

TEEN OBESITY STUDY

Scenario

This research site was recruiting for an adolescent obesity study. This study ran 3 separate campaigns totally out to a budget of \$1,800, using only social media advertising.

BUDGET \$1,800

Challenges

The demographic for this study was adolescents, but due to the need for parental consent and advertising restrictions on social media, the target audience was parents of teens living with obesity.

Actions

Initially we targeted both male and female parents aged 30-60. Then, after noticing an overwhelming majority of women responders, we switched targeting to only women. We also used imagery that would appeal to a parent's sense of emotion by using images of sad overweight teens. We also used language calling parents take action for their teen before it was too late.

Results

With the right targeting, imagery, and wording we were able to bring a total of 60 leads of which, 11 enrolled and 6 randomized.

 **60** REFERRED LEADS

 **06** PATIENTS RANDOMIZED

 **11** PATIENTS ENROLLED

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