

illuminate

Weight Watchers Europe: design that
tips the scales.





Meetings, online presence, a retail grocery brand, membership products and a magazine...

With so many consumer touch-points, the UK's leading name in weight-management needed to determine and define its overall brand platform.



“See the light”: Weight Watchers isn’t about diet and deprivation, it’s about enjoying the light in life.

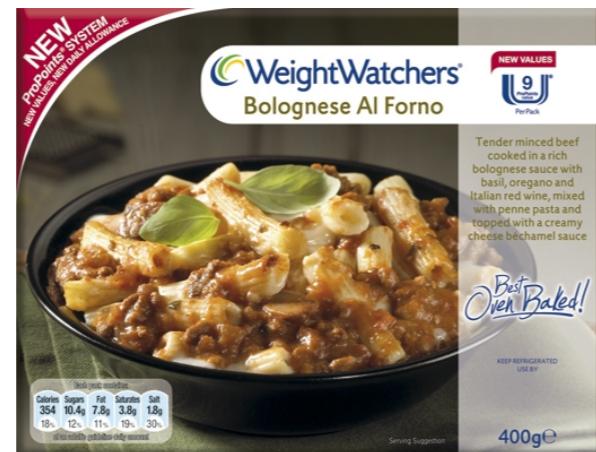
The new, brighter visual identity is a beacon in the Low Calorie category, instantly communicating Weight Watchers’ inherent positivity.



The roll-out challenge

1 CLIENT,
25 LICENSEES,
250+ PRODUCTS,
44 CATEGORIES,
90+ SIZES,
30+ FORMATS.
xxxx REPRO HOUSES,
30+ PRINTERS and xx PRINTING METHODS
30+ SUBSTRATES





Initial sales results demonstrated an 8% uplift in sales....

Consumer rate the new look: “The packaging is great. It’s informative, colourful and it makes the food look appetising” May, 55, London.