

HCMN CASE STUDY: Quaker Weight Control Oatmeal

Components:

- Panel/mirror swipe advertising and in-club product sampling

Success Measurements:

- 75% of those surveyed in Quaker's consumer target recalled the advertising
- Likely (top 2 box) household consumption of Quaker Weight Control Oatmeal in next 90 days nearly doubled from before to the end of the campaign
- Members surveyed cited their Gym/Trainer as one of the best resources for weight management information

