

Online Video Ad Company Jivox Names New Lifestyle Diet Advertiser of the Month

Weight loss service drives significant new member registrations by using Jivox to create and distribute online video ads; Jivox helps emerging company level the playing field against competitors like Weight Watchers and Jenny Craig

San Mateo, California (PRWEB) – September 19, 2008 – Jivox, the online video advertising service that helps small and medium-size businesses reach local customers, today announced that New Lifestyle Diet (www.newlifestylediet.com) has been named the Jivox August 2008 Advertiser of the Month. The community-based online service and meal program that helps people lose weight and keep it off is being recognized for its use of the Jivox online video advertising platform to get the message out about its innovative service.

New Lifestyle Diet is an online service that enables customers to get weight loss advice, interact with a personal lifestyle coach and weight loss buddies and order healthy meals for home delivery. The company was interested in an advertising program that would introduce its service to a targeted audience, but it did not have the resources for a large-scale video campaign that could most effectively communicate its messages. New Lifestyle Diet turned to Jivox to develop a cost-effective series of online video ads.

Leveraging Jivox AdSlate's comprehensive library of videos, images and music and its hands-on video creation platform, New Lifestyle Diet created a series of engaging video ads. One video ad created by New Lifestyle Diet featured a dog chewing on a giant bone and entertaining ad copy that reminded viewers that "sometimes your appetite is bigger than you." The message and images in the video ads targeted New Lifestyle Diet's core group of potential customers, women aged 25-48, and communicated New Lifestyle Diet's approach to dieting in a fun and engaging way. The ads were then distributed to a geo-targeted audience in the Jivox Publisher Network, which reaches over 55 million unique visitors.

“Jivox is incredibly easy to use and the company offered personalized support,” said Hamilton Erridge, CEO of New Lifestyle Diet. “Jivox really worked with us to understand our advertising needs, our target audience and our key messages. Jivox has put our small company on a more level playing field with bigger competitors, helping us compete head-to-head with massive brands like Weight Watchers and Jenny Craig.”

Within a month of launching the video ads, New Lifestyle Diet began seeing a surge in website visits and an impressive jump in new sign-ups. Because Jivox offers measurable reports on ad performance, New Lifestyle Diet was able to see which ads were working to reach viewers and convert them into customers – and which were not. New Lifestyle Diet was so satisfied with the results of its Jivox video ad campaign that it plans to launch more video ads in the near future.

About Jivox

Jivox helps small businesses reach customers with online video advertising. Jivox provides advertisers with an online, self-service tool to create high-impact video ads using stock footage, images, music or their existing video assets. Jivox ensures high-quality placement of customer ads through the Jivox Publisher Network, a locally focused network of premium publishers that includes hundreds of local TV and radio stations, newspapers, weather and other specialty websites, and offers geographic ad targeting at the city level as well as demographic and contextual targeting. Jivox is a privately held company based in San Mateo, Calif. For more information about Jivox, please visit www.jivox.com.

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