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Dieting and Health - weight watchers' big game commercial 2015: all you can eat.

The "All You Can Eat" spot was created by Wieden+Kennedy Portland, and the company that is being promoted is Weight Watchers International, Inc. The number of employees known from 2021 was 7,700 (approximate Full-Time). Annual Revenue: 1,092,724,000. It was incorporated in 1963 in NY, United States. The creative technique that called my attention the most is the way the message was prepared. They are presenting all those foods, and make me think that I lost control of what I am consuming. This can be interpreted in a lot of different ways. Some people might find offensive and fell attack, because it is calling attention on obesity. Others might like it, because they can find that having control of what we consumed is a key to a healthy life.

Works Cited

Tracking myself: Assessing the contribution of mobile technologies for self-trackers of weight, diet, or exercise. PsycINFO. Accessed 8 Mar. 2023.

Tsisana, Shartava. *Nutrition and Diet Research: Appetite and Weight Loss.* E-book ed., New York : Nova Science Publishers, Inc, 2011.