



Case Study: WeightWatchers® Acorn

Project: To allow 1600 Weightwatchers leaders to access brand controlled marketing literature, whilst retaining central control of budgets.



1 The Objective

1600 leaders, 325,000 meetings per year – Weightwatchers required a web based system to allow leaders to access marketing literature, whilst central marketing could be assured that brand and quality was guaranteed, whilst retaining control of budgets.

2 The Solution

Gecko integrated our iDink technology with the Weightwatchers in house meetings database via a web service. This allowed individual leaders and Area Sales Managers (ASM's) to access accurate and real time meeting information, import this information into permission based marketing literature, and have despatched to them within 24 hours.

Leaders and operations teams can order marketing material, which is transferred directly to Gecko's digital print servers, allowing for instant production and despatch.

3 The Result

Reduction in costs of material produced locally, as well as a significant increase in brand control and central visibility of spend at a local level. Accurate reports on local activity could be produced, enabling central marketing team to accurately allocate budgets.

In addition to the day to day requirements, Gecko work closely with Weightwatchers in delivering their direct mail activity – from formats and concepts, to data cleansing, production and postage.

