

# WW Newest App Kurbo

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# Diet Industry

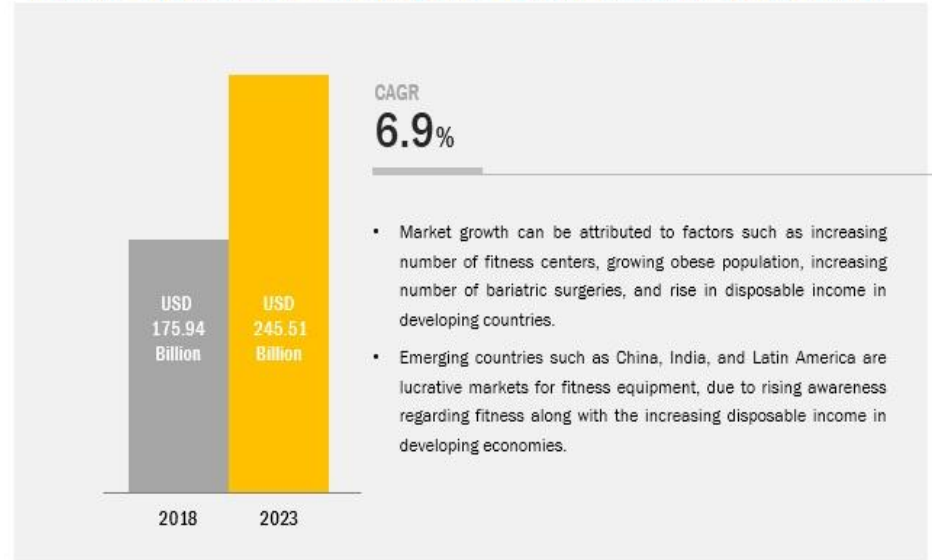
-millennials are the future target market

-expected 6.9% growth in the next year

-North America is the largest market

-the Weight Loss and Weight Management Market accounted a value of \$168.95 billion in 2016 and is projected to reach a value \$278.95 billion at the end of 2023.

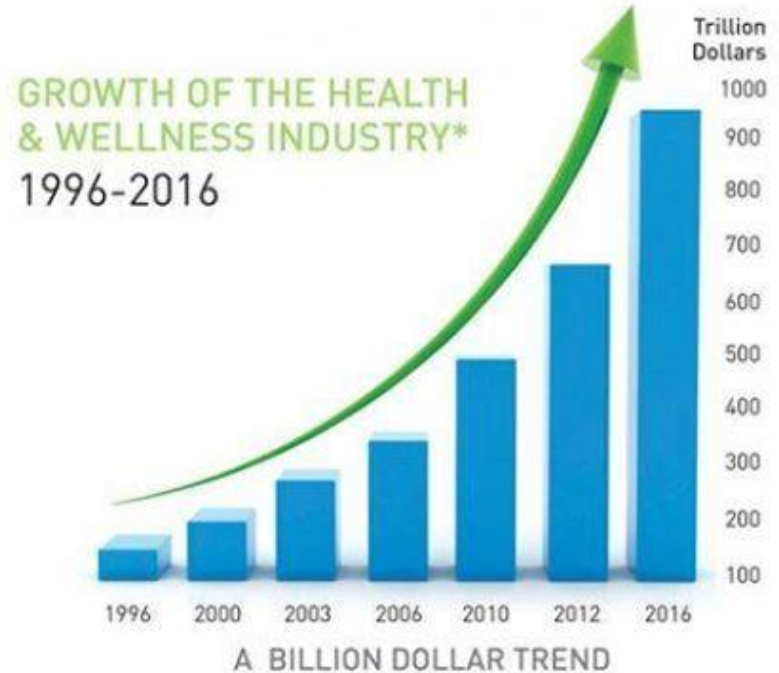
## Attractive Opportunities in the Weight Loss And Weight Management Market



-WW acquired Kurbo for \$3 million

-Made changes to better market towards children children

-Released Kurbo by WW August 2019



*\*Chart figures courtesy of Paul Zane Pilzer, economist*

# What is Kurbo?

-WW released its newest dieting tool **targeting adolescents**

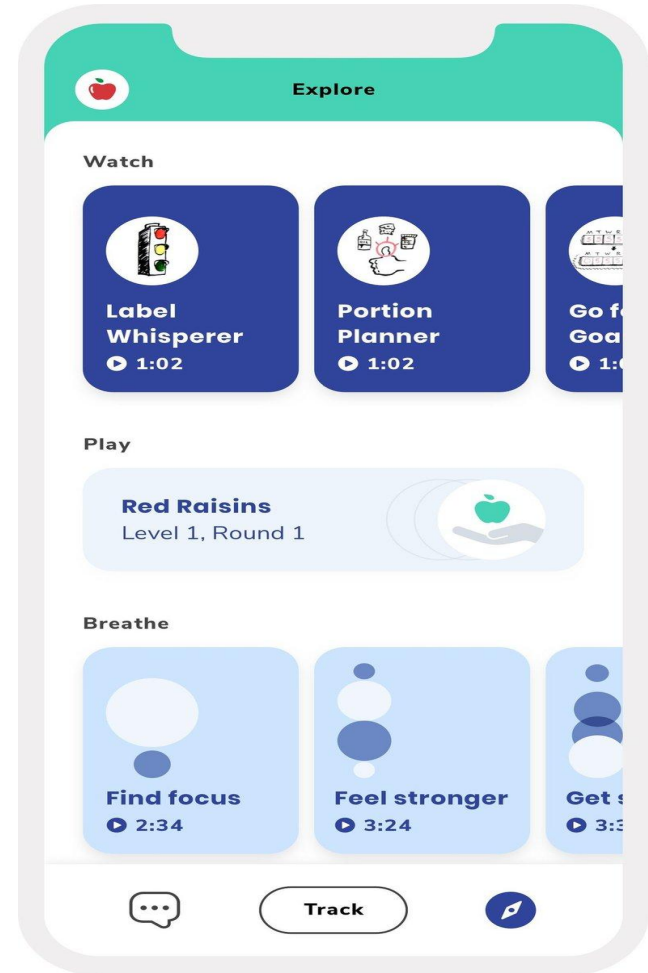
-App uses a “traffic light system” classifying foods as red, yellow, and green

-**Positioned** itself as a tool to help kids in the dieting market

-WW **segmentation** was both **demographic** and **psychographic**

-focused on age and lifestyle choices

-WW **targeted a differentiated market**



# Kurbo Marketing Mix

**Price** - \$69 a month

**Product** - Free app and availability to coaches

**Placement** - App store

**Promotion** - targeting parents, children, and some healthcare professionals

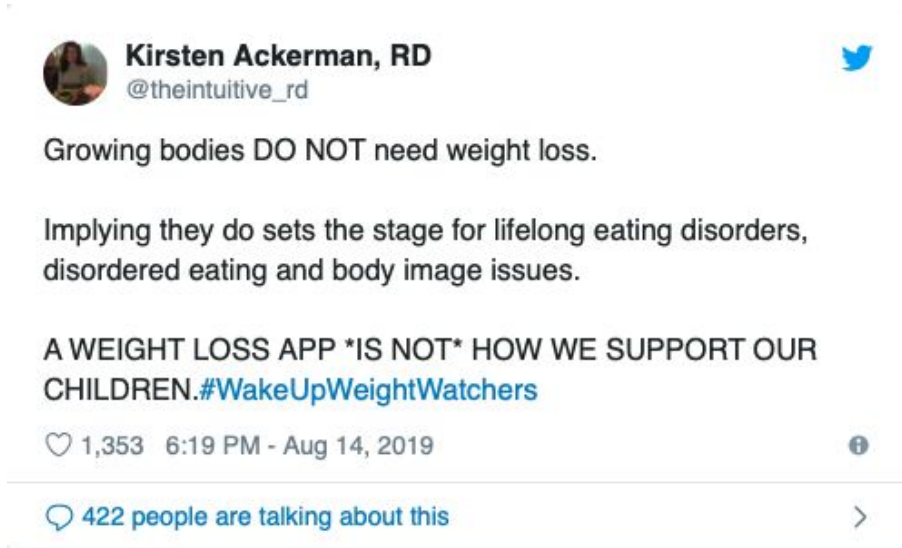
***kurbo***  
by 




# Backlash

-Received backlash on social media

-A trending hashtag #WakeUpWeightWatchers with many trending tweets and comments from medical professionals and other celebrities



 **Kirsten Ackerman, RD**  
@theintuitive\_rd

Growing bodies DO NOT need weight loss.

Implying they do sets the stage for lifelong eating disorders, disordered eating and body image issues.

A WEIGHT LOSS APP \*IS NOT\* HOW WE SUPPORT OUR CHILDREN. #WakeUpWeightWatchers

1,353 6:19 PM - Aug 14, 2019

422 people are talking about this



 **Shannon Hughes MMS RDN PA-C**  
@txrdqt

#wakeupweightwatchers As an RDN & pediatric PA-C I'm appalled at Weight Watcher's app promoting diets in kids. WW why no research before dipping your monetary toes into the water of children's health. Multiple studies link diets and Eating Disorders in kids you obviously missed.

PLACING CHILDREN AND ADOLESCENTS ON A DIET FOR WEIGHT CONTROL IS UNETHICAL AND IS NOT ENDORSED BY THE AMERICAN ACADEMY OF PEDIATRICS.



View im

# Unethical Marketing

-claims of negligence on effects of app

-encouraging harmful and dangerous behavior

-concealing the dark side or side effects of product

# Consumer Behavior

-increased risk factors

