



Good Housekeeping

**Your GI eating plan
for life**

What is GI all about?

Everybody's talking about it: the healthy, non-faddy way of eating that works for people who have previously failed to lose or keep off weight.

Originally intended to help people with diabetes control their blood sugar levels, the GI (glycaemic index) diet is based on scientific fact. It's a scale that rates food according to how quickly the body breaks it down (glucose is 'top' at 100 – processed in a flash, in other words). Carbohydrates are essential to our diet, but some are processed more quickly than others. Those that are digested slowly ('low GI') help to keep blood sugar levels steady, so you feel full for longer and, therefore, eat less. If, instead of leaving out major food groups, you simply choose food according to whether it has a low GI, you'll enjoy a diet that is generally healthy and nutritious, containing fibre, vitamins and minerals. And you'll lose weight without going hungry.

TESCO **GI**
Every little helps!

case study
GI - the new way to eat yourself fit

tesco
National PR campaign to promote
GI diet & associated products in
Tesco across all UK stores

tesco
the brief

Attract more health conscious customers into Tesco stores as well as taking the lead on the new diet phenomenon – Gi or Glycaemic Index.



tesco
the solution

BFC giving ongoing PR support for campaign to promote new diet/lifestyle. Working with key chosen national media, creating and enacting strategy to drive defined consumer in store. Editorial and PR promotional initiatives from Jan 2005 – ongoing. Feature the guide in the Style section of the Sunday Times to attract upmarket females who might not normally shop at Tesco.

tesco
the result

An additional 75,000 customers as a direct result of the activity. Over 15,000 Gi diets sold through Tescodiets.com. Stellar coverage across Sunday Times, Daily & Weekend Telegraph, Good Food magazine and Good Housekeeping. Plus selected broadcast Radio 1, ITV lunchtime, BBC News, 25 Regional BBC radio.

