

# HCMN CASE STUDY: Laughing Cow Cheese

## Components:

- Panel and cling advertising; as well as branded yoga mats and distribution of branded water bottles in select clubs.

## Success Measurements:

- 62% total ad recall (nearly half of which was unaided)
- From pre- to end campaign research waves:
  - Reported H/H consumption rose nearly 40%
  - Purchase intent rose nearly 70%



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The Leader in Reaching Active People