

# Analyze The Top Market Player

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1. Perform full research on their target market and avatar.

 Weight Watchers Research Template

2. What are the reasons their customers decide to buy?

It offers flexibility to enjoy meals at a special event or while eating out and promotes many nutritious options. It's also been shown in research to support weight loss and is tied to reducing diabetes risk among those with pre-diabetes. In other words, it works.

3. How are they getting attention?

It's a well-known company for weight loss since it has been around for over 50 years. Being featured on the MSM news outlets with their own segments

4. How are they monetizing their attention?

They spent under \$100 million on advertising on digital and national TV.

They invested in premium ads and advertised on over 250 different

Media Properties in the last year across multiple Media formats

5. What is this brand doing better than anyone else?

6. What mistakes (if any) are they making?

Not very much engagement on their social media pages.

Their ads on FB don't have that much engagement at all.

help your customer deal with why and how your behaviors impact your health. Focus more on why you eat the way you do, instead of what to eat & what not to eat

7. What can other brands in the market do to win?

First, have more of a social media presence and actually engage with your audience,

Get to the bottom of the reasons behind their choices, why they make certain decisions, why they emotionally eat, or why their brain craves sweets and other goodies. And also come up with a suggestion plan of action to stop emotionally eating to get them the results they want.

Which is to lose weight and keep it off forever