

Weight Watchers Study Research Results 2007

The National Watermelon Promotion Board participated in Weight Watchers “Pick of the Season” campaign in the 3rd quarter of 2007. The campaign determined the awareness of the Jenny McCarthy Weight Watchers commercial, as well as the extent to which Weight Watchers members recalled receiving watermelon recipe cards at the meetings during the 3rd quarter of 2007.¹



Top-Line Results

- The commercial featuring Jenny McCarthy generated (aided) awareness among nearly half of the respondents (45%)
- Better than 2 in 10 of the study participants (who belong to Weight Watchers) were aware that watermelon was the “Pick of the Season” this quarter (21%)
- More than two-fifths who received a watermelon recipe card during the promotional period plan on preparing a dish containing watermelon (44%)
- The in-store promotions are motivating, as nearly half of the consumers (47%) indicated that they are much more likely to buy watermelon
- Nearly 4 in 10 of the shoppers who were aware of the promotions mentioned that it motivated them to buy watermelon (38%)
- The main message was also successfully communicated; nearly half the consumers indicated that it was “trying to tell you that it’s a healthy choice” (48%)
- Better than 2 in 10 study participants were aware that “it’s to control weight/to help you lose weight” (21%)
- While better than 6 in 10 mentioned that the message is at least “somewhat important” (61%)
- Less than 2 in 10 who didn’t find it to be credible (19%)
- Of the sample reported, 7 in 10 say the watermelon promotions “give watermelon a healthy image” (73%)
- As well as “is easy to understand” (72%)
- While 6 in 10 or more feel that it “has a clear message” (69%)
- “Tells you something important” (66%)
- “Is truthful” (65%)
- “Is appealing” (60%)
- Few consumers credit it for being “eye-catching” (47%) and memorable (42%)



¹ A total of 1014 online interviews were completed among a national sample of respondents who are the primary grocery shoppers of their household.