comparable competition because these businesses’ meal replacement products do not engender behavior modification through education in conjunction with a flexible, healthy food plan.
We also compete with various self-help diets, products and publications, such as low-carbohydrate diets which gained popularity and media exposure beginning in 2003.
TOP COMPETITORS

Jenny Craig

eDiets.com

Nutri-System

http://www.hoovers.com/company-information/cs/competition.Weight_Watchers_International_Inc.901c8266ef45305a.html

Jenny Craig is more expensive and less flexible than Weight Watchers.

http://www.diffen.com/difference/Jenny_Craig_vs_Weight_Watchers

LIST OF LEADING GLOBAL BRANDS IN WEIGHT LOSS/DIET MARKET

• Atkins Nutritionals, inc
• Weight Watchers Int, inc
• Nutrisystem, inc
• Herbalife Int, inc
• The Coca Cola Company
• Pepsi Co, inc

LIST OF LEADING GLOBAL BRANDS IN WEIGHT LOSS SERVICE MARKET

• Equinox, inc
• LifeTime Fitness, inc
• Golds Gym Int, inc
• Weight Watchers Int, inc
• eDiets.com
COMPETITOR’S PRICING

Jenny Craig

- Membership Fee: $29/month
- One-time enrollment Fee: $49
  - There are sometimes special offers that make this free
- Cost of Food: $15-22/day

Nutrisystem

- Basic
  - Pre-selected food/no choice in what ya get
  - No fridge needed
  - Daily price: $8.57/day
  - Full Retail Value: $319.98
  - 28 Day Auto-Delivery Price: $239.99
- Core
  - Customizable Menu
  - $10/day
  - 28 Day Auto-Delivery Price: $279.99
  - Full Retail Value: $424.95
- Select
  - Higher quality food and flavors
  - $11.79/day
  - 28 Day Auto-Delivery Price: $329.99
  - Full Retail Value: $510.52
- Included in all plans
  - Free shipping to your doorstep
- Free access to online tools and support
- Auto-delivery savings so your food will be delivered without re-ordering
ANALYSIS OF COMPETITION

Jenny Craig

Jenny Craig previously used a similar marketing approach to Weight Watchers by featuring celebrity spokespeople. Their staple spokesperson is Kirstie Alley, a celebrity who has notably lost weight through the Jenny Craig program. They also introduced Mariah Carey as a spokesperson as well. However, they dropped the use of celebrity spokespersons in 2013.

“In its place, Jenny Craig has decided to go with animation, unknown actors, and a message that focuses on the personalized service you get and portion control.”
(MadameNoire.com)

Jenny Craig’s program itself features three different aspects.

The first is a one-on-one consultation which provides support and feedback for the members while they complete the program. The member can reach their consultant over the phone and also can meet with the consultant face to face. Their consultant helps to identify challenges that a member could potentially face during the weight loss process. They also help set goals for the member during their program. Finally, the consultant helps to track the member’s progress throughout the program so that they continue on the track to success. The consultants are members of Jenny Craig who have been involved in the program for a number of years. This helps to provide legitimacy in terms of their advice and support.

Secondly, Jenny Craig provides meals for the member for breakfast, lunch, dinner and snacks. These meals include entrees such as Blueberry Pancakes and Veggie Sausage, Asian Style Orange Chicken, and Cheese Ravioli. Jenny Craig provides a “Taste of Success 3-Day Sample Kit” for $39.99 that includes 3 breakfasts, 3 lunches, 3 dinners, 3 snacks, and 3 salads dressings. This allows the member to sample Jenny Craig’s meals for a reasonable price.
Finally, Jenny Craig uses scientific research to back up the legitimacy of their weight loss program and their methods. This scientific approach includes a Medical Advisory board in which professionals educate members on ways to amend their lifestyles to improve the effectiveness of the Jenny Craig program. They also enlist registered dietitians to research nutritional values of potential food for their program. These dietitians help to construct the meals included in Jenny Craig to provide the best nutritional value in each respective meal. They also aid in the development of motivational tools in order to keep members on a successful path to weight loss. Additionally, Jenny Craig uses a Volumetrics approach to help members feel satisfied in terms of how much they eat while also maintaining a healthy calorie intake. This approach includes strategies such as eating foods high in fiber and protein but low in fat, drinking water, eating non-starchy foods, etc. This helps the member not feel limited in terms of how much they eat while also staying on a healthy track.

Membership fees can range between $20 to $50 a month, but prices vary based on how much weight one intends to lose and how long one would need to be on the plan.

In addition to membership fees, the food itself will run at least $14 to $20 a day. Some food discounts may apply.

2010 net revenue: $432 million
Nutrisystem

Nutrisystem offers pre-packaged meals to its members. These meals are delivered to the member’s door which provides convenience and ease. Their plans are generally targeted to women; they even promote how their plans are “made for a woman's metabolism” (Nutrisystem.com). The standard plan includes pre-packaged, delivered meals for a 28 day period. They also provide a customizable plan that allows members to tailor their plan based on their metabolism. This customizable plan is less gender specific because it allows men to join and customize as well. This customizable feature provides a survey in which one answers question about their body (current weight, height, how much they intend to lose, dietary restrictions) as well as questions about their lifestyle and habits (exercise habits, what food they normally indulge in/crave). Based on this survey, Nutrisystem calculates a plan tailored to the member’s answers. This gives a personal approach to weight loss in which the plan is made specifically for the member. As part of each plan, there is a Fast 5 section that promotes losing 5 pounds in one week.

Similar to Weight Watchers, they do have the community factor. While it is not as prominent as Weight Watchers (they do not have group meetings), they have an online community of other members in which one can ask for advice and gain support. This includes an online discussion board in which a member can discuss their current progress and challenges within their weight loss plan and get feedback from other members. Nutrisystem also has a Daily Dose blog for members that features articles that help to “inform and inspire” members throughout their weight loss journey.

Like Jenny Craig and Weight Watchers, they also feature celebrity spokespeople. Their most notable spokespeople are the actress Melissa Joan Hart, musician Janet Jackson, and entertainer Marie Osmond who advertise the “magic of Nutrisystem”.

Jenny Craig also has a large social media presence. Their Twitter page is updated almost daily and features retweets from users about their current progress in weight loss, as well as updates about the Jenny Craig program itself. Their Twitter currently has 12,000 followers (compared to Weight Watchers 251,000 followers). They also have an active Facebook page with over 100,000 likes (compared to Weight Watcher’s Facebook page with over 1,500,000 likes).

2011 net revenue: $401.3 million
eDiets.com is another competitor to Weight Watchers. They provide personalized diets for the user based on their body and their goals. These diets include 3 categories: Vitabot Plans, Nutrihand Plans, or the Holly Madison Diet. The Vitabot Plans feature a system in which the user creates their own meal plans for breakfast, lunch, and dinner. eDiets offers suggestions of healthy entrees that they can choose to eat for each respective meal. Additionally, users are able to look at meal plans created by other users to get suggestions on their own or use other users’ meal plans that fit to their weight loss goals. There is also a Track Your Goals feature where users can see if their current meal plan and weight loss journey is on track with their original goals towards weight loss. The Vitabot diet is priced at $9.95 a month.

The Nutrihand plans include the plans Living With Diabetes Plan, Glycemic Impact Diet, Vegetarian Weight Loss Plan, and the Mediterranean Diet. Each plan is created by registered dietitians, pushing the legitimacy and effectiveness of each respective plan. Users have the ability to switch between diet plans if their needs or goals change. This provides a personal approach that goes along with users’ changing weight loss goals and needs. They provide nutritional facts for each item that are continuously updated so that the user is aware of the nutrition facts of everything they are eating. Nutrihand diets also include personalized fitness plans so that users can meet their fitness goals as well as their weight loss goals. They provide fitness training in cardio, flexibility, and strength. They also include an activity log and food log so that the user can track their respective process in both the fitness and nutritional areas.

The Holly Madison Diet is tailored for women on the go and for moms as well. This diet is customizable and promotes a lifestyle change in terms of staying healthy based on this diet. Holly Madison is a mom, businesswoman, and entertainer who lost over 30 pounds on the Holly Madison Diet. She acts as a spokesperson as well as a success story within this diet. The
recipes included are focused on being healthy and feeling satisfied and energetic. This diet includes fresh food, often vegetables and fruit, that provide energy and keep the user feeling full and satisfied. This diet is also paired with exercise plans where the user can track their exercise progress along with their weight loss. Exercise plans are offered with all of eDiets diet plans.

eDiets has a strong mobile presence. Their plans are mobile-friendly and members are able to access their personal meal profiles online and look at suggestions for their meals. This makes eDiets a strong competitor in the fact that their mobile presences makes it easy for members to adjust their diets on the go and look up suggestions easily. They also have a strong social media presence on platforms including Instagram, Facebook, Twitter, Pinterest, Google + and Youtube.
Seattle Sutton

Seattle Sutton is a weight loss program that provides 21 prepared meals for its members each week or 12 meals or half the week. The meals are portion and calorie controlled to provide the healthiest meals for its members. Meals can range from either 1,200 or 2,000 calories per day. They provide a variety of meals with over 100 different meals that the member can choose from. They work alongside medical professionals to optimize the nutritional value of each meal. Seattle Sutton’s main benefit is its convenience, something that it promotes through its home-delivered meals. The member also has the option to pick up their meals from their local distributor. This can be optimal for those who do not like to cook or prepare meals, or for those who are elderly or handicapped. Prices vary based on the meal plan the member chooses.
**Herbalife Int. Inc**

Herbalife is a globally operating nutritional company that has distributors in over 90 countries. This makes them a competitor to Weight Watchers since they both operate internationally. They provide items such as protein shakes and snacks, vitamins, dietary supplements, fitness drinks, skin and hair care products, etc. In this way they differ from other weight loss programs because they are more so a nutritional company than simply a weight loss program. They promote living a healthy, active lifestyle in accordance with their products. Herbalife products can be used to lose weight or to simply switch to a healthy, active lifestyle. They have a I Am Herbalife website in which customer and members stories are shared. In this sense, they touch on the community aspect that Weight Watchers has by promoting their success stories and allowing new members to learn from other members’ stories.
Equinox Inc, Gold’s Gym, Lifetime Fitness, (Fitness Centers)

Fitness centers such as Equinox Inc, Gold’s Gym, and Lifetime Fitness also play a part in Weight Watcher’s competition. Through fitness centers, consumers can better their health without having to get involved in a weight loss program. This arguably is easier and a less time consuming way for consumers to get healthy and lose weight.

Equinox Inc provide group instructors, personal trainers, strength and cardio equipment, and experts in wellness that help promote their message of leading a healthy, active lifestyle. They have been active for over 20 years and hold a reputation as a luxurious fitness center. They have fitness clubs throughout the United States in Boston, Connecticut, New York, New Jersey, Washington DC, Florida, Chicago, Dallas, Northern and Southern California, London, and Toronto.

Gold’s Gym has been active since 1965. It’s founder was a fitness legend named Joe Gold who opened their first gym in Venice Beach, CA. They now have over 3 million members and operate in 38 states and 22 countries. This gives them a strong fitness presence both domestically and internationally. It has held a reputation for providing one-of-a-kind fitness and has led to the development of many body builders. Therefore, Gold’s Gym holds a reputation for being more about gaining strength and muscle mass more so than other gyms. However, they still promote wellness through the inclusion of programs such as Zumba classes, yoga, group cycling, pilates, etc.

Lifetime Fitness operates in 19 states and has been operating since 1992. They promote education in terms of fitness and choose to educate their members about the benefits of fitness and a healthy lifestyle. They believe that fitness can help to combat the aging process so that one remains healthy later in life and can continue this healthy, fit lifestyle even as their age develops. They believe in the power of nutrition in improving one’s health as well as fitness.
They offer many fitness programs such as group fitness programs, yoga, pilates, personal training, and programs aimed specifically at weight loss. They also offer programs for the whole family. This helps them appeal to a wider demographic and a larger target market than other gyms that are aimed specifically at older generations.
C-K BRIEF

What’s the client's main business reason for the work we’re about to do?

- To re-brand Weight Watchers as a healthy weight loss alternative and show that it is beneficial to every woman and eliminate the constant celebrity connection to the brand

To whom are we talking? What’s the target demographic? Is there more than one audience?

- Weight Watchers is suitable for all adults
- Many locations offer a plan for teens and children over 10 years old
- The most highly saturated target market is between 30-50 year olds
- Ages 30-50 are targeted in the Weight Watchers’ article titled, “Good Health at Any Age”
- Median age: 49

Our Target Demographic:

- Gender: Female
- Age: 30-54
- Geographic Location: United States
- Status: Married (generally with children)
- Education Level: College Educated

What about their lives, the culture or the competition that can help us connect with them?

Weight Watchers participants join this weight loss program to regain control of their health on their own terms. Weight Watchers provides both flexibility within the program and a wealth of tools from the mobile app to fitness workouts and meal ideas, without actually delivering set meals to members.
Both females and males within this market are hopeful self-starters who want to regain control of their health in a safe way, instead of participating in “fad diets.” They are in this program for the “long haul” and understand the underlying importance of long-term goals and commitment.

Overall, they want a program that will allow them to live a healthier life while still being able to enjoy meals with family and friends. Weight Watchers allows its members’ choices, where a lot of the competition provides frozen meals with little room for change.

In regards to competition, perspective users can make a stronger connection with the Weight Watchers plan because it doesn’t provide pre-planned meals, instead, they learn how to change their habits.

In terms of secondary competitors, such as gyms (or any other form of exercise), prospective members may find a stronger connection with Weight Watchers because its more food oriented. With exercising, you’re still liable to come home and binge eat. Weight Watchers members can work out if they choose but they also have the extra knowledge and ability to maintain healthy eating habits.

**What’s the single minded idea we need to get across?**

Don’t let your health keep you from doing what you’ve always wanted to do.

**What are two fresh human insights we might tap into to get us there?**

1. When your health comes first, weight loss follows.

2. People want to achieve their personal goals.

**How might we get there executionally?**

*TV Commercial*
• Woman, 38, bent down tying her shoe at the finish line. She gets up and jumps and we see her number on her shirt and see everyone standing behind her and then we see her warming up and getting ready to run the marathon.

• 54 year old woman finishing drinking out of her water bottle, sweaty, you see her breathing a little hard and you see her regain her motivation and it pans to her hiking a trail with a group of people. She is at the back of the group walking slower than the rest but isn’t too far behind. Woman walks to catch up to the group and her friend kind slows down a little waiting for her to catch up.

• 2 women on a plane both 47, showing them tightening up their seat belts. Next we see them by the door of the plane with all of their gear on ready to jump. One woman looks down and kind of steps back and the other woman puts a hand on her shoulder giving her a head nod.

• 50 year old woman is stretching in workout clothes and you see a man in the background. Then we see them come together in an upright ballroom position together. They begin practicing and she does a twirl and it transforms into a stage and she finishes her twirl and strikes a pose and the audience applauds.

• Next scene showing one jumping out of the plane with her hands and legs spread all the way out for more drama.

• Next scene we see the woman who was hiking at the top of the grand canyon admiring the view with her friends/group.

• Last scene shows woman crossing the finish line with her hands up in the sky look upward.

• Camera follows up to the sky and fades to weight.

• Fade in: Weight Watchers

• Fade in: Watch It Happen.
**Viral Ad**

- At the beginning we show just text saying “Weight Watchers found 3 women and made their dreams come true”
- 3 real people, who are going to run a marathon, hike up the Grand Canyon and skydive. These 3 people will be the focus of our viral ad. We want to make it super personal so we are going to find these three people and essentially “make their dreams come true.”
- We will provide all of them with a go pro/camera to “vlog” their experience.
- The runner will vlog herself at the beginning of the race before she starts running and how she feels, whether or not she’s nervous…etc. Then whoever has come to support her will take the camera and record her running from various points of the race.
- Next we will show the story of the woman hiking. She will vlog her experience with her teammates and someone will ask her how she feels and she will say tired as hell to make it a little light hearted.
- The last woman will vlog herself strapped into her gear for skydiving and in the plane with her friend that she is skydiving with. She’ll talk about how she feels and how nervous she is…etc. and then there will be a go pro camera on her helmet showing her jump and seeing her landing and her reaction when landing. And then have a voice over of her talking about how she felt doing it and if she ever thought 10 years ago that she would be doing something this crazy today and talk about why she chose this specific activity.
- Then we will show the hiker vlogging at the top of the Grand Canyon and show her real reaction to the view. And then have a voice over of her talking about how she felt doing it and if she ever thought 10 years ago that she would be doing something this crazy today and talk about why she chose this specific activity.
- Same thing with the woman who was running…have a voice over of her talking while she’s running and then showing her crossing the finish line and seeing her friend
recording her and to the camera put her hands up and saying “yeah!” and then looking up to the sky.

• Camera will follow her gaze and shoot up to the sky and fade to white.
• Fade to saying “these people #madeithappen, will you?”
• Fade in Weight Watchers logo
• We want it to subtly say that Weight Watchers made this happen without saying “oh I can do it because I lost weight and got healthy with WW”
• We want it to be inspirational
• In the bottom right corner throughout the whole video we can put our “Watch It Happen” tagline
• #madeithappen ties into social media

**What’s the tone for the work? What do we want people to feel?**

We want the tone to be an accepting, non-judgmental tone with a community background that makes the viewer feel included and like they are not alone in weight loss. We want people to feel as if there is a place for them in the Weight Watchers community in a comfortable setting. We also want the target to feel empowered in terms of being able to achieve their goals, especially goals that were not possible before. After seeing our advertisements, we want our target to feel empowered, confident, ambitious, risky and motivated.

**What’s the proof?**

Weight Watchers empowers you to live a healthy lifestyle, while creating memorable moments through meaningful actions.
When you got back on the slopes.
When you got back in the water.
When you finished your first 10K.
SOCIAL MEDIA CAMPAIGN

INSTAGRAM: “Make it Happen Challenge”

The goal of this part of the social media campaign is to engage our audience in a similar way that we engaged the three women in the viral ad. The women documented themselves accomplishing a goal and shared it with the world. We’ve opened this up to everyone by introducing the #madeithappen at the end of the ad. The question posed: “These three women made it happen, will you?” Participants are given the challenge of documenting a personal goal achieved and sharing it on Instagram by using #madeithappen and tagging @WeightWatchers. The “Make It Happen Challenge” will become a new section in Weight Watchers Magazine. The top ten participants’ photos with the most “likes” will be featured in the bi-monthly magazine with a personal profile in the new section.

TWITTER/YOUTUBE: “Pay it Forward”

The success of the Weight Watchers Program is heavily due to the community aspect. Upon joining, members are immediately part of a community that works together to achieve each other’s goals. The idea behind this part of the social media campaign is to show that the Weight Watchers community branches out much further than just the weekly group meetings that members can attend.

Lifetime members are those that have reached their target weight and continue to follow the path of living a healthy and enjoyable lifestyle. They know how successful the program is because they have seen the results first hand. Now, current members can tweet in their personal successes or struggles along with the #WWPaysItForward and in response, a lifetime member will reply with a personal video addressing the current member, specifically.

With this campaign, members will have the ability to feel like they can rely on the broad community wherever and whenever. For example, if their next group meeting is not for another...
week they can still share a tweet and know that there is always someone available to listen and provide personalized feedback.

The videos will be shared through the YouTube channel “Weight Watchers Pays it Forward” and then shared via Twitter.
PROMOTIONS & CONTESTS

Going off the Instagram “Make It Happen Challenge,” participants in this social media campaign, who are currently WW members, will be given 50% off their WW membership for the following month if they renew. This can also be another way to motivate WW members to participate in the Instagram campaign and more importantly, set and accomplish their personal goals. All the while, they can save money on their WW membership, giving members even more incentive to stick with the WW program.

The challenge begins on the first of every month and ends on the last day of the month. The top ten participants with the most “likes” who are featured in the magazine will receive a one week, all-expense paid trip to “Fun and Fit in the City” event in New York City. This event is part of the Food Network New York City Wine & Food Festival. Its purpose is to combat obesity and provide practical tips for families to follow healthier lifestyles.

Prize Details:

- Special appearance by Weight Watchers CEO, David Kirchoff
- VIP tour of the Weight Watchers headquarters
- A look into the latest technology in weight management
- A chance to partake in a meeting and offer solutions to better the Weight Watchers program
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