

# HCMN CASE STUDY: Special K Support Nat'l Promo: 6LB "Weight Loss Challenge"

## Components:

- "Ownership" of area around weight scales via panel advertising; branded 6-pound weight stack topped by branded medicine ball, and mirror cling advertising, as well

## Success Measurements:

- Exit surveys showed that awareness of 'challenge' rose 68% and intent to purchase more than doubled during campaign
- Special K won two EFFIE awards for this campaign and is presently an OBIE awards finalist, as well



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