THE CHALLENGE:

NJ Diet has seven locations across the NYC Metro area. At the beginning of 2019, they opened two locations in Connecticut: one in Shelton and one in Rocky Hill. The Rocky Hill location, in particular, was struggling to bring in new patient appointments.

When they approached Meredith Connecticut, NJ Diet had several key goals for their campaign. They wanted to target Hartford County while building brand awareness. Most importantly, they wanted to increase new patient appointments in their Rocky Hill location. Due to a less recognizable business front--the facility was located in a corporate building--NJ Diet needed to bring awareness to this location through their advertising. This was their primary goal when they started advertising with Meredith Connecticut.
THE PROCESS:

Meredith Connecticut came up with an on-air campaign for NJ Diet designed to target men between the ages of 35 and 64 specifically, with general targeting toward adults in the same age range, as part of key local news programs. At the same time, we created news tickers to help build brand awareness and increase new appointments at the Rocky Hill location. Thanks to higher visibility, people would improve their overall awareness of NJ Diet and what the company had to offer.

Meredith Connecticut did not produce this spot, but they did tweak it a little bit to ensure that it met the company’s targeting needs. They also worked with NJ Diet to continue tweaking those advertisements throughout the life of the campaign so that they continue to meet their goals.

**NJ Diet added another location in the southern part of Connecticut.** They already had a location in that area, but the addition of that location meant the need to tweak the advertisement. Meredith Connecticut added text to the commercial they provided to help the company meet its goals.

**NJ Diet moved from one location to another.** As this change became official, Meredith Connecticut tweaked the spot again to add in the new location, altering the text to help provide a focus on this new location and let interested clients know where to find NJ Diet.

**NJ Diet provided the creative.** The company continues to have unique, creative ideas and a very specific message that they are trying to get across. The company helps with weight loss and uses DNA to customize clinics for their customers. NJ Diet has a highly creative approach to their advertisements, and Meredith Connecticut continues to work with them to use that creative material to meet their advertising goals.

NJ Diet has been advertising with Meredith Connecticut since March 2019. They have been consistently running their ads each month—and they’re seeing the results to go along with it. NJ Diet focuses primarily on news programs: early mornings between 6:30 and 9 AM and the early news. They also keep their focus on the local news program. NJ Diet incorporates several key elements in their ads. First, they utilize news tickers. During the morning, noon, and 4:30 PM news, text scrolls across the screen. The spot offers a place for a logo and/or a scrolling message. During the morning news, NJ Diet keeps their logo positioned on that ticker. In between breaking news, their message scrolls. NJ Diet maintains a position in these locations to help expand overall brand awareness and maintain its advertising momentum.
THE RESULTS:

The first week NJ Diet started on our air with Meredith Connecticut, Rocky Hill had 24 new patient appointments. After the first month, NJ Diet had a total of 60 new appointments. Their ongoing successful campaigns led them to increase their TV buy by 47% in Q4, with plans to continue that partnership into 2020.

NJ Diet was very excited to see the commercials working. Their goal was to bring more people into their Rocky Hill location, and the commercial was doing exactly that. Overall, they’ve seen that location grow substantially due to their advertising efforts. Their overall goal was to get more people to that location, so the arrival of 60 new patients within that first month made a huge impact.

As their advertising continues, the commercial and message have remained the same. The text, however, changes based on the location, allowing NJ Diet to continue to spread their message to potential customers.

NJ Diet was also very pleased with the timeliness of the account executive in comparison to other stations. “Meredith Connecticut has gone above and beyond since the beginning and that is a big reason why WFSB has been the one consistent TV station that NJ Diet uses for their advertising. The other partners have come and gone, but we always found WFSB to be valuable to NJ Diet’s business,” notes Kenny Lowenfish. This consistency and commitment make Meredith Connecticut an incredibly valuable partner for NJ Diet, as well as our other clients.

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- Kenny Lowenfish