

Female Media Opps: Atkins ad spending up for new marketing campaign

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Atkins Nutritionals, the Denver-based producer of low-carb food and beverage options, has kicked off its newest campaign, an integrated marketing push to educate consumers about the impact of hidden sugar in everyday foods. The new creative, which kicked off at the beginning of the year with multiple TV spots, sheds light on the amount of sugar added to food, and how it is a contributing factor in America's growing obesity and diabetes rates.

Along with the new TV ads, the campaign includes a virtual reality game called "Sugar Goggles," which tests people's knowledge of added sugar in food, and a partnership with nutrition company Eat This, Not That!. According to CMO Scott Parker, the number one goal of the campaign is to selflessly educate consumers on "the health impact of what they are eating," but it also looks to create a platform for Atkins to introduce its new portfolio of low carb and sugar products.

With that said, female-focused healthy lifestyle sellers should keep going after this new campaign revenue. Atkins is already spending a bunch on the ad push, and low carb diets (Keto! - Josh won't stop talking about butter coffee) continue to rise in popularity. However, expect spending to slow slightly around Q4, but pick way back up in Q1, the beginning weight loss season (Jan-July). Does anyone else think it's odd that they're running so little male-focused creative?

It looks like creative is still being handled by Campbell Ewald, and media is in-house, but we will let you know if we hear differently.

Additional Insight

TV Breakdown: According to iSpot, Atkins has spent \$7.8 million on national TV ads so far this year, a little more than half the \$12 million spent for all of 2016. Last year's spend was up from the \$9.7 million spent for all of 2015. So far this year, ads have been placed on top networks VH1, HGTV, TBS, E! and A&E, during top shows "Keeping Up With the Kardashians," "Family Guy," "The Real Housewives of Atlanta," "Love & Hip Hop: Atlanta" and "Mariah's World."

Digital Breakdown: Pathmatics reports that Atkins has spent \$1,300 on digital display ads so far this year, of which, 63% were bought through DSP channel The Trade Desk. Most of the remainder flowed through Google AdX + AdSense. Top ad destinations include aol.com, yourtailorednews.com, thehill.com and Cafe Media's cafemom.com.

For all of last year, the low-carb brand spent \$88,700 on display ads, more than half of which were placed on ad network channels, while the remainder were divided among DSP and site direct. Spend last year was a major decrease from the \$178,500 spent the year prior.

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