

# CASE STUDIES

# CAMPAIGN OVERVIEW

## BETTER YOU

### Objectives

- Raise awareness of Better You's innovative natural health products
- Educate market by concisely communicating the benefits of these products for consumers
- Sales support, highlighting range of Better You stockists, and driving footfall into those stores

### Campaign details

Throughout the UK

#### **Vitamin D campaign**

Two weeks October 19 – November 2019

Channel Roadside classic 6-sheets

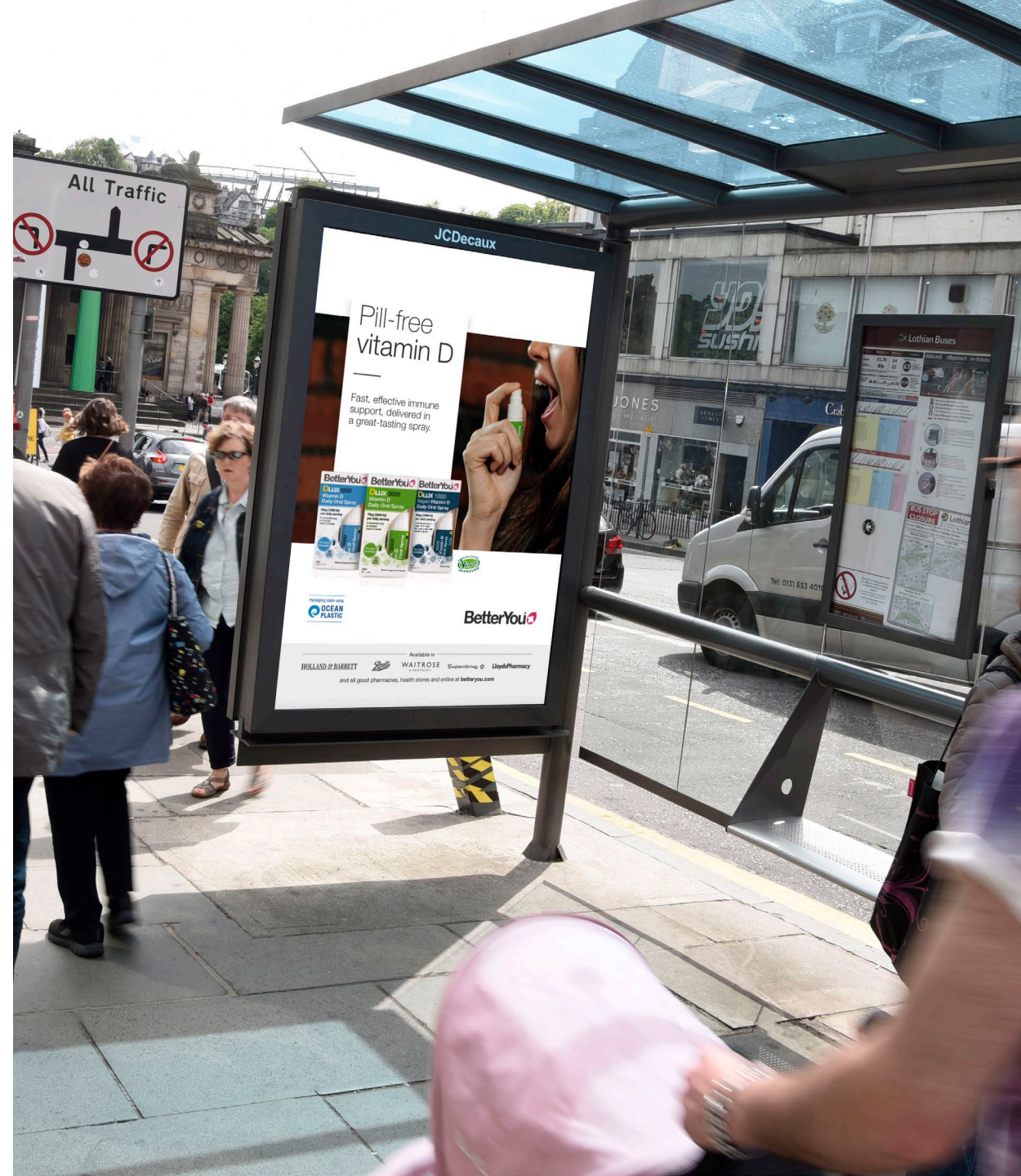
Channel Waitrose digital 6-sheets

#### **Magnesium campaign**

Two weeks December 19 – January 2020

Channel roadside classic 6-sheets







JCDecaux

# Find your Magnesi-zen™



A natural, easy  
and effective way  
to soothe tired  
and aching muscles.

**BetterYou**

Available from

HOLLAND & BARRETT

Boots

Superdrug ☆

and all good pharmacies, health stores and online at [betteryou.com](http://betteryou.com)

*“October and November were two of our best performing months so far this financial year, where we over-achieved on budget.*

*The printed 6-sheets, as part of our schedule of online, offline and Out-of-Home advertising, most certainly helped to make the Vitamin D campaign one of our most successful to date.*

*As a result, we rebooked onto JCDecaux 6-sheets for a further campaign at the end of the year to promote our Magnesium range.*

**Zabrina Short, Marketing Manager  
Better You**