

CASE STUDY

Go4Fun



THE ISSUE

Between 1985 and 1995 the rate of childhood overweight doubled and obesity tripled in Australia. Currently, 1 in 4 Australian children are considered to be overweight or obese. The Go4Fun program is a 10 week healthy lifestyle program for children aged 7 - 13 in NSW who are above a healthy weight range. The program is designed to address eating habits, fitness habits and the self-confidence of the child.

AIMS & OBJECTIVES

The South Western Sydney Local Health District initiated the campaign to promote the Go4Fun program, providing details of the benefits and key locations of the program in the South Western Sydney region. The objective of the campaign was to drive participation and enrolment.

STRATEGY

A4 panels, accompanied by takeaway cards, were placed in two shopping centres in South Western Sydney. Signs were placed in both male and female bathrooms, with a skew towards the female audience to target mothers.

TARGET AUDIENCE



VENUES

2

● Shopping centres

DISPLAY POINTS

36



TARGET LOCATIONS



REACH

2,900,000 shopper visits

RESULTS

2835 cards were collected over the three months of the campaign.

