



**EMBARGOED UNTIL 10:00pm AEST June 19, 2018**

**A New Season of Health: Weight Watchers Launches First-Ever Global Marketing Campaign**  
***Campaign Goes Live in June as part of Company's "Season of Impact"***

**SYDNEY, Australia (June 19, 2018)** - [Weight Watchers International, Inc.](#) (NYSE: [WTW](#)) ("WW") announces that it has launched its first global marketing campaign that celebrates the liveability of the WW Your Way+™ program and how it's possible to enjoy the foods, behaviours and occasions tied to the season, while continuing to develop healthy habits.

The campaign is part of the company's "Season of Impact" and marks two firsts for WW: it's the first time the company has implemented a truly global marketing campaign driven by a central idea and showing up similarly across all WW markets. It is also the first time it has launched a fully integrated marketing campaign from June - August. This campaign is in line with WW's strategic vision announced in February to make wellness accessible to all and to inspire healthy habits for real life.

"Historically, we have focused on the summer season in Australia and New Zealand because we know people are motivated in the new year to get healthy." said Corinne Pollier, President, International, Weight Watchers International, Inc. "However, Weight Watchers can be a powerful partner in wellness year-round, especially since the liveability of our WW Your Way+ program makes it even simpler to get healthy despite the challenges posed by winter."

The campaign brings to life how the freedom and flexibility of WW Your Way+ allows members to enjoy winter however they choose and while living a healthy and happy life (the full Australian and New Zealand digital ads feature WW member Andrea Salmeron ([view](#)) and WW member and coach, Michael Allan-Ross ([view](#))). The videos will run across catch up, connected TV, YouTube and Facebook. In addition, Australian blogger and WW Ambassador Fat Mum Slim will share her experience on the WW Your Way+ program across her blog and social media, sharing winter moments she is enjoying while developing healthy habits.

The campaign will also support how living healthier is better when you do it together. The ease and flexibility of the WW Your Way+ program has WW members wanting to share the experience with people they know who want to live healthier lives. And now, WW has made it more rewarding for people to invite friends and family into the program: when a member has someone they know join WW, they both get a free month added to their subscription plans. This benefit exists whether you are a current member or if you are just signing up for the first time. Additionally, the company – which has a global community of more than four million subscribers – has made it easier than ever for members to invite others to join, including a simple sharing capability within the WW app experience.



The integrated global campaign will be supported across broadcast, digital, eCRM, direct mail, social and public relations. WW engaged ad agency Translation to lead the creative development and ad execution for the global campaign.

For more information about WW and the WW Your Way+ program, please visit [www.weightwatchers.com/au](http://www.weightwatchers.com/au).

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### **About Weight Watchers International, Inc.**

Weight Watchers is a global wellness company and the world's leading commercial weight management program. We inspire millions of people to adopt healthy habits for real life. Through our engaging digital experience and face-to-face group meetings, members follow our livable and sustainable program that encompasses healthy eating, physical activity and positive mindset. With more than five decades of experience in building communities and our deep expertise in behavioral science, we aim to deliver wellness for all. To learn more about the Weight Watchers approach to healthy living, please visit [www.weightwatchers.com](http://www.weightwatchers.com). For more information about our global business, visit our corporate website at [www.weightwatchersinternational.com](http://www.weightwatchersinternational.com).