

Does Bob Greene's "Best Life" Program Boost CPG Sales?



In 2006 Bob Greene, Oprah's personal trainer, launched a program called "**Best Life**", endorsing several CPG products with his program's seal of approval on product packaging and his website. The Best Life program promotes healthy living by empowering consumers to change their life by taking small steps to eat better and exercise.

Nielsen analyzed trends for many endorsed brands to measure if the Best Life program's seal of approval and the Oprah influence lead to higher sales. And it does appear that items coded with the seal do out-sell traditional food and beverage category trends. Brands endorsed by Best Life generated a **9.2%** dollar sales increase over one year ago vs. total food & beverage trends at an increase of **4.6%**. Five year trends also show higher gains for Best Life brands that are up 30% vs. only 13% for all food and beverage products. Fifteen out of twenty-eight brands analyzed (54%) in this Nielsen study grew dollar sales vs. year ago with combined dollar sales power of over \$5 billion. Results vary widely across brands, and not all brands grew sales, but overall there is a correlation of success for the brands endorsed.

Brands endorsed by Best Life out-sell total food & beverage trends.

Oprah's influence, sometimes referred to as the "Oprah Effect" has transformed many individuals, products and ideas into celebrities, and perhaps even helped elect the next president. It's not certain just how much of the success can be attributed to Bob, Oprah and the program itself; however one thing is certain that there is strong correlation that the endorsed brands outpace traditional food & beverage products.

*Source: Nielsen Strategic Planner, Food/Drug/Mass excluding Wal-Mart
52 weeks ending 10/04/08*

Click below to see a list of Best Life endorsed brands
www.thebestlife.com/partners.asp

Best Life Website www.thebestlife.com
Bob's Bio www.thebestlife.com/bob_non.asp

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