



## #42 SLIMMING WHILE HAVING FUN

Developed by: Contrex

Year and country: 2012, France

Type of project: Inspirational Campaign

[https://www.youtube.com/watch?v=Re3\\_MjEDW8E](https://www.youtube.com/watch?v=Re3_MjEDW8E)

### Synthesis of the case study

The Contrex water brand developed the campaign based on a simple observation: French women are disappointed by all the regimes because they are too restrictive. Thus, to get these women out of this "vicious circle", Contrex launches "MaContrexpérience". This campaign offered French women "fun slimming challenges" to reconcile them with the regimes.

### Context and approach

With evolving mores, women's dietary needs and needs have changed. Today, if they want to lose weight, it is primarily to feel better in their bodies and in their heads. Today they want to lose weight by keeping a smile.

### Objectives / Challenges

- Change the mentalities/behaviors;
- motivate women to do physical activity.

### Target

Adult women.

### The deliverable (What did they do specifically?)

This campaign was developed for various media channels. Thus, a commercial was broadcasted on televisions but also online. The TV commercial featured the front-view of a building. The viewer could see to the apartments where young women were pedaling on fixed bicycles. This energy revealed a neon man on the façade performing striptease, creating cries and additional efforts in the ranks of the pedals. At the end of the show, the masculine silhouette holds a sign as a sex-cover saying "bravo, you spent 2,000 calories." Radio spots with "funny tips" for losing calories were also broadcasted. A Facebook fan page was created for the event, where, among others, the participants were able to find challenges to do between friends. And finally, a "manifesto" was distributed in stores with the famous series of "challenges slimming fun".

### Keys learnings

Using humor instead of repeating that women need to do physical activity can change the behaviors and proves that physical activity is also "cool" and "fun".

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