

OMEGA PHARMA WEIGHT LOSS SUPPLEMENTS RECRUIT MAGAZINE BRAND AMBASSADORS

Campaign drives 37k unique visitors to microsite, and a 16% traffic gain to main website



Real life weight loss stories inspire new marketing campaign to launch innovative XLS-Medical Direct Fat Binder sachets

This September, XLS-Medical, the UK's number one weight loss tablet, will launch a compelling new marketing campaign celebrating the success of every day Britain achieving their weight loss goals with a newly launched, cutting-edge and innovative addition to the portfolio. XLS-Medical Direct Fat Binder is a newly formulated, powder sachet which can be conveniently taken without water, helping dieters lose up to three times more weight than doing alone.

Following a nationwide search in March for real women looking to get back to their ideal size, 14 lucky ladies from Dorset to Wakefield, and everywhere in between, were given the chance to embark on a 12-week weight loss challenge with XLS-Medical Direct Fat Binder. Encouraged by the product, we knew all their health journey had a support system from the weight loss brand's virtual doctor including a free telephone consultation, a service which is available to all XLS-Medical users. Ongoing support was available from the free online support programme which records your weight loss progress and provides helpful tips and advice to keep you on track. By virtual convenience, the support programme has helped been launched as an app, compatible for iPhone, iPad, and Android, providing the same great service as the online programme, including on-the-go progress tracking, a personal four day, gentle reminders and so much more.

AT A GLANCE

OBJECTIVE

Launch new weight loss supplement

AUDIENCE

35-55 year old women who wanted to lose weight

PLATFORM

Digital, print, email, microsite, and a TV commercial

MAGAZINES

Heat, Closer

MEDIA USAGE

Magazines followed by TV

MEDIA AGENCY

ZenithOptimedia

PUBLISHER

Bauer Media

BACKGROUND

UK adult obesity rates have almost quadrupled in the last 25 years and by 2020 a third of the population are forecast to be obese. Omega Pharma is a global over-the-counter healthcare company whose XLS Medical FatBinder – a natural, clinically-proven weight loss supplement – had achieved some success in Europe but less in the UK market.



IDEA

Omega Pharma needed to add depth to its marketing to create engagement with a target audience of 30-55 year-old women. The company chose to demonstrate its product's effectiveness through a case study approach as research had shown that clinically robust proof points carried far more weight when delivered by real people. So it turned to Bauer Media, whose mass-market weekly brands Heat and Closer have readerships that closely match Omega Pharma's target audience.



Inspiring stories



Omega Pharma has launched an exclusive online documentary series featuring XLS-Medical, with the aim of inspiring the nation to make their lifestyles healthier. The six-part series, hosted by Denise Van Outen, follows four real women during their weight-loss journeys as they use XLS-Medical Max Strength alongside a healthy diet and exercise programme. To watch the episodes and see how they got on, visit xlsmedical.co.uk/weight-loss-inspiration.

XLS-Medical Max Strength is a new weight loss aid that reduces calorie intake from carbohydrates, sugar and fat and helps users reach their weight loss goal even faster than by dieting alone, says Omega Pharma.

Omega Pharma: customer.service@omegapharma.co.uk

RESULTS

By recruiting real people via appropriate magazine brands to demonstrate its products, Omega Pharma was able to create a meaningful dialogue with readers. The campaign drove 37k unique visitors to the microsite, with 23 per cent of these people returning to the site, plus more than 9k competition entries. Additionally the magazine campaign drove an increase of 16% in traffic to the product's main site, and outperformed other European markets overall.

EXECUTION

Over a six-month period, the XLS Medical campaign recruited 15 brand ambassadors via branded editorial on Heat and Closer platforms, which directed would-be recruits to a dedicated sign-up site. Both magazines titles followed this with a print double page featuring each selected ambassador, her story and weight loss goals.

Over the following three months, branded content features tracked the ambassadors' experiences of XLS Medical. Readers were encouraged to engage directly with the ambassadors and offer them emotional support and motivation via the microsite's forum. Print activity was mirrored with online activity and emails, to maintain awareness and involvement.

To conclude the campaign, an 'after-shoot' of all the XLS Medical ambassadors – who collectively lost 151lbs – celebrated the product's performance in the print titles. Four of the group were selected for a TV commercial to extend the value of the campaign even further.

