

Tuesday 22nd December 2015

## WEIGHT WATCHERS INTRODUCES MULTI PLATFORM CAMPAIGN TO SHOWCASE ALL NEW HOLISTIC APPROACH AND INSPIRE WOMEN TO BUILD A BETTER RELATIONSHIP WITH THEMSELVES

Launching this Boxing Day (Saturday 26<sup>th</sup> December 2015) Weight Watchers will unveil their new campaign showcasing their brand new holistic approach to food, fitness and wellbeing and kick off their 2016 initiative #womankind, to encourage women across the UK to be kinder to themselves.

The ten week campaign will see three key elements:

**New holistic approach:** showcasing Weight Watchers' breakthrough holistic approach to help people lead a healthier lifestyle and lose weight. This element of the campaign will include a 30" TV spot, national print, radio, digital and social creative and local marketing. The new programme includes a change to its points system to all-new **SmartPoints®**, a focus on activity with new Fitpoints™ and wellbeing - encouraging people to adopt a holistic approach to healthy living.

**Oprah Winfrey** – sharing her inspirational story, Oprah Winfrey will give an insight into her journey and empower others join her in embracing a healthy lifestyle. This will play out via 60" and 30" second TV spots and will also debut on Sunday 26<sup>th</sup> December.

**#womankind** – underpinning the new holistic approach is key research, revealing that 82% of British women would like to build a better relationship with themselves. Weight Watchers documented a range of female relationships across the UK including couples, best friends and sisters to look at the qualities we look for in our relationships. The video will played out through social channels and supported by PR.

Chris Stirk, VP, Marketing, Commercial and Healthcare, Weight Watchers UK, comments "*This is truly a transformational moment for Weight Watchers. Not only are we completely evolving our approach to focus on food, fitness and wellbeing and launching a fantastic new initiative #womankind, we also have global icon, Oprah Winfrey, who has joined and invested in our company, to help empower our members to embrace a healthy lifestyle.*"

*"Weight Watchers is on a mission to help people not only lose weight but adopt a healthy lifestyle and we absolutely recognise that success goes beyond the scale. We know that to adopt a healthy lifestyle it is important to build a better relationship between body and mind and we really hope to inspire women of the UK to be kinder to themselves as a step in making a positive change."*

*"This is a completely integrated piece that allows us to deliver exciting content that will get people talking and thinking about weight loss in a different way."*

For more information visit [www.weightwatchers.com/uk](http://www.weightwatchers.com/uk)

ENDS

For more information please contact:

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**About Weight Watchers International, Inc.**

Weight Watchers International, Inc. is the world's leading commercial provider of weight management services. In the more than 50 years since its founding, the company has helped millions of people across the globe transform their lives through healthy weight loss. Weight Watchers holds more than 36,000 meetings each week, around the world, where members receive group support and learn about healthy eating patterns, behaviour change, wellbeing and

physical activity. Weight Watchers provides innovative, digital products through its websites, mobile sites and apps and is the leading provider of online subscription weight management products in the world. Weight Watchers offers a wide range of food products, publications and programmes for those interested in a healthier lifestyle.

This is one of the most significant and comprehensive programme innovations in Weight Watchers' history and comes as a direct response to extensive research and understanding of consumer attitudes to weight management and the latest science including a firmer focus on good health.

The new programme offers:

- Eating healthier with new SmartPoints based on the latest nutritional science, to not only help members lose weight but to make healthy choices simple, by nudging you to food and drink which are lower in sugar and saturated fat and higher in lean protein. A SmartPoints value is one, easy to use number that's based on four macro nutrients: calories, protein, sugar and saturated fat. As always, nothing is off the menu, it is all about balance and most fresh fruits and vegetables are zero SmartPoints.
- Fitness your way. Weight Watchers has always encouraged members to incorporate fitness into their approach to weight management, but with the introduction of new FitPoints, all members will receive personalised goals and have access to tools to help them include activity and fitness in their lifestyles. Members with a wearable device like a Fitbit or Garmin can also take their Weight Watchers app to the next level and sync up all their activity.
- Wellbeing skills to tune in and unlock the inner strength to make healthy living easier and achieve goals that go beyond weight loss. We will encourage members to take care of themselves and use evidence based techniques to destress, think positively, focus on their happiness and help them get energised.
- All new personalised digital tools including a brand new App, with a personalised assessment evaluating member's wellbeing before they start and updates throughout their journey. Later in December 2015 we will launch Connect, a vibrant social forum, to ensure the Weight Watchers community is always in the palm of your hand. This support will be in addition to our popular 24/7 Expert Chat, where a member can make contact with our expert leaders at any time of the day, wherever they are. Our meeting experience has also been enhanced to become even more focused on each and every member. The magic of our meetings is all about the people in them.

**TVC: New holistic approach**

**ADVERTISING AGENCY:** Saatchi & Saatchi London

**EXECUTIVE CREATIVE DIRECTOR:** Rob Potts

**CREATIVE:** Lucy Titterton

**PLANNER:** Lisa Bowcott

**ACCOUNT HANDLER:** Sheridan Snellgrove, Victoria Selley

**PRODUCER:** Michael Hanney

**PRODUCTION COMPANY:** Saatchi Digital

**DIRECTOR:** Roman Valent

**PRODUCER:** Richard Guy

**EDITOR:** Ed Cheeseman Final Cut

**POST-PRODUCTION COMPANY:** Cynthia Lee MPC

**AUDIO POST-PRODUCTION COMPANY:** Gary Turnbull at GCRS

**#womanown:**

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**PRODUCTION COMPANY:** Saatchi Digital

**DIRECTOR:** Julie Moggan

**PRODUCER:** Richard Guy

**EDITOR:** Keith Wright Saatchi Digital

**POST-PRODUCTION COMPANY:** Cynthia Lee MPC

**AUDIO POST-PRODUCTION COMPANY:** Gary Turnbull at GCRS

**TVC:** Oprah Winfrey

**PRODUCTION COMPANY:** Harpo

**DIRECTOR:** Sheri Salata