

# MEASUREMENT & THE THREE i'S

**BARCELONA**  
**12-14 June, 2018**

Insights, Innovation and  
Integration driving the future

Headline Sponsor:



**amec**

**10<sup>th</sup>**

**Global Summit on Measurement**



#amecsummit

[amecglobalsummit.org](http://amecglobalsummit.org)



Amecorg

# Jenny Caven

Head of External Affairs,  
Slimming World



#amecsummit

[amecglobalsummit.org](http://amecglobalsummit.org)



Amecorg



# Weighing in on measurement

---



#amecsummit

[amecglobalsummit.org](http://amecglobalsummit.org)

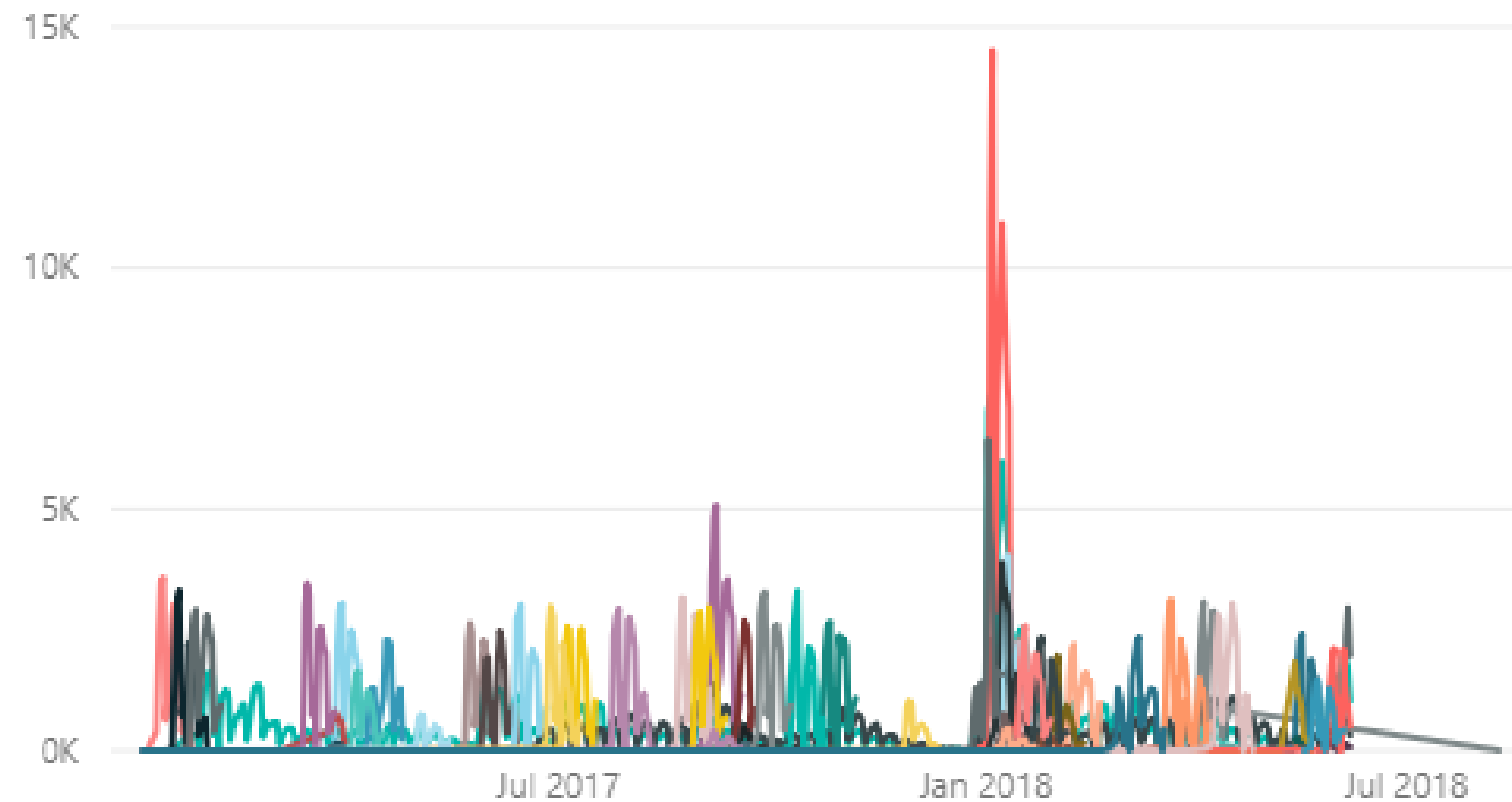


Amecorg

# Jan 2017 to June 2018

Discount usages

Discount\_Name ● 12 Week CD ● 6 Week CD ● Bella Jan18 ● Bella July 2017 ● Bella Jun 18





# amec

## AWARDS | 2017

International Communication Effectiveness

# WINNER

**Gold Award:** Best use of a measurement framework  
**Silver Award:** Best use of measurement in a consumer campaign



#amecsummit

[amecglobalsummit.org](http://amecglobalsummit.org)

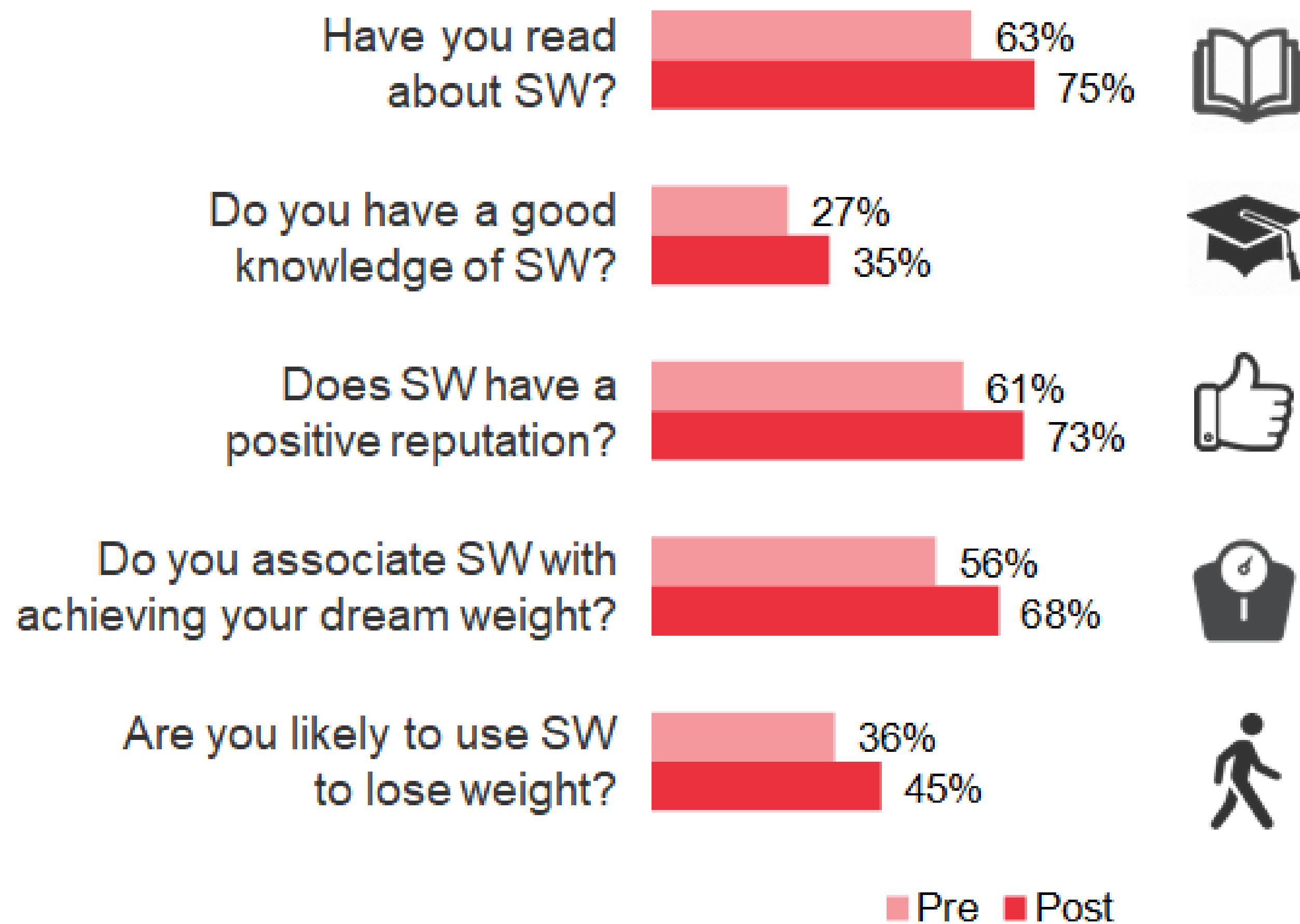


Amecorg

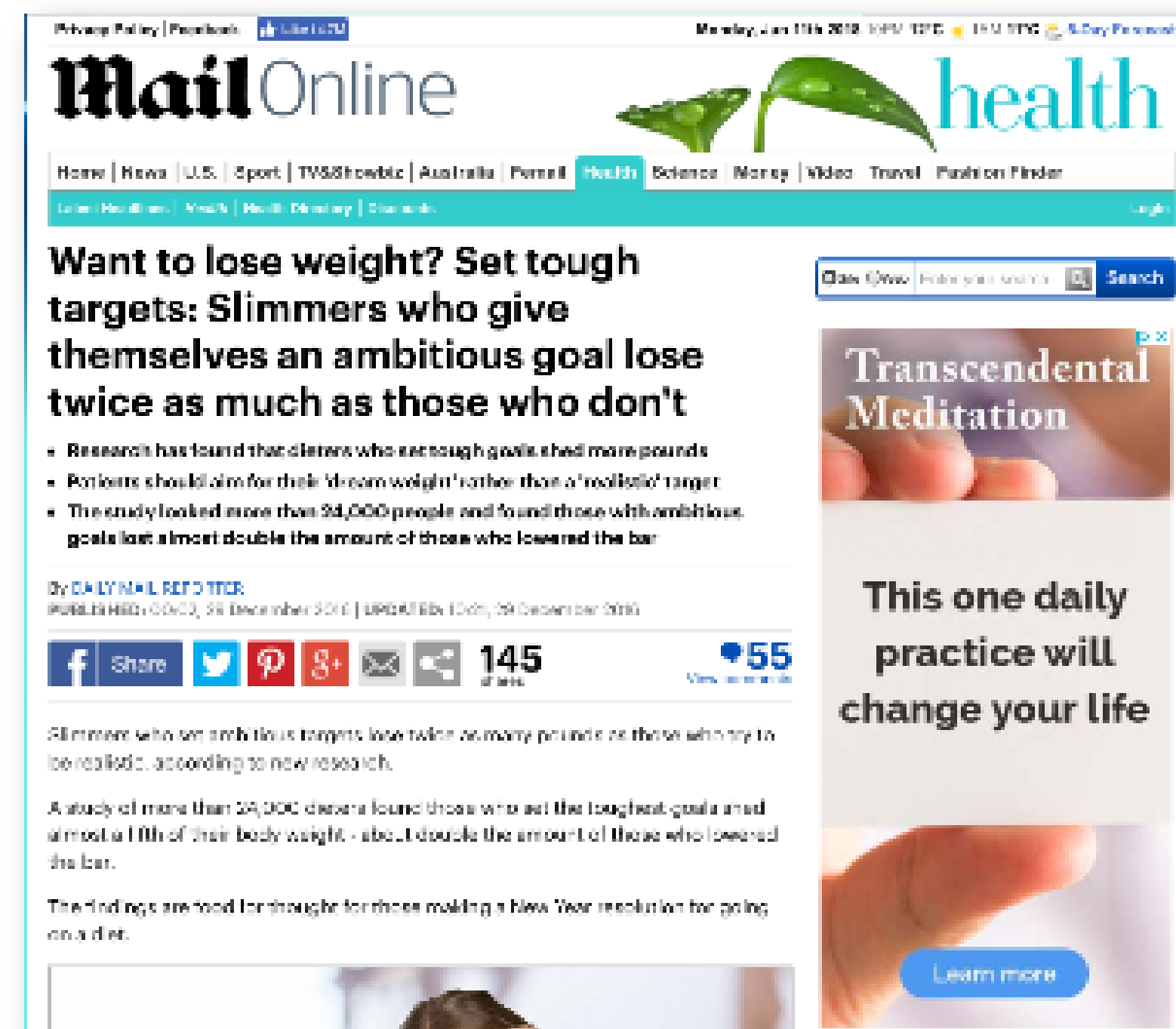
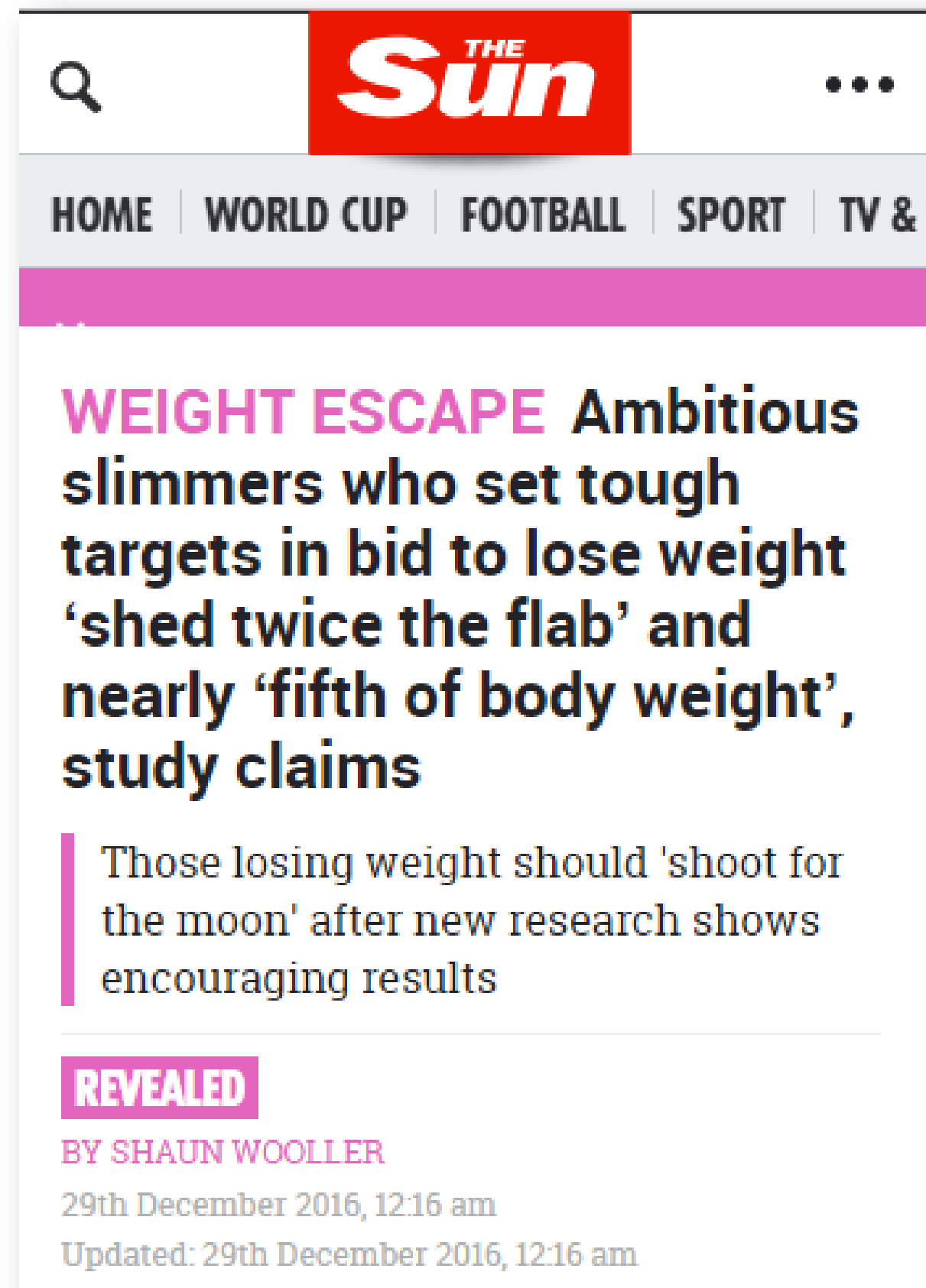
# 2017 Objectives

- Increase awareness of Slimming World and positive reputation
- Increase consideration of Slimming World by people who want to lose weight
- Increase engagement either by driving visits to our website or by increasing membership to our groups or online programme











“I was 17st 11lbs at my heaviest and my confidence was really low. I felt like my weight was holding me back in every aspect of my life, especially when it came to doing things with my children.” **Hollie Barrett**  
**lost 8st 6lbs**







#amecsummit

amecglobalsummit.org



Amecorg





#amecsummit

amecglobalsummit.org



Amecorg



# Impact

- 50% of new members joined as a result of reader offers/eating plans
- Total membership increased by 17% over the course of the campaign from December 2016 to February 2017





# 2018 Objectives

- Increase the quantity and quality of media exposure and ensure consistency across multiple channels
- Improve consumer perceptions of Slimming World
- Drive engagement with the programme and increase membership







9 out of 10 members  
say social media  
*complements*  
the support they  
get at  
Slimming World

#BeSnapHappy

\*a survey of 1000 Slimming World members



91% of  
Slimming World  
members say their  
*confidence* has  
improved since  
losing weight

#BeSnapHappy

\*a survey of 1000 Slimming World members



1 in 3 people  
have felt  
*embarrassed*  
after seeing a photo  
of themselves  
on social media

#BeSnapHappy

\*Slimming World survey of 2018 people



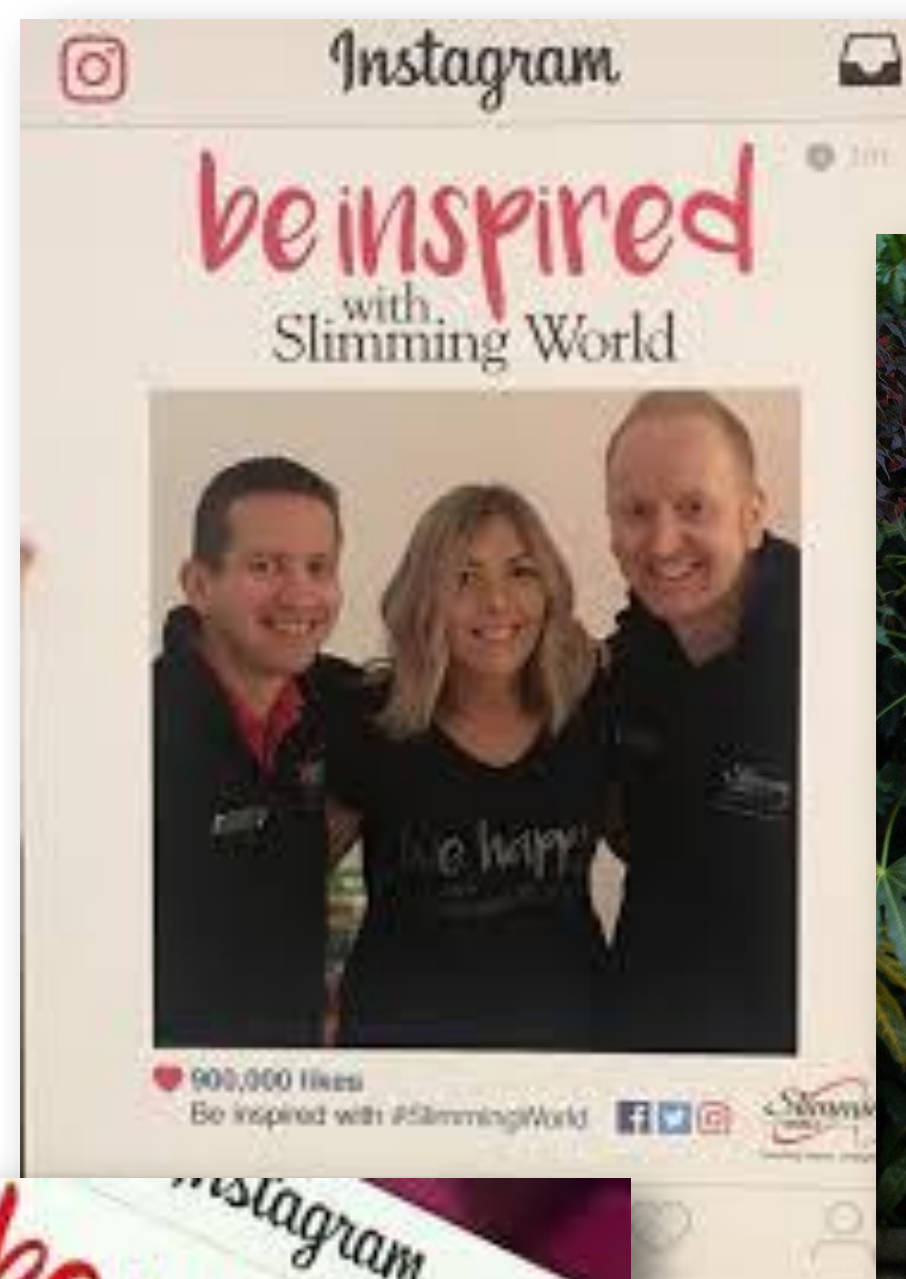
#amecsummit

[amecglobalsummit.org](http://amecglobalsummit.org)



Amecorg





#amecsummit

[amecglobalsummit.org](http://amecglobalsummit.org)



Amecorg



# Increase the quantity and quality of media exposure

- 664 articles = 30% increase
- 50% increase in proactively generated coverage
- 77% increase in coverage in regional media and a 41% increase in consumer media
- Reach to women aged 16-29 increased from 47% to 50%  
Reach to women aged 30-44 increased from 46% to 49%.



# Increase the quantity and quality of media exposure

- 90% of articles were favourable an increase of 9% over previous year
- Articles delivering messages increased significantly from 60% to 79%
- 68% share-of-voice against five other weight-loss organisations, 9% increase.





# Improve consumer perceptions of Slimming World

- 78% of people surveyed had read coverage about Slimming World. 77% read mostly positive coverage
- Increase in positive reputation from 74% to 79%
- Up 61% from 2015, a 18% increase



# Improve consumer perceptions of Slimming World

- 73% of people associated Slimming World with “achieving their ideal weight” up from 56% two years previously
- Likely to use Slimming World increased from 35% to 45% in 2017 and 45% to 51% in 2018.



# Drive engagement in the programme and membership

- Social media mentions increased from 94,000 in the pre-campaign period to 130,000 during the campaign (a 38% increase)
- Total engagement on social channels increased by 110%
- 55 million impressions of the #SlimmingWorld hashtag (an increase of 49% from the pre-campaign period).

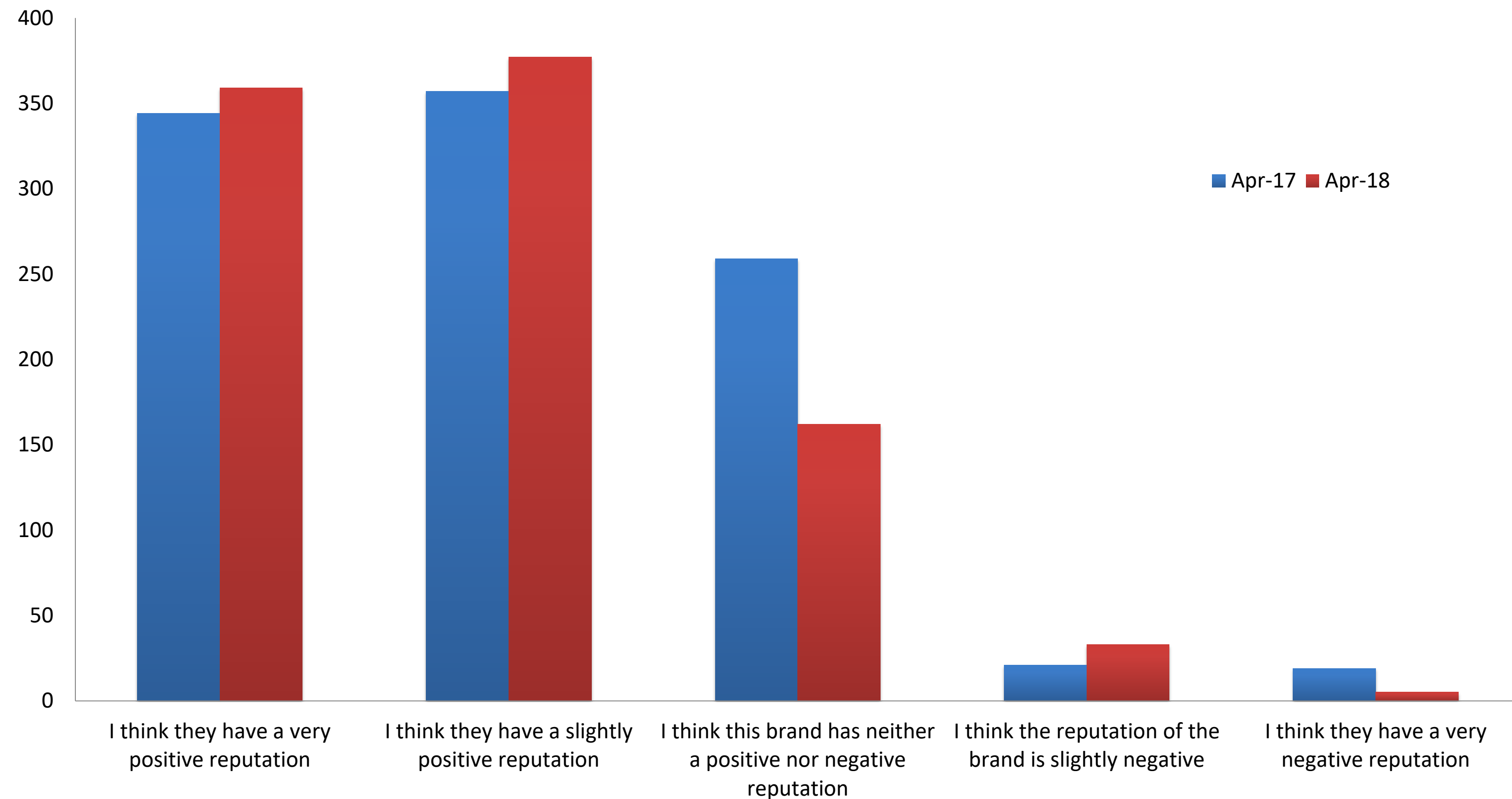


# Drive engagement in the programme and membership

- Website analytics showed 9.4 million sessions in January 2018, a 17% year-on-year increase
- Following the **Miss Slinky** press call on January 9<sup>th</sup> visits to the Slimming World homepage increased from 623 sessions the previous day to 4,461 sessions
- Conversion rate of people searching for 'nearest Slimming World group' increased to 8.4% compared to average of 0.25%.



# Where do you place the reputation of Slimming World?





*aim high*

“ shoot for the moon,  
as even if you miss  
you'll land among  
the stars.”



*Slimming*  
WORLD



#amecsummit

[amecglobalsummit.org](http://amecglobalsummit.org)



Amecorg



# Thank you

---



#amecsummit

[amecglobalsummit.org](http://amecglobalsummit.org)



Amecorg