



Biscuits under the dietary brand Weightwatchers Customer since 2004

Objectives

Walkers Shortbread successfully launched WW cookies and biscuits in the British market and wanted to achieve similar success in Belgium. Walkers entrusted Green Seed Belgium to assess the market, establish the necessary licensing agreements and build a strong business plan.

Response

GSG Belgium established a relationship between Walkers and WW Benelux and agreed on the terms of the licensing agreement. Products were developed to meet the Belgian consumers' expectations and requirements and then presented to all national retailers. GSG Belgium continued to manage the range within the full WW licensing offer and maximize the promotional impact by establishing yearly integrated plans.

Results

Weight Watchers cookies and biscuits now have national distribution through grocery retailers, drugstore chains, pharmacies, and duty-free stores. Since launching, sales have kept a positive growth. Also, the products now benefit from a substantial promotional plan at both ATL and BTL levels, such as TV campaigns, radio campaigns, events, direct mailing, and PR. Overall the range of products has improved and extended to meet the Belgian market expectations.