

## CASE STUDY

# WEIGHT WATCHERS LAUNCHES NEW PROGRAM WITH CONFIDENCE

*Ardent*



## Managing Change in a Membership-based Business

When new competitors threatened Weight Watchers' market share, executives called on Ardent to develop eLearning courses and video assets for a new health program.

### AT A GLANCE:



#### INDUSTRY:

Health/Weight Loss



#### SIZE:

18,000 employees



#### SOLUTION:

New Program  
Launch

With change comes risk. When changes are implemented without a well-devised strategy, customers may hesitate to adopt the new solution, or worse, decide to cancel their memberships.

Change management is especially critical for companies with a membership-based revenue model. Such was the case for Weight Watchers when leaders looked to expand features and enroll members in a new health program. With only a brief amount of time until the launch, product leaders enlisted Ardent's help.

## CHALLENGE

For over 50 years, Weight Watchers served as the leader in its industry. Within the business model, customers subscribed for tools to track their dietary consumption. In addition to these tools, members attended weekly meetings to stay motivated toward their goals. This system proved successful for the company and its members, and several celebrities served as spokespeople for the brand.

But sustainable advantage is only possible with continued innovation. When new competitors threatened company success, Weight Watchers leaders rushed to increase their value offering with a new weight loss program. In addition to tracking meals, members would be better equipped to manage their environments and establish healthy routines.

The challenge was multi-fold. To successfully transition current members to the new program, the company needed to excite its nationwide leaders and train them on how to communicate the updates to their local chapters. Ardent was called in with just over two months until the make-or-break launch day.

## SOLUTION

With the client's aggressive timeline, there was no time to be wasted. Ardent used its expertise in product launches and leadership development to deliver two media formats that meshed seamlessly with other assets and actions developed by the in-house communications team.

- Release high-quality, high-energy videos of subject matter experts communicating the benefits of the new program
- Offer interactive eLearning courses to engage leaders in the new program material with the option to reinforce learning on demand

## RESULTS

In the end, company leaders felt thrilled with the deliverables. The learner-centric, educational assets effectively engaged leaders. Local markets successfully integrated members into the new WeightWatchers program, and the corporate team achieved their overall program goals. When asked about their experience working with Ardent, the team shared, "Working with Ardent has renewed my faith in what's possible when you have the right people involved!"



## Want to launch a new program or product with confidence?

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