



LighterLife Builds Brand

LighterLife, the leading weight-loss and weight-management programme, is delighted to announce that it has been shortlisted for the British Franchise Association (bfa) Franchisor of the Year Awards.

The nomination, in the Brand Builder category, recognises the huge marketing effort that has been a key focus for LighterLife over the last 12 months. LighterLife has launched a wide range of marketing initiatives including helping franchisees build brand awareness by providing them with an extensive range of tools and materials as well as significant financial support and comprehensive training. Combined with this activity, LighterLife has also implemented a range of successful TV, press and online campaigns.

Sara Jamsion, CEO, LighterLife comments: "We are delighted to have been shortlisted for the Brand Builder Award. We see this as recognition of the huge marketing and PR effort that has been a key focus for LighterLife over the last 12 months. As a result of significant investment in brand building initiatives we have already seen a dramatic increase in direct referrals for our franchisees. Winning this award would highlight the strength of our brand to both existing and potential franchisees, and would be testament to the hard work of everyone within our organisation.

LighterLife is a weight-loss and weight-management programme for people who are one stone or more overweight and with a body mass index of 25 or above, delivered by a national network of 300 franchisees. The unique LighterLife approach offers programmes specific to the obese and the overweight in the form of nutritionally complete soups, shakes and bars combined with specialised counselling using cognitive behavioural therapy (CBT) and transactional analysis (TA) techniques. Clients benefit not only from rapid, safe weight loss but they also learn the behavioural changes needed to sustain it. Founded in 1996, the LighterLife Programme was developed by three of its directors – Jackie Cox, Bar Hewlett and Rebecca Hunter.

- ends -