

HCMN CASE STUDY: Kraft 100 Cal Packs New Product Launch

Components:

- Panel advertising and product sampling

Success Measurements:

- Campaign was overlay to extensive national advertising. Exit survey research found health club members 2x more likely to be aware of product in markets where HCMN advertising took place vs. control markets
- Tremendous positive written feedback from club personnel regarding sampling and product



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The Leader in Reaching Active People