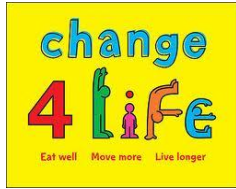


## Direct Mail Case Study



# Change4Life

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Sector & Brand: Non-Profit, NHS

Country: UK

Date: October 2009

### Background:

Who was the advertiser?

Change4Life is a campaign launched by the NHS in the UK aimed at tackling obesity and encouraging people to live healthier, more active and longer lives.

What was the challenge?

The challenge was to reach the relevant target group and engage them in an inspiring way that would lead to changes in lifestyle, without being patronising or asking for unrealistic alterations in behaviour.

What were the objectives of the campaign?

The hope was to raise awareness of reasons for obesity and ways it can be guarded against by leading healthier lives, and engaging parents in a dialogue to create a more personalised, meaningful approach that has more long-term effectiveness.

Who was the target group?

The campaign was particularly aimed at parents of children aged five to eleven years old who were identified as having a risk of developing diseases such as cancer, heart disease and type 2 diabetes later in life.

## The campaign in detail:

Which media were used?

This was a campaign using direct mail only.

What was the mailing approach?

The direct mail piece was in the style of a 'partworks' programme, so they received the folder and then instalments that were in smaller fun guides rather than overloading recipients with information all at once.

What was the creative concept?

The mailing aimed to create a conversation to start covering relevant information readers would have questions about, why and how exercise and diet was important. Other sections to collect concentrated on activities or meal options. Another tool was the Snack Swapper which helped parents change snack to more healthy options by making it seem more of a game by spinning the wheel, and that the children have some control.

## The results

- More than 34,000 people who have received the direct mail campaign information have interacted in some way, either in competitions or questionnaires.
- Tens of thousands of emails and feedback communications thanking Change4Life for all the advice, tip and suggestions that have enabled them to make a positive change to their life and helped them continue.



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