

Grace Boakye  
Professor Christy Choi  
3/7/2023  
Information literacy

- a. Weight Watchers is a wellness company powered by commercial weight management and a digital subscription platform. WW is a commercial weight-loss program. WW offers web-based services and products. In 2017, ww's annual revenue was \$1,307, in 2018, it was \$1,514, in 2019, it was \$1,413 and in 2020 it was \$1,378. The revenues are expected to be \$1.09 billion, with GAAP EPS of \$0.72 to \$0.78 per fully diluted share. ww have up to 18,000 employees in total. In May 1963, WW became a company; it was incorporated, and the first public meeting was held in a loft in Queens. As word spread and the number of attendees grew, Nidetch eventually founded Weight Watchers, Inc. in May 1963.
  
- b. I believe the sounds were chosen for specific reasons: to introduce the company to people and, without a doubt, to motivate them to stay in shape with the delicious food. People with food addictions feel withdrawal when they try to eliminate some foods from their diet. I was a little bit hungry just watching the commercial. I don't think the sound effects change. In the background of the commercial, the song starts out slow and quiet, but by the end of the commercial, it is fast and loud. As the song progresses, more and more images appear. The background was much better. and great commercials. The first inspiration was the music event sanctioned by the food.

- c. I think this message would be understood by different people and nations.

Everyone watches television and sports, and during every halftime there will be new company commercials. All companies wanted people to be aware of their products and services. So I know everyone understands how the human brain releases dopamine whenever we eat to "reward" us for doing something right and to keep doing it.

- d. The commercial encourages people to buy more food in bulk, offering a deal if they do. Advertising for sugary foods can lead to an addiction to sugar, especially in children, which can lead to FARE. But if People will start buying their food for Their addiction would amplify because people can actually build up a tolerance to the dopamine being released by the brain, which causes them to eat more in order to reach the same amount of satisfaction. life-changing events. The better the food, the more customers the restaurant will get.

- e. The purpose of the event was to show the community the company's products.

Example The United States is a leading country in health technology and food and beverage production, making it difficult to prevent diabetes and obesity. We will see changes in the world we live in as a result of our exposure to various types of food. Good food leads to a good mood.

## Works Cited

Nidetch, Jean. "Weight Watchers." *WW International*, vol. 30, no. 2, Apr.-May 1963. *back to basics*, [www.weightwatchers.com/us/plans?b\\_campaign=BNG\\_Exact\\_Aud-Prospecting\\_Brand\\_Core&b\\_campaignid=313070187&b\\_adgroup=BNG\\_Exact\\_Brand\\_Core\\_Misspellings\\_qdstw\\_qobjc\\_qbudc\\_qaudp\\_qrtgn\\_qpma\\_qostz\\_qdevz\\_qlobr\\_qgeon\\_qkwb&b\\_adgroupid=1236950640187931&b\\_adid=77309589863737&b\\_term=weight%20wtchers&b\\_termid=kwd-77309464159486:loc-190&b\\_isproduct=&b\\_productid=&&msclkid=a01e42d63fff143638f5212b6bf78b0a&utm\\_source=bing&utm\\_medium=cpc&utm\\_campaign=BNG\\_Exact\\_Aud-Prospecting\\_Brand\\_Core&utm\\_term=weight%20wtchers&utm\\_content=BNG\\_Exact\\_Brand\\_Core\\_Misspellings\\_qdstw\\_qobjc\\_qbudc\\_qaudp\\_qrtgn\\_qpma\\_qostz\\_qdevz\\_qlobr\\_qgeon\\_qkwb&gclid=a01e42d63fff143638f5212b6bf78b0a&gclidsrc=3p.ds](http://www.weightwatchers.com/us/plans?b_campaign=BNG_Exact_Aud-Prospecting_Brand_Core&b_campaignid=313070187&b_adgroup=BNG_Exact_Brand_Core_Misspellings_qdstw_qobjc_qbudc_qaudp_qrtgn_qpma_qostz_qdevz_qlobr_qgeon_qkwb&b_adgroupid=1236950640187931&b_adid=77309589863737&b_term=weight%20wtchers&b_termid=kwd-77309464159486:loc-190&b_isproduct=&b_productid=&&msclkid=a01e42d63fff143638f5212b6bf78b0a&utm_source=bing&utm_medium=cpc&utm_campaign=BNG_Exact_Aud-Prospecting_Brand_Core&utm_term=weight%20wtchers&utm_content=BNG_Exact_Brand_Core_Misspellings_qdstw_qobjc_qbudc_qaudp_qrtgn_qpma_qostz_qdevz_qlobr_qgeon_qkwb&gclid=a01e42d63fff143638f5212b6bf78b0a&gclidsrc=3p.ds). Accessed 27 Feb. 2023.