

CASE STUDY

Metabolic Research Centers



The Client

Metabolic Research Centers have been helping people lose weight for more than 25 years. They offer a variety of menu plans, based on the individual needs and preferences of their clients. Weight loss coaches meet regularly and one-on-one with clients to offer support, guidance, motivation, and accountability and Metabolic's menu plans offer a variety of food choices. Their goal has always been to not only help clients lose weight, but to keep it off.

The Need

Metabolic Research Centers had been advertising on 1010XL since 2010. They had seen a consistent response from our male listeners, but, moving into 2014, wanted to see growth. In effect, they were testing the station to show a significant increase and to confirm our value as a marketing partner.

The Business Challenge

There were two challenges. The first was to get men to acknowledge that they needed to lose weight and to visit Metabolic for a free consultation. Unlike women, men do not prioritize how to physically better themselves and are less likely to spend money to do so. The second was that the station had been using the same well known endorser since 2010. He had once lost 80 pounds using the program, however our listeners were well aware that he had gained the weight back..and then some.

Problem Solving Solutions

1010XL developed a program that incorporated the use of former Jacksonville Jaguars player Paul Spicer and the current station director of marketing who both became Metabolic clients. The commercial messaging was changed weekly as both told their stories as they went through the process of losing weight. Both achieved the programs key thirty pound loss in thirty days threshold and provided specific details to their individual weight loss journeys in these testimonial ads. After they both reached their goal weight, they continued the conversation as they began the maintenance program. A key component of the campaign was the use of social media, as before, during and after pictures were posted on the station's Facebook and Twitter feeds.

Measureable Results

The results were astounding. Before the change, Metabolic's local customer base was 80% female. One year later, that base was now 55% male, without a change in the amount of female customers. Weekly location visits increased 69% and overall revenues increased 40%. 1010XL has now added a new on-air personality to the campaign and look forward to his and Metabolic Research Centers' progress for 2015.

**Home of the
Jaguars**

