

Strategic Message Planner: SlimWhims

Advertising Goal

To help change the brand image of SlimWhims meals from an effective but bland weight-loss program to a delicious and effective weight-loss program.

Client: Key Facts

- SlimWhims Products Inc. of Morning City, Michigan, makes SlimWhims diet meals.
- SlimWhims Products is an employee-owned company and, in 2020, was named "one of the 200 Best Companies to Work for in the United States" by U.S. Workforce magazine.
- The Association of Minority Group Managers has named SlimWhims Products a top company for employee diversity every year since 2017.
- Michael Campion founded SlimWhims Products in 2011. Campion is an award-winning gourmet chef who, from 2013 to 2015, lost 85 pounds following the SlimWhims approach. In 2018, he received a Lifetime Achievement Award from the Master Chefs of America Association.
- The company's primary products are SlimUDown diet drinks and SlimWhims diet meals.
- SlimWhims Products primarily sells its products to health-food stores in the United States and Canada.
- Total sales in the past fiscal year were \$34 million.

Product: Key Features

What Is the Product?

- SlimWhims is a diet program that consists of packaged, low-calorie meals.
- SlimWhims meals contain approximately 300 calories.
- SlimWhims meals feature 24 different entrées for breakfast, lunch and dinner.
- Founder Michael Campion redesigned SlimWhims meals in 2021, expanded the product line from 12 meals to 24 and increased the amount of fresh, healthy ingredients.
- SlimWhims meals sell for approximately \$9 apiece.

What Is the Purpose of the Product?

- The purpose of the new SlimWhims product line (redesigned in 2021) is to provide better-tasting, healthier low-calorie meals. "Losing weight shouldn't mean losing your passion for a healthy, delicious meal," said Michael Campion.
- Product testing has shown improved health and significant progress toward weight-loss goals within four months of regular use.

What Is the Product Made of?

- SlimWhims meals feature fresh, natural ingredients for improved taste. The new ingredients help distinguish SlimWhims from similar products.
- SlimWhims meals feature fresh herbs and spices, including basil, cumin, dill, garlic, oregano, paprika, sage and rosemary.
- SlimWhims meals feature fresh vegetables and lean cuts of meat.

- The meals contain 100 percent of the recommended daily value for 21 vitamins and minerals needed for a healthy diet: vitamin A, thiamin, riboflavin, niacin, vitamin B5, vitamin B6, vitamin B12, biotin, vitamin C, vitamin D, vitamin E, folic acid, vitamin K, calcium, fluoride, iodine, iron, magnesium, phosphorus, potassium and zinc.

Who and What Made and Distributed the Product?

- Award-winning chef Michael Campion created the SlimWhims meals. He uses them himself to control his weight.
- Each SlimWhims meal is vacuum-sealed in a pouch and can be heated quickly in a microwave. Vacuum sealing is superior to freezing in preserving taste and flavors.
- The vacuum-sealing technique keeps herb and spices fresh and vegetables crisp and tender.
- SlimWhims meals are primarily sold in health-food stores in the United States and Canada.

Target Audience: Demographics and Psychographics

The target audience for this ad is women ages 24 to 34 who are concerned about their appearance, particularly their weight. They typically are 15 to 50 pounds over their desired, healthy weights and have tried numerous diet programs without lasting success. If they're not on a diet right now, they're about to start a new one. A 2018 Palmquist University study found that regular dieters often feel trapped within boring, unending, ineffective diet plans. The average age of the target audience is 27. Its members have a median household income of \$85,000. They are first-time homeowners. They are married and have, on average, two young children. They have been unable to return to their pre-pregnancy weights. They are high school graduates, and approximately 70 percent are college graduates. Members of the target audience live in the United States and Canada, primarily within mid-sized to large cities.

Almost all have careers outside the home. They attend their children's school events and tend to enroll their children in a variety of programs, ranging from music lessons to swimming lessons.

They use social media for both entertainment and for current events information, primarily Facebook, Twitter, Pinterest and Instagram. They also get radio news while commuting, and they strive to watch at least three national TV news programs per week, primarily CNN, to keep up with world events. They watch local TV news in the morning, primarily for traffic and weather news.

Members of the target audience lead busy lives and don't have time for elaborate cooking. They're too busy to coordinate an elaborate, complicated personal diet and exercise program. These women are more concerned with convenience than cost. However, they truly enjoy good food. They refuse to consider a diet of unpleasant drinks or what they call "rabbit food." For them, gourmet food is one of the finer things in life that they aspire to. They enjoy their rare evenings at fancy restaurants.

The target audience doesn't expect a three-week miracle. Its members are willing to invest long-term in a diet that satisfies their desire for good food and for results. They're educated, and they understand that a diet requires an investment of time. Unfortunately, boring, bland diets—or complicated, time-consuming diets—have made it impossible for them to go the distance.

Members of the target audience have purchased SlimWhims meals in the past but are not regular users and have not made recent purchases. They are unaware of Michael Campion's 2018 redesign of the product.

Product Benefits

- SlimWhims meals have fresh, delicious ingredients: They'll satisfy your desire for the pleasure of gourmet food.
- SlimWhims meals are prepared and microwaveable: You'll save time during family meal preparations.
- SlimWhims meals have 24 different options for breakfast, lunch and dinner: You have choices and will enjoy the variety.
- SlimWhims meals are proven to be effective: You will lose weight.

Direct Competitors and Brand Images

Direct competitors are store-bought diet meals.

1. Ms. Svelte Model Diet Meals
 - At 300 calories, these frozen meals are similar to SlimWhims. There are 10 different meals, each priced at \$12. They offer the recommended daily value of 14 vitamins and minerals.
 - Target audience members buy the product only sporadically when it's on sale or they have a coupon. They do not feel loyalty to this competitor and are not regular purchasers.
 - The target audience believes that this leading brand could lead to weight loss. However, they wish the meals tasted better and offered more than 10 entrées.
2. Chart-Your-Day Weight Loss Foods
 - This competitor uses a smartphone and tablet app that charts daily food intake and recommends specific meals that keep users on their diets. In addition to calories, it charts the daily intake of 24 vitamins and minerals. Meals are ordered and delivered in two-week cycles.
 - Monthly fees range from \$120 to \$400.
 - The target audience is aware of this program because of its effectiveness but has never enrolled in the program.
 - The target audience views this system, which involves charts and record-keeping, as effective but too complicated, time-consuming and expensive.
3. Diet Gourmand Entrées
 - At 400-plus calories, these frozen meals offer 12 different entrées at an average cost of \$11. They offer the recommended daily value of 16 vitamins and minerals.
 - The target audience believes that these meals are the best-tasting diet meals on the market, but its members find the meals — at 400-500 calories — to be less effective at weight reduction than other diet meals.

Indirect Competitors and Brand Images

1. Eating less and exercising
 - The target audience believes this would be the least costly and most effective diet plan — but it also believes that it lacks the time and willpower to stay with the plan.
 - The target audience believes this option is boring and difficult.
2. WeightBusters Diet Liquids
 - This competitor comes in packages of four 11 fluid oz. cans. There are four flavors: chocolate, vanilla, banana and strawberry. The price for a four-pack is \$16.
 - The target audience occasionally uses this product to supplement a diet in progress — but its members feel no loyalty to it.

- The target audience views these canned drinks as effective but unsatisfying. Members believe that the flavors fail to mask a chalky taste.

Product Brand Image

- Current brand image: The target audience believes that SlimWhims meals may be effective but are bland and lack variety.
- Desired brand image: SlimWhims meals are versatile gourmet experiences that really help you lose weight.
- Brand image challenge: The target audience isn't aware of the new SlimWhims meals, redesigned in 2018 to include fresh, tasty ingredients and more meal options.

Strategic Message: The Promise

New SlimWhims meals satisfy your desire for delicious food that helps you lose weight.

Supporting Evidence: The Proof

- Award-winning chef Michael Campion has redesigned SlimWhims meals for improved taste.
- SlimWhims meals include fresh herbs, spices and vegetables and lean cuts of meat.
- SlimWhims meals are vacuum-sealed for fresh taste.
- SlimWhims meals come in 24 varieties for breakfast, lunch and dinner.
- Product testing has shown improved health and significant progress toward weight-loss goals within four months of regular use.