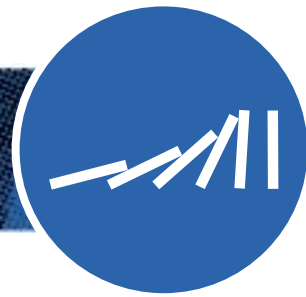


# NETWORK TV: THE BIGGEST LOSER (NBC)



## OUR PROCESS

By season 3, The Biggest Loser transformed from a reality show to a robust consumer brand, connecting storytelling, sponsorship, licensing, and marketing partnerships like never before.

## OVERVIEW

The Biggest Loser changed the face of branded entertainment. It quickly became a worldwide phenomenon as a primetime television show that became a billion dollar health and lifestyle consumer brand by leveraging the stories in the show as the most powerful commercial that exists.

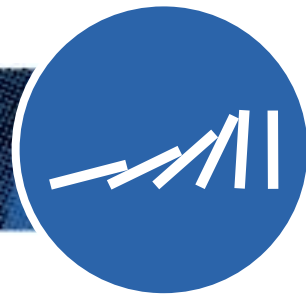
The show has been a primetime hit with 15 seasons (over 330 hours). It has been sold into over 90 countries and locally produced in 30 countries.

## ACHIEVEMENTS

- ▶ The Adweek Buzz Award
- ▶ NATPE's Innovator Award
- ▶ "Top Brand" in Advertising Age's Marketing 50
- ▶ Global Licensing Brand Extension of the Year



# THE BIGGEST LOSER - SPONSORSHIP



Sold in more than **50 brands** and executed over **200 integrations**, driving **tens of millions in revenue**.



**6,248 product placements**, according to Nielsen in 2008, the **most product placements for the year**, while ratings were increasing.



The Biggest Loser attained the **best audience recall** and was one of the **top shows for integration**, according to Nielsen in 2011.



Created and integrated diabetes awareness campaign in show that included **marketing a nationwide tour** with Bob Harper.



Launched the Filter for Good PSA campaign and delivered **100s of millions of impressions**. Integrated products into a dozen seasons.



A multi-season integration partner in show that included the winner of each season getting an **iconic "Got Milk?" ad**.



Leading the way in branded entertainment



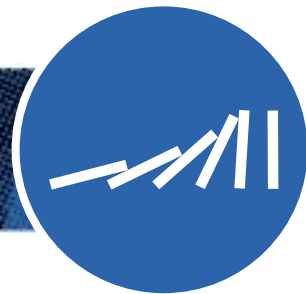
Brita cross-platform integrated campaign





"Got Milk?" integrated campaign





# THE BIGGEST LOSER - INTEGRATION/PROMOTION





- 

Integrated **10 different brands**, resulting in over **300 million packages** and **100s of millions of impressions** via FSIs, commercials, and in store.
- 

Integrated **across almost every season** with branded menu footers, register toppers, and counter mats in 22,000 restaurants with over **35 million unique visitors per week**.
- 

Integrated into 12 seasons, **branded exposure in 425 gyms nationwide**, online, marketing, radio, and commercials.
- 

Integrated into multiple episodes across seasons, with tune in on **80 million packages**, as well as in store displays, branded commercials, and website promotion.
- 

In store radio promotion that aired every day for **5 months**, hourly in 7,700 stores.
- 

Integrated across multiple seasons, **promoted both their vehicles** and their breast cancer awareness campaign, resulting in co-branded commercials, print ads, and digital media.

**THE BIGGEST LOSER MEAL PLAN**  
by eDiets

## Biggest Loser Meals Delivered!

The Biggest Loser Meal Plan makes it easier to lose weight!

- No cooking, no calorie counting
- Healthy, delicious meals delivered
- Choose from 80 chef-prepared selections
- Get breakfast, lunch, dinner and a snack each day!

Patrick lost **60 lbs.\***

Go to [www.biggestlosermealplan.com](http://www.biggestlosermealplan.com) or call 877-618-8111 to start now.

TUESDAYS 8/7c  To live The Biggest Loser lifestyle go to [www.biggestloser.com](http://www.biggestloser.com)

\*Patrick lost 60 lbs in 19 weeks with The Biggest Loser Meal Plan and regular exercise. Generally expected weight loss for active members is 2 lbs/week. The Biggest Loser is a registered trademark and copyright of NBC Studios, Inc. & Revellie LLC. Licensed by NBCUniversal Television Consumer Products Group 2011. All rights reserved. eDiets, eDiets.com are registered trademarks of eDiets.com, Inc. Copyright © eDiets.com, Inc. 2011. NBC Peacock is a trademark of NBCUniversal Media, LLC. All rights reserved.

**GETTING FIT NEVER TASTED SO GOOD!**

8 TASTY LOW FAT SUBS FOR YOUR FITNESS STYLE.

Find out more at [www.freshfit.com/biggestloser](http://www.freshfit.com/biggestloser)

## HERE'S YOUR CHANCE TO WIN A TRIP TO THE FINALE!

Enter now for your chance to win a trip for two to The Biggest Loser® finale in LA on 3/18/13!

ALL NEW IN 2013!

Published Required Field

First Name\* Last Name\* Date of Birth\*

Street Address\* Mobile Number\*

Re-enter Street Address\*

Mailing Address\*

City\* State\* Zip Code\*

I have read and accept the Official Rules.\*

I want to receive news and offers from SUBWAY® Restaurants.

SUBWAY® Restaurants and The Biggest Loser® are proud to support active lifestyles.

Challenge yourself to make better for you. Lose and keep your fitness routine with Subway's Fresh Fit® Subs.

## Extra THE 3PM SNACKDOWN CHALLENGE

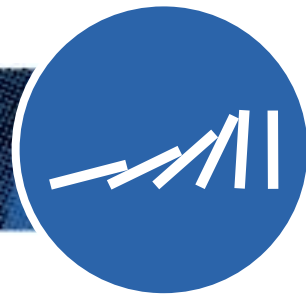
Pick up a pack, put down that snack!

THE BIGGEST LOSER COUPLES

tuesdays 8/7c 

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# THE BIGGEST LOSER - LICENSING



**License!** GLOBAL LICENSING BRAND EXTENSION OF THE YEAR.

**THE BIGGEST LOSER** Over **45 licensing deals** with manufacturers that were also integrated into the fabric of the show content.

**RODALE** Multifaceted licensing deals with partners like Rodale to produce **NYT Best-Selling Books, The Biggest Loser Magazines and The Biggest Loser Club** - one piece of content sold 3 times.

**THE BIGGEST LOSER** Turned **sponsors**, like 24 Hour Fitness and Walgreens, into **licensing partners** to create branded products.

**THE BIGGEST LOSER** Built **#1 best selling products** across diverse categories - including scales, food, fitness DVDs, and video games designed to be weight loss tools.

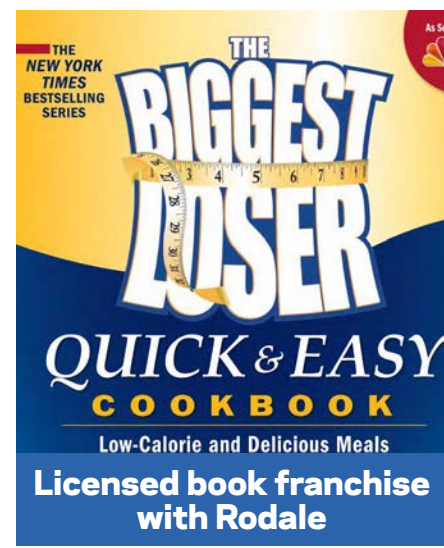
**THE BIGGEST LOSER** Created **out of the box extensions**, such as The Biggest Loser medical test, resorts, and even a Visa Credit Card with healthy rewards.



Licensed video game for Xbox



Video game promotes other licensed products - cookbook, DVD, equipment



Licensed book franchise with Rodale



Cookbook promotes licensed cookware, online Biggest Loser Club, and licensed meal plan delivery service



# THE BIGGEST LOSER - ADDITIONAL PARTNERSHIPS



We combine the marketing might of all of our sponsors, licensees, and any extensions of the TV show to drive unprecedented marketing value for the collective.

The show, as well as every off-network touchpoint, drives promotion back to the show and to the sale of another product.



## LICENSEES

5K/1 Mile Event setting records with people traveling from 34 states and Canada

Bodybugg state-of-the-art caloric burn calculating device

Life Certification training for personal trainers

SlimCoach Accelerometer

Meal Bars and Shakes exclusively at 7,700 Walgreens

At Home Food Delivery

Dry Erase Boards

Simply Sensible Entrées

Exercise Ladder

Active & Shape Wear Apparel Lines

Coach Network

Wii Accessories

Appliances

Weight and Food Scales

State-of-the-art Bike/Elliptical Hybrid

Visa Credit Card

Cookware

Jennie-O Licensed Promotion

## SPONSORS

Progresso Soup

Fiber One

Yoplait

Green Giant

Cheerios

MultiGrain Cheerios

Wheaties

Larabar

Nature's Valley

Total Cereal

Bisquick

Starter

Mazda

Motorola

Penta Water

El Pollo Loco

Ziploc

Jennie-O Turkey

Planet Fitness

Macy's

Verizon

Wholly Guacamole

Pam

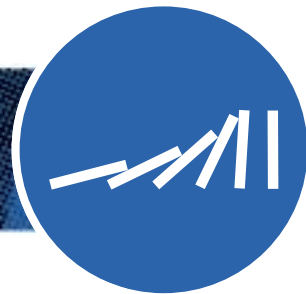
Orville Redenbacher Popcorn

Avocados from Mexico

B&G Foods

Glad

# THE BIGGEST LOSER - POUND FOR POUND



## OVERVIEW

The “Pound for Pound Challenge” was an ongoing custom-built philanthropy program for The Biggest Loser. The campaign challenged America to lose weight along with the show contestants. For every pound they pledged to lose, we donated a pound of food to their local food banks.

The program was promoted by brand partners like Subway, Walgreens, 24 Hour Fitness, and General Mills, as well as celebrities like Ben Affleck and Rachel Ray. Each episode contained a one minute unbranded package telling real participants' stories.



## RESULTS

- ▶ Millions of dollars raised for Feeding America.
- ▶ 13 million pounds pledged by 450,000 participants.
- ▶ 13 million pounds of food delivered to local food banks.
- ▶ Nearly a billion marketing impressions.
- ▶ Won the PR Week Cause-Related Campaign of the Year Award.
- ▶ Won the Adweek Buzz Award.
- ▶ Won the Cause Marketing Forum's Golden Halo Award.



**Cross-promotional exposure for both The Biggest Loser and Pound for Pound challenge**

