

## OMD UK: What do people look for in a weight loss plan? / WeightWatchers Drivers of Sentiment

Crimson Hexagon analyzed over 70,000 social media posts relating to WeightWatchers in the UK to find out how people perceived the brand, its dieting plans and products. The data spanned a 6 month timeframe (November '12 – May '13), and covered data from Blogs, Forums, Facebook and Twitter.

### Drivers of Sentiment

- The largest driver of positive sentiment (11% of the total conversation, and growing significantly over the time period studied) was people excited to join or rejoin WeightWatchers.
- For negative sentiment, the largest driver was people complaining about WeightWatchers products' taste, calorie count or feeling hungry after eating (31% of the total conversation). The proportion of posts in this category decreased by 16% over the time period.
- Less than 1% of the total conversation showed people expressing difficulty hitting or sticking to goals. 7% talked about meeting or exceeding goals, while 2% described WeightWatchers as not just a diet but as an enjoyable healthy eating and exercise plan.

### Output Screenshots



