

CellarDoor.

World Obesity Day | 20 06 2019

Key Objectives

The purpose of this presentation is:

- Review proposal document supplied
- Discuss in greater detail our exemplar projects
- Discuss our experience, approach and methodology
- Identify our team
- Mutual Q&A





“As Britain battles an ever-worsening obesity crisis, this is the new cover of Cosmo. Apparently we’re supposed to view it as a ‘huge step forward for body positivity’... This cover is just as dangerous & misguided as celebrating size zero models.”

“If I saw a body like mine on this magazine when I was a young girl, it would have changed my life & hope this does that for some of y’all.”



**Benimana_Jeep**
@benimanajpaul

Replying to @Tess_Holliday and 2 others

Please don't promote obesity. Obesity is a serious condition.

8,067 10:28 PM - Aug 29, 2018

531 people are talking about this


**linds I dallascon 'n stuff**
@lindieface

Replying to @La_Bella_Amor and 2 others

Unless you're her doctor, refrain from commenting on anyone's health. You cannot tell a person's health based on size. 🙏

4,080 3:47 AM - Aug 30, 2018

532 people are talking about this

**Synnie Sthesia** 🌈 @SynnieSthesia · 30 Aug 2018

Wouldn't it be nice, if instead of people focusing on how fat she is, they could come to the realization that she's a Mother, Wife, HUMAN w/feelings, among 100's of other things? If that is the 1 thing that's got you ruminating, well, what does that say about YOU? [#TessHolliday](#)

1 6

[Show this thread](#)

**“Wicked Little Siren”** 
@La_Bella_Amor

Replying to @Tess_Holliday @CosmopolitanUK

Great confidence but your BMI is unhealthy sis.

6,226 3:13 AM - Aug 30, 2018

221 people are talking about this

**David Stehle**
@davidstehle

Replying to @Tess_Holliday @CosmopolitanUK

Teach girls/women to be proud of their bodies — yes. But there's a difference between disliking your nose & morbid obesity.

Morbid obesity should NOT be included in [#bodypositivity](#). Nothing positive about having (or will have) a slew of very serious & even deadly health problems.

1,475 1:59 AM - Aug 30, 2018

106 people are talking about this

**mrs_oakwell** @oakwell_angel · 6 Sep 2018

[#Thismorning](#) [#TessHolliday](#) is NOT telling people to put weight on, she's actually saying love yourself.

As for obesity causing a strain on the [#nhs](#), so does alcoholics, druggies, smokers and soooooo on.

Weight alone does not kill!

Tess looks beautiful & her message is awesome.

1 3

**Ashley Willmott** @willmott2k10 · 30 Aug 2018

I don't care how unpopular this opinion is, I think [#TessHolliday](#) is beautiful and I respect [#Cosmopolitan](#) for putting a pic of her on their cover. Enough of this size 0 model bs, some women can't help if they're bigger and I think it's great if it helps them love their body.

4 3 12

Navigating the body positivity movement



Worldwide obesity has nearly tripled since 1975

The UK was reported to be the most obese country in Western Europe

An estimated 50% of the UK will be obese by 2050

Predicted cost of treating ill health caused by obesity in the UK will rise to £23bn per year in 2025

Obesity is preventable

Exemplar Projects:

Removing the stigma



JUST £10

Removing the stigma

MATT



Matt Pritchett

Positive enforcement



Positive enforcement

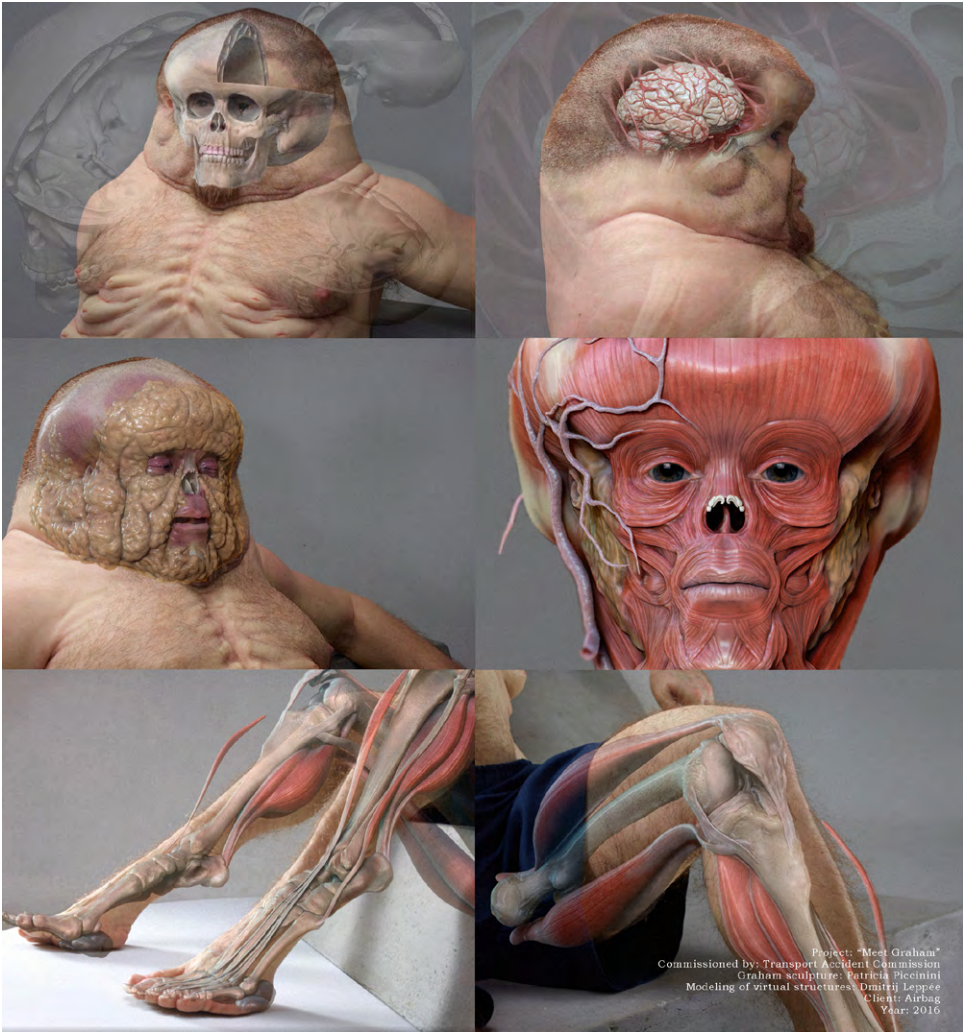
1.6 million women active



Positive
enforcement



Lateral thinking



Attention
grabbing



Attention grabbing



Our Experience:

The Amazing World of Jangles



The Amazing World of Jangles



The Big Bang Fair: Swimming in it



The Big Bang Fair: Swimming in it

200 pieces of coverage including:

- The Times & Times online
- BBC News
- Daily Mail (full page) & Mail Online (twice)
- Metro & Metro online
- BBC Newsround
- Sky Sports
- The Huffington Post
- The powerful video content went viral on social media, with BBC News, The Guardian and World Economic Forum posting footage across social channels – subsequently racking up well over 5 million organic views.

Approach

- Discuss objectives of campaign with World Obesity Federation and KPI's.
- Gain understanding of the global narrative, how culturally each country is different and where the crossover is.
- Researching deeper into the body-activism debate, to be able to confidently promote healthy achievable changes that positively affect life.
- Explore the definition of 'obesity', with an aim to clarify the words usage and understanding socially.
- Can obesity be identified as a form of addiction or disease, in the same way smoking, drinking or gambling has been categorised to create social campaign that provides support network without judgement.

Proposed output

Headline activation

- A single punctuating activity that gains headlines and creates awareness for the campaign on the day.

Social activation and engagement

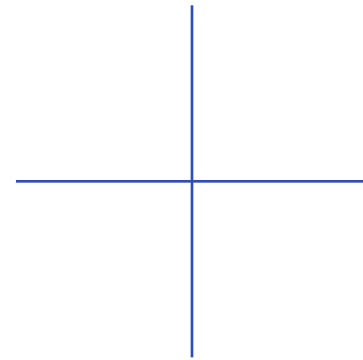
- A creative campaign that builds from the themes of the headline activation, that encourages personal interaction and builds conversation socially (digitally).

Toolbox focused

- Being a global campaign, there is an need to build a suite of usable assets that can be distributed through all of the obesity organisations during the activation period. The creative will need to reflect the cultural diversity of the audiences, and be sympathetic to the delivery cost when considering translations and language.

Our squad:

CellarDoor.

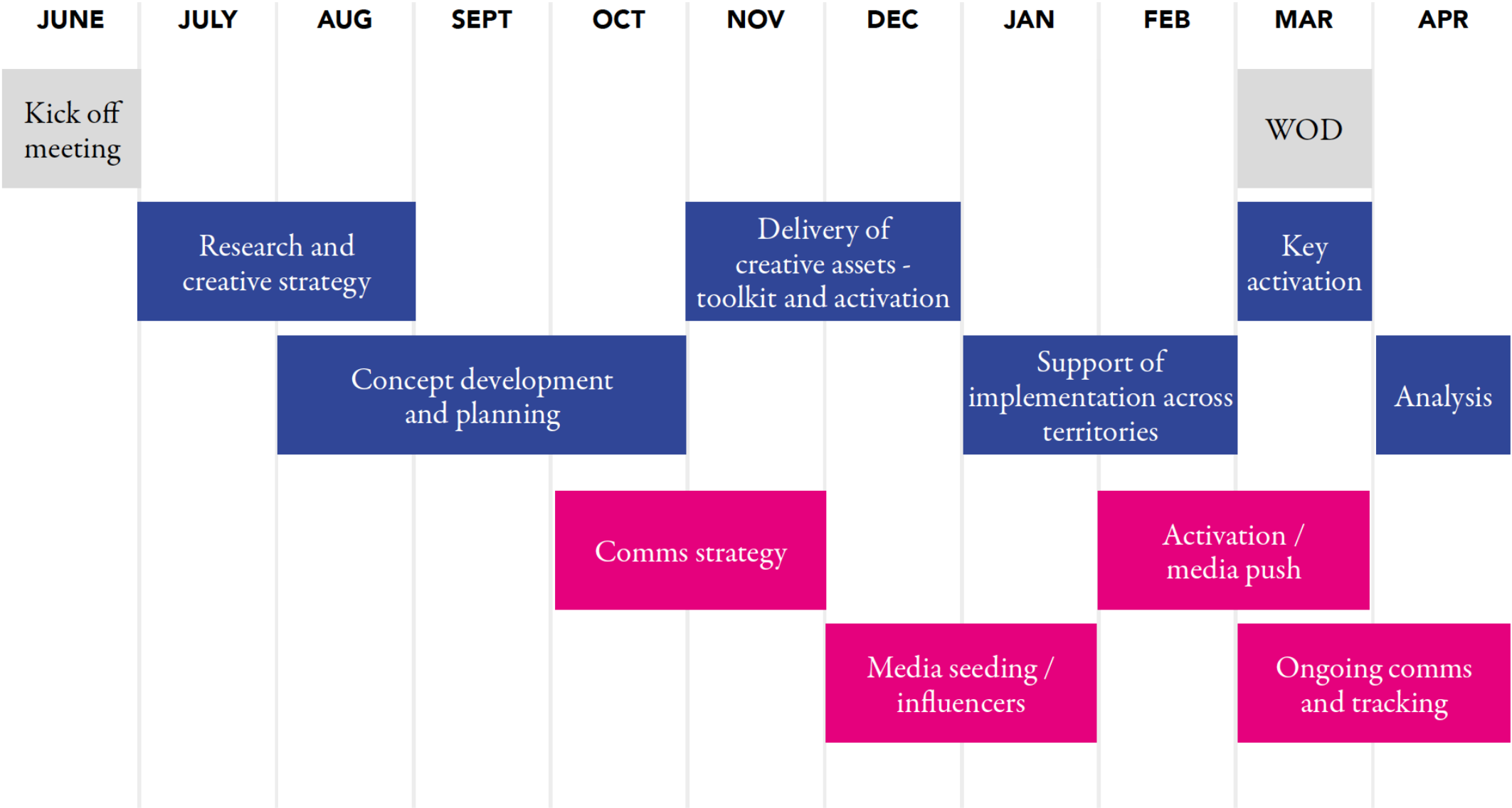


COW

How we will work together:

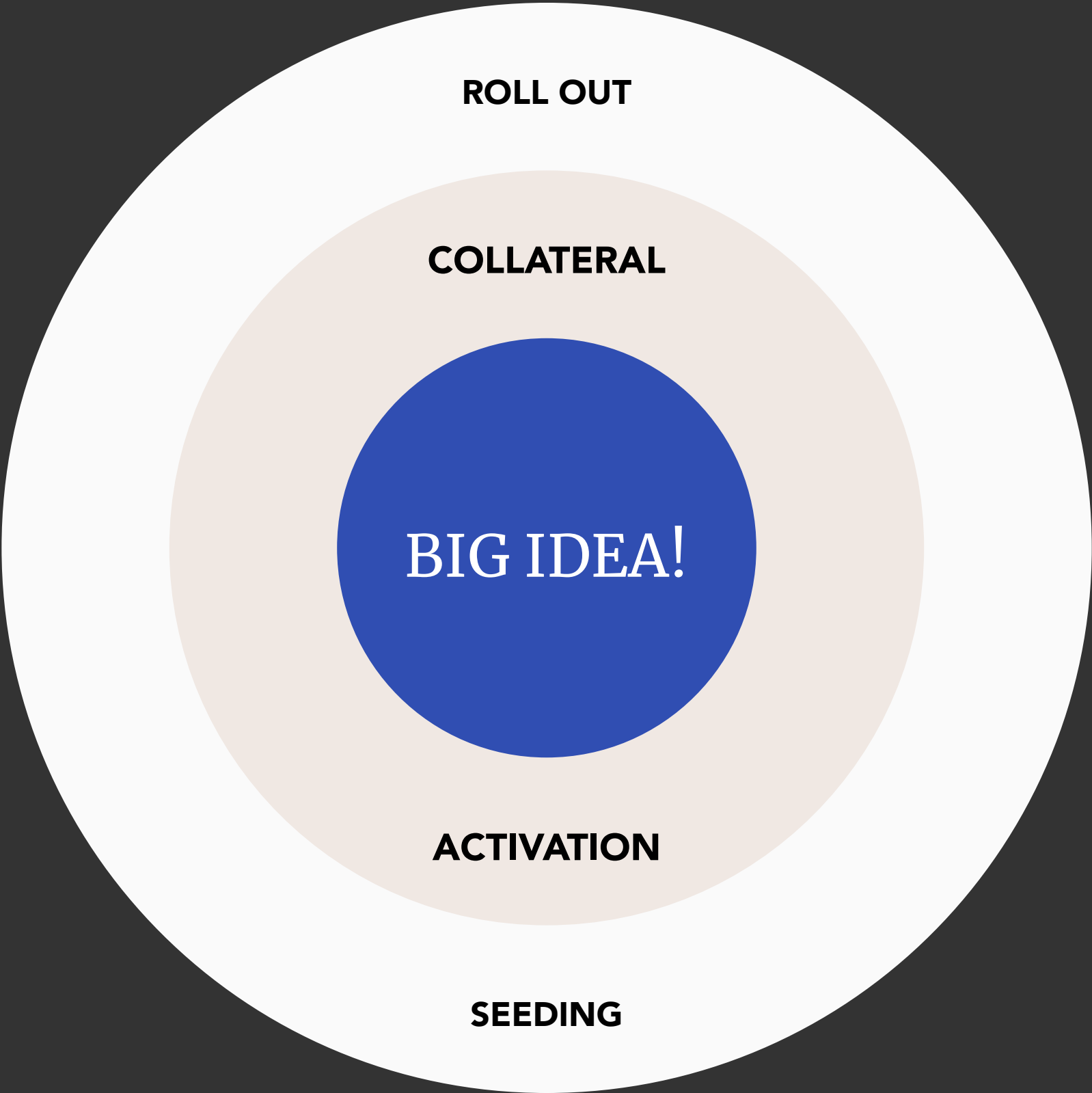
CellarDoor

CowPR



Why we are
the right team
to work with:

Process:



Q&A

Notes to client:

Please check accuracy of artwork before it is submitted to any external supplier (e.g. repro company, printer etc).
Thereafter, CellarDoor will under no circumstances accept responsibility for any errors and/ or omissions.