



weightwatchers

A photograph showing three stacks of ceramic bowls and plates. The stack on the left consists of various bowls in earthy tones like brown, tan, and reddish-brown. The middle stack is composed of plates in shades of blue, teal, and white. The stack on the right is also made of white plates. All the pieces appear to be hand-thrown or have a rustic, organic feel.

EXECUTIVE SUMMARY

In 2018, the days of dieting are no more.

Weight management brands know this. And are now shifting their messaging to emphasize health and wellness. This movement particularly resonates with 59 percent of all 18 to 34-year-old females who believe the term "dieting" is outdated for weight loss.¹

Weight Watchers (WW) is one of the many brands taking part in this industry-wide shift. In its repositioning process, WW has removed the word "diet" from most of its messaging. But many still perceive the brand as a dieting program.

Enter Texas Two-Step's plan. We're helping WW stand out in a cluttered market by reaching the target in places devoid of all competitors. Let's *break* it down.

Like any proper meal, we'll kick-off with the **APPETIZER**. WW is starting anew in 2018 and completely breaking away from its association with dieting through its experiential event on January 1: 'The Big Break.' All efforts will promote the event with the intent to foster buzz, drive experiential traffic, reinforce the renewed brand image, and set the campaign in motion.

Our next course is the **ENTRÉE**, carefully crafted to harness the momentum created by 'The Big Break.' The 'What Else Is on Your Plate?' campaign will solidify the positioning shift toward mindfulness by reaching the target during "Milestone Moments"—times in the target's lives when they experience significant change and are more inclined to self-inventory.

There's always room for **DESSERT**, and Texas Two-Step has provided WW with suggestions that keep the brand's longevity in mind. These recommendations focus on creating unique contact points and enhancing the in-app experience, all aiming to further connect with the new target.

All efforts resist what is considered a typical weight loss placement and are grounded in the S.A.R.N.U. principles of recruitment; they are bound to incite action and increase membership.

Let's begin.

1. <http://academic.mintel.com/display/794039/>





THE TRANSITIONER

A MILLENNIAL WOMAN WHO EXPERIENCES A HIGH NUMBER OF MILESTONE MOMENTS.

MILESTONE MOMENT¹

(n.) ; a time in The Transitioner's life when she experiences significant change and is more inclined to self-inventory.

1. New Me, Who Dis?

Congratulations!

Recent Graduates, the Fun-employed, or the Blooming Careerwoman

#Adulting

New City, Apartment, or Car

2. It's Cuffing Season

Put a Ring on It

Engagement/Wedding Planning, Marriage, or Motherhood

No Strings Attached

Single or Getting Dumped

3. When I Grow Up...

Level Up

21, Quarter Life Crisis, or 29-going-on-30

1. <http://www.medicaldaily.com/how-habits-are-formed-and-why-theyre-so-hard-change-298372>



REFRAME THE GAME

'Reframe the Game' encompasses the greater task of creating unlikely connections with The Transitioners by reaching them during Milestone Moments. By emphasizing the importance of mindfulness, WW will ignite introspection during a time when the target's priorities are placed elsewhere. As a constant partner in The Transitioners' ever-changing lives, WW will effectively reposition itself from a dieting assistant to a lifestyle brand.

Meet the campaign.

SOMETHING BIG
IS BREAKING
ON JANUARY 1

THE BIG BREAK

When? January 1, 2018 from 12:00 p.m. to 4:00 p.m.
(time zone-specific)

Where? Three U.S. cities:
- South: New Orleans / Jackson Square
- Northeast: New York City / Washington Square Park
- West coast: Las Vegas / Town Square

What? When event attendees arrive, they will be prompted to download the WW app on their mobile devices with the free Wi-Fi provided. Once downloaded, attendees will receive an activation code to use the app to track their SmartPoints and FitPoints at the event. The code expires within 48 hours, at which point they will be prompted to register for continued access to the app.

Why?

- Create positive, hip associations with the brand and begin to reposition WW as health-focused
- Provide attendees with a day-in-the-life experience of a WW membership
- Kick-off the Fabletics partnership
- Utilize fitness influencers
- Create fodder for videos and social campaigns

Inside the event, there will be a variety of health-focused stations which attendees can peruse at their leisure:

"Diets Suck" Plate Smashing & Art Installation

Attendees will be encouraged to choose a colorful ceramic plate and write down a phrase to convey why diets suck. They will then break the plate by throwing it into a clear rectangular container to demonstrate a release from dieting. The container will be labeled with the messaging "(insert number) people agree with us: diets suck. What else is on your plate in 2018?" and the WW logo. Each container will be placed in a public place in its respective event city until January 31.

Fabletics Try-On Booth

Women attending the event will be able to try on select items from the Fabletics line and wear them while attending the yoga and meditation portion. Items will be connected to the app of the individual who checked them out and must be returned before leaving, unless purchased.

Yoga & Meditation Workouts

YouTube fitness influencers will lead two 30-minute routines to focus on mind and body wellness. These routines will be posted on Facebook Live so people at home can also engage.

Fitness Influencers:

Cassey Ho (Blogilates) - 1.4M Instagram, 3.9M YouTube
Yoga with Adrienne - 259K Instagram, 2.7M YouTube
Jeanette Jenkins - 420K Instagram

Kaisa Keranen (KaisaFit) - 588K Instagram
Cambria Joy - 109K Instagram, 620K YouTube
Natalie Jill - 508K Instagram

Healthy Hangover & Brunch Bar

A free food and drink bar will be set up for anyone who is hungry or hungover. The SmartPoints value of each item will be displayed.

The Exit

When exiting the event, attendees will receive gift bags filled with health-promoting goodies, such as:

- Recipe cards for the dishes and drinks tried at the hangover bar
- WW-branded workout headbands from Fabletics
- WW eucalyptus oil for stress relief
- Coupon cards for 15 percent off the first month of WW if redeemed before January 31



What Else
Is on
Your Plate?

MILESTONE MOMENT PLACEMENTS

Milestone Moment placements reach The Transitioners when they are most inclined to change lifestyle habits. Each placement will have slightly modified messaging that drives traffic to the landing page and links to the central message: "What Else Is on Your Plate?"

1. New Me, Who Dis?

- **Congratulations!**

Facebook, Instagram, LinkedIn, and Glassdoor

To reach those who are making a transition in their job or education, WW will serve them targeted ads with the messaging, "Excited for a big change? We can help you plan ahead."

Splitwise, Venmo, and PayPal

Ads reading, "Your bank account is balanced? Are you?" will appear when the app is opened to target those who are beginning to pay bills.

Professional Attire Companies

Display ads and stickers on in-store mirrors saying, "First suit? Let's make it great," will target those who are making their entrance into the professional world.

Billboards near University Campuses & Business Districts

To reach students during the school year and professionals during peak business periods, billboards will read, "Big year, easy change."

- **#Adulting**

Car Repair Shops

On new customer receipts the message, "Your car is perfectly balanced, what about you?" will be placed to reach those who have recently purchased a car.

Public Transportation Stops & Tourist Areas

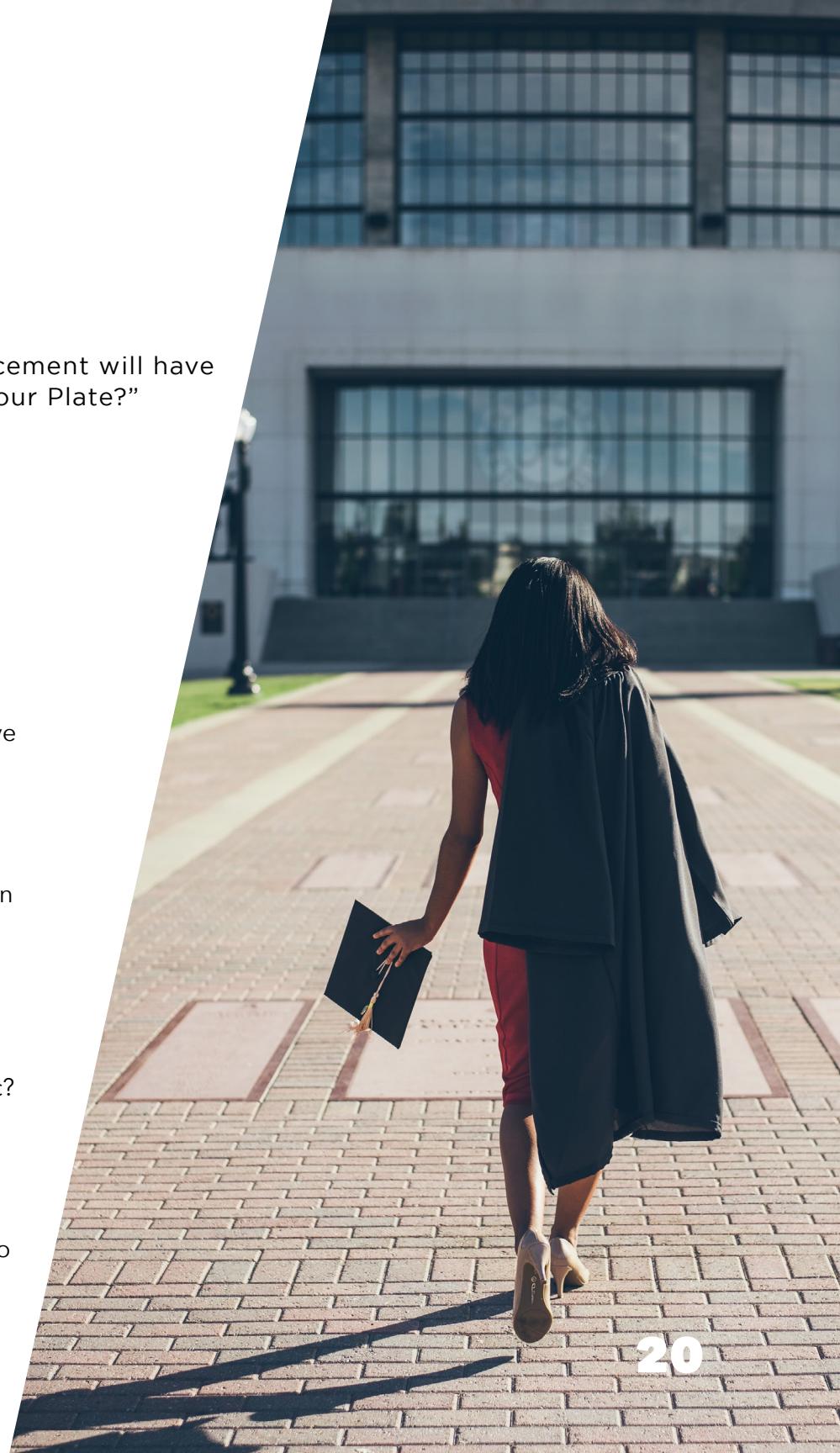
Bus wrappings and transportation stop posters will be placed saying, "Take a second while you wait to think about what else is on your plate," to target those exploring a new city.

Furniture Vendors

Display ads placed on search results for vendors like IKEA, All Modern, and The Home Depot will target those looking for affordable home improvements, saying, "Improving your aesthetic? Let us help."

Popular Bars & Happy Hours

To reach those who are making an effort to get to know new co-workers, the message, "Had a long day at work? Don't add more to your plate," will be printed on coasters at bars and happy hours.



MILESTONE MOMENT PLACEMENTS CONT.

2. It's Cuffing Season

- **Put a Ring on It**

Facebook

Targeted ads that say, "In the midst of all this excitement, it's easy to forget about yourself," will be served to those who have recently changed their relationship status or shared significant life events.

Pinterest

In addition to the mindfulness paid placements, ads will be targeted toward those whose pins and boards are related to engagement rings, weddings, or parenting. Example messaging for parenting could be, "It's easy to put everyone else first, but don't forget about yourself."

Retail Floor Stickers

To reach those who are welcoming new babies, floor stickers that read, "A healthy you means a happy baby," will be placed on the baby aisles of Target stores nationwide.

Wedding Blogs

Display ads will be placed on wedding blogs with the messaging, "All the details will fall into place. Now it's time to think about yourself." Additionally, a sponsored content piece, "Five sources of stress to eliminate before wedding day," will run on each blog. Recommended blogs include: Ruffled and Brides Online Magazine.

- **No Strings Attached**

Facebook

Targeted ads will be served to those who have recently updated their relationship status with the messaging, "Sometimes change is for the best."

Tinder & Bumble

To reach single ladies, swipeable display ads with the messaging, "In 2018, worry less about Prince Charming and more about yourself," will be placed.

Retail Floor Stickers

To reach those who could be in the midst of change, floor stickers will be placed on the family planning aisles of Target stores nationwide with suggested messaging, "Feeling out of balance? Let us help you get back on track."



MILESTONE MOMENT PLACEMENTS CONT.

3. When I Grow Up...

- **Level Up**

Clinic Check-Ups

Promotional placements in national pharmacies like CVS and Walgreens will make patients think about how they would like to improve their health and lifestyle in the following year. The messaging will read, "Health is about more than just a check-up. Stay balanced."

Travel Site Searches

Display ads that read, "Relax, recoup, and re-evaluate," will target those searching for travel destinations for an upcoming birthday.

Facebook

By accessing user information on Facebook, WW will target milestone birthdays such as 21 and 29-going-on-30 with displays ads that say, "Another year, another chance to improve."

