

CAMPAIGN PORTFOLIO REPORT:

PROMOTION OF THE

FAST METABOLISM DIET

IN SINGAPORE



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1 EXECUTIVE SUMMARY

In 2013, Crown Publishing – Harmony published two of Haylie Pomroy’s books that have shot to fame in the New York Times Bestseller list: “The Fast Metabolism Diet” and “The Fast Metabolism Diet Cookbook”. The success of The Fast Metabolism Diet in the United States has opened up possibilities of great reception in Singapore. The main idea in this campaign is to promote the Fast Metabolism Diet as a healthier lifestyle diet in Singapore, and at the same time, to boost the sale of the book in Singapore.

Singapore is facing an impending threat of high obesity rate, which would put Singaporeans at greater risks for disease such as high blood pressure, diabetes and heart related diseases. The Fast Metabolism Diet is a healthy and unique way to lose weight and maintain physiological health by natural means – it can serve as a good recommendation for obese Singaporeans. This campaign will be targeted primarily at working adults and also housewives who cook for their families. Haylie Pomroy’s tagline, “eat even more food to lose even more weight” will be used as the unique selling point of this campaign, and a holistic approach to promotion will be employed: a guerilla demonstration during lunch hours, where there will be cooking demonstrations with free food sampling, and promotion and sale of the two Fast Metabolism Diet books; ambience media at bus stops where human traffic is high; newspaper advertisements, and posters at the demonstration booths. We hope to see the Fast Metabolism Diet books selling lucratively in Singapore after this campaign.

2 SITUATION ANALYSIS

2.1 STRENGTHS

Unique Diet: The Fast Metabolism Diet, designed by Haylie Pomroy, is a balanced diet that fires up one's metabolism such that one's body is kept physically in shape while one's physiological health is also improved. Intriguing concepts like "food as medicine" and "eat even more food to lose even more weight" are the basis of this diet. (Pomroy, 2013)

New York Times Bestsellers: Pomroy's first book, "The Fast Metabolism Diet", was crowned #1 on The New York Times bestseller list in the spring of 2013, and has remained on the list to date – March 2014. The second book, "The Fast Metabolism Diet Cookbook", a companion book to the first one, was published in December 2013, and is currently also on The New York Times bestseller list (The New York Times, 2014).

2.2 WEAKNESSES

Restriction and Inconvenience: Like all other diets, the Fast Metabolism Diet does restrict intake of certain foods that people may enjoy eating. Furthermore, taste is also a subjective sense; what appeals to one may not appeal to another. The Fast Metabolism Diet offers a wide variety of healthy foods, but some people may not be willing try most items on the list and may therefore find the list restrictive. The diet can also be viewed as inconvenient, as food has to be prepared at home if the necessary foods cannot be found on sale at eateries.

Lacking Local Repute: The Fast Metabolism Diet is well established in the United States, but not so in Asia. This diet has been tried and tested in the United States with testimonials from people finally losing weight after trying to for years, and losing up to 20 pounds in 28

days (“Testimonials”, 2013). However, in Singapore, publicized methods for weight loss sometimes include going to a slimming centre or taking slimming pills. Detailed and natural diet plans are less commonly found and may not be believed to be as effective.

2.3 OPPORTUNITY

Rising Obesity Rates and Health Risks: As Singapore becomes more and more affluent, and white-collar jobs are in greater abundance than blue-collar jobs, Singaporeans are getting more accustomed to a sedentary lifestyle. The 2010 National Health Survey (Epidemiology & Disease Control Division, Ministry of Health, 2011) showed that the obesity rate (i.e. BMI of 30 and above) in Singapore has risen very quickly over the years. The survey, conducted once every 6 years, revealed that obesity rates stood at 6.9%, in 2004 and rose to 10.8% in 2010. Singapore’s government has recognized the threat of the rising obesity rate, and has restricted the advertising of unhealthy foods in Singapore media (Grant, 2012).

Rising obesity rates put Singaporeans at greater risks of getting diseases like diabetes and high blood pressure. In a study conducted by the Ministry of Health, it was found that *if* no one in Singapore was obese, the number of diabetes patients could drop by 70% and the number of cardiovascular disease patients could drop by 20% (Ministry of Health, 2012). The Fast Metabolism Diet is a healthy way to lose weight and maintain physiological health – it can therefore serve as a good recommendation for obese Singaporeans.

2.4 THREATS

Poor Eating Habits and Unhealthy Food Sources

Experts say that Singaporeans have developed poor eating habits like excessive eating of fast food and having late night suppers. “The convenience of fast food and hawker food” makes it harder for Singaporeans break away from their poor eating habits (Cheong, n.d.). Singapore’s Prime Minister Lee Hsien Loong identifies “more fast foods and sedentary occupations” as the cause for increased the obesity rate in the country. Approximately 60% of Singaporeans eat out four or more times weekly, and these foods are often very oily (Grant, 2012). These poor eating habits already ingrained in Singaporeans and the ever-ready presence of unhealthy foods pose a threat to the promotion of the Fast Metabolism Diet in Singapore. To get Singaporeans to change their habit may require a fair bit of persuasion and giving them sufficient exposure to experience the goodness of healthy food and the ease of its preparation.

3 GOALS & OBJECTIVES

After analyzing the position of the Fast Metabolism Diet in Singapore, it is very plausible that if adopted, the Fast Metabolism Diet can help to better the emergent problem of obesity in Singapore.

This campaign will therefore be focused on two goals:

- 1) To boost the sale of the Fast Metabolism Diet books in Singapore
- 2) To promote the Fast Metabolism Diet as a healthier diet option

With regards to the first goal, the following objectives are set:

- a) Increase awareness of the Fast Metabolism Diet amongst Singaporeans
- b) Sell approximately 1000 books (“The Fast Metabolism Diet” and “The Fast Metabolism Diet Cookbook” collectively) during the demonstration periods

As for the second goal, these are the objectives:

- a) Allow audiences to try out tasty healthy food at the demonstration booths
- b) Give audiences motivation by showing them how easy it is to cook a healthy meal

4 TARGET AUDIENCE

The campaign will be primarily be targeted at working adults who are looking for a healthier diet, to lose weight or to prevent obesity that usually follows with age, sedentary lifestyle and improper nutrition in unhealthy diets. Secondary target audiences include housewives who cook for their families and thereby have much influence over the diets of many Singaporeans.

As the primary target audience is saturated around areas like town and various business districts, the campaign will primarily be located around these areas. However, to reach the secondary audience as well, newspapers distributed island-wide will be used.

The message is to encourage and inspire the target audience to have home-cooked meals according to specifications of the Fast Metabolism Diet for 28 days and rekindle metabolism rates, lose fats at the right spots in the body, have increased energy levels, and build stronger physiological health.

5 STRATEGY

Pomroy's tagline, "eat even more food to lose even more weight", will be used as the unique selling point (USP) for this campaign, as this method of dieting is rather unique, and

therefore more attention-grabbing as compared to other typical diet taglines like “lose this belly fat” or “lose XX pounds in XX days”.

5.1 GUERILLA DEMONSTRATION DURING LUNCH HOURS

To show how easily healthy cooking can be and how good it can taste, we will give Singaporeans a firsthand experience. Demonstration booths (a total of 10 round the island) will be set around busy working areas like the Central Business District, and Changi Business Park. Selected MRT stations are: Expo MRT, Tampines MRT, Jurong East MRT, Raffles Place MRT, City Hall MRT. Each MRT station will have two separate booths some distance apart.

There is high amount of human traffic during lunchtime (1130AM-230PM) around these areas. Strategically placing booths in areas as such would garner the attention of a large portion of the target audience. At these booths, there will be a cooking demonstration session with food sampling. At the same time, promotion and sale of the two Fast Metabolism Diet books will take place.

5.2 AMBIENCE MEDIA AT BUS STOPS

Advertising spaces will be bought from Clear Channel at bus stops that are strategically located around the location of the various demonstration booths, so as to raise awareness for the event. Bus shelter advertising is useful because it hits the target audience – every one who is around that area, as long as he/she is traveling, whether on public or private transport. To

make it even harder to miss, a 3D pop-out Fast Metabolism Diet logo will be attached to the Clear Channel panels bearing the promotional poster.

In both the men and the women bodies, the most obvious accumulation of fats usually occurs around the waistline. Obese people, or even people in the normal weight range, can have big bellies, particular so if they are having a sedentary lifestyle (Martinez, n.d.). The pop-out logo will therefore be placed on the belly in the poster design.

5.3 NEWSPAPER ADVERTISEMENTS, AND POSTERS (AT BOOTHS)

This same design (without the 3D effect) will be applied in advertisements in TODAY newspapers, which have a high reach amongst the target audience because they are freely distributed at such office areas every morning. This medium also reaches out to the secondary audiences – some housewives who have the TODAY newspapers delivered to their doorsteps every morning.

The design (without the 3D effect) will also be used for a poster at each of the demonstration booths. The same design will be applied through the campaign so as to create repetition and allow the audience to become increasingly familiar with it.

5.4 DESIGN

5.4.1 LOGO

In the book covers, the font for the word “FAST” also gives a ‘zooming’ effect, which relates closely to what the diet is about: getting the metabolism to race. Both book covers and the iPhone app icon has the plate/clock with utensils. This entails the essence of the diet, which is to eat food that is rich in nutrients (not to stop eating food nor to cut down the amount), and to eat consistently and regularly (not to skip meals for fear of gaining weight). There is meaning in both the graphic icon and the text face for the book cover.

The logo used for this campaign will be made up of the plate/clock and the utensils. On the plate/clock, the words “The Fast Metabolism Diet” will be printed on it, the text looking just like how it looks on the title of the book. Singaporeans are not yet familiar with the brand, so it will be more helpful to have the brand printed in letters on the logo. This way, the logo is customized to local context and yet uniform with the original symbols and the meanings are retained. This logo can be made in any colour plausible, and can fit onto any background.



Figure 1: Derivation of localized logo

5.4.2 ADVERTISEMENT

The design will mainly feature a potbelly that most obese people can identify with. The image will be cropped such that emphasis is directed to the belly. This advertisement will be

placed at bus stops, in the newspapers, and at the demonstration booths (in poster form). They will all look the same, with the exception of the advertisement at the bus stop having a 3D pop-out logo. The advertisement will have the two books on them, so that people who are more interested purchase the book without having to attend the demonstrations. The advertisement will also have the dates, timeslots and locations for the demonstrations that people can attend. A unique tint of blue will be used for background, as blue is a soothing colour and it appears more welcoming. Also, it matches the colour of the original logos on the book.



Figure 2: Poster Design



Figure 3: Poster on Clear Channel Panel – Front View

(Logo warped to create a 3D effect)



Figure 4: Poster on Clear Channel Panel – Side View

(Logo wrapped around a sphere that is popping out of the Clear Channel panel)

6 TIMELINE

6.1 DATES OF MAJOR EVENTS

12 May to 11 June 2014: Clear Channel advertisements

26 May to 30 May 2014 (Monday-Friday): TODAY Junior Page advertisements

2 June to 6 June 2014 (Mondays-Fridays only): Running of demonstration booths

6.2 DETAILED TIMELINE

18 April 2014	Get approval/comments for draft design
20 April 2014	Finalize design
21 April 2014	Submit advertisement design to Clear Channel and book space
	Submit advertisement design to TODAY and book space
	Send poster design for printing and production
22 April 2014	Source for 10 demonstrators & 10 book promoters
29 April 2014	Brief 10 demonstrators and promoters; provide materials
30 April 2014	Booking of 10 locations
	Booking of 10 sets of equipment for booths
5 May 2014	Collection of 10 posters for booths
12 May 2014	Clear Channel advertisements start
26 May 2014	TODAY advertisements start
2 June 2014	Setting up of booths (9 a.m.)
	Demonstrations start (11:30 a.m.)
6 June 2014	Last day of promotion booths
1 July 2014	Campaign Evaluation

7 BUDGET

TYPE	FREQUENCY	UNIT	TOTAL COST
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		COST	
Newspaper Advertisement			
TODAY (Junior Page)	5 days	\$5,278	\$26,390.00
Ambience Media			
Clear Channel (6-sheet)	1 month, 10 bus stops	\$3,000	\$3,000.00
Booths			
Rental of equipment	3 hours, 5 days, 10 booths	\$100/hr	\$15,000.00
Cooking demonstrator		\$10/hr	\$1,500.00
Book promoter		\$7/hr	\$1,050.00
Poster	10 booths (2A0 size)	\$50	\$500.00
Rental of space	10 booths	\$35	\$350.00
ESTIMATED TOTAL			\$47,790.00

8 EVALUATION

To evaluate the campaign, we will be looking at the number of books sold in June 2014. For the campaign to be a success, we will tabulate the number of books sold at the booths between 2-6 June, and also the number of book sold at bookstores island-wide for the month of June.

If 1000 books are sold during the 5-day demonstration period, the objectives for having the demonstration booths will be considered met – interest has been roused and sales has been boosted for at least a short period of time. As it is a short campaign, it will be difficult to measure whether Singaporeans have really adopted the Fast Metabolism Diet into their lifestyle. Hence, we will thereafter measure the number of books sold in the month of June at

bookstores island-wide; this can be considered as a practical means to see if the interest level has been boosted or at least maintained after exposure to the Fast Metabolism Diet. Measurement of local sales of the books in June 2014 would give good evaluation as to whether the goals – boosting sales of the books and promoting the Fast Metabolism Diet as a healthier option in Singapore – are met.

9 CONCLUSION

This campaign is designed with two purposes: to boost sales of the Fast Metabolism Diet books, and at the same time, to educate the public on healthier dieting, thereby lowering their risks of getting obesity-related diseases. After the campaign, it will be ideal that with the help of the Fast Metabolism Diet books, Singaporeans will be made more aware of what are the healthier options for their diet and that there can be long-term benefits for people who purchase the book and adopt the diet.

It will also be viable be useful to expand the promotion of the diet to other countries, considering that some developing countries now have “alarming” levels of obesity rates (Tran, 2014). Prior to that, some adjustment may have to be made to the food lists, giving due consideration to the food available in such countries.

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APPENDIX



Appendix A Design Progress

Lose this belly fat with

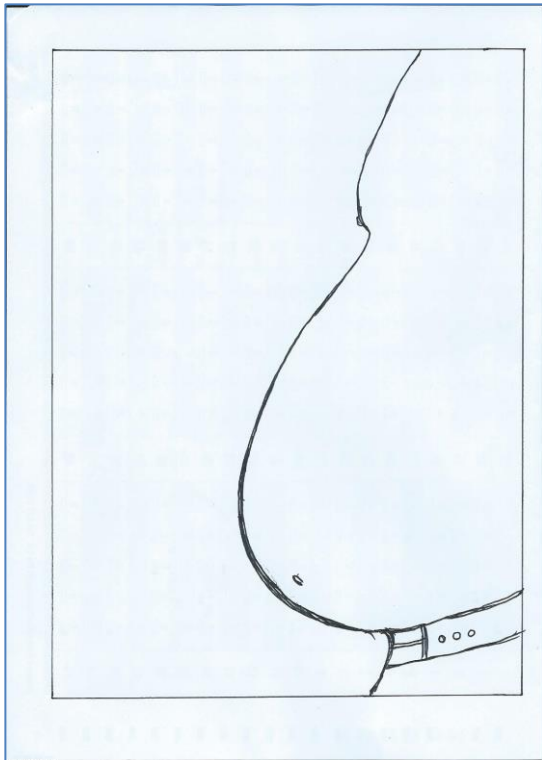
The Fast Metabolism Diet



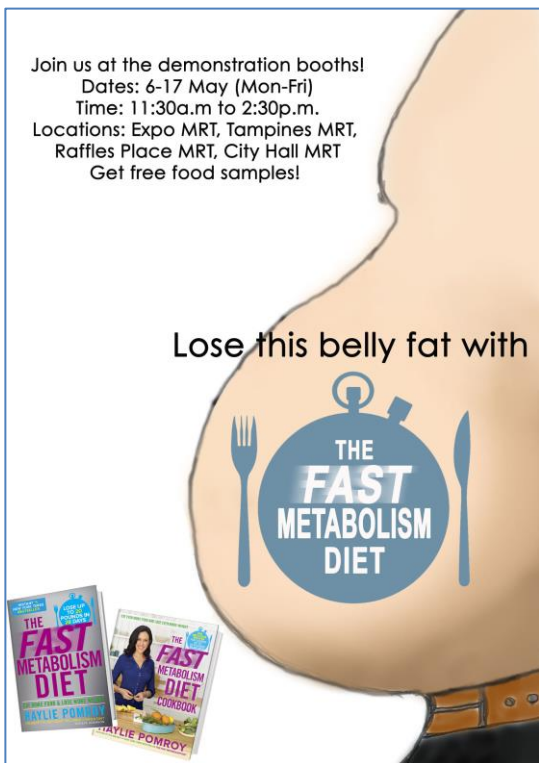
Join us at the demonstration booths!
Dates: 6-17 May (Mon-Fri)
Time: 11:30a.m. – 2.30p.m.
Locations: ...
Get free food samples!



Design Draft



Belly Sketch



Alternate Poster Design