

The Biggest Loser provides huge gains for Burgen



Network Ten's popular weight loss challenge provided the perfect environment for a winning cross-platform promotion of Burgen bread.

Background

Burgen Bread is George Weston Foods' premium health brand. In March of this year Burgen was reformulating a number of its bread variants and wanted to promote them with high reach and impact.

The Burgen team and its agencies, Mitchell & Partners and McCann Erickson, knew that Australians are interested in health messages, but wanted to bring these messages to life in an interesting way. They wanted a platform that could integrate appropriate in-program content to really leverage the television creative.

Challenge & Insight

While the product had been reformulated, the challenge was to find a relevant and interesting way to present information about the new variants to a receptive audience.

The fit between The Biggest Loser property and Burgen's health benefits was obvious, providing an ideal platform for the communication. The only remaining challenge: how to leverage the top rating program to achieve the greatest impact.

Objectives

The key aim for the campaign was simple and achievable: to prompt the target consumer to eat two slices of Burgen every day.

In terms of execution, the product offered a large number of specific health benefits, but simply listing these wouldn't be a particularly effective solution. The core communication of the campaign was the proposition that "your body works better with Burgen" - the goal was to find a way to bring that phrase alive.

CASE STUDY: THE BIGGEST LOSER & BURGEN

The Solution

The fit between The Biggest Loser, which was based on the contestants learning to adopt healthy new behaviours such as diet, and Burgen Bread is clear enough. The core of the solution was to use the Australian trainers, Shannan Ponton and Michelle Bridges, as spokespeople for the brand. The trainers were the ideal choice as they were credible health professionals, fit and healthy in their own right, and were shown in research to be well regarded and respected by viewers.

For the broadcast, a number of different executions were created along with billboards that were used as openers, closers and interims leading into commercial breaks.

The core program integration was built around in-program segments that highlighted health facts throughout the series. The Burgen Bread 'Health Facts' played out of the program and were supported by 'true first' TVC placement, plus additional segments that addressed general health issues such as Weight Management (with a contestant introduction) and how to achieve a Balanced Diet (a discussion with Shannan and Michelle).

For the online component of the campaign Burgen was given sponsorship of the Healthy Living section of The Biggest Loser website, with content including recipes, healthy living tips and profiles of past contestants, plus a competition to win a training session with The Biggest Loser trainers.

Results

The partnership between Ten's Biggest Loser program and George Weston Foods' Burgen Bread proved to be a very successful one.

Ratings-wise the program regularly broke the one million viewer mark, and delivered 89% reach across the series against the core demographic with an average frequency of 18.3 times. On a weekly basis the program achieved an average 51% reach with an average viewing of two and a half episodes.

The online component delivered 279,000 page views and 60,000 unique browsers each week to The Biggest Loser website. There were over one million video views, and the average users spent 10.2 minutes on the site each week.