

Press Release

Under Strict Embargo Until:
For immediate release

Date:
29th March 2016

Weight Watchers demonstrate the power of positive thinking in 'The Race of Two Minds'

Weight Watchers and Saatchi & Saatchi London has launched an online film, 'The Race of Two Minds', which shows how a positive mental attitude can be a powerful force in helping people achieve success.

Directed by Ed Morris, the film was shot as an experiment following a woman challenging herself to run the same distance twice but with two very different influences. The first time, she listens to a track full of her own positive words of encouragement and the second, she listens to only her negative thoughts and feelings about herself. To her surprise, she runs a 21% faster time whilst listening to her positive inner thoughts.

Launching today, the campaign builds on the #womankind campaign that is designed to empower women to focus on building greater self-belief. The film demonstrates that if you really believe your body can do something, your mind has the power to make it more achievable.

The full length "64 film will run online on YouTube, with "20 cut downs being shown on Facebook, Twitter, Instagram and Videology in the UK. Utilising Canvas ads, the new Facebook offering, users will also be able to watch the film, view the results and discover the science behind the insight.

Audrey O'Brien, Marketing Director, Weight Watchers UK, said "we recognise that success goes beyond the scale and to adopt a healthy lifestyle it is important to build a better relationship between body and mind. As we continue our #WomanKind campaign we want to inspire women of the UK to be kinder to themselves by thinking positively."

Ricardo Figueira, Digital Executive Creative Director at Saatchi & Saatchi, London, added, "the challenge of selling a product that people can only find inside themselves instead of on the shelves is very exciting. We decided to showcase an authentic real conflict between mind and body instead of just talking about it. We let the facts bring to life the difference our attitude can make. "

For more information visit www.weightwatchers.com/uk/womankind/race-of-two-minds.

ENDS

About Saatchi & Saatchi (SSF Group)

Saatchi & Saatchi London is known for its strength in creating Loyalty Beyond Reason for its clients' brands, creating powerful and profitable relationships by improving the quality and quantity of conversations that take place about these brands. Saatchi & Saatchi's clients include EE, Kerry Foods, HSBC, Procter & Gamble, Toyota and Visa.

The Saatchi & Saatchi network has 130 offices in 70 countries and 6,500 employees. Saatchi & Saatchi London is part of the SSF Group, a mini group within the Publicis Groupe that unites Saatchi & Saatchi and Fallon. For more information, visit www.saatchi.co.uk.

About Weight Watchers International, Inc.

Weight Watchers International, Inc. is the world's leading commercial provider of weight management services, operating globally through a network of Company-owned and franchise operations. Weight Watchers holds more than 32,000 meetings each week where members receive group support and learn about healthy eating patterns, behavior modification and physical activity. Weight Watchers provides innovative, digital weight management products through its websites, mobile sites and apps. Weight Watchers is the leading provider of paid digital subscription weight management products in the world. Weight Watchers offers a wide range of food products, publications and programmes for those interested in a healthier lifestyle.