The background features a series of teal-colored rectangular blocks of varying heights and widths, arranged in a stepped pattern that descends from the top right towards the bottom left. The blocks are set against a white background.

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How people interpret ads relating to prescription-only weight-loss medicines

Research report

March 2026

Executive Summary: Introduction

Background

The Advertising Standards Authority (ASA) commissioned MTM to conduct consumer research to help inform its understanding of how ads related to weight-loss treatments are interpreted by the public, specifically if such ads are considered to be promoting prescription-only weight-loss medicines.

The market for weight-loss treatments has developed significantly over the last few years and the ASA has observed an evolution in approaches taken to ads promoting weight-loss treatments which may include prescription-only weight-loss injections. The ASA is looking to ensure ads relating to weight-loss treatments continue to comply with UK Advertising Codes^A, which strictly state that prescription-only medicines or medical treatments may not be advertised to the public.

Objectives

- To test how consumers interpret a range of weight-loss treatment ads, exploring their perception of the ad, what product/service they perceive the ad to be promoting and what they think the core purpose of the ad is
- To map the weight-loss treatment landscape to understand consumer awareness, knowledge, consideration and usage of different methods, including prescription-only weight-loss injections
- To explore consumer awareness that weight-loss injections are a prescription-only medication that is consequently subject to advertising regulations and restrictions.

Research Methodology

- Stage 1 (quantitative research): Online survey with 2,000 UK participants aged 18-64, including a weight-loss treatment ad stimulus test
- Stage 2 (qualitative research): Five-day online community discussion with 30 participants aged 18-67 across the UK
- Stage 3 (qualitative research): Follow-on individual depth interviews with 10 respondents from Stage 2

Fieldwork took place between Nov-Dec 2025.

Executive Summary: The Weight-Loss Landscape

Weight-loss injections are entering the mainstream in a primed UK market

- The UK market is receptive to weight-loss methods and many use them to achieve their health goals; **80% of the UK population are not actively happy with the way their body looks** (35% disagree and 45% neither agree nor disagree), while 42% have used at least one of the weight-loss methods/treatments we asked about.
- Weight-loss injections have entered the public consciousness, with **71% of the UK audience having functional or high knowledge** about these products; and we hear consumers using both everyday, colloquial language as well as medical terms to describe them.
- There is an appetite to use weight-loss injections; 6% of the UK population have used them before and a further **18% would consider using them in the future.**
- Certain groups have a greater propensity for using and considering using weight-loss injections, including **women, particularly 45-64-year-olds, and those who are unhappy with the way their body looks.**

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WEIGHT LOSS IN A SHOT

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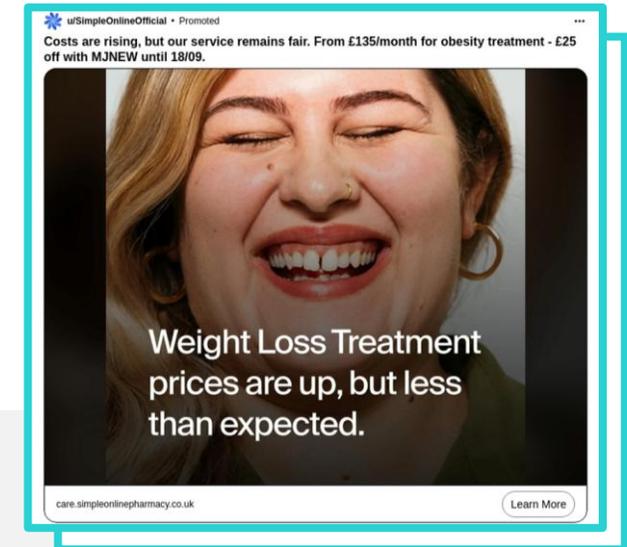
Executive Summary: Decoding Injection Ad Signals

A notable proportion of the UK audience view tested ads as promoting weight-loss injections

- Across the 12 examples of weight-loss treatment ads tested quantitatively, on average, **10% spontaneously think ads are promoting weight-loss injections, rising to 29% when prompted** with a list of potential product/ services that may be being advertised.
- On an ad-by-ad basis, between **9%-69% think the ad they saw is promoting weight-loss injections.**
- Those with greater knowledge of weight-loss injections (including those who would consider using, have used or are currently using them), are **more likely to interpret the ads as promoting them;** they have a wider pool of reference points to draw upon and so, are better able to pick up on potential signals of injections.

Certain cues make consumers more likely to interpret ads as being for injections

- A range of signals in the ads tested are interpreted as indicators of promoting weight-loss injections:
 - **Imagery:** injector pens, injection-related visualisations and boxes
 - **Language:** specific drug/brand names, and terms to describe what the product is
 - **Product information:** about how it works, pricing and market/product jargon
 - **Product effectiveness:** claims of significant weight loss and/or fast results
 - **Approach:** style of ad being perceived as clinical or more holistic
 - **Provider:** brand behind the advert.
- Consumers infer what an ad is promoting **based on multiple signals working together;** inferences depend on which signals are used, their perceived strength, as well as the knowledge a consumer has to draw on.



Executive Summary: Public Perception of Weight-Loss Treatment Ads

Ads are typically seen as promoting a purchase as opposed to an eligibility check

- On average, 44% of the UK population think the tested weight-loss treatment ad is trying to encourage them to purchase the product/service being promoted; references to price, customers and transactional language and perceived 'pressure' selling fuel this.
- Checking eligibility is a less common take away; 22% feel the ad is encouraging them to talk to a healthcare professional about the suitability of the service.
- 7 in 10 perceive the weight-loss treatment advertised as likely to be widely available; this perception remains as high among those who think the ad is specifically promoting weight-loss injections.

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Electrolytes, Weight Loss, Fibre Complex

Ads are felt to put pressure on consumers, particularly vulnerable groups

- The majority of the UK audience feel weight-loss treatment ads can put **pressure on people to lose weight** (65% agree) and are often **targeted at vulnerable audiences** (63% agree).
- **Women are identified as the likely target group** for many of the ads tested; the targeting of menopausal and/or post-partum women draws very mixed reactions.

Knowledge about prescription-only medicines and their advertising restrictions is limited

- **Just under half of the UK audience are aware that GLP-1s^A are prescription-only medicines;** perceived ease of accessibility feeds a narrative among some that clinical approval must not be not needed.
- A third of the UK audience are **completely unaware there are restrictions on the advertising** of prescription-only medicines in the UK. When informed of them, many participants in the qualitative phase agree with the restrictions, while a minority disagree.

Contents

1. **Introduction:** Background, objectives and scope, method (page 7)
2. **State of the Nation:** How is the UK feeling about its health and wellbeing? What are current awareness and usage levels of weight-loss injections? (page 14)
3. **Response to adverts:** How do consumers interpret the weight-loss treatment ads tested and how does interpretation differ across subgroups? (page 31)
4. **Consumer interpretation of signals in ads:** What cues indicate that an ad may be promoting a weight-loss injection? (page 41)
5. **Perceived purpose of advertising:** How do consumers interpret messaging in ads and why? (page 64)
6. **Target audiences:** Who are the ads considered to be targeted at and how do consumers respond to that? (page 73)
7. **Prescription-only medicine and advertising:** What is consumer understanding of key terms and how aware are they of advertising restrictions? (page 80)
8. **Conclusions** (page 87)
9. **Appendix:** Further detail on method, quantitative survey stimulus, qualitative community stimulus and acknowledgements

INTRODUCTION

Background, objectives and scope, method



The ASA commissioned research to help inform assessments of whether ads promote prescription-only medications



Advertising Standards Authority (ASA)

The ASA is the UK's independent regulator of advertising. It applies the [UK Advertising Codes](#) written by the Committees of Advertising Practice (CAP) and Broadcast Committees of Advertising Practice (BCAP). The ASA ensures ads across all media are legal, decent, honest and truthful, and takes action where advertising is misleading, harmful, offensive or otherwise irresponsible.

The ASA commissioned MTM to conduct this research study on its behalf.



Prescription-only medicines cannot be advertised to the public

Section 12 of the CAP Code and Section 11 of the BCAP Code set out specific rules relating to the advertising of medicines, medical devices and beauty products and are designed to ensure that marketing communications for these products receive the necessary high level of scrutiny.

Reflecting the law, Rule 12.12 of the CAP code sets out that^A:

Prescription-only medicines or prescription-only medical treatments may not be advertised to the public.



Research to help inform assessments of ads

Weight-loss injections are prescription-only medicines and therefore cannot be advertised to the public.

The ASA has observed an evolution in the approaches taken to ads relating to weight-loss treatments that may include weight-loss injections – such as using imagery of injector pens or visuals of boxes, among other potential indicators of weight-loss injections.

Consumer research will help to inform the ASA's assessment of whether ads in the sector are promoting prescription-only weight-loss medicines to the public.

Research objectives

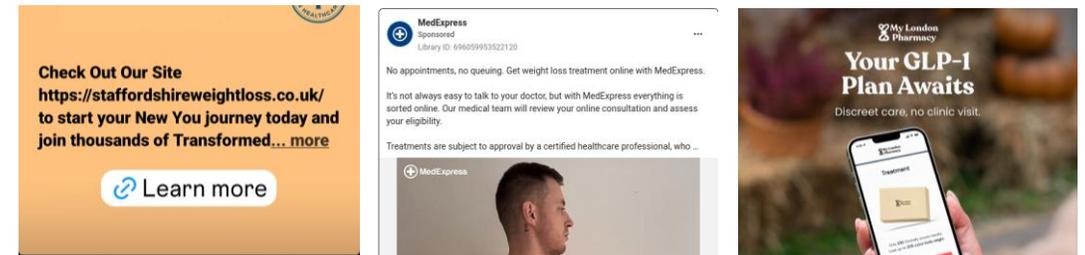
Research objectives

- To test:
 - Consumer perceptions of a range of ads relating to weight-loss treatments
 - What they understand to be the message of the ads
 - Whether they perceive them to be promoting prescription-only weight-loss medications
- Explore awareness and usage of relevant weight-loss treatments
- Explore awareness that weight-loss injections are prescription-only medicines, subject to advertising regulations and restrictions

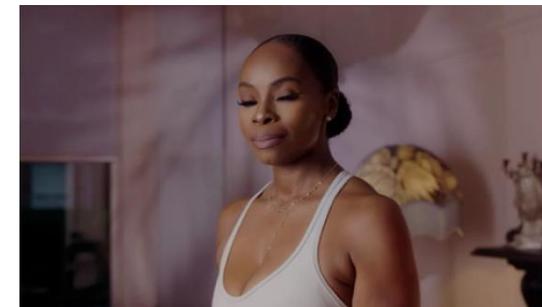
Research scope

- Ads relating to weight-loss treatments that may include prescription-only medicines – predominately injections – of different formats and from different platforms (see appendix)
- Nationally representative quantitative sample (aged 18-64) and selective qualitative sample (see appendix)

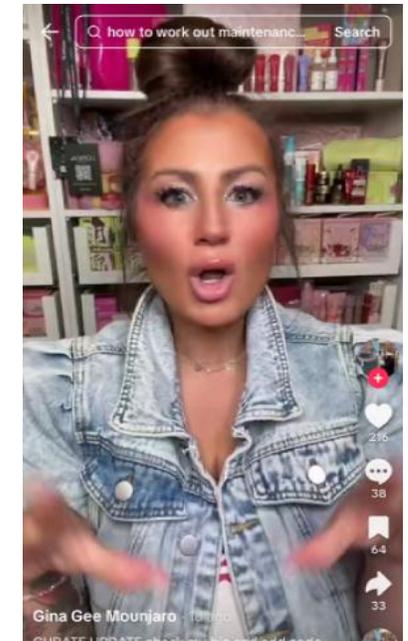
Paid for ads (e.g. Facebook, Google, Instagram)



TV ads



Not paid-for (e.g. Influencers and/or customers)



The research involved three stages; a quantitative survey followed by two qualitative stages

01

Quantitative survey (November 2025)

What: 15-minute online survey covering health attitudes, knowledge & usage of weight-loss methods and a weight management ad stimulus test.

Who: Nationally representative sample of 2,000 18-64-year-olds, with extensive demographic quotas in place.

Why: To provide context for the study by understanding the prevalence, appeal and knowledge of weight-loss treatments (including injections), identifying vulnerable groups and sizing takeaways from examples of weight-loss treatment ads.

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02

Qualitative community discussion (December 2025)

What: 5-day online community board with 30 participants.

Who: 18-67-year-olds; mix of attitudes towards their bodies, weight and physical health; mix of experiences with and interest in medicated weight-loss treatments.

Why: To explore perceptions of 35 ads with high levels of detail and nuance, as well as consumer understanding of key terms and awareness of advertising restrictions.

03

Qualitative depth interviews (December 2025)

What: 45-minute online depth interviews with 10 participants from Stage 2.

Who: 18-67-year-olds; mix of attitudes towards their bodies, weight and physical health; mix of experiences with and interest in weight-loss injections.

Why: To deepen understanding of knowledge & attitudes towards weight-loss injections, explore perception towards ads on reflection and delve deeper into expectations of their accessibility and advertising.

Notes: Please see appendix for more details on study methodology and sample.

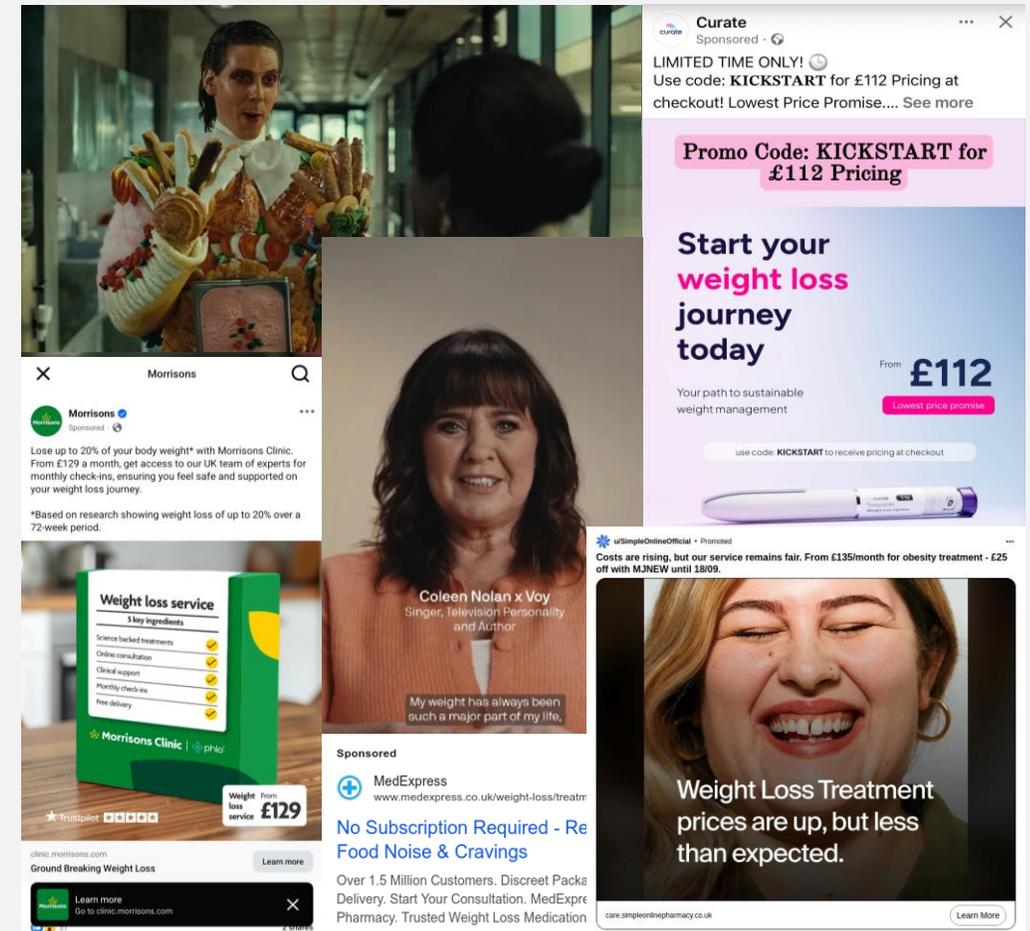
We tested a wide range of weight-loss treatment ad stimulus

Testing a wide range of real-world ads relating to weight-loss management was key to understanding whether audiences could be perceiving these ads as promoting prescription-only weight-loss medicines and what signals were being used to imply this.

MTM worked closely with the ASA to select ads that had appeared in the UK and represented a wide array of different styles for promoting weight-loss methods that could include injections. Key considerations included:

- Ads from a range of channels (e.g., TV, influencer, paid search)
- Videos vs stills
- People included vs. no people included
- Range of target audiences
- Range of signals used (see next page for categories considered)

We tested 35 ads over the course of the study, with all ads in the quantitative research also tested qualitatively.



The qualitative community evaluated 35 ads, with 12 also tested quantitatively

35 x ads across different mediums, categorised by potential signals of injections

4 x injector pens

- 2 x Meta paid-for [1.2, 1.3]
- 2 x Google paid-for [1.4, 1.6]

5 x imagery of boxes

- 5 x Meta paid-for [2.1, 2.3, 2.5, 2.6, 2.7]

2 x use of emojis

- 2 x Meta paid-for [3.1, 3.2]

4 x references to amounts of weight loss

- 3 x Meta paid-for [4.1, 4.3, 4.5]
- 1 x Google paid-for [4.6]

3 x references to price rises

- 3 x Meta paid-for [5.2, 5.4, 5.6]

4 x customer testimonials

- 4 x Meta paid-for [6.1, 6.2, 6.3, 6.6]

5 x using other terminology

- 3 x Google paid-for [7.3, 7.4, 7.5]
- 1 x Reddit paid-for [7.6]
- 1 x Meta paid-for [11.1]

4 x TV

- [8.1, 8.2, 8.3, 8.4]

2 x Influencers/Celebrities

- 1 x TikTok, not paid-for [9.1]
- 1 x Meta, paid-for [9.3]

2 x Social responsibility messages

- 2 x Meta paid-for [10.1, 10.3]

6 x corresponding landing pages

The landing pages linking through from the following initial online ads:

- [1.3, 2.5, 5.4, 6.1, 6.3, 9.1, 11.1]

GLOSSARY OF DEFINITIONS

Weight-loss methods: Structured or medical weight-loss interventions that provide a framework/medical/clinical treatment to drive weight-loss results

Lifestyle weight management: diet and exercise alterations or habits, performed with the goal of losing or managing weight, without structured or medical intervention

Weight-loss treatment ads: Ads that speak to weight-loss treatment programmes that may include prescription-only medicines

Medicated weight-loss: Weight loss via weight-loss injections or weight-loss pills. While injections are only available via prescription, the broad term “weight-loss pills” covers prescription, over-the-counter and readily available treatments that are not considered supplements/natural remedies

(Weight-loss injection) users: those who claim to have ever used weight-loss injections, either currently or in the past

(Weight-loss injection) considerers: all those who claim they would consider using weight-loss injections in the future

(Weight-loss injection) prospects: those who claim that they would consider using weight-loss injections in the future, but have never used them

GLP-1: GLP-1 weight-loss injections are prescription-only medicines that help people lose weight by mimicking the action of the natural hormone GLP-1 (glucagon-like peptide-1) in the body.

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STATE OF THE NATION

How is the UK feeling about its health and wellbeing? What are current awareness and usage levels of weight-loss injections?



Section key findings

01

There is a primed market for weight-loss products & services in the UK

The majority of the UK feel there is room for improvement with regards to their own weight and body image, and at least one of the weight-loss methods we asked about have been tried by just over 2 in 5 adults.

Almost half of social media users consume health and/or fitness content, just behind TV & film content.

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02

Weight-loss injections are widely known about

3 in 5 know about weight-loss injections, just behind established methods such as weight-loss programmes. This widespread familiarity is reflected in how people talk about weight-loss injections – we see the use of both everyday, colloquial language as well as medical terms.

And in terms of usage, 6% have used injections before, 4% are current users and a further 18% say they would consider using them in the future.

03

There is a range of knowledge and attitudes towards injections ok

Knowledge about weight-loss injections is wide ranging. 45% have functional knowledge and 26% have high knowledge (28% have low/no knowledge).

Within this, consumers have varied attitudes to their access and usage. Many consider them restricted, prescription-only medication, while others view their use more flexibly, as a lifestyle tool.

04

Certain groups have a greater propensity for using weight-loss injections

Women are more likely to use or consider using them than men, particularly those going through the (peri)menopause (although interest from women is high across the age groups).

Those unhappy with their body image or feel they need to lose weight are also more likely to be current or prospective users.

The UK population tends to feel there is room for improvement in their health and body image

The UK population has health and wellbeing on their mind. Whether it relates to their general health, diet, exercise or weight reduction, **less than a third actively agree they are happy or have no concerns.**

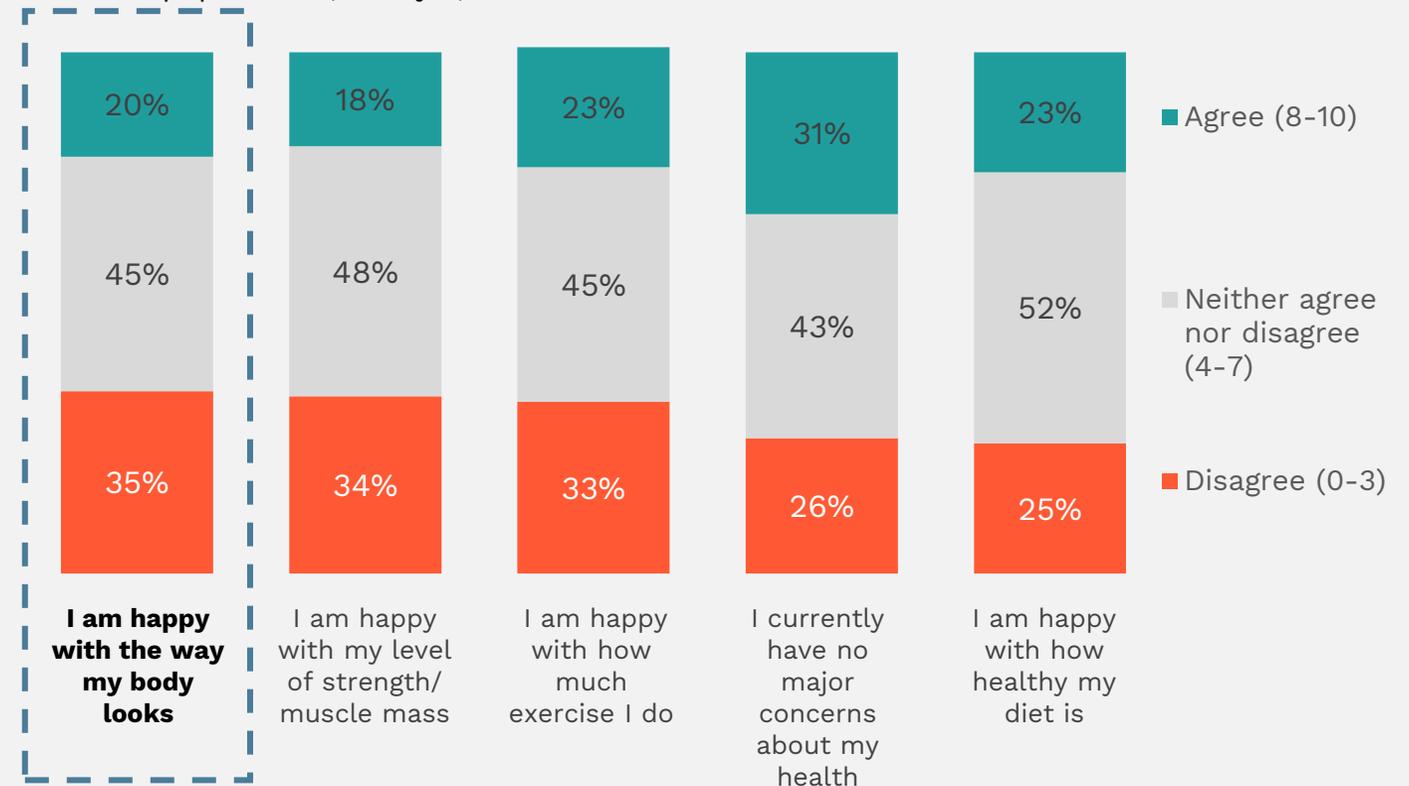
One fifth of the population agrees they are happy with the way their body looks – with a third actively disagreeing with the statement.

“ I’m at a point now, I’m trying to shape up a bit lose a bit of weight it gets harder the older you get
F, 60+, User¹ ”

“ About a year ago where I was really unhappy with my weight and I thought, I need to do something about it
M, 40-49, Non-user¹ ”

Agreement with Health & Wellbeing Statements²

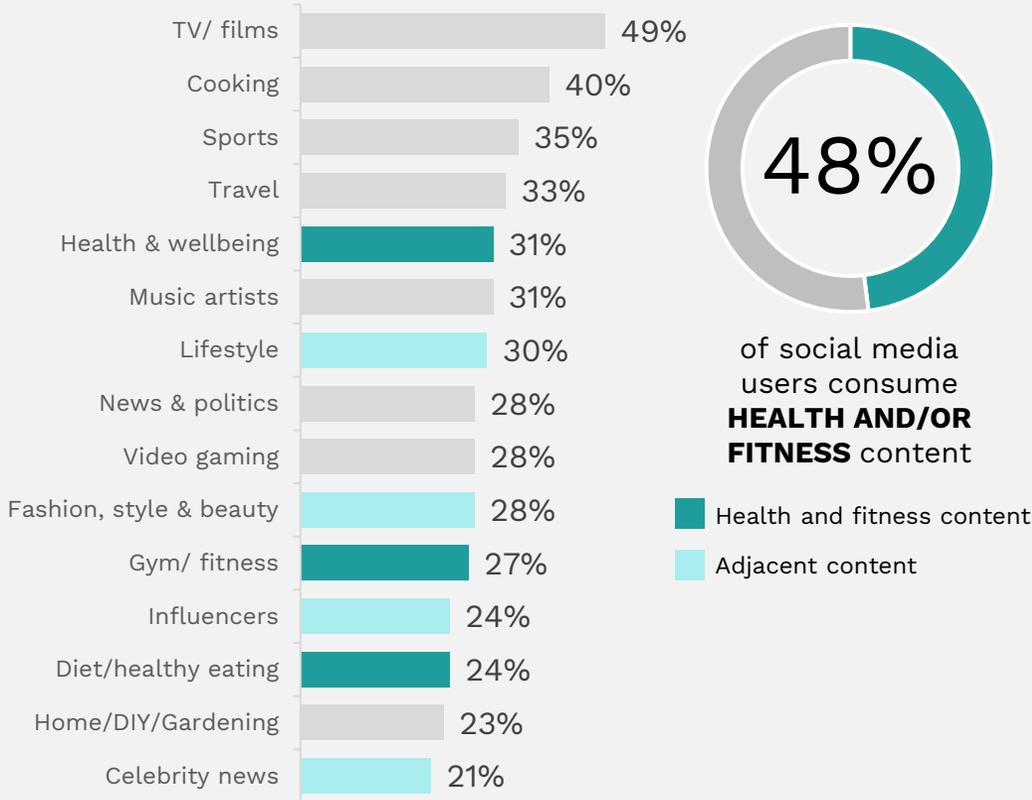
UK online population (18-64yrs)



With around half of social media users consuming health and fitness content, they are actively seeking out tips and advice

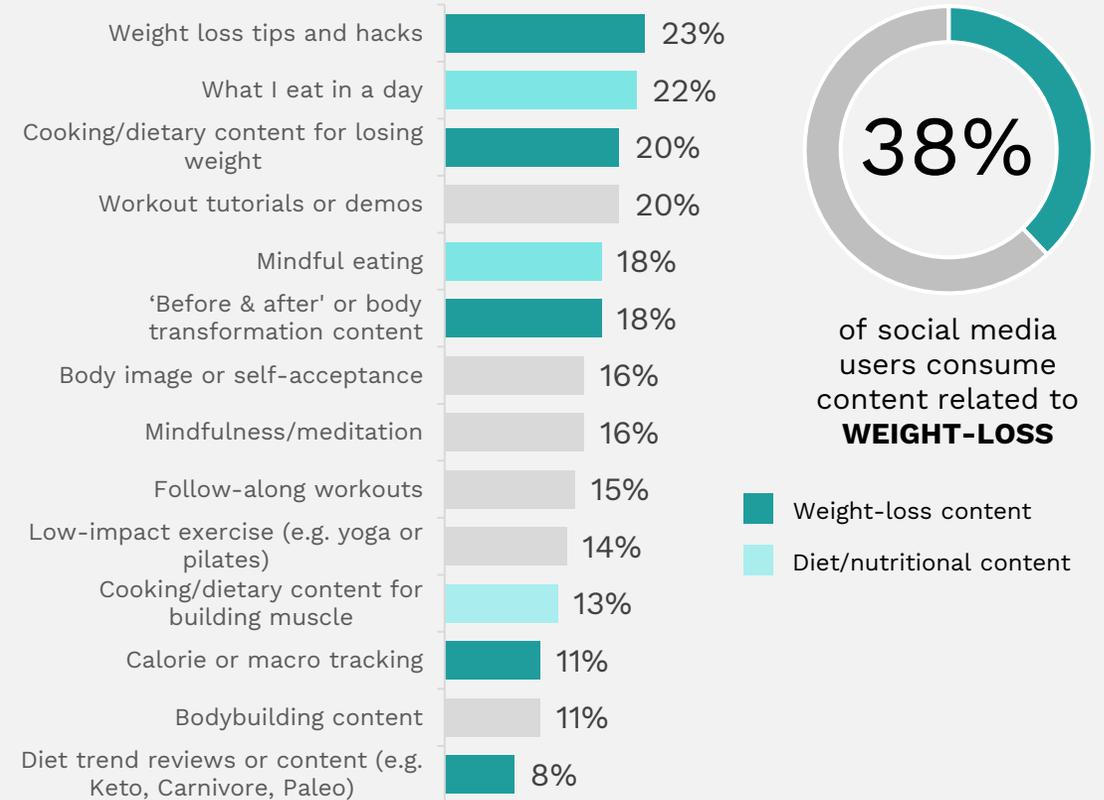
Social Media Content Enjoyed

UK online population (18-64yrs) who currently use social media



Health & Fitness Social Media Content Consumed

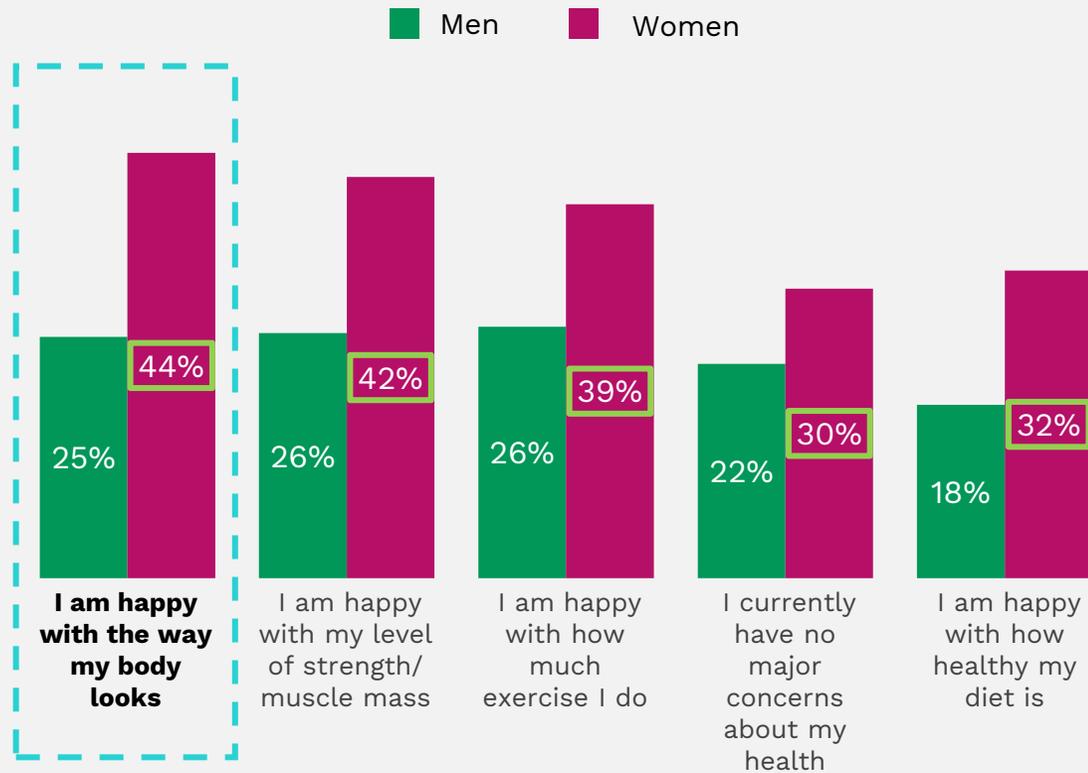
UK online population (18-64yrs) who currently use social media



Women – particularly those aged 45-64 – are significantly less satisfied with their bodies

Disagreement with Health & Wellbeing Statements – Gender

UK online population (18-64yrs) in each group disagreeing (0-3) with each statement



	Women - % disagree					
	ALL	18-24	25-34	35-44	45-54	55-64
DISAGREE (0-3): I am happy with the way my body looks	44%	40%	41%	40%	51%	50%

No matter their age, **women are generally more likely to feel dissatisfied with their bodies** than men. However, there is even some disparity among women, with a notable trend of **increasing body dissatisfaction as women grow older**. 18-24s are the most body positive while half of those aged 45-64 are not happy with the way their body looks. The menopause may be a contributing factor to growing body dissatisfaction. **78% of 45-64-year-old women claim to be currently experiencing or have already experienced symptoms of the menopause**; a time where hormonal shifts can result in body change.

This is reflected in differences in the social media content consumed by men and women

Top 5 Social Media Content Categories – Gender

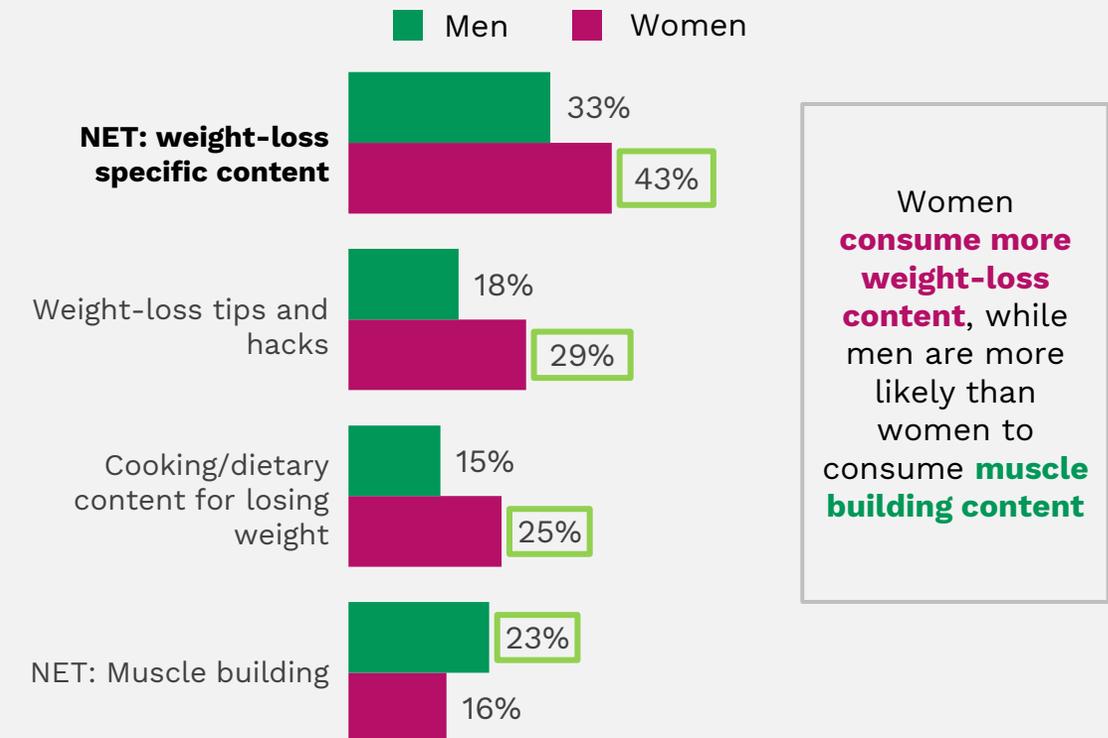
UK online population (18–64yrs) in each group who use social media

Men	
Sports	56%
TV/ films	49%
Video gaming	39%
News & politics	34%
Travel	32%
Women	
Cooking	49%
TV/ films	48%
Fashion, style & beauty	43%
Lifestyle	38%
Health & wellbeing	37%

Women are more likely to favour **self-improvement content** like beauty, lifestyle and health, while men's preferred content is **hobby-focused**

Key Social Media Content Categories – Gender

UK online population (18–64yrs) in each group who use social media

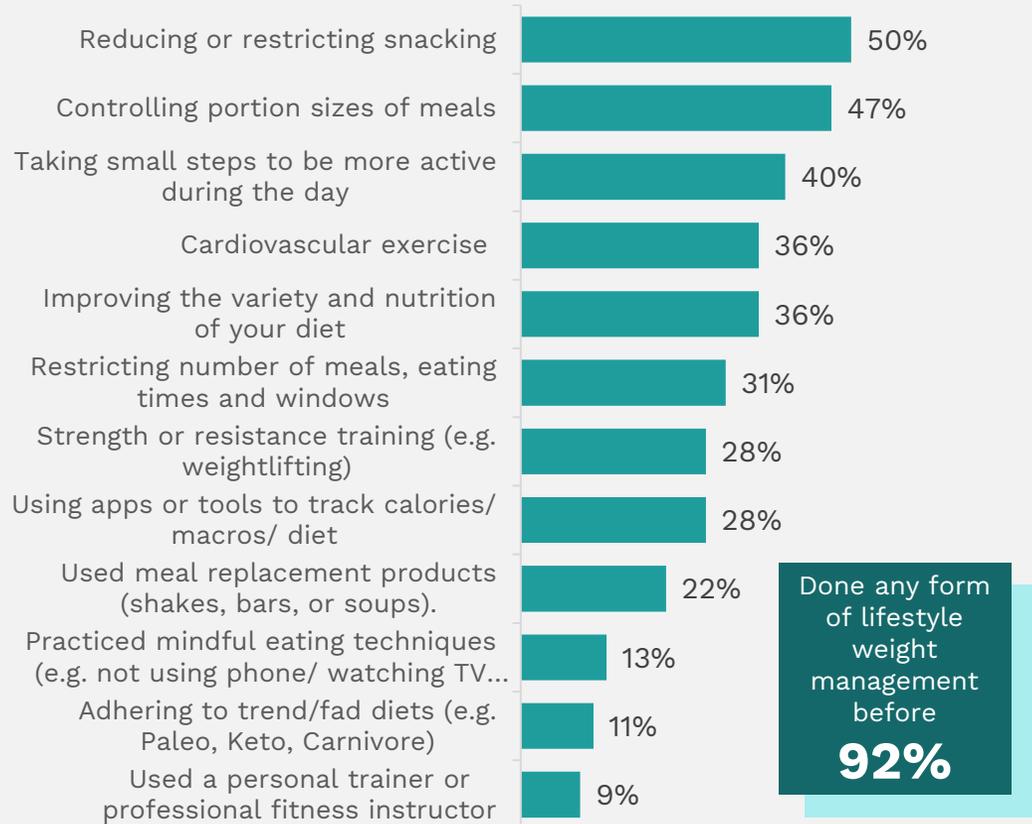


Women **consume more weight-loss content**, while men are more likely than women to consume **muscle building content**

9 in 10 adults claim to have made lifestyle changes for weight loss purposes...

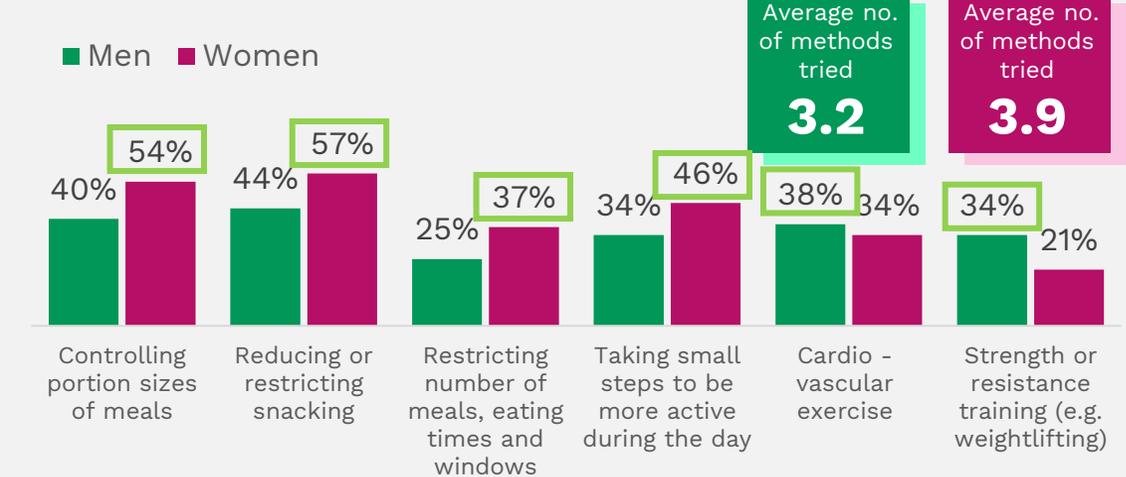
Lifestyle Weight Management Methods

UK online population (18-64yrs)



Lifestyle Weight Management – Top Gender Differences

UK online population (18-64yrs) who are men/women



While men are equally as likely to have made lifestyle changes at some point to manage their weight (91% of men vs. 93% of women), their approaches differ significantly. **Women typically try a broader range of methods** and are more likely to adopt **restrictive diets or make small exercise adjustments**. Men on the other hand are more likely to gravitate towards high intensity methods, such as cardio and strength training – the only methods men adopt more than women do.

...and just over 2 in 5 UK adults claim to have used at least one weight-loss method asked about – 6% have used injections

While almost all adults have tried some form of lifestyle weight management, a lower proportion (42%) claim to have turned to at least one of the specific weight-loss methods we asked about.

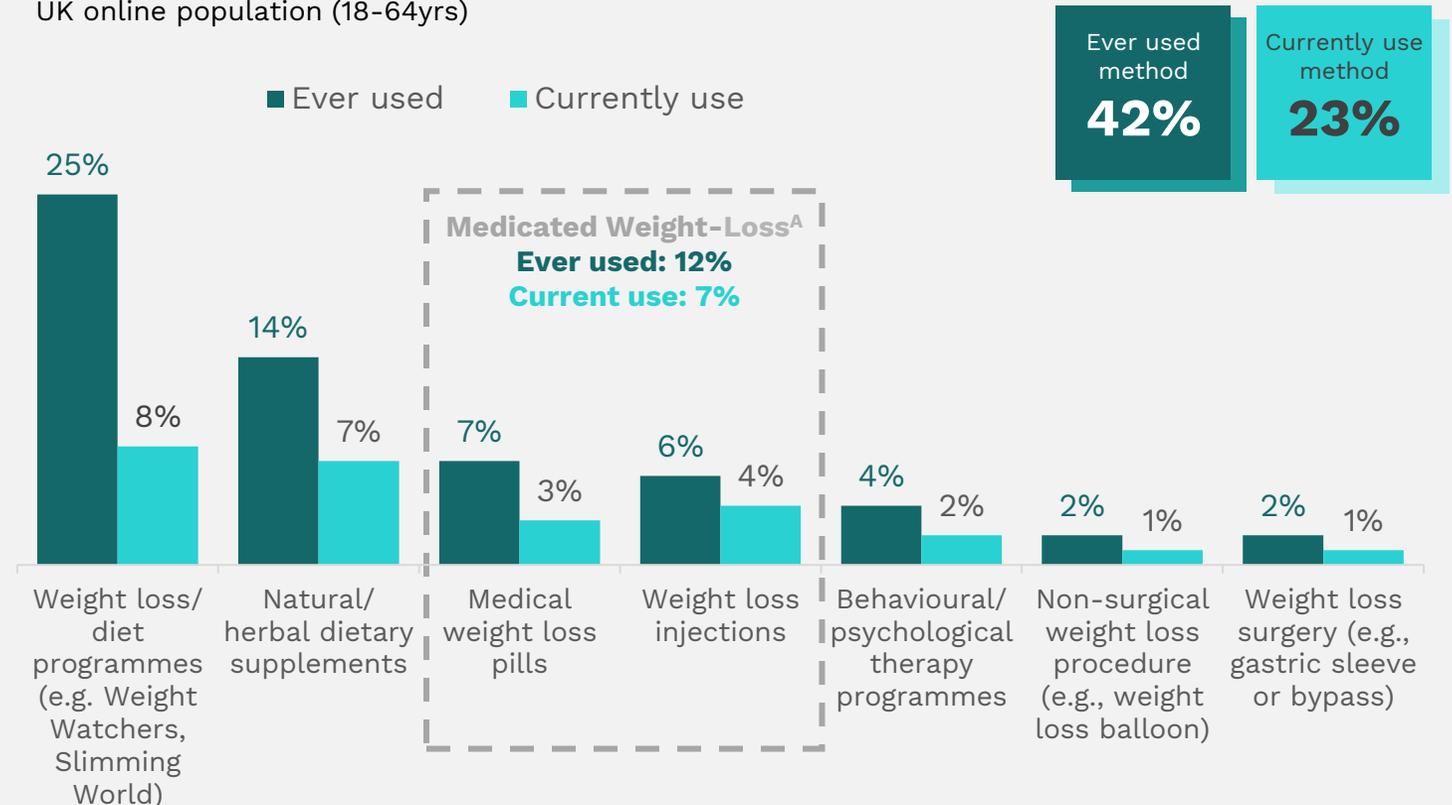
‘Weight-loss/diet programmes’ have been trialled by a quarter of UK adults. More invasive procedures like surgery or weight-loss balloons are the least common.

Medicated treatment sits in the middle of the weight-loss methods landscape. **Around 1 in 8 of the UK population have ever used a medicated weight-loss method**, with 7% using them today - making them as prevalent as natural/herbal supplements.

Six percent of the population claim to have used weight-loss injections – with 4% saying they are currently using them.

Weight-Loss Methods – Ever Used vs. Current

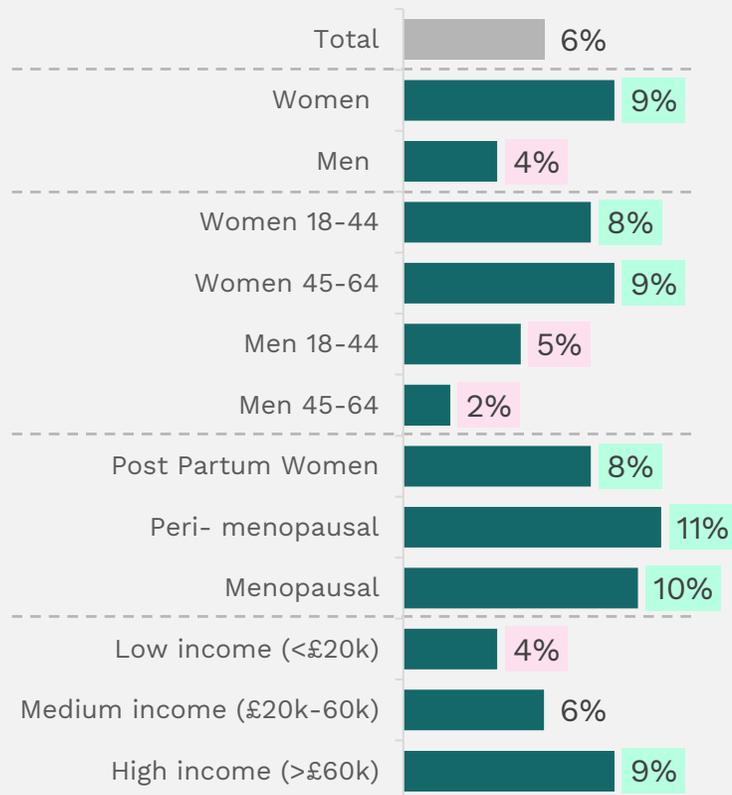
UK online population (18-64yrs)



Demographics, attitudes and behaviours play a key role in driving the use of weight-loss injections

Ever Used Weight-Loss Injections – Demographic Breakdown

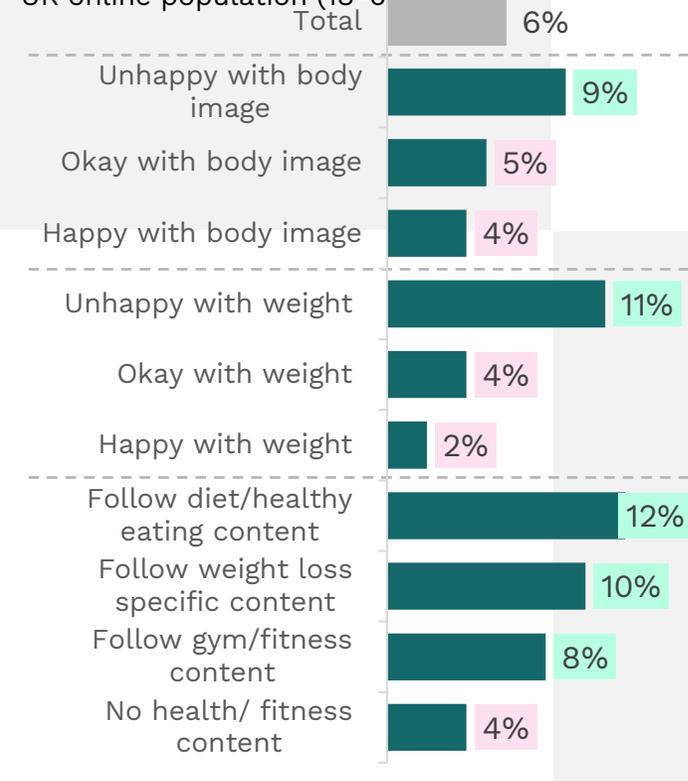
UK online population (18-64yrs)



Women are more likely to use weight-loss injections than men - particularly those going through/ having gone through the menopause. Among men, 18-44 men are more likely to have used them. The high cost of injections makes them less likely to be used by those on lower incomes.

Ever Used Weight-Loss Injections – Behavioural Breakdown

UK online population (18-64yrs)

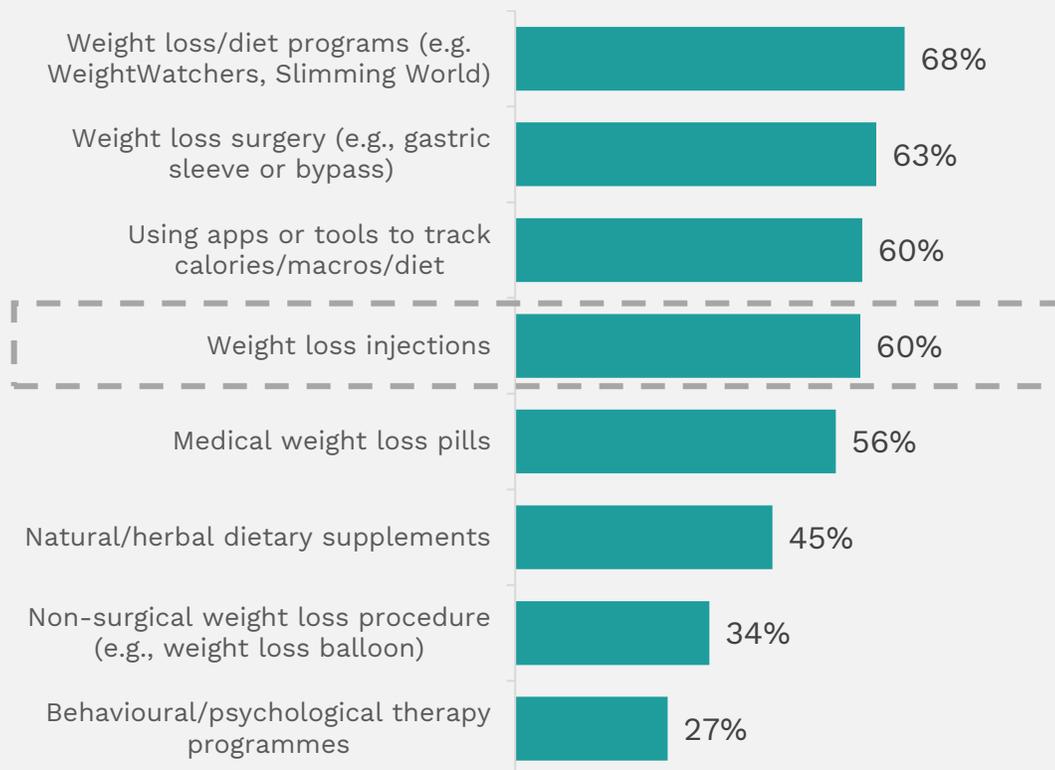


People who are happy with their body image or weight are much less likely to use weight-loss injections than those who are unhappy. Furthermore, usage increases among those who follow health and fitness content on social media, particularly content centred around healthy food and dieting.

Familiarity with weight-loss injections is nearly as high as for established weight-loss methods

Familiarity: Weight-Loss Methods²

UK online population (18-64yrs)



3 in 5 of the UK population **know about weight-loss injections**, just behind methods such as weight-loss programmes and surgeries that have been in the public consciousness for many years, and ahead of supplements, non-surgical procedures and therapy programmes.

Qualitatively, most participants mention weight-loss injections when listing the range of weight-loss methods they can think of.

Awareness and familiarity of weight-loss injections has been built in many ways, including through:

- News stories/online articles
- Celeb news stories/social media posts
- Knowing someone who is using/has used them
- Researching for personal use

“ I think the main point of information [about injections] was from social media, news outlets and from images of celebrities with injections. I do know two people who have been on injections

F, 40-49, Non-user¹

However, knowledge of injections varies greatly; 28% have minimal knowledge of them, while 26% are well informed

Qualitative research¹ reveals **significantly varying degrees of knowledge** of weight-loss injections.

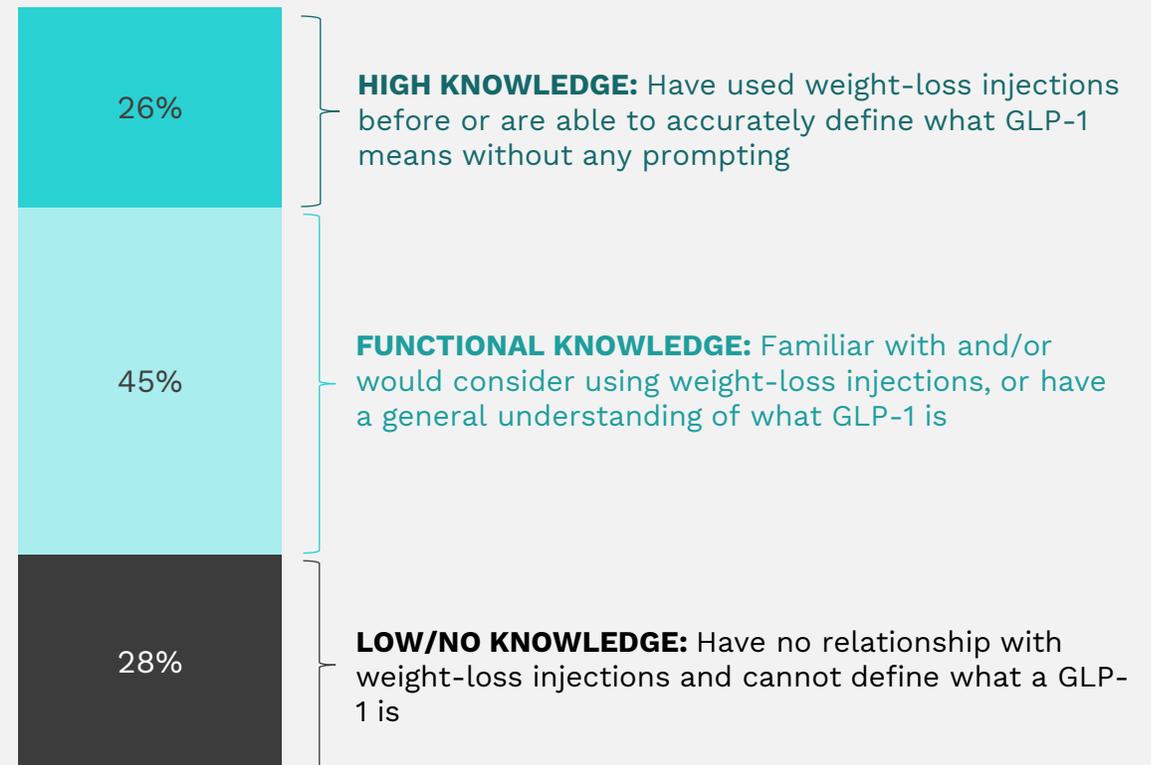
Knowledge can manifest in numerous ways:

- **Technical** – for example, whether the term GLP-1 is recognised and how it works is correctly understood, awareness of drug brand names
- **Accessibility** – whether there is an understanding of how the medicine is accessed (i.e. via a prescription from the NHS or online, if eligible)
- **Practical** – whether price-points, how the injection is administered, how often it is collected/delivered, doses, or the notion of switching is known
- **Provider** – familiarity with providers of the treatments

Based on this, we quantitatively sized the population in terms of degrees of knowledge. Significantly, **almost three-quarters have functional or high knowledge** about the product.

Knowledge Scale for Weight-Loss Injections²

UK online population (18-64yrs)



A wide range of language is being used to describe weight-loss injections

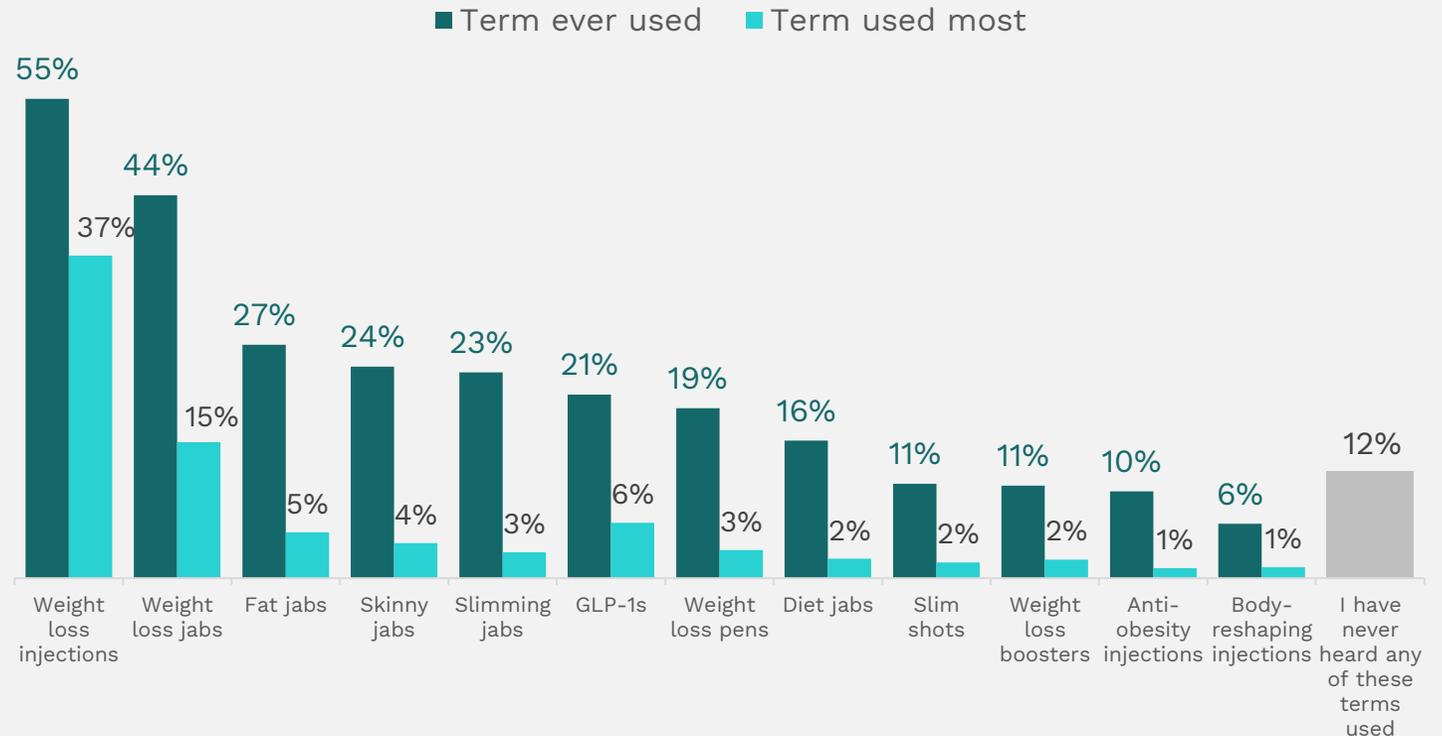
88% of the UK population have used/heard **of at least one common phrase** for weight-loss injections.

While medical descriptions like “weight-loss injections” or “weight-loss jab” remain the most prevalently used terms, more **colloquial language is also used** to describe these drugs. 56% of the population use non-medical, appearance-centric language like “fat”, “skinny” or “slimming” jabs.

Qualitatively¹, those with **greater knowledge** of injections are more likely to refer to them by **colloquial terms** (like “jabs”, “pens”) or a wide range of **drug names** (such as Mounjaro, Ozempic, Wegovy) or **GLP-1**. Those with less knowledge are more likely to use the broad term ‘weight-loss injections’, or incorrectly spelled Mounjaro.

Terms Used to Describe Weight-Loss Injections²

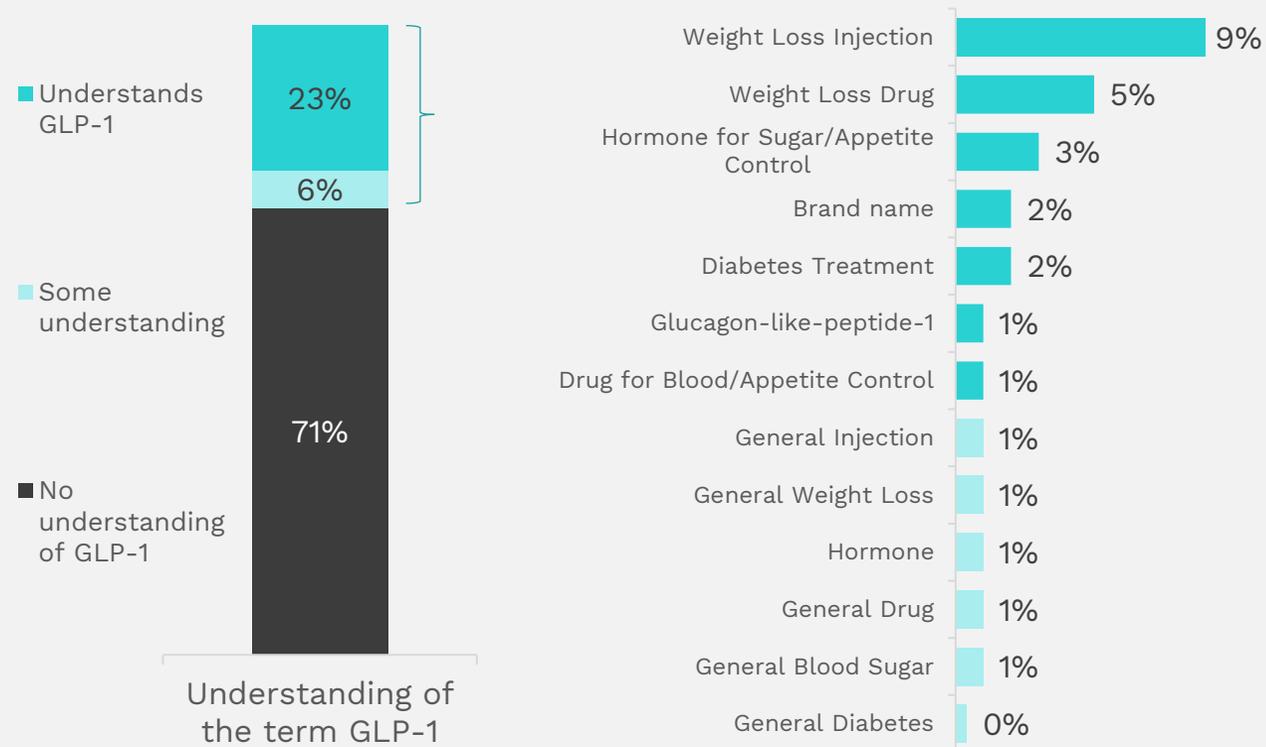
UK online population (18-64yrs)



Around a quarter of adults understand the meaning of the term GLP-1, the core ingredient of weight-loss injections

Spontaneous Understanding of the term GLP-1 – Coded²

UK online population (18-64yrs)



“ I had never heard of it, so had to google it and it’s injections such as Mounjaro and Ozempic
F, 18-29, Non-user¹

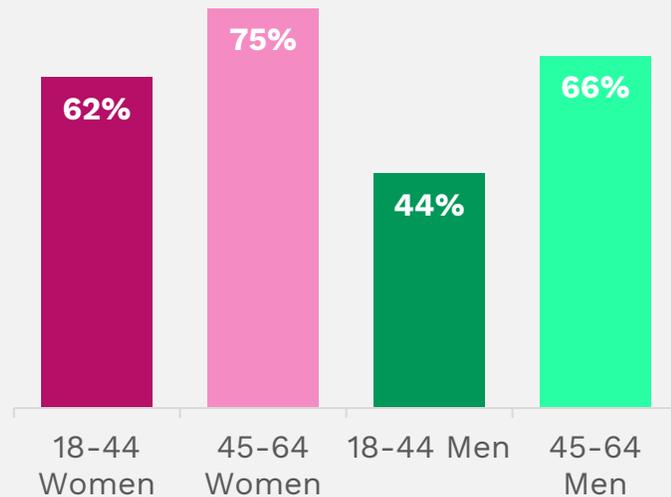
“ These are ‘Modjano’ where they are injections for weight but were primarily used for diabetes
M, 40-49, Non-user¹

“ It is an appetite suppressant, you can buy GLP patches, tablets, injections or in drink form to curb your appetite
F, 30-49, User¹

Women aged 45-64 are more familiar with and have greater knowledge of weight-loss injections

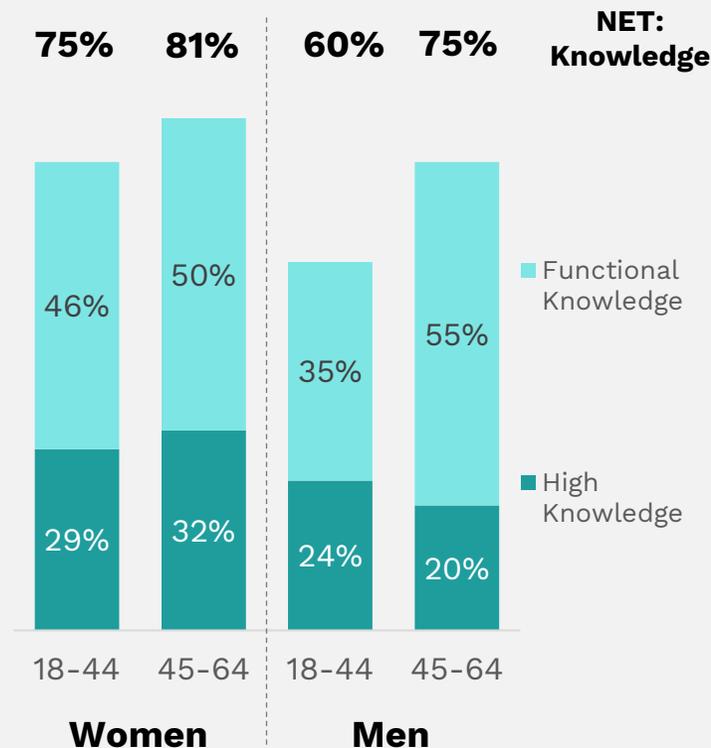
Familiarity with Weight-Loss Injections

UK online population (18-64yrs) in each group



Knowledge of Weight-Loss Injections

UK online population (18-64yrs) in each group



While women are generally more likely than men to be familiar with weight-loss injections, **both men and women have greater levels of familiarity as they get older.**

The same applies for knowledge, where overall levels of understanding of weight-loss injections (high and functional knowledge combined) increase for both genders in the older age bands. Almost a third of women aged 45-64 have high levels of knowledge about weight-loss injections.

With a body conscious population, 23% would consider using weight-loss injections in the future

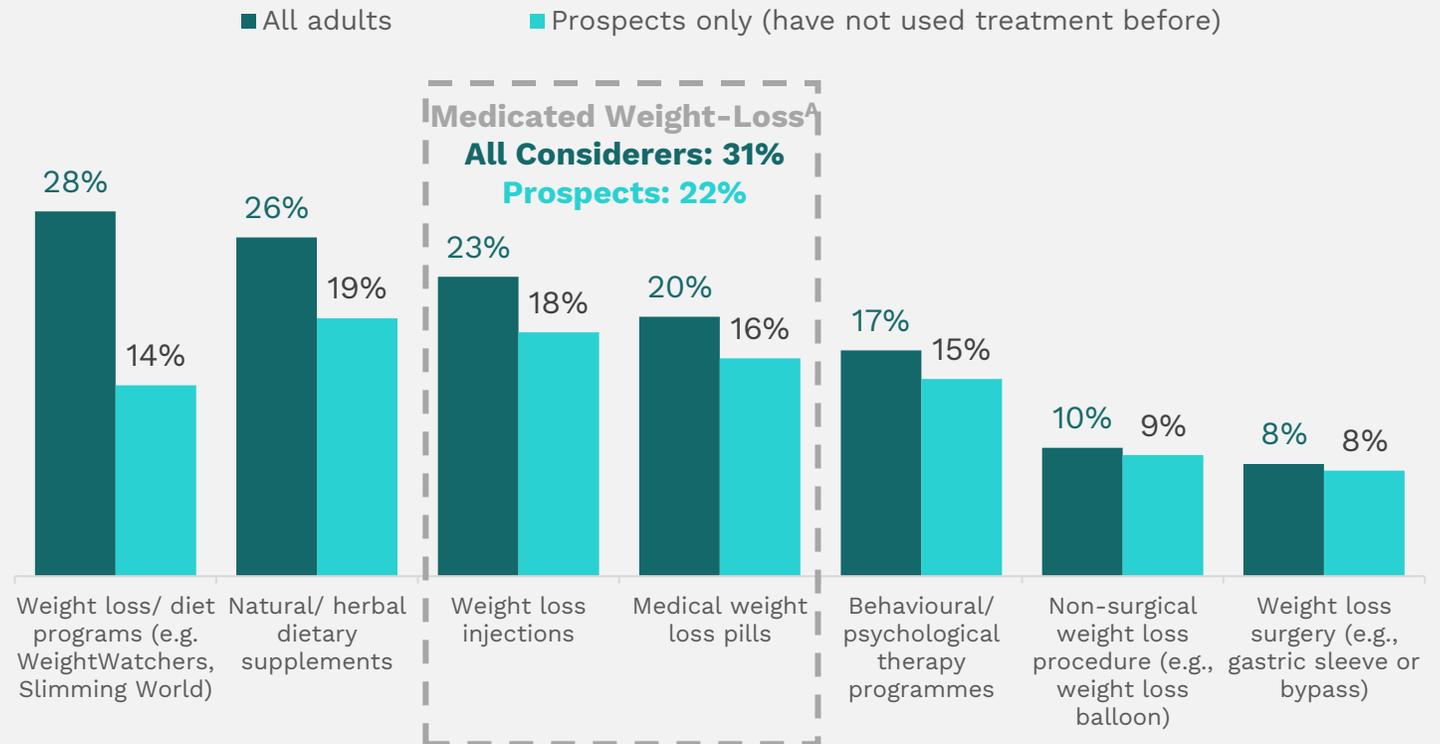
The use of medicated weight-loss methods are currently considered by 31% of the UK population, making them the **most likely weight-loss method to be considered**.

On an individual level, 23% of the population would consider using **weight-loss injections** in the future.

When removing those who have already tried the treatment, **weight-loss injections (18%) are joint with natural supplements (19%)** in terms of **attracting new prospects**, pointing to their growing appeal.

Consideration: All Considerers vs. Prospects

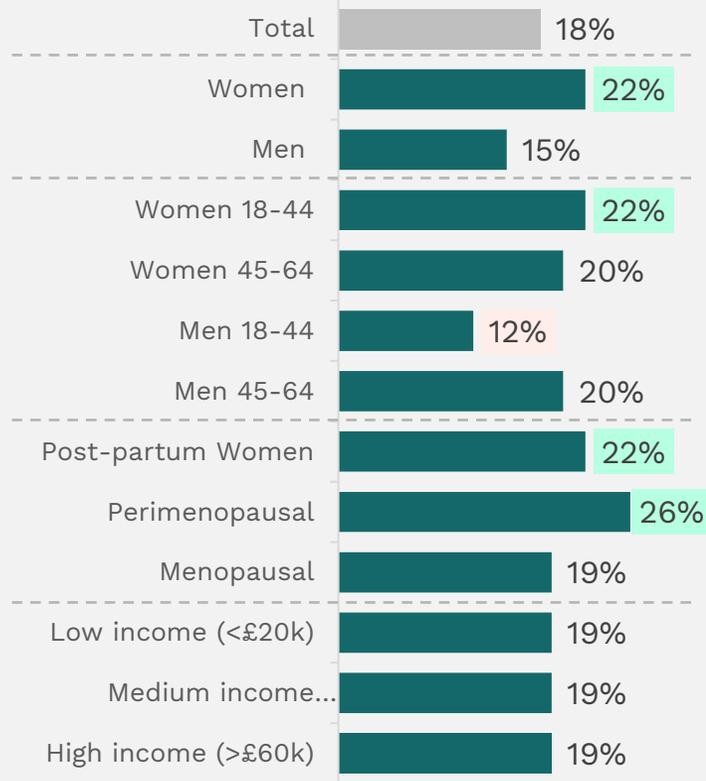
UK online population (18-64yrs)



Prospects largely mirror the current user profile, but income seems to be a less significant barrier to interest than for use

Prospect Users of Weight-Loss Injections Demographic Breakdown

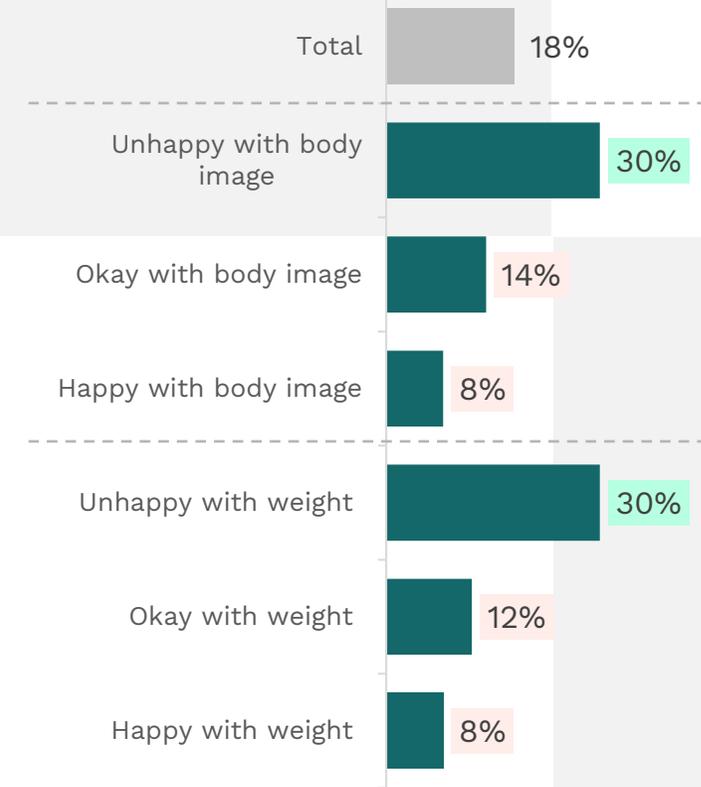
UK online population (18-64yrs)



We see a similar pattern here to those who have used/are using injections, although with larger proportions. Peri-menopausal women are the most likely prospects. Without purchase price being a tangible barrier, prospects are spread evenly across all income groups.

Prospect Users of Weight-Loss Injections Behavioural Breakdown

UK online population (18-64yrs)



Prospects are much more likely to be people who are either unhappy with their weight or body image – almost a third of these groups would consider using weight-loss injections.

Differing attitudes towards the use and role of weight-loss injections is pertinent to how consumers interpret ads

Historically, there has been a relatively **clear separation between prescribed and over-the-counter** medication and **lifestyle-related** products.

However, evolutions in how prescription-only medicines, including weight-loss injections, are accessed, used and talked about **are blurring the lines for consumers.**

We see this in the qualitative phase with many holding **traditional views** of weight-loss injections as a restricted, prescription-only medicine, while others have a more **open and flexible view** of its access and use^A.

View of weight-loss injections



A medical tool

- “Last resort” medication for medically overweight people who’ve struggled to lose weight
- May be prescribed in relation to diabetes
- Accessed and monitored via GP/ a doctor
- Very wary of risks/side effects
- “Cheating” for anyone using it who isn’t perceived to medically need it

“ They can definitely be beneficial to some who are morbidly obese and struggle with daily tasks. I think the majority can combat weight loss without these interventions via good diet and moving more

M, 40-49, Non-user

A lifestyle tool

- A “treatment” available to anyone who wants to lose weight via private purchase
- A complementary weight-loss tool alongside diet and exercise for those wanting a change in lifestyle
- Supports healthy eating habits
- Highly valued and effective

“ I managed to lose 2 stone by eating well and exercise but hit a stop and needed some help! It changed my life. Since coming off I have been following Slimming World and am really enjoying the food

F, 18-29, User

RESPONSE TO ADVERTS

How do consumers interpret the ads tested and how does interpretation differ across subgroups?



Section key findings

01

Ads relating to weight management products/services tested in the research tend to be interpreted in three main ways

Ads are interpreted as promoting a medicated weight-loss product (injection or pill); as a weight-loss programme; or a balance of both.

02

Notable proportions think the ads^A they saw are promoting weight-loss injections

Spontaneously, an average of 24% of the population think the ad^A they saw is about a medicated weight-loss method^B - with 10% thinking the ad is promoting weight-loss injections. When prompted with a list of options, figures increase to 51% and 29% respectively. A similar picture is found qualitatively, whereby all but one of the 35 ads tested are thought to be related to weight management/loss.

On an individual level, between 9%-69% think the ad they saw is promoting weight-loss injections.

03

Certain groups are more likely to think ads relate to weight-loss injections

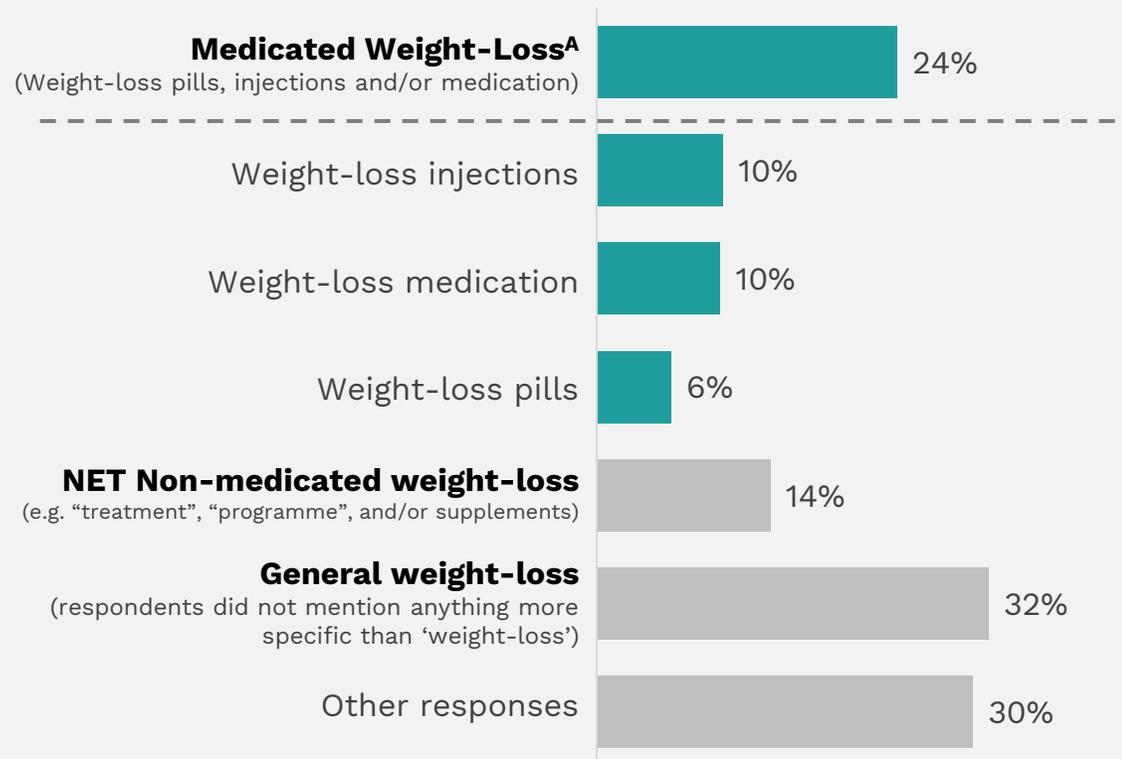
In both research streams, those with greater knowledge of injections, and those in-the-market for them (users and prospect users of injections) are more likely to interpret ads as relating to weight-loss injections.

This shows that as knowledge of weight-loss injections grows, so does the likelihood of interpreting ads as promoting them.

Spontaneously, an average of 24% think the ad they saw is about medicated weight-loss - 10% cite injections

Spontaneous Attribution of Ads, Coded – All Ads²

UK online population (18-64yrs)



Survey participants were each shown an ad and asked to spontaneously describe what they thought the ad was promoting or referring to. In total, 12 ads were tested^B.

On average, almost a **quarter of UK adults** interpret the ad they saw as being about a **medicated weight-loss^A** product. Notably, at this spontaneous level, **10% interpret the ads as relating to weight-loss injections**.

These findings carry through to our qualitative research¹. **All but one** of the 35 ads tested are thought to be related to **weight management or loss** in some way. Many ads are considered to be related to a **medical** weight-loss product, and **a substantial subset (at least seven) were more likely to be interpreted as ads for weight-loss injections^C**.



Notes: [A] 'Medicated weight-loss' combines responses for 'medical weight-loss pills' (which can include prescription-only medicine or medication available over-the-counter) and 'weight-loss injections' (only available via prescription). [B] A total of 12 ads were tested in the survey – each respondents saw one ad, with an average of 163-174 respondents seeing each ad. [C] Section 4 explores the specific signals of certain ads that indicate it may be related to weight-loss medication and injections

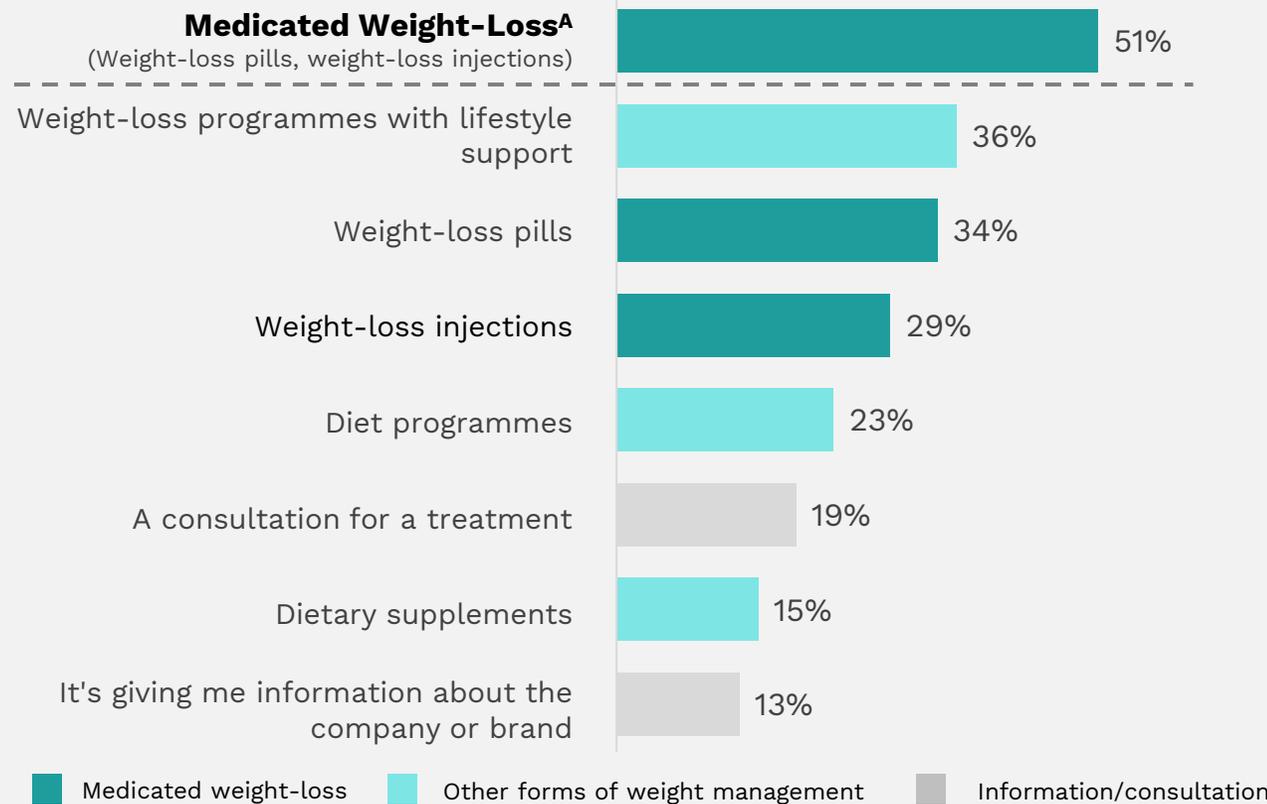
Source: [1] MTM ASA Qualitative research: Online communities & follow up depths. [2] MTM ASA Quantitative Research: C2. In your own words, please describe what you think this advert is promoting or referring to.

Base: UK online 18-64-year-old population (2007).

When prompted, the proportion interpreting the ad as being for medicated weight-loss, including injections, increases

Prompted Attribution– All Ads²

UK online population (18-64yrs)



When presented with a specific list of products and services that may be being promoted in the ad, **half** of adults think the ads are about **some form of medicated weight-loss**, with **29% attributing them to weight-loss injections**.

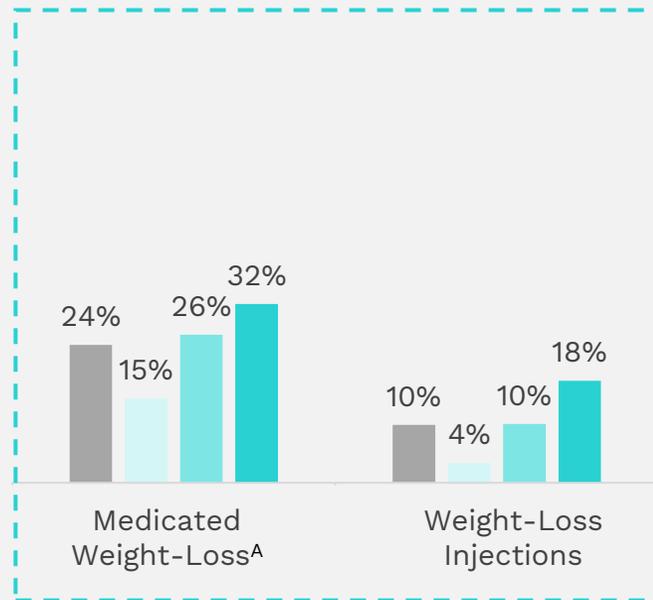
42% of the population gives more than one response to this question, indicating that **many people think the ad could be for multiple services, or are unsure** as to its primary purpose.

“ [4.1] Looks to be injections and app, but it's not completely clear as it could be medication and app with a reader machine possibly

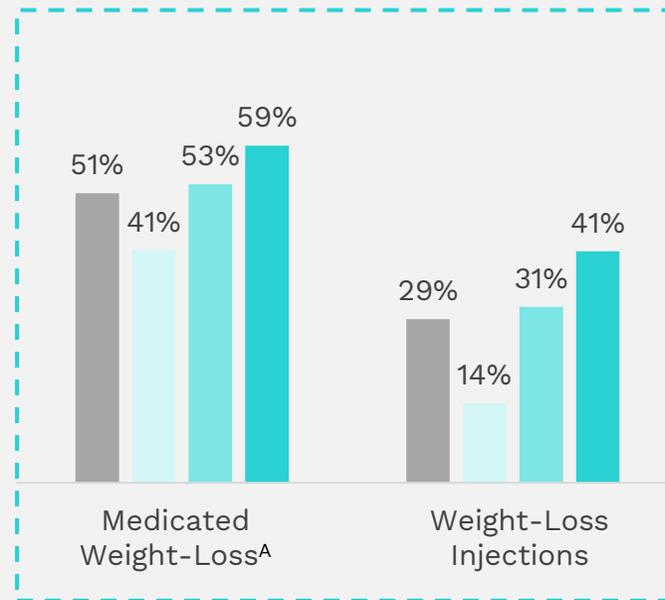
F, 40-49, Non-user¹

Those with greater knowledge of weight-loss injections are more likely to interpret the ads as promoting them

Spontaneous Attribution – Weight-Loss Injection Knowledge Groups²
UK online population (18-64yrs) in each group



Prompted Attribution – Weight-Loss Injection Knowledge Groups²
UK online population (18-64yrs) in each group



Total sample
 Low/no knowledge
 Functional knowledge
 High knowledge

As **knowledge of weight-loss injections increases**, so does the likelihood of interpreting the content of the ads as promoting either **weight-loss injections or medicated weight-loss**.

This suggests there are signals within the ads relating to weight-loss injections that are being understood by those with greater knowledge of them.

Even amongst those with low/no knowledge, 41% attribute the ads to medicated weight-loss when prompted.

“ I can tell this one is about jabs. The price is a big thing at the moment because Mounjaro did double in price overnight. I think it was the 1st of September and I still had a pen left, so I ended up switching. ”

50-59, F, User¹

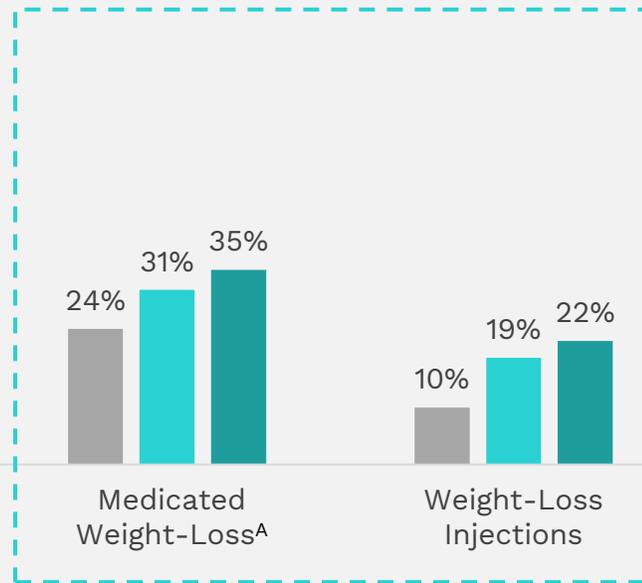
Users or those who would consider using them are more likely to interpret the ads as promoting weight-loss injections

When asked to spontaneously describe the ad’s content, around a third of those interested in or who have ever used weight-loss injections interpret them as being for medicated weight-loss – **and a fifth interpret them as promoting weight-loss injections.**

When prompted, around half of those interested in or who have ever used them interpret the ads as promoting weight-loss injections.

Spontaneous Attribution – Subgroups²

UK online population (18-64yrs) in each group



Prompted Attribution – Subgroups²

UK online population (18-64yrs) in each group



Total sample
 Weight-loss injection **prospects**
 Weight-loss injection **users**

“ I think it maybe sounds like an injection, like Mounjaro, but at a more affordable price.

50-59, F, User¹

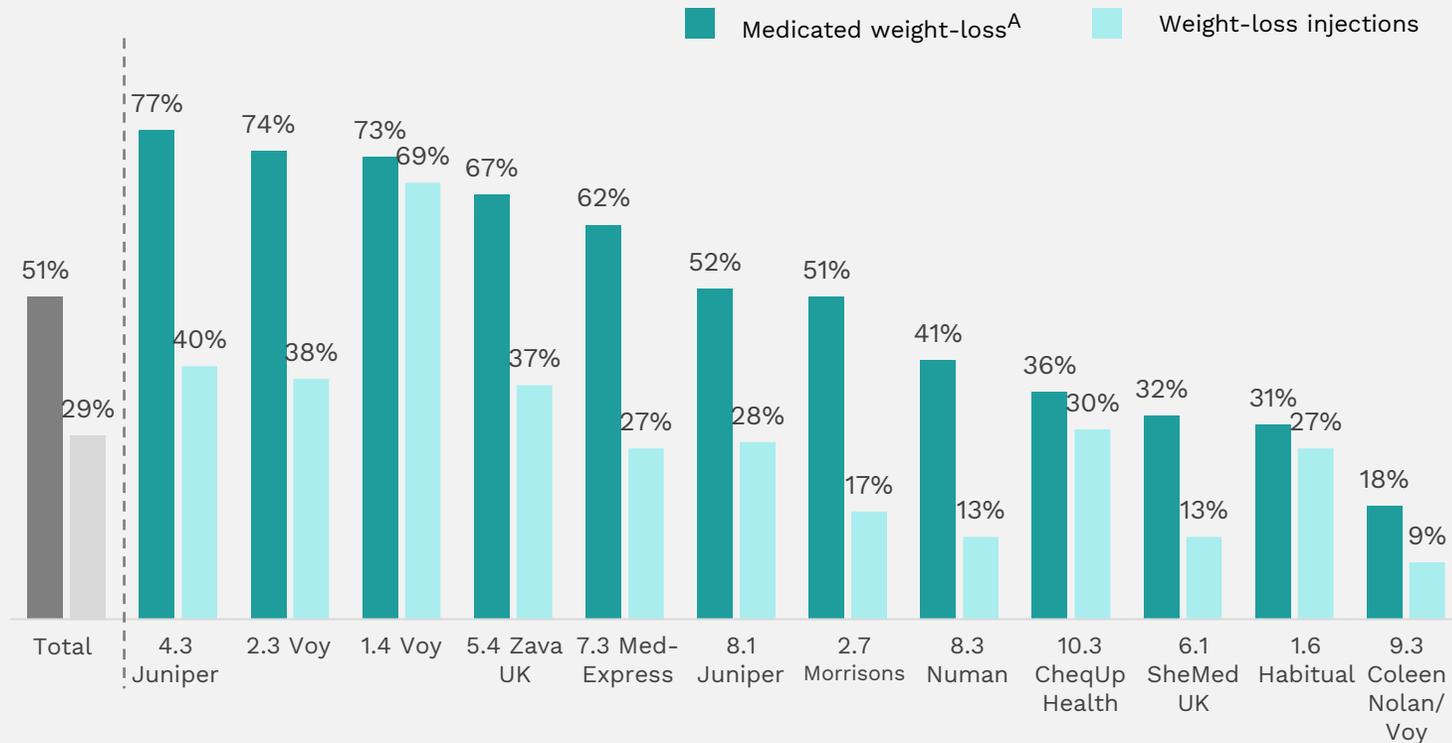
Ranging from 9%-69%, some ads are more likely to be interpreted as promoting weight-loss injections than others

Prompted Attribution by Ad – Medicated Weight-Loss^A & Weight-Loss Injections²

UK online population (18-64yrs) in each cell

Analysis of the survey results on an individual basis, shows the range of responses for the prompted attribution of the ads tested.

Between 18%-77% of the population interpret the ad they saw as promoting medicated weight-loss – and between 9%-69% interpret the ad as promoting weight-loss injections. As we explore in Section 4, the signals in some ads are seen to be more explicit in their promotion of weight-loss injections.



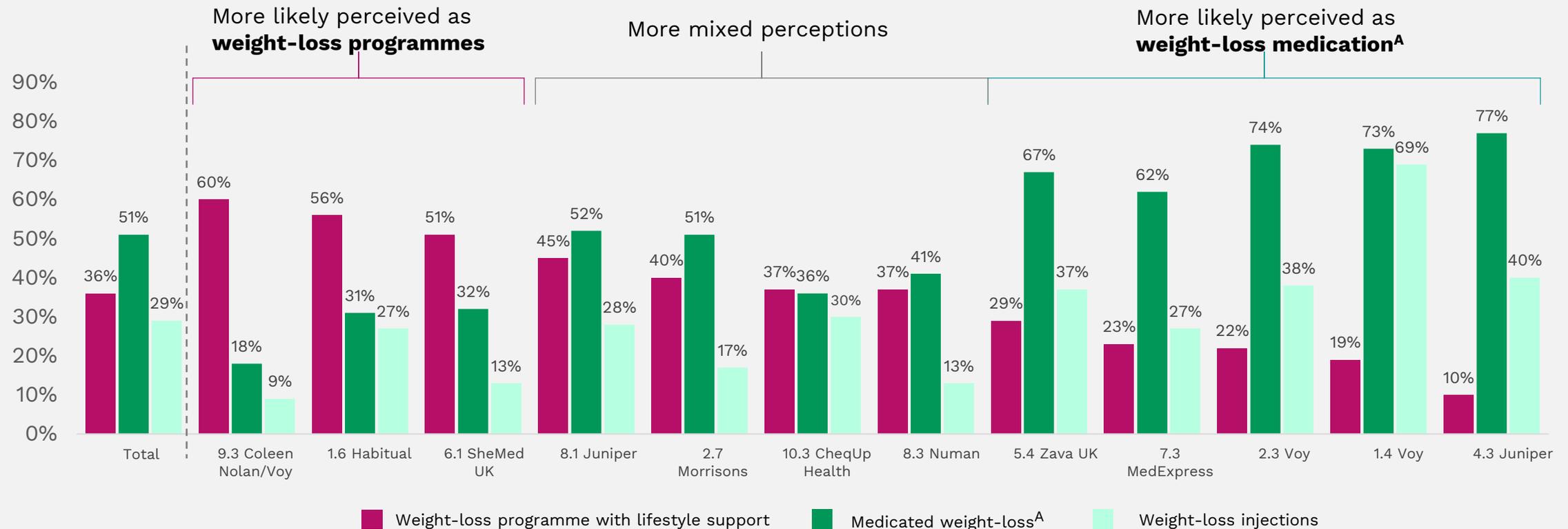
“ [1.4] wording ‘weight-loss’ in the URL and the picture gives us an that it’s for a self-administering injection pen
60+, M, Non-user¹

“ [5.4] It’s likely to do with weight-loss jabs as there’s been new stories recently about big price increases due to high demand.
40-49, M, User¹

All ads are attributed to a range of options – 5 of 12 were more clearly interpreted as promoting weight-loss medication

Prompted Attribution – Weight-Loss Programme vs Medicated Weight-Loss^A/Weight-Loss Injections

UK online population (18-64yrs) in each cell



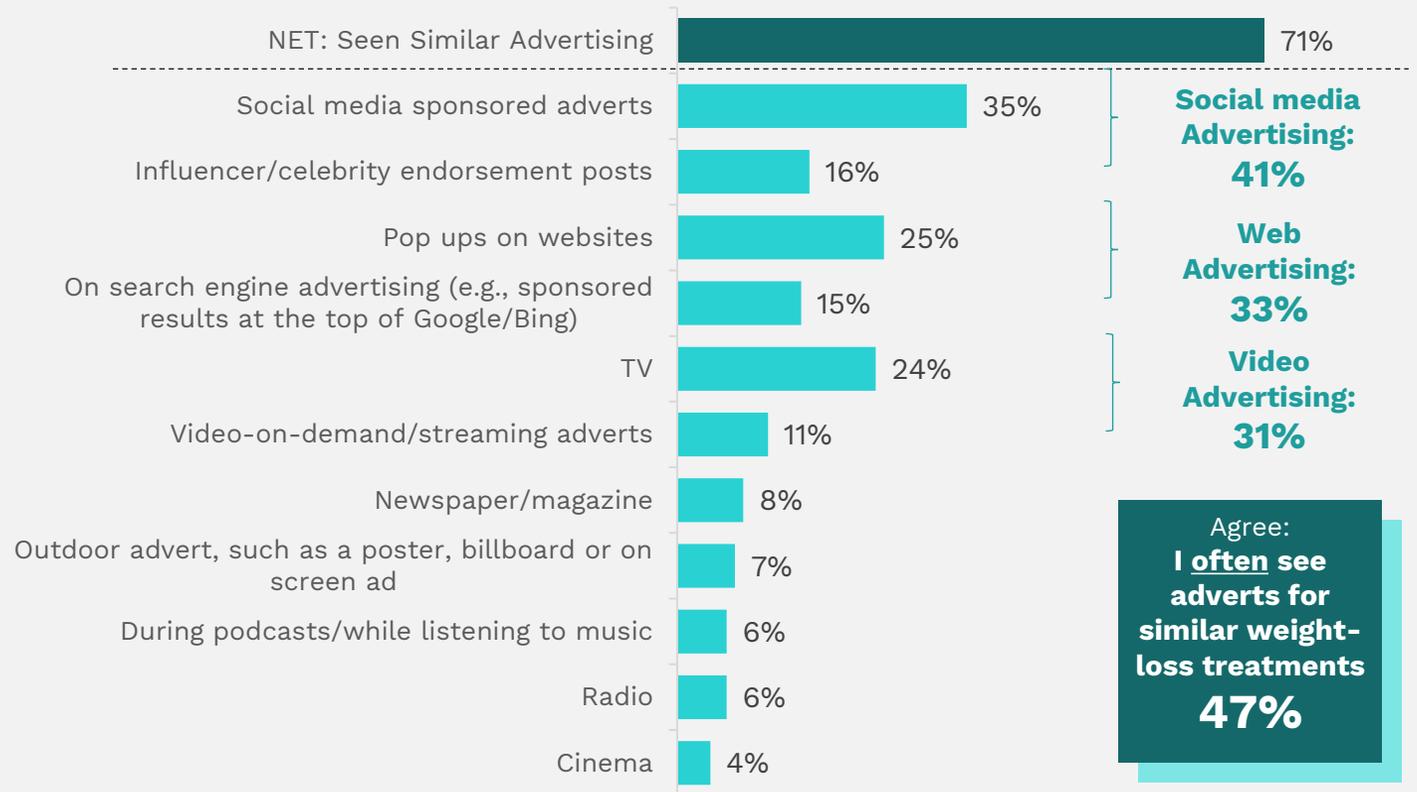
7 in 10 claim to have seen ads similar to the weight-loss treatment ad they evaluated in the survey

Having been shown an ad relating to weight-loss treatments and evaluated the ad (as set out in this section), **7 in 10 of the UK population claim to have seen similar advertising in the last six months.**

Social media is where most claim to have seen weight-loss treatment advertising, primarily in the form of brand ads - but there is significant recall of influencer endorsement too. Web-based advertising has also emerged as a key driver of awareness, outpacing video formats.

Source of Weight-Loss Treatment Advertising Seen in Last Six Months

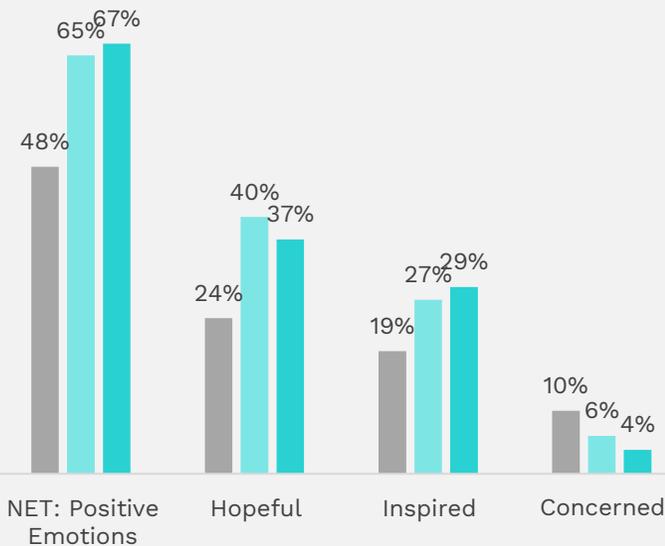
UK online population (18-64yrs)



Weight-loss injection users and prospects find the ads positive and informative

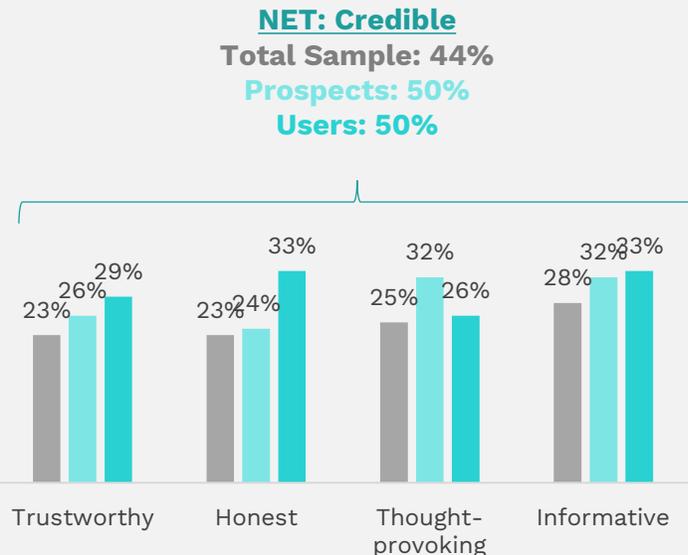
Emotional Reaction to Ads – Subgroups²

UK online population (18-64yrs)



Ad Word Association – Subgroups²

UK online population (18-64yrs)



Many consumers perceive the ads with **positivity** and **credibility**. This is truer for weight-loss injection **users and prospects**, who may be **more likely to purchase** one of these products.

We also see this range of reaction come through in our qualitative research¹. Some consumers are open and accepting of ads, while a small proportion are more likely to interpret them as inappropriate or even exploitative^A.

Across qualitative respondents, **certain advertising approaches are more likely perceived as more hopeful**, inspiring and empowering (positive reception), such as those featuring testimonials that speak to holistic benefits. Other approaches **can be considered concerning**, sad or even disgusting by some (negative reception) – for example, those that are felt to target potentially vulnerable audiences^A.



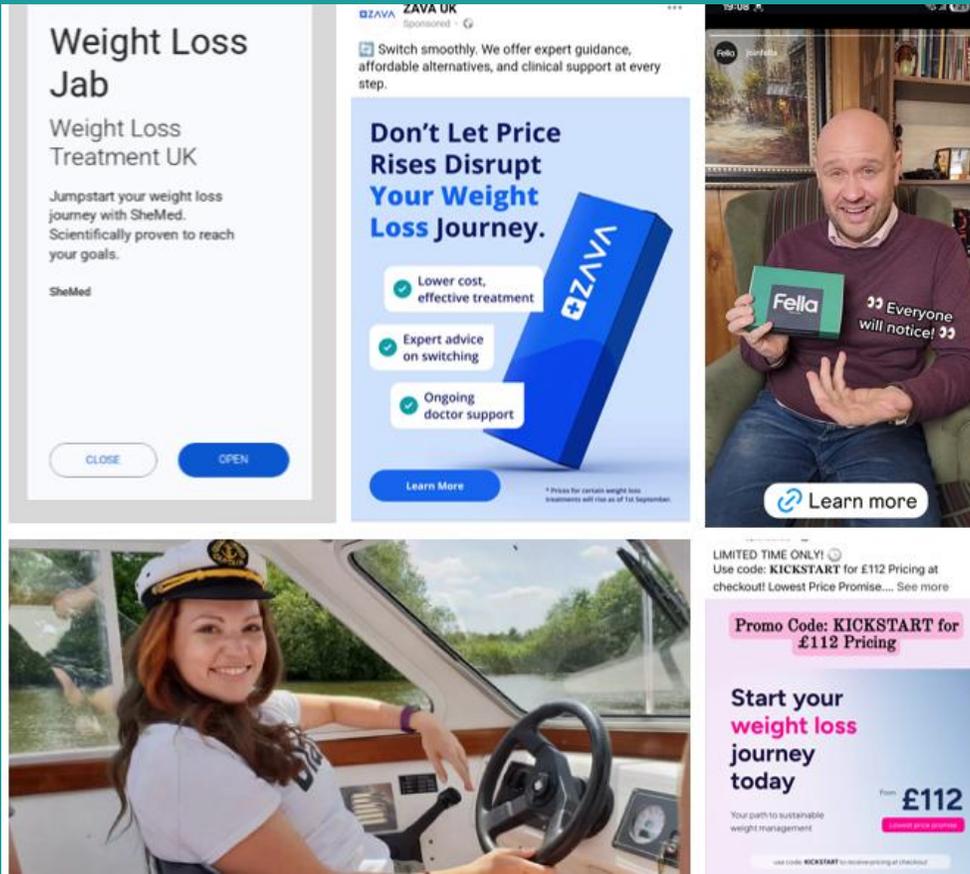
Notes: [A] Further detail about responses to specific ads can be found in Section 4 as well as responses to targeting specific audiences in Section 6.

Source: [1] MTM ASA Qualitative research: Online communities & follow up depths. [2] MTM ASA Quantitative Research: C1. Which, if any, of the following words describe how you felt when you saw this advert? C8. Thinking about the ad you have just seen, please tell us the extent to which each of the following words apply to how you feel about the ad (Net: Completely applicable).

Base: UK Online 18-64-year-old population (2007): Weight-loss injection prospects (379), Weight-loss injection users - ever (130).

CONSUMER INTERPRETATION OF SIGNALS IN ADS

What cues indicate that an ad may be promoting a weight-loss injection?



Section key findings

01

A range of signals in the ads tested are interpreted as indicating the promotion of weight-loss injections

Specifically: imagery; language used to describe the product; information about the product; claims about product effectiveness; the advertising approach taken; and knowledge of the provider/advertiser offering the medication.

02

Consumers take multiple signals into account when deciding what is being promoted

In most of the ads tested, consumers infer what an ad is promoting based on multiple signals working together, as individual signals may not be enough to come to an assumption or conclusion.

03

Deciding what an ad is promoting is a complex and varied process

Inferences depend on which signals are used, the perceived strength of those signals, as well as the knowledge a consumer has to draw on to infer meaning.

04

Existing knowledge of weight-loss injections is crucial in the interpretation of ads

Those with greater knowledge of weight-loss injections are more likely to interpret the ads as promoting them because they have a wider pool of reference points to draw upon. Conversely, certain signals are less indicative of injections to those with less knowledge.

05

Certain signals are more commonly seen as an indication the ad relates to weight-loss injections

Across consumers, with differing knowledge levels, these signals include imagery of pens, certain explicit language, references to BMI eligibility and weight-loss statistics that are perceived as significant or extreme.

Several signals in the ads tested lead participants to interpret them as promoting weight-loss injections

01	02	03	04	05	06
Imagery	Language to describe the product/service	Information about the product/service	Product effectiveness	Advertising approach	Provider
Injections Boxes	What the product is Drug names	Details about how it works	Weight-loss statistics	Clinical Holistic	Brand/provider behind the ad

In almost all cases, consumers combine multiple signals to form their view of what they think an ad is about

Selection of ads tested quantitatively and/or qualitatively



“ [7.3] It doesn't state many details...Plain text, no gimmicks, the “med” [in MedExpress] indicates it's a medical, tested and verified company and process that is being offered.

M, 50-59, Non-user

“ [4.3/5.6] It was the extract from the article there where it says, “ramps up UK price of weight-loss medication” that was just me making the assumption [it's injections] because that's what's being talked about in the press...And “clinical” would indicate to me that doctors are involved.

F, 18-29, Non-user

In both research streams, consumers **take multiple signals into account** when forming their view about what product and/or service an ad is promoting.

When it comes to interpreting ads as promoting weight-loss injections, **very rarely does one signal alone** drive that conclusion (or assumption, even guess).

Instead, they piece together multiple indicators. This usually **relies on interpretations or making assumptions**.

In doing so, consumers **draw on different kinds of knowledge**:

- Public knowledge about weight-loss injections built from news, articles and/or celebrity media
- Insider knowledge (e.g. having used themselves/interested in using, someone close to them has)
- Everyday knowledge about medication and advertising messages

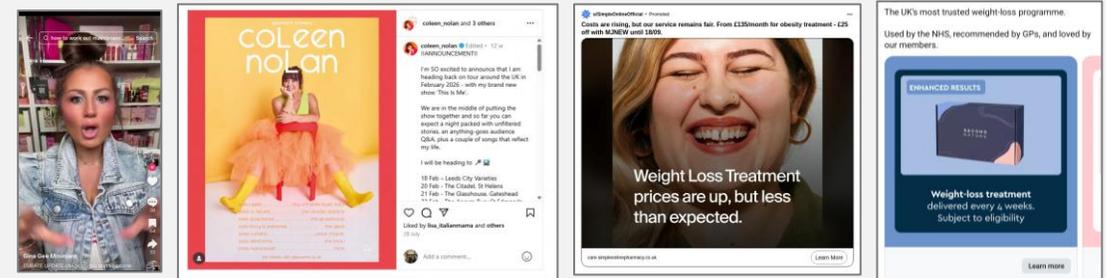
How consumers interpret an ad is complex and varied

Across the 35 ads tested qualitatively, and 12 tested quantitatively, **consumers rely on different kinds of signals, and a different number of signals** when interpreting ads.

The variance and complexity in how interpretations are formed across ads is because:

1. **Different adverts use a varied selection of signals** to frame what is being promoted.
2. **Signals have different strengths.** By strength, we mean that **some signals are interpreted as more clearly suggesting** an ad is about medicated weight-loss or injections than others.
3. As outlined in Section 2, consumers have **varying levels of knowledge** about injections. This means that **certain signals are more (or less) likely to be considered indicators** of these products **by different people.** Those who are more knowledgeable about weight-loss injections have a **larger pool of reference points** to lean on when making their interpretations, in contrast with consumers who know very little about the product, brands or providers.

Selection of adverts tested quantitatively and qualitatively



“ [2.5] [I’m] assuming it's injections that are delivered every 4 weeks and endorsed by NHS...4 weeks [so I] assume injections.

M, 40-49, Non-user

“ [2.5] Not clear exactly what it is. Hints it is natural weight-loss treatment...It's a subscription service. Affordable due to the fact it is used by the NHS.

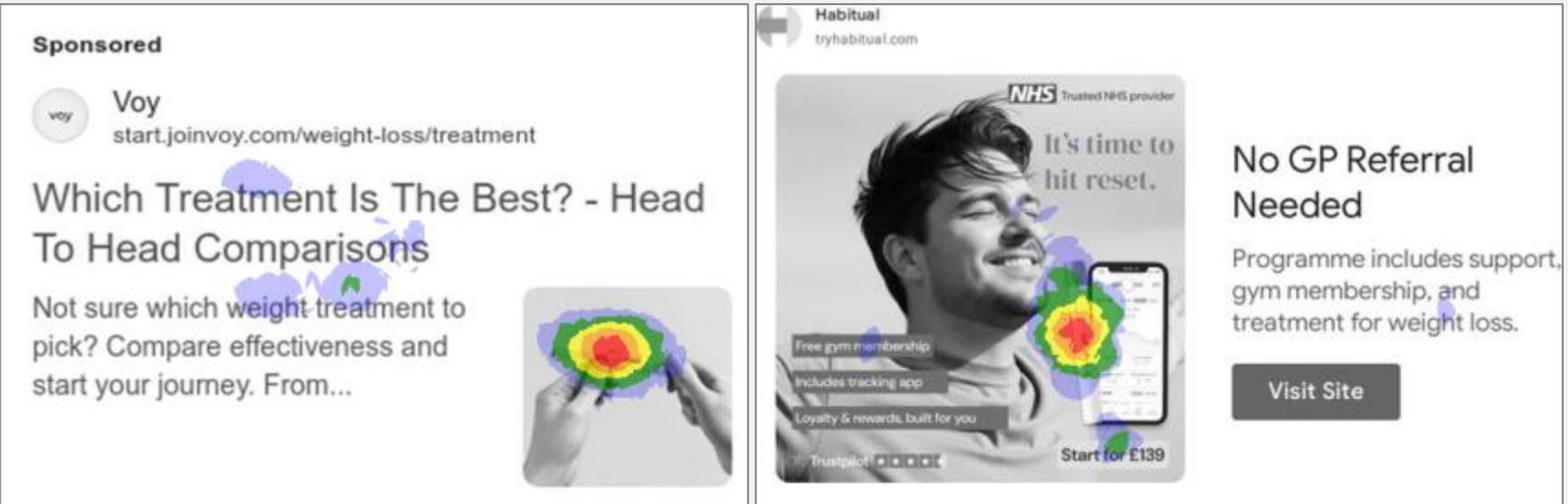
F, 40-49, Non-user

The signals

The following pages examine the different signals, within the ads tested, that are interpreted as relating to weight-loss injections.

Injector pens are one of the most common indicators of weight-loss injections

Consumer heatmaps from survey: indicators of weight-loss injections²



For the two ads tested quantitatively² that feature injector pens, the heatmaps show that by far **the most selected element** that suggests the ads refer to weight-loss injections **is the pen itself.**

As seen, the greatest proportion of adults (69%) think the ad on the left refers to weight-loss injections. Qualitative research¹ tells us this is because the **pen is a prominent feature** of the advert.



Prompted attribution to weight-loss injections²

UK online population (18-64yrs)/non-prospects or users of weight-loss injections in each cell



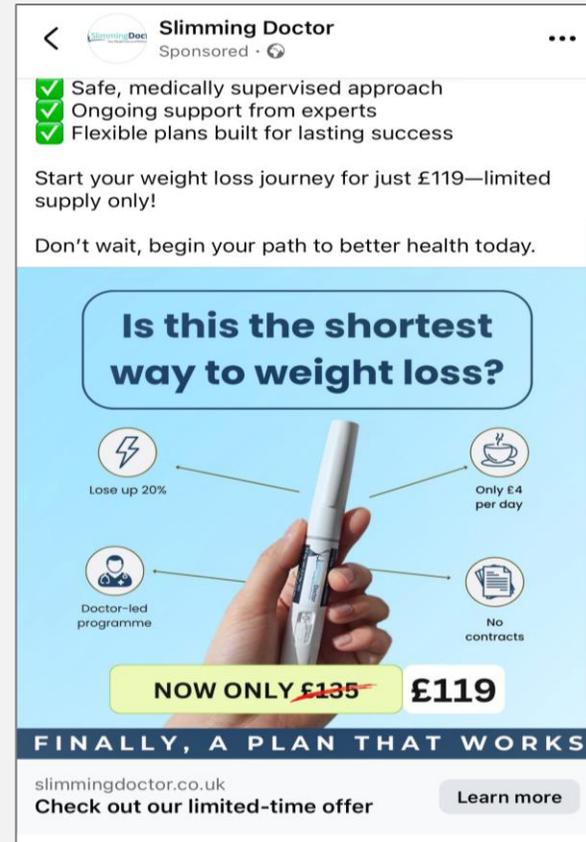
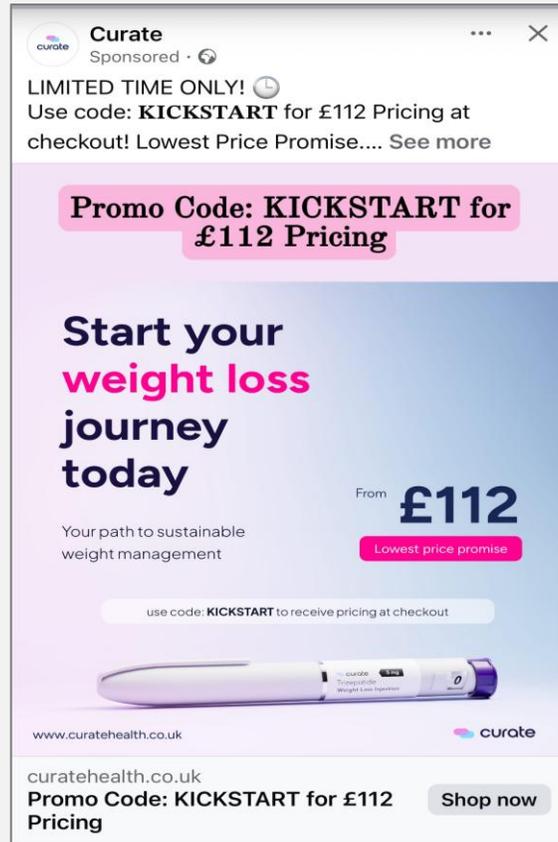
Notably, significant proportions of those **uninterested in using injections also recognise** the pen as being for injections.



Notes: Original ads tested can be found in the appendix. Heatmaps may have low bases sizes and are indicative only.
 Source: [1] MTM ASA Qualitative research: Online communities & follow up depths. [2] MTM ASA Quantitative Research: C4. Which, if any, of the following types of products or services do you think this advert is referring to?. C5a. Please select all the elements of the advert that indicated to you that the product/service being referred to was [PRODUCT/SERVICE FROM C4].
 Base: UK online 18-64-year-old population (2007), allocated to each cell (bases range from 163-174 per cell), non-prospects or users in each cell (range from 111-132).

Other ads featuring pens tested qualitatively are also perceived as likely to refer to weight-loss injections

Ads tested qualitatively



Qualitative research tested a further two ads featuring a pen. Both ads are **among the most likely to be interpreted as promoting weight-loss injections**; the pen is considered the primary indicator, reinforced by other signals (e.g. “Weight loss”, “Slimming Doctor”).

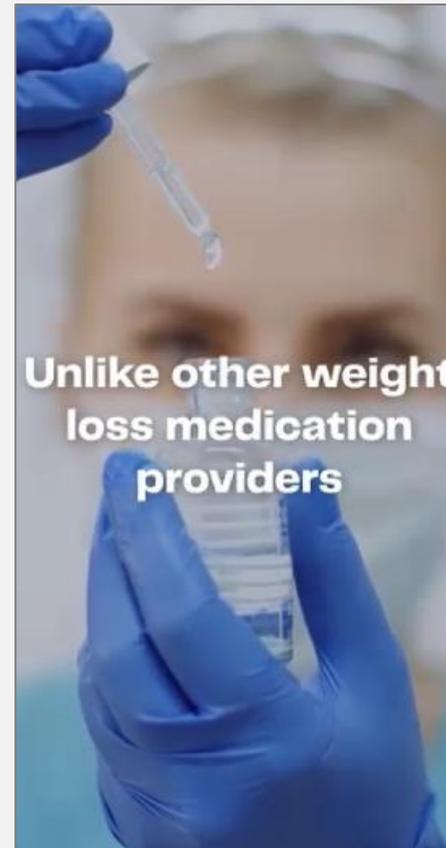
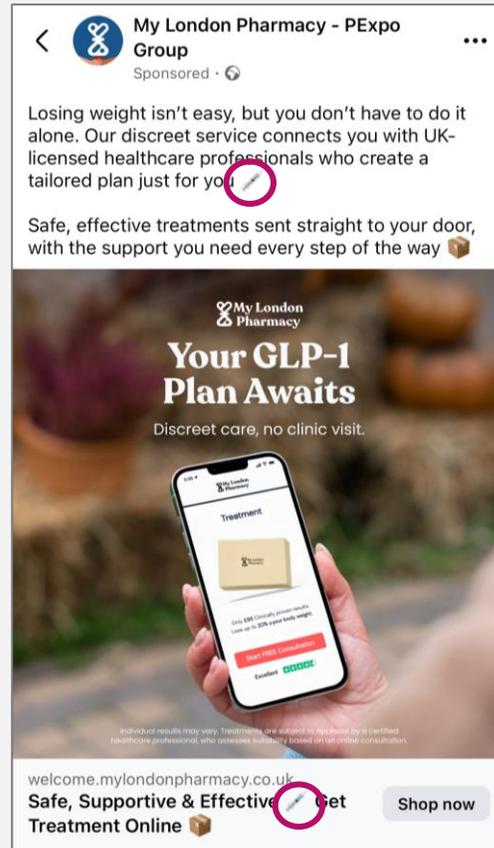
The pen isn’t only noticed by current or prospect users; multiple non-users in the qualitative research also recognise the device. Some non-users have less recognition but make presumptions based on other signals in the advert.

“ [1.4] The picture looks like a self-administering injection pen, and “weight treatment” in the text also reinforces the indication that the treatments relates weight loss
M, 30-39, Non-user

“ [1.3] The image shows a small pen or injection device, so I know the advert is for that and not pills
F, 40-49, Non-user

Alternative, injection-related visualisations are picked up by some as representing weight-loss injections

Ads tested qualitatively



When **noticing injection visualisations**, most consumers expect that the promoted service **could relate to weight-loss injections in some way**. Consumers are particularly likely to perceive this when imagery is **explicitly a needle/syringe** versus an abstract link, and when **alongside wording** that suggests weight-loss such as “losing weight”, “weight management” and “effective treatments”.

“ [3.2] The cartoon image of an injection immediately gave it away that the advert was for an injection
Non-user, F, 40-49

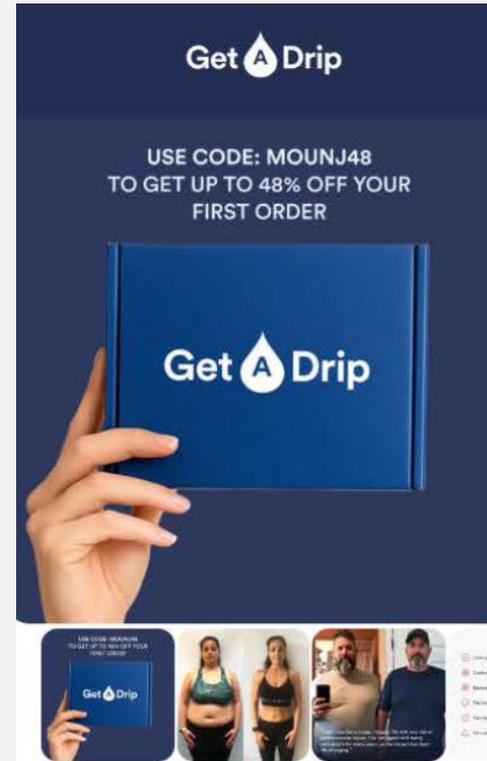
“ [6.6] No mention of injections, I was just assuming this - there's a medicine bottle with a pipette of clear liquid
User, F, 50-59

Boxes are associated with injections as well as other weight-loss or health products

Consumer heatmaps from survey: indicators of weight-loss injections²



Image from landing page tested qualitatively¹



A wide range of consumers **deduce that a box represents a physical product** - pills, injections or otherwise - since they assume the product will fit in the one that is featured.

In some cases, current or prospect users can **recognise a certain style of box as likely to be for weight-loss injections** based on experience or research. For the majority, other kinds of signals are usually stronger indicators of weight-loss injections; **a box is often a confirmatory signal.**

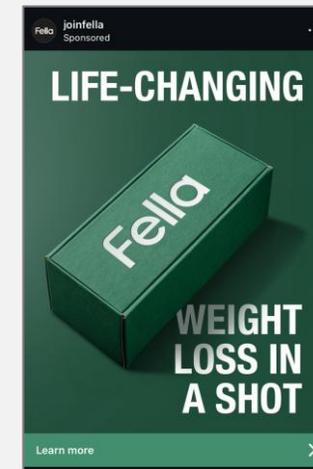
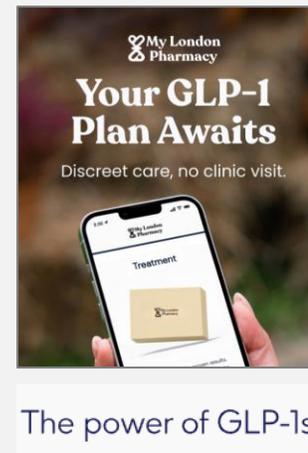
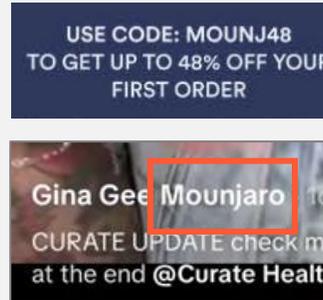
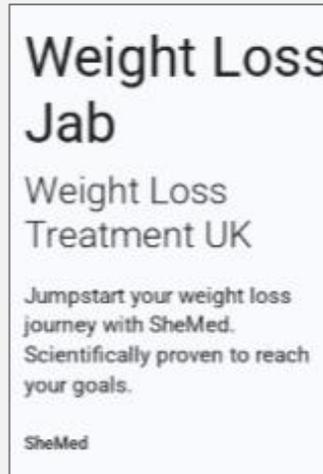
“ [2.5] It doesn't say if it's injections, tablets, a cream. I'd probably assume injection or tablets as it comes in a discreet-ish box. ”

F, 50-59, User¹

Less frequently selected More frequently selected

Explicit terms can be interpreted as a clear indicator of a weight-loss injection; some have closer associations

Ads and Landing pages tested qualitatively



More likely to be interpreted as an injection ←

“injection”	“jab”	“Mounjaro”	“GLP-1”	“shot”	“drip”
“injection”, particularly in the context of “weight loss” is felt to be the most clear-cut signal	“Jab” after “weight loss” suggests the ad is promoting weight-loss injections to all who saw it, regardless of knowledge levels.	When noticed, brand names (esp. Mounjaro ^A) are relatively widely recognised/interpreted as being about weight loss injections.	Clear indicator of a weight-loss injection among those with higher knowledge of injections ^B .	Most who saw this ad think it is likely promoting an injection; a minority are open to it being an oral shot.	Consensus the ad is promoting a liquid medication; mixed interpretations as to oral, injection or IV-style drip.

Weight-loss “medication” is widely understood; it narrows down interpretations to being injection or pill-related

Consumer heatmaps from survey: indicators of weight-loss injections²



Less frequently selected More frequently selected

Red hotspots across these ads cover the phrase: “**weight-loss medication**”. For the average consumer, this term is interpreted as a clinical product that’s taken regularly, which **can** (but not only) **be accessed via prescription**^A. In the context of weight loss, expectations are that the ad is for either an **injection and/or pill**.

However, qualitative research shows that for **certain consumers** (especially those with greater levels of knowledge, including users and prospect users of injections), the **term is more closely associated with injections** than other forms of medicated weight-loss. This is because the product is particularly top of mind, either through current or considered use, or from being highly aware of it via the media and/or friends and family.

“ [5.6] It says a “medication” so makes me think it’s a tablet or an injection...I’m not completely sure what “switching” means, maybe from one kind of plan to another
F, 50-59, Prospect user¹



Notes: Original ads tested can be found in the appendix. [A] Section 7 further explores understandings of prescription-only medicines and GLP-1s within this context.

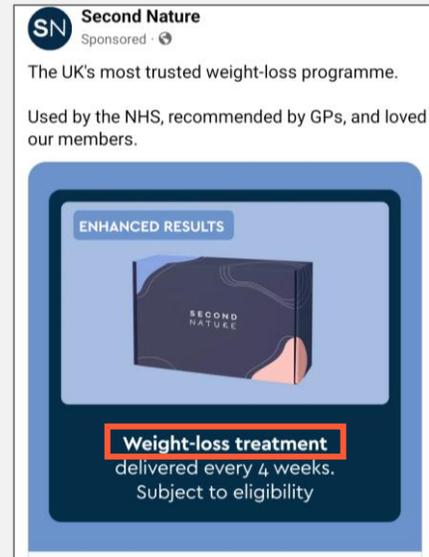
Heatmaps may have low bases sizes and are indicative only.
Source: [1] MTM ASA Qualitative research: Online communities & follow up depths. [2] MTM ASA Quantitative Research: C5a. Please select all the elements of the advert that indicated to you that the product/service being referred to was [PRODUCT/SERVICE FROM C4].

Weight-loss “treatment” can point to medication in certain, but not all, contexts

On the surface, a weight-loss “treatment” **can represent a range of methods** to consumers, from something medical - a plan designed by professionals and even surgery - to more everyday or natural methods, such as vitamins and supplements.

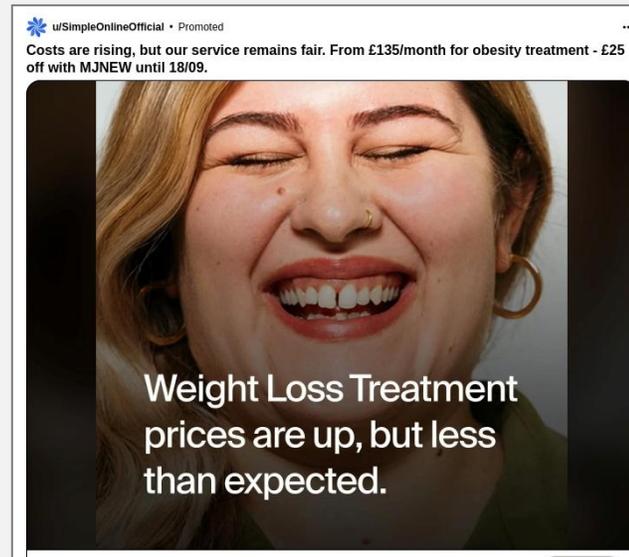
Exact responses to what an ad is felt to be promoting **depends on other signals that are noticed**, and whether the consumer leans further towards **injections as a medical or lifestyle tool**^A.

Ads tested qualitatively including “treatment”



“ [2.5] Not clear exactly what it is. Hints it is natural weight-loss treatment

F, 40-49, Non-user



“ [7.6] It's a weight-loss treatment but it doesn't tell me what, so I don't know if it's vitamins or if it's surgical or if it's injections

F, 40-49, Non-user

“ [7.6] By using “treatment” you expect that this product will treat and change your weight-not just help you...is it injections?

F, 40-49, Non-user

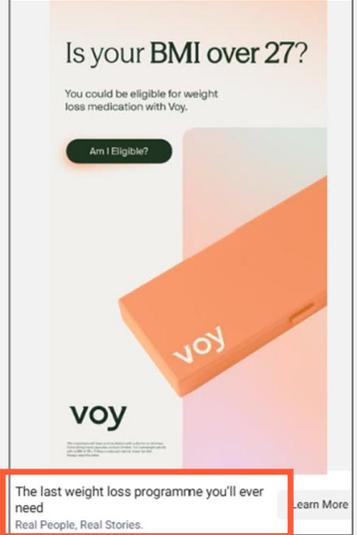
In the context of weight loss, “programme” is thought to include multiple methods, which may include injections

Qualitative research shows that in the context of weight loss, the word “programme” is generally expected to **involve a combination of methods and** may be **bespoke** to users.

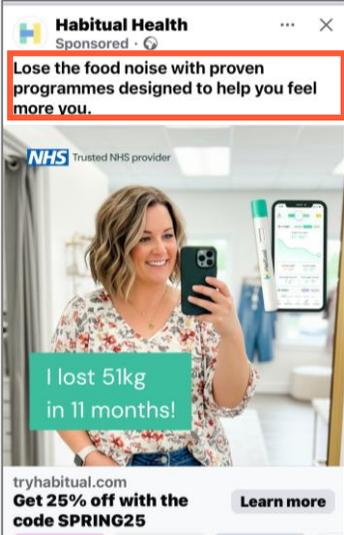
Like other language signals, the extent to which “programme” is thought to **indicate weight-loss injections depends on other signals** present, as well as the personal **expectations of each consumer** in terms of whether weight-loss methods could include injections^A.

Ads tested qualitatively including “weight-loss programme”

More likely to be interpreted as involving injections



While message has low prominence, other more prominent signals point to injections



“Programmes” and visuals of an app suggests multiple methods; image of pen points to injections as an option



Interpreted as “programme” even though word not used; testimonial refers to “support and medication”



“A program made for me” – a focus on what it will achieve for the user means interpretation of the product being promoted is left open

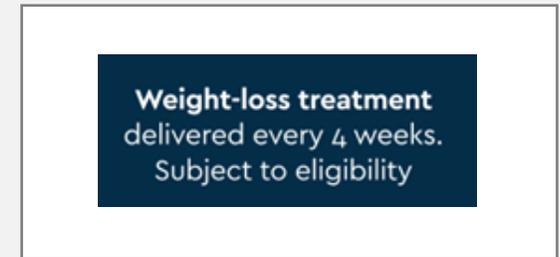
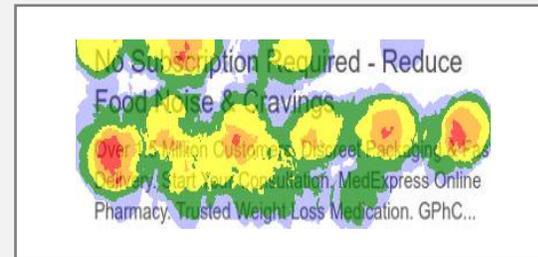


Notes: Original ads tested can be found in the appendix. [A] Later in this section there is further exploration of consumer expectations of whether a weight-loss programme involves injections or not. Source: MTM ASA Qualitative research: Online communities & follow up depths.

Those with greater knowledge of weight-loss injections make inferences based on specific product details

There are certain signals that those with greater knowledge are more attuned to and carry greater meaning for (e.g. if they are a user, have researched the product or know someone close to them who uses them).

Consumer heatmaps from survey²: indicators of weight-loss injections and ads tested qualitatively²



News stories

Ads that reference medication price rises can point to injections for those who have read such news stories.

Less frequently selected More frequently selected

Pricing

Ads that feature a specific price can also be interpreted as promoting injections for those who have reference points for the monthly costs.

Jargon

Only those familiar with injections tend to recognise associated phrases e.g. “reducing food noise” and “curbing appetite and cravings”.

Workings of product

And only those with greater knowledge of injections note that a 4-week delivery reference indicates an ad is related to the product.

“ [5.4] I'm not 100% sure, but I'd guess it's likely to do with weight-loss jabs as there's been news stories recently about big price increases due to high demand.
 M, 40-49, Non-user¹

“ [4.1] I've [taken] Mounjaro and understood it quoted “food noise” and removed the hunger or need for food.
 M, 30-39, User¹

References to GPs, doctors or other experts can, but not always, signal the promotion of medical products

References to the NHS, GPs and/or doctors

Signals greater levels of trust

Qualitatively, the most common response to these signals in ads is increasing trust in the ad and product. These signals are not always interpreted as relating to the promotion of weight-loss injections; other signals have significant influence in conclusions made.

“ [5.4] *It’s a weight-loss product with a service of advice and ongoing doctor support which is **a big draw!***
M, 50-59, Non-user

“ [2.5] [“Used by the NHS, recommended by GPs”] *Implies trustworthy product, and reinforces it’s **medically certified.***
M, 40-49, Non-user

“ [2.5] *“Recommended by GPs” makes you feel that it is safe and reliable... Second Nature [brand] makes you feel that its ingredients are **found in nature** and healthy for you.*
F, 40-49, Non-user

References to other professionals

Highly mixed signals of trust and the indicated product

A selection of qualitatively tested ads used terms like “medical team”, “certified health professionals” and “UK-licensed healthcare professionals”. These often go under the radar, but when noticed, spark diverse thoughts on what is being advertised, and trust levels.

“ [4.5] [“Our medical team”] *It’s a **medically proven approach** to dramatic weight loss...but I feel it **doesn’t say how.***
F, 50-59, Non-user

“ [6.3] [Landing page] *It says its “medically reviewed by Dr. Aaron Chowdhury, MBBS”. **What’s MBBS and is it just one doctor?** Why isn’t it being reviewed by a board or a recognised institution?*
M, 30-39, Non-user

“ [11.1] [“Expert backed”] *I’d be **cautious of a programme backed by “expert”** advice.*
M, 60+, Non-user

Similarly, eligibility criteria or consultations suggest professional input, but not always weight-loss injections

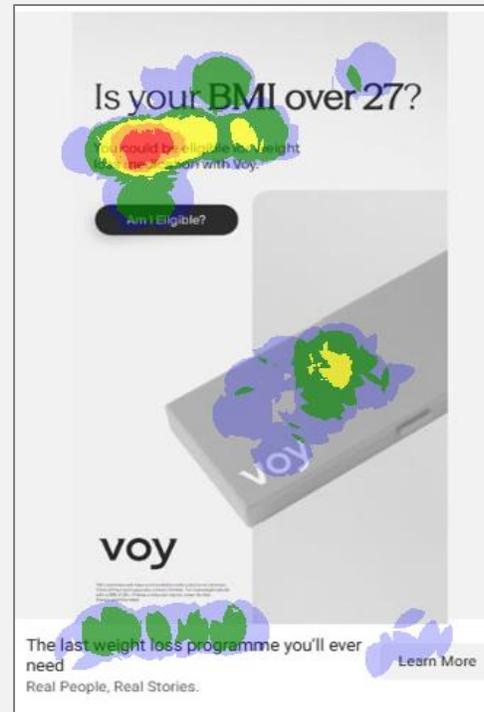
References to eligibility or consultations in ads are not always picked up on first look. However, when noticed, they can indicate:

- A product that will **result in significant weight loss** that requires **professional approval and/or monitoring**
- A **medication** such as a pill, supplement or injection (this is more likely among those who have traditional attitudes towards injections and other medication)

- A **non-medical** product

Interestingly, no consumers at the point of ad evaluation explicitly **made a connection** between eligibility or consultations and a **prescription**. During later questions, some did say these terms suggest prescription medication.

Consumer heatmaps from survey: indicators of weight-loss injections²



"Check your eligibility in 3 min"



Less frequently selected More frequently selected

“ [4.5] [It's a] significant weight-loss treatment being offered...indicated by the 5.5 stone weight loss in 8 months [and] the fact there is a consultation process and the treatment is only offered by a healthcare professional following approval.
M, 30-39, Non-user¹

“ [7.4] I'm not sure what the product is, I'm assuming by "consultation" it's maybe a tablet or a supplement or something that's going to remove your cravings
M, 30-39, User¹

BMI references can be more closely associated with weight-loss injections, often amongst those with more knowledge

Ads that include mentions of BMI are felt to be clear indicators of promoting a **weight-related product** or service to overweight people. Reading more deeply, responses tend to be split:

- **Points to weight-loss injections** among those who think eligibility can be based on BMI (often functional or high levels of knowledge, or those who see the product as a medical tool^A)
- **Not a further indicator of a specific product** due to lack of understanding of what BMI numbers really represent, or consumers regard injections as a lifestyle tool^A

Another ad uses the term **“obesity treatment”** and could also be interpreted as injection-related, due to an association with **very overweight people and injections.**

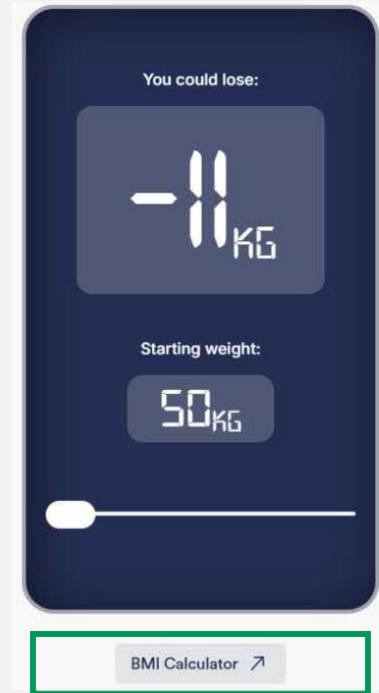
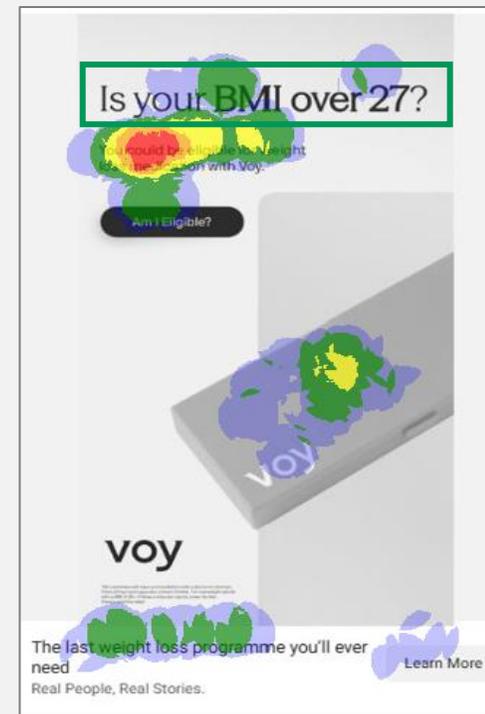


“ [2.3] It refers to BMI and to my knowledge that’s what the weight-loss jabs require
F, 50-59, Non-user¹

“ [2.3] I don't know what my BMI is, so it's quite hard to understand how I view that product really,
M, 40-49, Non-user¹

“ [7.6] [Obesity treatment] It sounds like it for very overweight [people]... [I] just tend to lean towards injections or perhaps because it doesn't say I've assumed that
F, 50-59, Non-user¹

Consumer heatmap from survey: indicators of injections² and qualitatively tested Landing Page¹



Less frequently selected More frequently selected

Notes: Original ads tested can be found in the appendix. [A] See Section 1 for consumers’ varied attitudes to weight-loss injections as either medical or lifestyle tools. Heatmaps may have low bases sizes and are indicative only.

Source: [1] MTM ASA Qualitative research: Online communities & follow up depths. [2] MTM ASA Quantitative Research: C5a. Please select all the elements of the advert that indicated to you that the product/service being referred to was [PRODUCT/SERVICE FROM C4].

Weight loss that is perceived to be significant, or achieved very quickly, can indicate the promotion of injections

Across injection knowledge levels, consumers often interpret **very high weight loss as a signal** of the product (or other more “extreme” interventions like gastric bands).

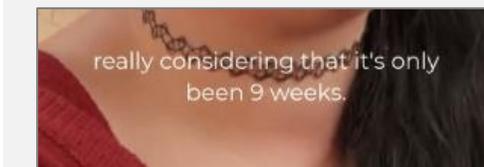
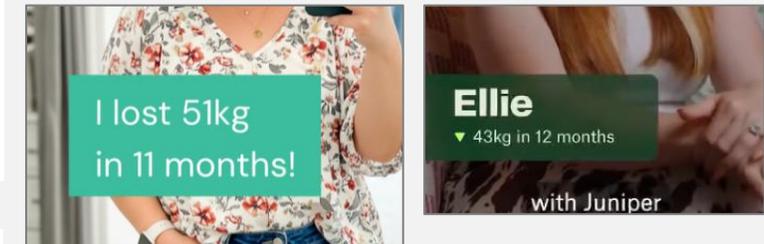
Short timeframes alongside substantial, quantified weight loss are also associated with injections, reflecting the perception that such outcomes are **unlikely through diet and exercise alone**, and that **injections are most likely** to achieve this.

What **determines significant weight loss** and therefore an association with injections **differs from person to person**. For example, different thresholds of kilograms lost and/or percentage body weight loss are felt to be indicative, as well as varying timeframes.

“ [4.1] [“51kg lost in 11 months”] *My immediate response is that this is for weight-loss injections or gastric band because 51kg is a lot of weight to lose in 11 months (that's one of me!)*
F, 40-49, Non-user¹

“ [6.1] *The lady stated she has seen such a difference in only 9 weeks - she has been taking vitamins and supplements, feeling healthier, looking brighter. It's the writing under the ad that said “programme” so now I am aware this is looking more towards the pens with other health care.*
F, 18-29, Prospect user¹

Selection of ads tested qualitatively¹, and consumer heatmaps from survey: indicators of injections²



Less frequently selected  More frequently selected

Some are inclined to interpret “clinical-feeling” ads as likely to be promoting weight-loss injections...

Qualitatively, as explored in Section 2, some consumers have traditional views about how and when it is appropriate to use weight-loss injections (for example, prescribed by GP for medically overweight individuals, often a “last resort”).

This viewpoint shapes how advertising is interpreted. These consumers tend to have relatively **narrow expectations of when ads may be promoting weight-loss injections:**

- Professional, medical and/or clinical language
- Perceived clinical style e.g. simple, blue, pharma-related imagery
- Mentions of BMI, eligibility and/or consultations

Conversely, they are **less likely to associate lifestyle cues** - for example, pastels or natural colours, less formal language including emojis, no mention of medication, customer testimonials or wider programmes focused on support - as related to medication or injections.



“ When you think about medication, I would expect something more medical and firm, like, “this is the medication and this is how you take it”. I wouldn’t have expected any weight-loss injection to look like these adverts, because they’re advertising a lifestyle, support, looking at mind, body, more holistically than I would expect from injection adverts.

[3.2] “GLP-1” caught my attention, so I assumed it was an advert for that, but then after reading the first line, I thought that it was maybe a programme that’s been offered rather than GLP-1. But then I would never have put GLP-1 medication and a “programme” together: I would have thought they were two different things...

F, 40-49, Non-user

...while others are more likely to think holistic programmes may include injections, alongside other methods

Inferring medication is being promoted

As explored in Section 2, some consumers have a more open and flexible attitude towards the use of and access to weight-loss injections. Qualitatively, these consumers are more likely to suggest that **injections may be part of a wider weight-loss programme promoted in some of the ads** they saw:

- Testimonials discussing the holistic impact of a weight-loss programme or product (even if vague or ambiguous)
- Weight-loss programme promoting dieticians, exercise plans and/or community or professional support

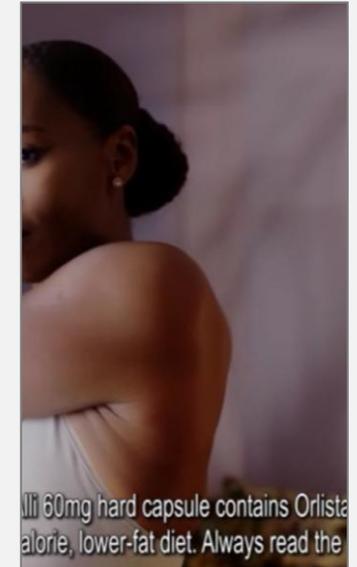
They are also more likely to interpret ads featuring pastel colours, pointing to “natural” products in some way, or feeling less “professional” as promoting a weight-loss injection.



Directly promoting medication

A few of the TV ads tested were more explicit about the weight-loss programme or method including medication. For example, using the term “medicated weight-loss” or the small print referring to “hard capsules”.

In these cases, more consumers are likely to presume injections (or pills) are part of the weight-loss method.



“ [5.6] I think it's weight-loss injections plus some kind of support...diet or exercise related, which is a good thing, but it could be clearer that it's a more holistic approach
F, 30-39, Non-user

“ [9.3] I get the impression this doesn't involve dieting...Coleen mentioned she was tired of diets and numbers, so I assumed it's a medicinal product.
F, 50-59, Non-user

“ [8.4] It's a weight-loss tablet, as it's indicated in the text at the bottom of the page, designed to assist with weight loss whilst maintaining a “reduced calorie, lower fat diet” and doing exercise”
M, 30-39, Non-user

The last signal is provider names, which can indicate the ad is for weight-loss injections for those with greater knowledge

When working out what is being promoted, some notice the provider/advertiser behind the ad, which can inform their interpretation.

Familiarity

Notably, consumers who recognise a provider as offering weight-loss injections, draw on this knowledge when interpreting what’s being promoted.

This is particularly pertinent in the absence of other signals that can help inform interpretations of what the ad is promoting. The provider can become a major signal.

“ *I'd heard about a couple of [the brands], I had prior knowledge... nowadays its quite an in thing...18m ago it was a bit more unusual...Just that there's so many [adverts and brands]. They're all very similar - once you know the fact that it says medication, most people know they're medication.*

F, 50-59, User

Assumptions

Unfamiliarity with a brand can lead consumers to make assumptions about the product or service being promoted, especially if the ad itself is considered vague.

For example:

- “Second Nature” – can suggest the product uses natural ingredients
- “Try Habitual” – can suggest a service that relates to long-term change rather than just short-term injections
- “My London Pharmacy” – can suggest the ad is about weight-loss drugs or supplements

Supermarkets

The advertiser behind one of the ads qualitatively tested is Morrisons Clinic.

General awareness of supermarkets having pharmacies/clinics is low among those who saw this ad – even those who are aware, see pharmacies as a place for “everyday”/over-the-counter medication. This causes confusion for most as to what’s being promoted.

“ *[2.7] As I'm concerned, the only Morrisons I know is a supermarket in like England. So I don't actually know what it's trying to sell...is it like better medical practise at easier access or something?*

F, 30-39, Prospect user



Notes: Original ads tested can be found in the appendix.
Source: MTM ASA Qualitative research: Online communities & follow up depths.

Six ad landing pages were tested qualitatively and draw three types of reactions

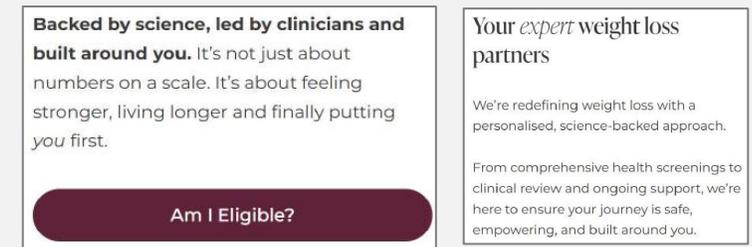
01 Clarifies whether the product is a weight-loss injection

A selection of landing pages tested use **more explicit signals of weight-loss injections** than the original ad, such as: explicit language (“injection”, “Mounjaro”, “get extra needles”) and imagery (pens). Reactions to this depend on whether the individual would like to lose weight, and their broader attitudes to weight-loss injections.



02 Builds trust and legitimacy

Other landing pages are not felt to point towards injections any more than the original ad. However, a greater focus on **medical professionals, as well as scientific language/imagery and upfront consultations** to tailor medications/programmes to the consumer often builds greater trust in the product/service. In turn, some consumers feel more interested in and inclined to explore the product/service further.



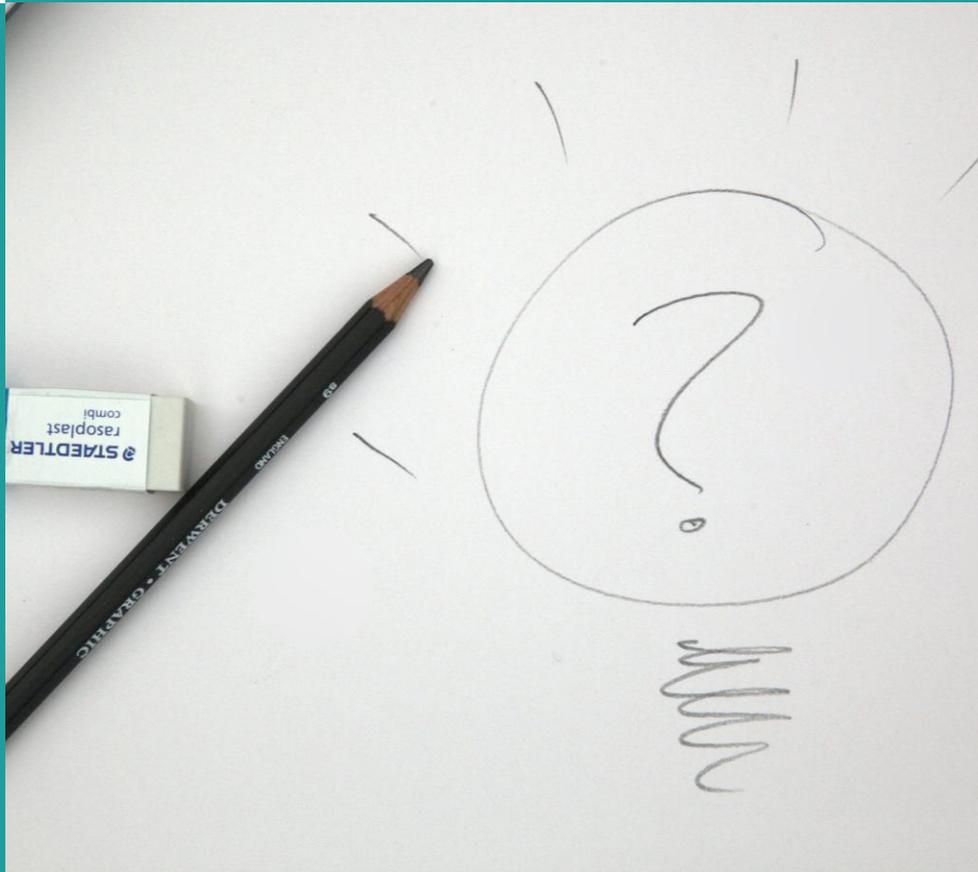
03 Engages via holistic programme

Some landing pages offered **greater detail about the broader weight-loss programme on offer**, generating interest among consumers – particularly the message that programmes are **tailored to individuals, with ongoing support by professionals**. Some pages reference injections as one of the tools available, while others remain vague about the medication involved.



PERCEIVED PURPOSE OF ADVERTISING

How do consumers interpret messaging in ads and why?



Section key findings

01

Most ads are perceived to be encouraging a purchase, above any other intention

Almost half of adults think the purpose of the ad they saw is to encourage a purchase, and nine of the 12 ads quantitatively tested are thought to be encouraging a purchase over and above any other intentions. Direct selling signals are felt to indicate this, such as including a price and using references to switching.

02

Many other ads are perceived to encourage consumers to learn more

Quantitatively, an average of 32% of the population thinks the ad^A they saw is prompting them to find out more about the product, and 25% think it is prompting them to find out more about the brand.

Qualitatively, a high proportion of the 35 ads tested are felt to be encouraging consumers to find out more about the product before purchasing. This is because many ads are either felt to include generic information or omit information altogether.

03

Prompting eligibility checks is much less commonly felt to be an ad's intention

Less than a third think the ad they saw encourages the consumer to talk to a professional about product suitability, or to fill out a form to decide suitability.

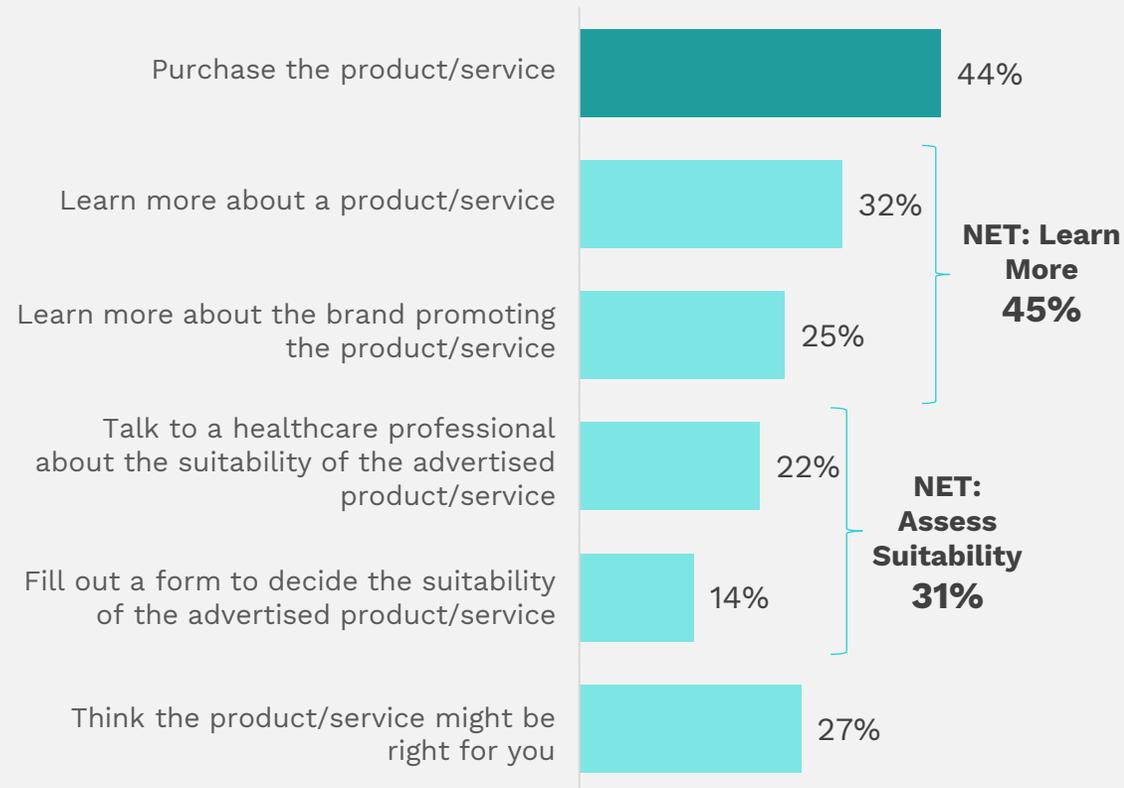
And almost three-quarters of the population feel the product they think is being advertised (including weight-loss injections) would be easily accessible, and over two-thirds think the ad makes it seem anyone could use it.

This is particularly pertinent considering weight-loss injections are only available via prescription.

Across the ads tested, most perceive them to be encouraging consumers to purchase the advertised product/service

Prompted Description of Ad Purpose – All Ads²

UK online population (18-64yrs)



Quantitatively, this shows **almost half of consumers see the ads tested as encouraging purchase behaviour**. This is the most attributed ad purpose, ahead of learning more about the product or brand, or undertaking an eligibility or suitability check.

This aligns with qualitative findings¹. Almost all the ads tested are thought to be promoting further exploration of the product, ultimately to inform and motivate a purchase.

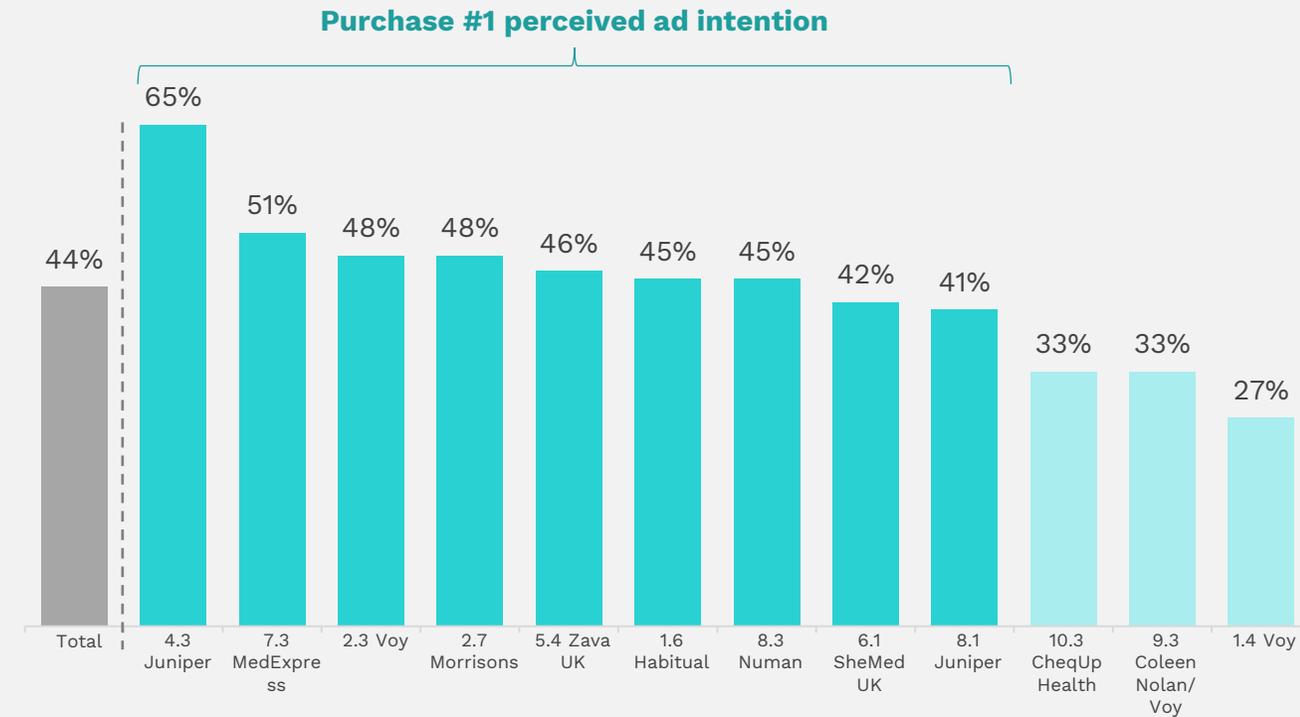
Checking eligibility is a less common interpretation of the ads' purpose across research streams. This may be for a number of reasons, including:

- Lack of such messaging in the ads tested
- Such messaging being easily missed – or misinterpreted
- Lack of understanding about the kinds of products that require eligibility or consultations before use^A

The majority of ads quantitatively tested are thought to be encouraging a purchase over and above other intentions

Ad Purpose: To Purchase a Product/Service – By Ad²

UK online population (18-64yrs) in each cell



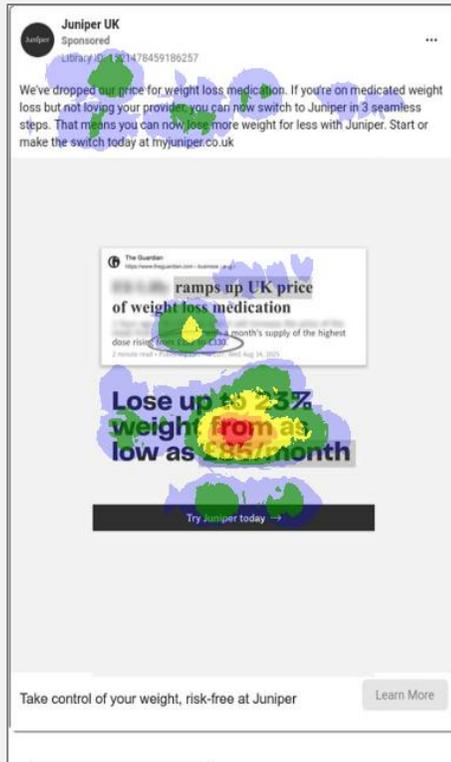
Notably, for all but one ad, **at least a third of consumers think the ad is trying to encourage them to make a purchase.** Even then, over a quarter of consumers who saw the remaining ad think it encourages purchase behaviour.

“ [4.3] It’s aimed at people already on alternative weight-loss medication...it’s trying to convince people that Juniper is as effective and cheaper than their current medication. Encouraging people to switch.
F, 18-29, Non-user¹”

“ [2.7] Its weight-loss tablets...You can buy this at the [Morrisons] pharmacy without a prescription
M, 30-39, Non-user¹”

The ads most thought to encourage a purchase tend to include direct selling signals, even if the product is unclear

Consumer heatmaps from survey: indicators of purchase intent²



“fast delivery” “over 1.5m customers” “no subscription required”

Signals suggestive of encouraging a purchase include:

- **Price-point visibility** (e.g. “weight-loss service from £129 a month”)
- **Transactional/functional** information (e.g. “No subscription required”, “fast delivery”)
- References to the **number of customers**
- **Price rises** (e.g. “Don’t let price rises disrupt your weight-loss journey”)
- Language related to **switching** medications.

Across both research streams¹⁺², those with greater levels of knowledge, including users, are **more attuned** to most of the purchase signals^A as they **hold greater meaning compared to those with low/no knowledge**. This is particularly the case for ads perceived to be targeting existing customers, which give limited explicit information about the product itself.

Less frequently selected More frequently selected

Contrastingly, ads seen as encouraging further learning or research tend to lack information

When consumers perceive an ad as encouraging them to learn more, it's typically felt to be **lacking important information needed to prompt a purchase**. This creates a knowledge gap. Qualitatively, consumers think the ad would like them to click through to learn about missing details about the product, eligibility, and/or cost. This occurs in two main ways:

- **When advertising is used to promote an aspirational outcome or goal** but not specifying how it could be achieved, e.g. “start your weight-loss journey today”, “curb appetite and cravings – better than supplements”, “I want to be able to play with my grandchildren”
- Using **generic terms** to describe the product/service e.g. “weight-loss medication/treatment/programme” with weak, few or no other signals as to the product.

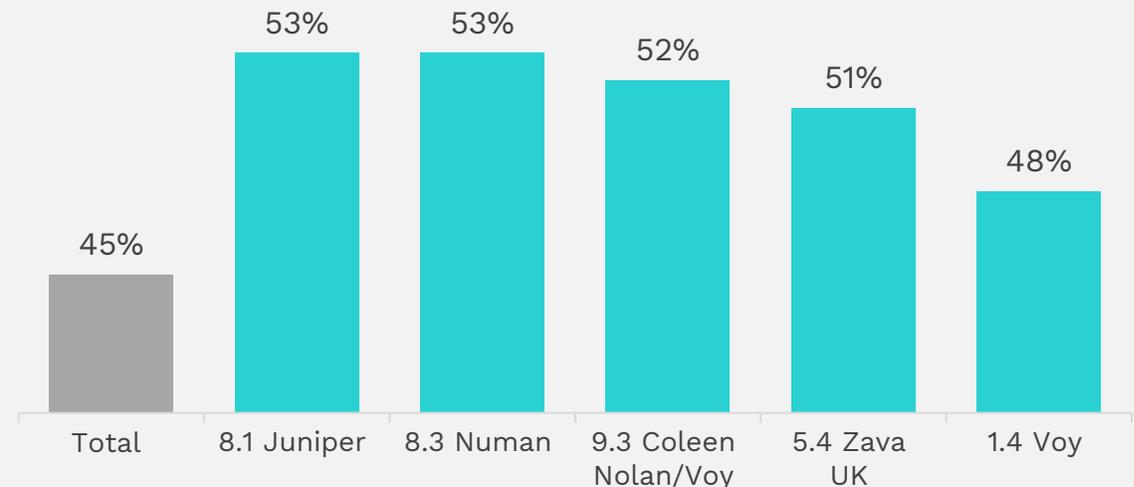
“

[9.3] It is quite vague; I think a little more information would be needed to understand what it does, but I also understand it is an advert and they're probably withholding information to get people to click onto it.

20-29, F, Non-user¹

Ad Purpose: To Learn More^A – Top 5 ads²

UK online population (18-64yrs) in each cell



“

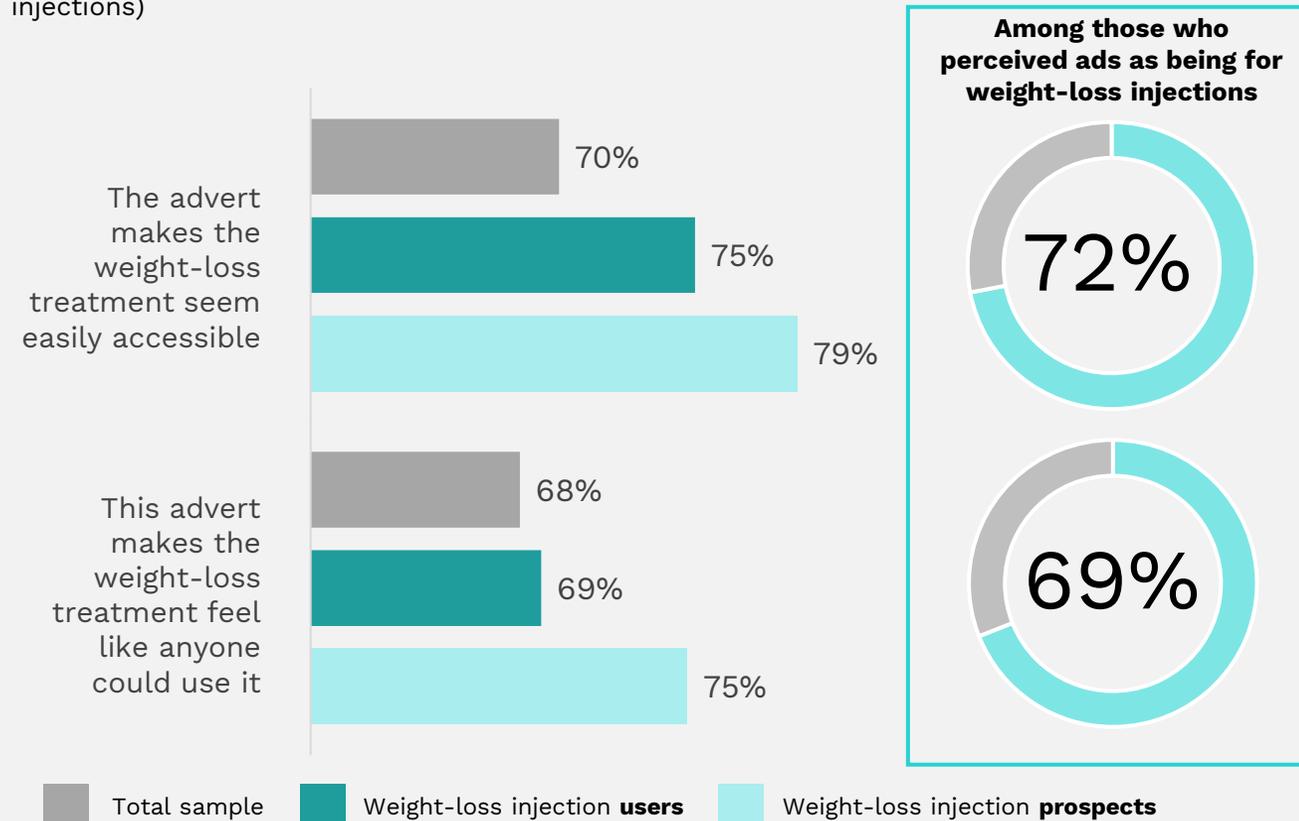
[4.3] In the short term they want people to click their link to find out more information as I don't think it's massively clear what the product is

20-29, F, Non-user¹

7 in 10 assume the advertised product would be easily accessible, even if thinking it relates to weight-loss injections

Agreement with Ad Perception Statements²

UK online population (18-64yrs)/UK online population (18-64yrs) who think ads are for weight-loss injections)



It's important to highlight the **significant proportion who think the product promoted in the ad they saw would be widely available.**

This is particularly pertinent when it comes to those who think the ad relates to the promotion of **weight-loss injections**, which are **subject to eligibility restrictions and require a prescription.** There are a few reasons behind this, explored next.

“ I don't think there's an age kind of discrimination in [the ads]... I think that they're targeting everybody. Everybody who's got a weight problem

M, 50-59, Non-user¹

“ I'd feel anything that's advertised means anybody can have it...the rejection, if there is rejection, I think would hit quite hard, you think "I'm going to try it" and then you're told no...

F, 60+, user¹

Few ads are thought to encourage suitability checks; this is primarily due to lack of relevant messaging and/or knowledge

One of the 12 quantitatively tested ads stands out as being the **most likely to be encouraging suitability checking**.

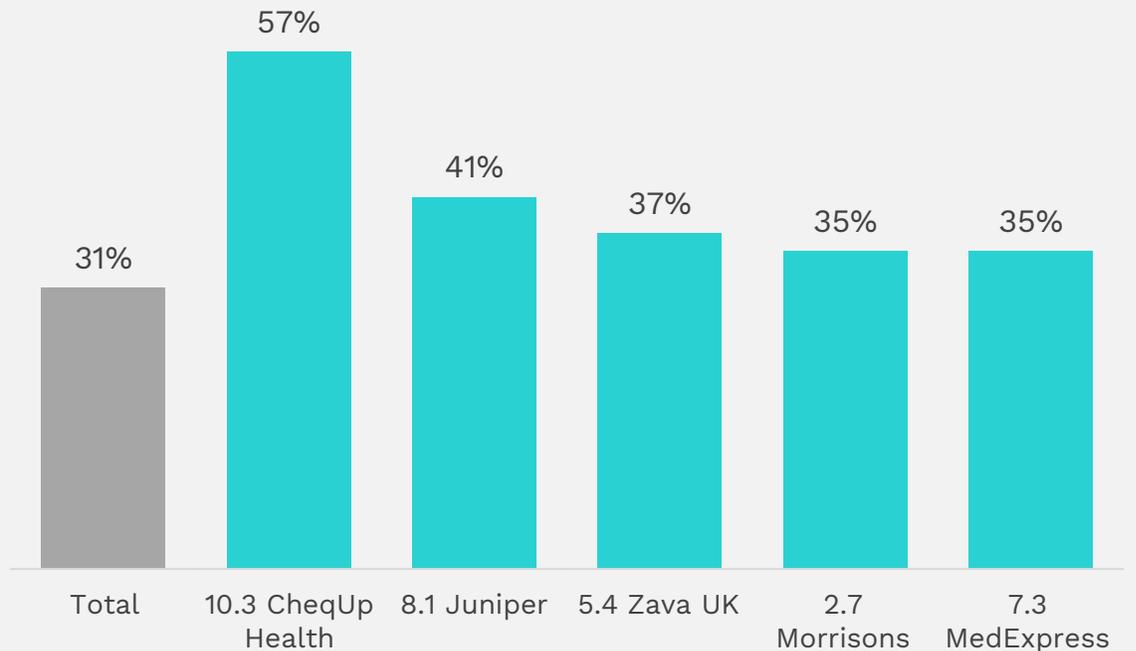
Qualitative findings align¹, with a minority of the 35 ads tested felt to be directly and actively encouraging eligibility checks or consultations as a next step.

This is due to a few reasons:

- Many of the ads tested **do not reference** the need for eligibility checks or a consultation to be approved
- **Consumer misunderstanding or lack of understanding** of how weight-loss injections are accessed^A - particularly in the absence of eligibility or consultation messaging
- Where present, eligibility or consultation **messaging may be missed** or not taken into account by consumers due to other messages or purposes that are felt to be stronger.

Ad Purpose: To Assess Suitability^B – By Ad²

UK online population (18-64yrs) in each cell

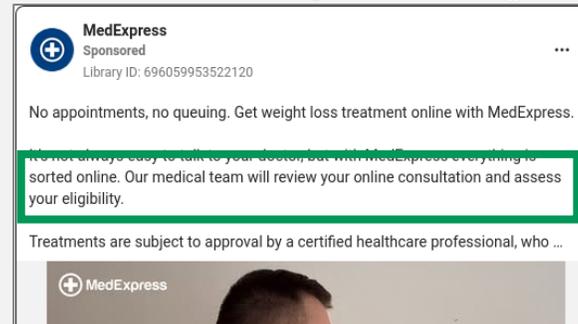


Where ads are perceived to encourage suitability checking, a limited set of signals are felt to indicate this

Qualitatively, a **limited set of signals** are felt to indicate an ad is encouraging someone to assess their suitability for the product, especially when prominent against other signals:

- **Eligibility** e.g. “check your eligibility”
- **Consultation** e.g. “start your consultation”
- **Need for other medical screening processes** e.g. inputting BMI online, “blood screening”.

Adverts tested qualitatively and/or quantitatively



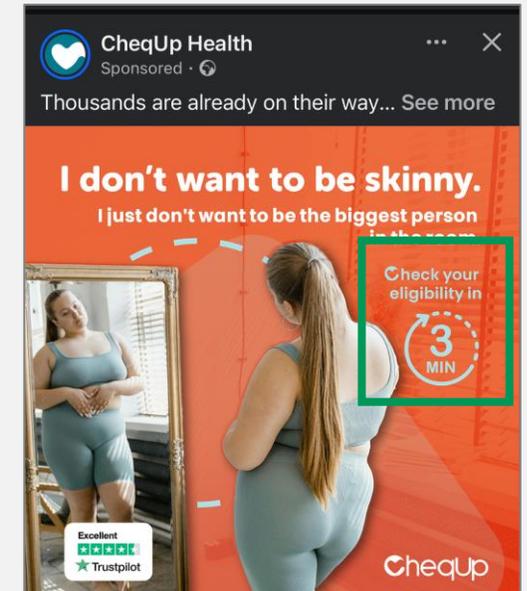
“ [4.5] In the short term, click to learn more. In the long term, contact the company for an appointment to see if it's something they might be eligible for.

M, 30-39, Non-user



“ [11.1] Potential audience will first assess their eligibility and suitability in 2 minute check.

M, 60+, Non-user



“ [10.3] The purpose is obviously to get people to check if they're eligible in the first instance.

F, 18-29, Non-user

TARGET AUDIENCES

Who are the ads considered to be targeted at and how do consumers respond to that?



Section key findings

01

Many ads are felt to target women; some portrayals resonate

Qualitatively, many ads are noted for targeting women, due to women being featured in them, as well as colour choice and even brand name.

Portrayals of certain situations resonate with women, such as featuring “real” overweight women, or expressing relatable feelings and situations, like that of a busy mum.

02

The targeting of certain life stages for women are controversial

However, the targeting of certain life stages for women draws mixed, even strongly negative, reactions. This is particularly the case for one ad targeting post-partum mothers with a medicated weight-loss product. Similar, though weaker, criticism is also made by some when targeting menopausal women. Consumers are not always comfortable with the perceived pressure to look a certain way during biologically challenging times for women.

03

Men respond more positively to ads overtly targeted at them

While some men, who feel they are overweight, find relatable attributes within ads seen to be targeted at women, generally men tend to be more receptive to ads that are felt to target them explicitly, usually by featuring a man.

04

Some take issue with how weight loss is positioned and targeted

Qualitatively, certain framing in ads is highlighted as feeling problematic by both men and women, such as references to “obesity treatment”, “discreet” access or packaging and perceived “pressure” selling.

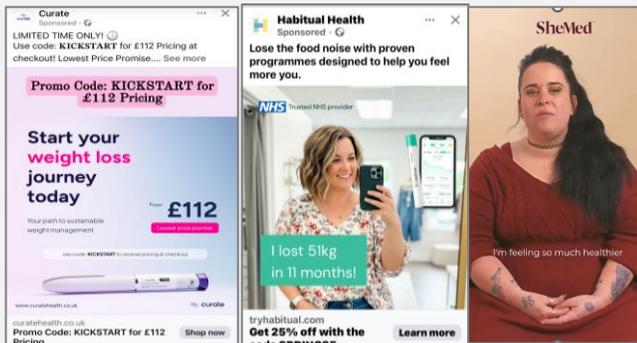
Quantitatively, nearly two-thirds feel that these ads are targeted at vulnerable people and/or put pressure on people to lose weight, particularly when they reference *needing* to lose weight *now* due to high BMI/to get a good price.

Based on certain creative executions, many of the ads qualitatively tested are thought to target women

Targeting women

Many of the 35 ads relating to weight-loss products/services qualitatively tested are felt to target women, due to a range of cues:

- Women featured; models, testimonials or a celeb
- Use of perceived “feminine” colours; pink and pastels
- Brand names; “SheMed UK”



“Real” overweight women

Ads featuring someone who is overweight and considered to come across as “everyday” and authentic are likely to engage consumers who identify as overweight too. This is particularly the case when the woman seems happy. In the case of some ads, this could be enough to motivate participants to take action, such as clicking through to find out more or searching the brand online.

“Busy mum”

One testimonial ad is highlighted as targeting mothers juggling a busy lifestyle, who want to lose weight but still enjoy food, which is considered a relatable situation and goal.

The message of being able to lose weight (and keep it off) while managing and enjoying a busy life and food they enjoy is considered aspirational to some of the women who saw it.



“

You do feel like a failure...A lot are photos of real people vs. somebody who's like a size 10-12, and they're telling you that they've got there. This is the start of it...it's hope
F, 60+, Prospect user



“

[8.4] I absolutely love!!!! The whole advert is great and so realistic! Life isn't always about going to the gym and as a mum I relate so much!
F, 18-29, User



“

[8.2] She's a busy family lady and we are similar in many ways... Long-term, if I was ever [overweight], I may well remember Numans and Google this product
F, 40-49, Non-user

However, the targeting of certain life stages for women can draw mixed reactions

Older/menopausal women

A few ads are noted for featuring women perceived to be aged 50 or over. In multiple cases, older women resonate with the difficulties expressed and are therefore receptive to weight-loss messaging, whether they feel a strong desire to lose weight or not.

However, some express discomfort at brands targeting women at this stage of life. This can be due to perceived vulnerability, or the desire for weight loss to be professionally and expertly supervised.



“ [6.2] She mentions her age (60) which is important as many of us over that age have great difficulty losing weight

F, 60+, Prospect user

“ If it's targeting menopausal women, I just found it quite a depressing worldview of a company to take that approach

F, 30-39, Non-user

Post-partum women

One ad in particular draws strong criticism. Women (and men) who saw an ad perceived to target women who have recently given birth is widely considered inappropriate, even damaging. The consensus among participants is that new mothers should not be put under pressure to “bounce back”.

It's notable however that one new mother in the qualitative phase, who agreed the ad is promoting medicated weight-loss too soon, suggested she, herself, would be open to it later in her post-partum journey.



“ [10.1] I wish it was me... around the year mark post-partum I would definitely be up for trying this quick fix

F, 30-39, Prospect user

“ [10.1] I've got a new baby and I do have some weight I would like to lose but I, I find it really off-putting because I think it's very cruel, your hormones are all over the place and I thought it's kind of cruel to be targeting women at that time

F, 30-39, Non-user

Men tend to be more receptive towards ads that feature men and are felt to be targeted at them

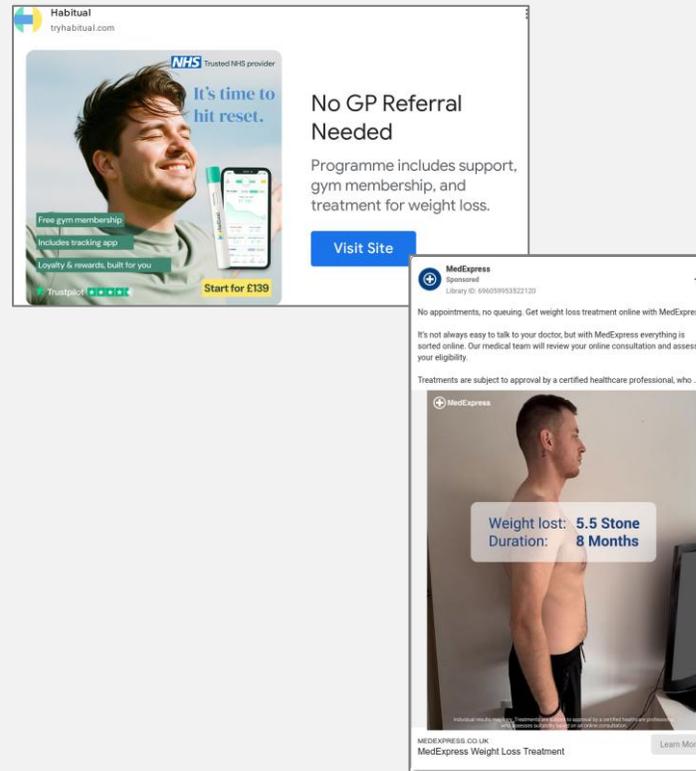
Gender neutral

Multiple ads tested qualitatively are considered to target “anyone” who is overweight; more so when ads don’t feature a person.

However, occasionally those featuring a woman are also felt to be relevant to men who feel overweight. For example, some men relate to:

- The “busy parent” lifestyle
- Difficulties that are expressed around food/exercise (e.g. “food noise”)
- Body shape/size of featured person
- Aspirations or achievements referenced in ads

Adverts tested quantitatively and/or qualitatively



Targeting men

Three of the 35 ads tested qualitatively feature imagery of a man; two of which are perceived to be related to weight loss.

Qualitatively, more men are likely to find these ads **relevant to them** and **respond positively** to them versus those featuring women^A. They are also more likely to say they’d take action by clicking through or searching the brand online if they hope to lose weight themselves.

“ [4.5] [It’s] targeted toward overweight people but this ad in particular would make me think it’s more targeted towards men - this advert is most appealing to me. As I am hoping to lose weight I would visit the website for more information and complete the review. If it is affordable I would purchase

M, 40-49, Prospect user

Some consumers take wider issue with how weight loss is positioned and targeted among the ads they saw

Certain framing in ads is highlighted by men and women for feeling problematic:

“Obesity treatment”

The term is felt to be an emotive one for several participants, despite some associations as a “medical” term. It’s felt to be “blunt”, “unempathetic” and overall, an unpleasant way to address potential customers.

“Discreet” access or packaging

Ads that focus on how discreetly the product can be accessed (e.g. lack of face-to-face interaction) or delivered (e.g. a “subtle” box) can lead some to think ads are shaming overweight people for wanting to lose weight via this method.

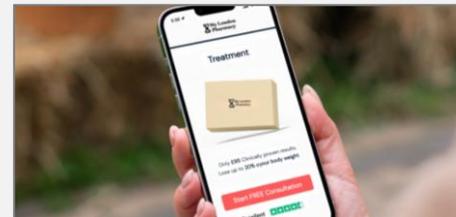
Pressure selling

Tactics such as being price-led or promoting a “limited time deal” (especially for non-users of injections) are not always considered appropriate for medication, suggesting a brand is putting commercial rather than clinical or customer priorities first.



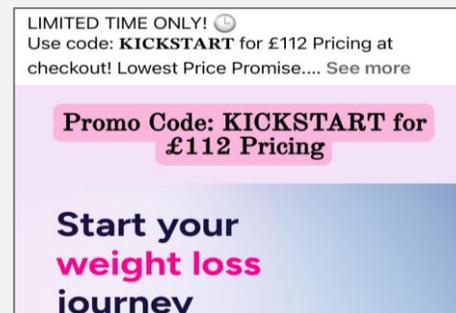
“ [7.6] [Obesity treatment] I hate it. That’s a terrible name. It’s not a nice term at all

F, 40-49, Non-user



“ [3.2] Visually showing it’s discreet via your phone, like losing weight is something to hide

F, 50-59, Prospect user



“ [1.2] FOMO advertising e.g. “limited time deal” - I’m not a fan of this type of marketing and with something like potentially taking injections I’d push back against being pushed into a decision rapidly

M, 40-49, Non-user

2 in 3 of the UK population feel weight-loss treatment ads are pressurising and targeting vulnerable people

Having viewed and evaluated an ad, survey respondents were asked for their agreement on a set of statements relating to ads similar to the one they were shown.

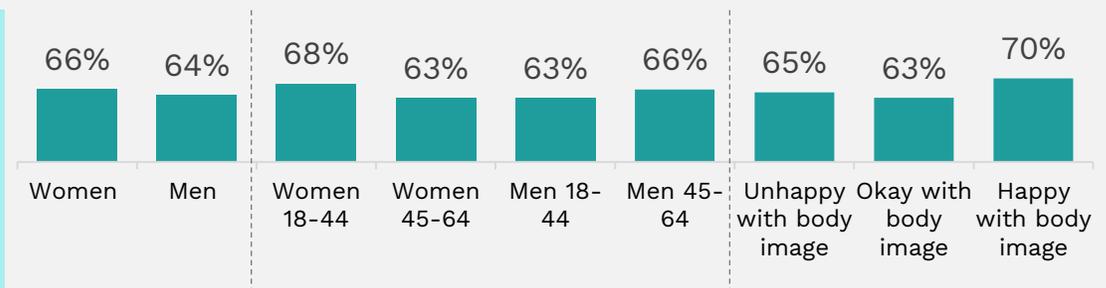
Among the UK audience, the majority feel that ads relating to weight-loss treatments can put pressure on people to lose weight and are often targeted at those who are vulnerable to this messaging.

This feeling is consistent across age and gender groups and levels of body positivity with no significant differences seen. This indicates that even those not directly targeted by weight-loss treatment ads feel ads may be putting pressure on people or targeting vulnerable people.

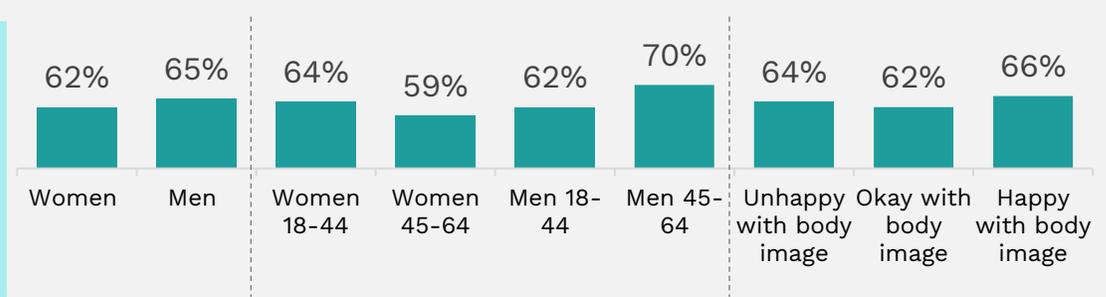
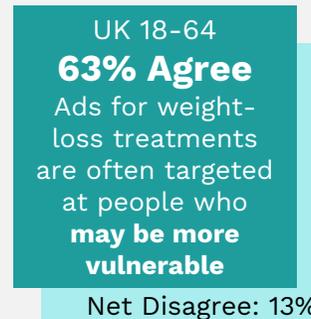
Agreement with Weight-Loss Treatment Ad Perceptions – By Demographic

UK online population (18-64yrs)

Ads for weight-loss treatments can put pressure on people to lose weight

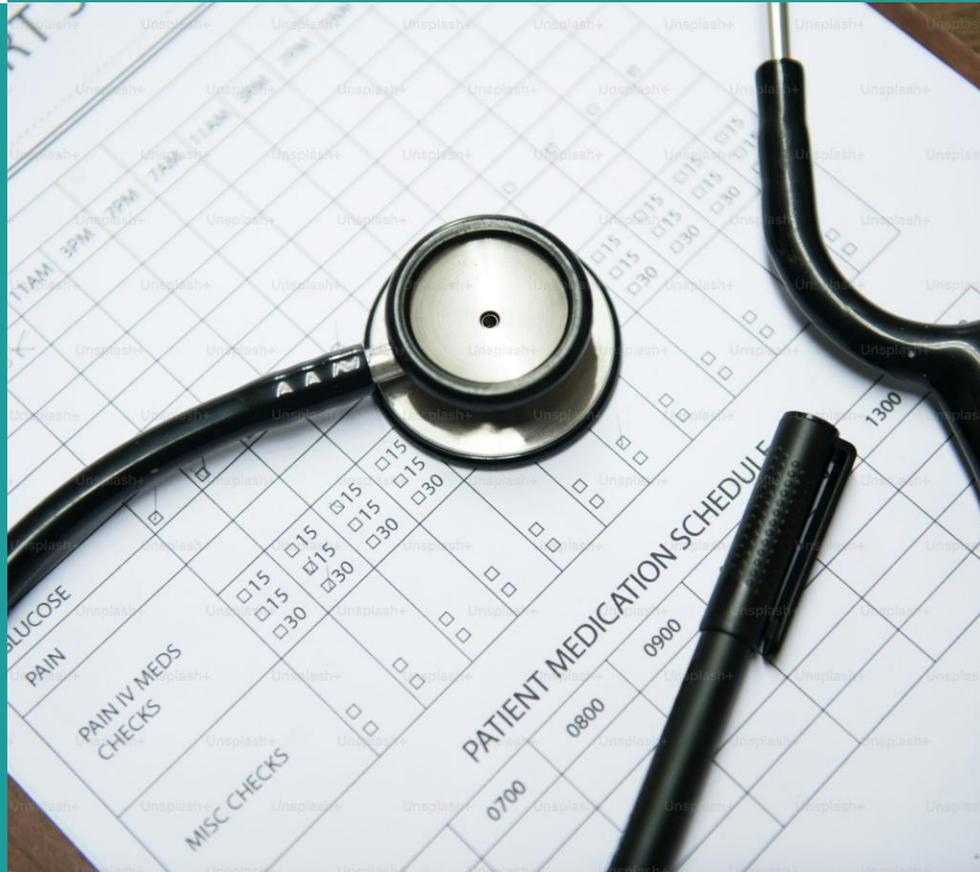


Ads for weight-loss treatments are often targeted at people who may be more vulnerable



PRESCRIPTION-ONLY MEDICINE AND ADVERTISING

What is consumer understanding of key terms and how aware are they of restrictions?



Section key findings

01

Many UK consumers can define a prescription-only medicine but struggle to correctly identify specific products

Consumers are relatively confident about what a prescription-only medicine is; definitions often refer to a form of clinical gatekeeping and perceived medication potency. Definitions are evolving among some, who acknowledge they can be accessed online without direct GP contact.

However, it seems more challenging for consumers to determine which medications are available via prescription. For example, just under 60% correctly select the antibiotic Amoxicillin as a prescription-only medicine.

mtm

02

Just under half the UK population recognises GLP-1 as a prescription-only medicine

The population is split with regards to their understanding that weight-loss injections require a prescription. Half of UK adults correctly think they require approval from a healthcare professional, and just under half think GLP-1 is only available via prescription.

Consumers with greater knowledge are more likely to explicitly identify GLP-1s as prescription-only medicines and the necessary approval required to access the medication.

03

Consumers have varied expectations around the advertising of prescription-only medicines

A third of UK consumers say they are unaware of advertising restrictions for prescription-only medicines, and just over 40% think there are restrictions but with some exemptions.

In the qualitative phase, a common complaint is the lack of clarity of many of the ads tested. On learning of advertising restrictions, many agree on the grounds of safety and potential misuse. A smaller number of participants in the qualitative phase are surprised and argue the perceived benefits of advertising prescription-only medicines.

Many UK consumers can define a prescription-only medicine but struggle to correctly identify specific products

Consistent – yet evolving – definition¹

Consumers tend to agree on the basics of the definition of a prescription-only medicine:

- Clinical gatekeeping: GP, doctor or pharmaceutical authorisation is required, based on a patient’s eligibility. Usually collected from a pharmacy and may require ongoing monitoring
- Potency: Usually a stronger medication, coming with possible risks of side effects, especially if misused.

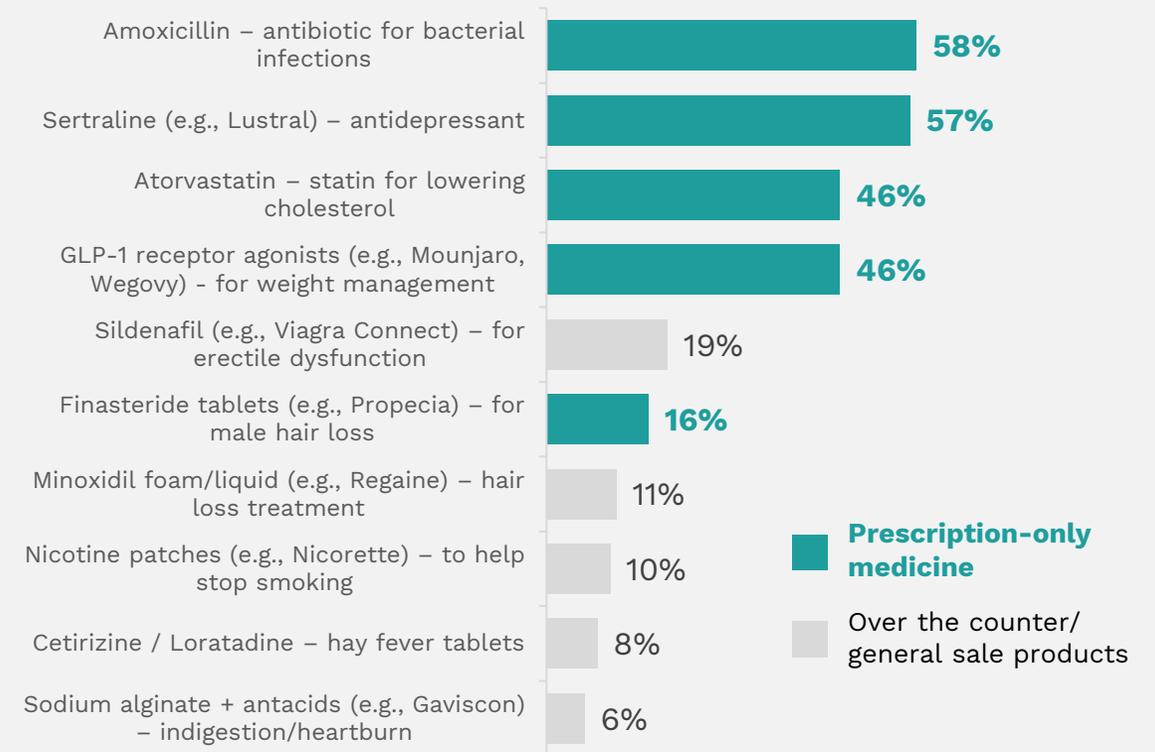
A smaller number of participants in the qualitative phase are aware that some prescription-only medicines can be accessed online, without speaking directly to a GP or other prescriber in-person.

Inconsistent application

Even the most well-known prescription-only medicines can be difficult to confidently identify amongst over-the-counter products. The highest attribution rate is seen for antibiotics and antidepressants (3 in 5 identifying them as a prescription-only medicine). However, it should be noted that all the prescription-only medicines asked about, bar Finasteride, are more likely to be correctly identified as such (rather than the over-the-counter medicines tested).

Medicines Perceived to be Prescription-only²

UK online population (18-64yrs)



Half of UK consumers understand that a prescription is needed to access weight-loss injections

The population is split with regards to their understanding that weight-loss injections require a prescription. **Half think they require approval from a healthcare professional**, and just **under half think GLP-1 is only available via prescription**. Those who know weight-loss injections require a prescription^A:

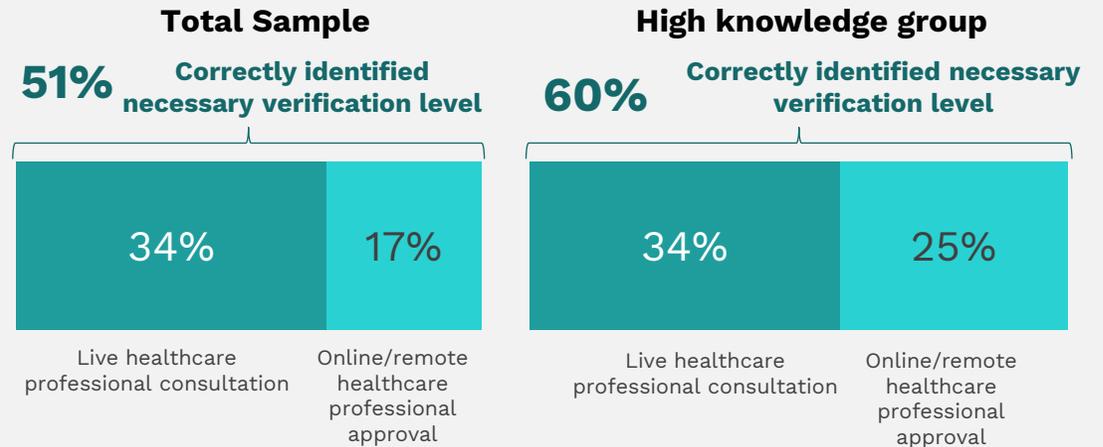
- Often have **greater knowledge**¹ of the medication requiring professional approval, face-to-face or online
- Expect that treatment in the form of an **injection/mimicked hormone** should be a prescription-only medicine
- Assume references in ads to **medication, medical teams or consultations** point to a prescription-only medicine

Many others assume a prescription isn't needed, or aren't sure:

- Due to the **perceived ease of access** among people they know using the drugs
- Because the ads **don't point to prescription-only medicines in their view** e.g. "no GP/appointment needed", online eligibility check, online order/subscription model, ads feel commercial vs. regulated medication.

Expected minimum level of approval needed to access weight-loss injections²

UK online population (18-64yrs) in each group



GLP-1 Identified as a prescription-only medicine

UK online population (18-64yrs) in each group



Qualitative evidence of how consumers talk about whether they believe weight-loss injections require a prescription

Believe injections are prescription-only medicines

“ [8.2] My one concern is that if I was taking something medical or clinical, the way it's been described, I'd really expect something described like that to be recommended or prescribed by my GP
M, 40-49, Non-user

“ Surely if they are for injections, they require a prescription...some of the wording used “clinical” maybe the tab of NHS
M, 50-59, Non-user

“ The weight-loss injections are prescription-only I believe, but this is through prior knowledge rather than anything I saw in the adverts.
F, 30-39, Non-user

“ I'm not sure - I know they can be prescribed through the NHS, but can also be bought privately
M, 40-49, Non-user

Don't believe injections are prescription-only medicines

“ I've been on GLP-1 medication since April...a friend recommended it, She got £40 off and I got £40 off...Those websites...you had to search it to get it and find the cheapest
M, 30-39, User

“ I didn't think you need a prescription for injections...I thought people were just buying if you had the money
F, 40-49, Non-user

“ It appears these can be readily purchased online so no, they are not prescription-only.
F, 40-49, Non-user

“ It seems a lot of people are on Mounjaro and I've never heard of anyone being rejected. Maybe to classify you just need to be overweight? They potentially don't check people's medical history but I may be wrong
F, 18-29, Non-user

Similarly, there is a varied picture of expectations around the advertising of prescription-only medicines

Mixed expectations of advertising prescription-only medicines¹

Our research shows a third of UK consumers say they are **unaware** of advertising restrictions for prescription-only medicines, and just over 40% think there are **restrictions but with exemptions**.

Awareness was higher amongst those with **high knowledge of GLP-1s**, with **27%** of this group **completely aware of restrictions**.

A common complaint amongst participants in the qualitative research is around the **perceived lack of clarity** about what is being promoted in ads that they interpret as promoting injections; **“why can’t it just say it’s an injection, if it is?”**. This sentiment demonstrates a lack of knowledge in relation to the prescription-only nature of these products and the related advertising restrictions.

Awareness of Restrictions on Advertising Prescription-only Medicines in the UK²

UK online population (18-64yrs)



After consideration, most appreciate the advertising restrictions on prescription-only medicines

Varied appreciation of restrictions¹

On confirming that prescription-only medicines (and weight-loss injections) are subject to advertising restrictions, most strongly agree with restrictions. In the main, this is due to **concerns about safety and misuse**. Additionally, some argue decisions about medication **shouldn't be made via commercial marketing**, and that the gateway should be via GPs.

Others are initially of the view that prescription-only medicines – including weight-loss injections – should be advertised as it **helps the product reach people in need**, particularly if there are **quicker** ways of accessing medication than via traditional GPs.

After more consideration, a proportion of these consumers do **end up raising similar safety-related explanations for the restriction**.

“ *I wasn't aware but I totally agree. I think this is totally necessary, think about the young vulnerable girls and boys already struggling with their image and weight*

F, 30-39, Non-user

“ *I didn't know that. I do agree with restrictions because I said before some people go through great lengths to lose weight without going through the proper guidelines and can cause harm to a person*

F, 30-39, Non-user

“ *I fully support [injections being advertised]. I think if this is something that can support someone in their weight-loss journey, why not? I think it's already a hard enough battle and if science [has] backed research and we produce these, why shouldn't we be able to access them? Why should there be restrictions? ... It'll help overcome the stigma and stereotype*

F, 40-49, Non-user

CONCLUSIONS



Concluding points

The UK is a primed market for weight-loss products and services

Much of the UK feel there is room for improvement with regards to their own weight and body image. Concerns about health & wellbeing are gendered, with women – especially those aged 45-64 - less satisfied with their bodies.

In response, just over 2 in 5 say they have tried a weight-loss method we asked about.

weight-loss injections are becoming part of mainstream culture

3 in 5 know about weight-loss injections - 45% have functional knowledge and 26% have high knowledge (28% have low/none).

And in terms of usage, 6% have used injections before, 4% are current users and a further 18% would consider using them in the future. Women are more likely to be users, especially (peri)menopausal women, and women of all ages are more interested in using them in the future than men.

Many consumers interpret that a tested ad is for injections

Despite ads not being able to explicitly advertise weight-loss injections, significant proportions of the UK interpret the ads they saw as relating to prescription-only medicines - even injections more specifically.

This demonstrates how consumers take multiple advertising signals into account, such as 1) Imagery, 2) Language used for the product, 3) Information about the product, 4) Product effectiveness, 5) Advertising approach and 6) Provider offering the medication.

Those in-the-market are more likely to think ads are for injections

Current or prospect users of weight-loss injections, or those who have greater knowledge levels are more likely than others to assume ads are for injections.

This is because they have a wider pool of reference points that suggest weight-loss injections are being promoted, such as eligibility criteria, familiarity with certain visual elements and recognition of providers.

APPENDIX



APPENDIX

SAMPLING AND METHODOLOGY

Quantitative methodology: approach rationale

The quantitative survey was designed to map the weight-loss landscape in the UK, understanding the prevalence of weight-loss injections compared to other weight-loss solutions, groups they may particularly appeal to, and responses to weight-loss treatment ads that may include weight-loss injections as part of the programme.



1. Health and fitness attitudes and social media habits

Understanding how the UK's 18-64-year-old population interact with social media, including consumption of health & fitness content; attitudes towards health & body image to contextualise later findings; and understanding the wider weight-loss landscape.



2. Engagement with weight-loss methods

Sizing the levels of familiarity, usage and interest in various types of weight-loss methods, including injections. This allows us to segment how respondents interpret the ads shown to them, based on their prior knowledge and engagement with weight-loss products/services.



3. Responses to weight-loss treatment ads

Respondents were each shown an ad for a weight-loss treatment^A and asked what they thought it was promoting, and what action it was trying to invoke, as well as what specifically in the ads led them to this conclusion. Questions were asked to ascertain their emotional reaction to the ads, and if/where they see similar ads.



4. Understanding of WL POM's terminology and regulations

Post seeing an example of a weight-loss treatment ad, respondents were asked their understanding of "GLP-1" and terminology used to talk about weight-loss injections, as well as asking about their awareness of regulations around access to GLP-1 treatments and advertising of prescription-only medicine.

Quantitative methodology: online survey

Research Design

- N=2,000 UK 18-64-year-olds
- 15-minute online survey

Fieldwork Timing

- 20th – 24th November

Sample Profile

Quotas were based on 2021 ONS data to ensure the sample was representative of the UK population. This included placing quotas on:

- **Interlocking Age and Gender quotas:** Female 18-34 (18%), Male 18-34 (19%), Female 35-54 (21%), Male 35-54 (22%), Female 55-64 (10%), Male 55-64 (11%),
- **Region:** North England (23%), Midlands (25%), South England (36%), Scotland (8%), Wales (5%), Northern Ireland (3%)
- **Socio-economic group:** ABC1 (57%), C2DE (43%)
- **Children in household:** Yes (29%), No (71%)
- **Ethnicity:** White (78%), Other (22%)

Quotas were distributed equally across weight-loss treatment ads tested to ensure results were not influenced by differing demographic profiles.

Survey Structure

- **Demographics and Screening**
 - Questions to ensure complete representation of the UK's 18-64-year-old population
- **Media habits and health attitudes**
 - Interests/hobbies
 - Social media apps used and frequency of usage
 - Content followed on social media, delving specifically into health & fitness content followed
 - Attitudes to health & wellbeing and lifestyle weight management methods used before
- **Weight-loss methods awareness**
 - Knowledge of weight-loss methods
 - Ever/current usage of weight-loss methods and source of obtaining weight-loss methods
 - weight-loss methods that would be considered in the future, and via what source
 - Willingness to pay for weight-loss methods
- **Weight-loss treatment ad test**
 - Emotions felt while watching the ad and words associated with it
 - Spontaneous and prompted inference of the weight-loss treatment type promoted by the ad
 - Cues signalling weight-loss treatment (spontaneously or selected on a heat map)
 - Spontaneous and prompted ad purpose, and cues that signalled the purpose
 - Perceptions of the weight-loss treatment ad seen and ads similar to it
 - Channel source of similar weight-loss treatment ads seen
- **Prescription-only medication exploration**
 - Spontaneous definition of GLP-1 and words used to describe injections
 - Level of approval required to access injections and attribution of prescription-only medicines
 - Awareness of restrictions on advertising prescription-only medicines

Qualitative methodology: approach rationale

Proceeding online survey

The qualitative research was completed after topline findings from the survey were shared with ASA. This was for two reasons:

1. To inform qualitative recruitment; specifically, making sure the sample covered a range of audience groups, including those who may be users or would consider using weight-loss injections.
2. Provide contextual information related to prevalence of weight-loss injections.

Private online community

We needed to ensure that we had the right dynamic to evaluate a large range of ads (35), plus 6 landing pages, as well as the space to go deeper into certain areas.

The online community (completed privately by each participant) enabled complex, tailored rotation of the 35 ads among each participant and the opportunity to complete questions via text, video or audio for detail.

'Masking' techniques

For the best research, we needed to avoid priming participants to weight-loss treatment ads. While they knew the project was related to health & wellbeing, their awareness and experiences of weight-loss methods was masked among other health-related topics.

Further, of the 10 ads evaluated by each participant, 4 ads were for products/services in the health & wellbeing space that did not relate to the specific weight-loss treatment ads being tested as part of the study. These included an ad for a workout app and ads for vitamins/supplements which were placed amongst the six weight-loss treatment ads being tested.

Follow-up depths

After completion of the community, MTM worked with the ASA to select 10 participants for a 45-min online follow-up interview. Participants were selected based a mix of demographics, opinions about their weight and attitudes towards/experiences of weight-loss injections.

These depths were an opportunity to discuss wider reflections about the ads each participant saw regarding perceived signals, the purpose of the ads and their landing pages, as well as expectations of advertising such products.

Qualitative methodology: online community

Research Design: N=30 (5 days, ~ 60 mins/day)

Fieldwork Timing: 10th – 14th December

Sample Profile (N=30)

6 x 18-29-year-olds: 4 women, 2 men

7 x 30-39-year-olds: Min. 4 to be women, up to 3 men

7 x 40-49-year-olds: Min. 4 to be women, up to 3 men

7 x 50-59-year-olds: 5 women, 2 men

3 x 60+ year-olds: 2 women, 1 man

Overall Criteria

- All use social media and watch TV with ads
- Reflect survey findings as much as possible in relation to:
 - Attitudes towards health and weight, with minimum 20/30 who feel some need to reduce their weight
 - Current or past usage, or interested in using a form of medical weight-loss treatment (min 15/30)
 - Demographics incl. min 5/30 of ethnic minority participants, multiple nations
- Reflect survey findings in relation to who is more interested in using weight-loss injections:
 - Some 35-54-yr-old men who engage with gym/fitness content on social media
 - Minimum 5 women to be experiencing certain life stages (post-partum, peri/menopausal)
 - Mix of demographics e.g. weighted towards women, skew towards ABC1 socio-economic group

ntm

Community Task Overview

Note: Participants knew the project was broadly related to health and wellbeing before taking part

Day 1: Introductions to health and wellbeing

- Examples of questions include: 'What comes to mind when you think about the different ways people proactively address their health and wellbeing?', 'How informed and up-to-date do you feel about weight-loss approaches, methods and treatments?', 'What products, methods or treatments are you aware of and what do you know about them?'
- Each participant completed a deep-dive on weight-loss approaches, alongside one additional health topic to mask our interest (e.g. vitamins and supplements, sleep aids, etc.), exploring awareness, perceptions and personal experiences.

Days 1-4: Ad evaluation

- Each participant was asked to review 10 ads over 4 days, including 6 x related to weight-loss treatments and 4 x masking ads related to other health products.
- For each ad, participants shared:
 - Their initial thoughts on what's being advertised
 - What signals imply what's being advertised
 - What they thought the purpose of the ad was
 - Who the ad was targeted towards
 - How motivated they'd be to take action
- For 6 of the ads, participants were then shown the ad's website landing page and asked if/how it changed their perception of the ad's product or purpose.

Day 4: Further discussion and reflections on advertising

- Participants were asked to define 'prescription-only medication' and if they felt any of the ads tested were for prescription-only medication and why/why not.
- They were then asked expectations about advertising prescription-only medications, and whether they consider GLP-1s to be prescription-only medication.
- Lastly, it was confirmed that prescription-only medications are not allowed to be advertised - and their responses to that information was captured.

Qualitative methodology: Zoom depths

Research Design

- N=10 (45 mins each)

Fieldwork Timing

- 15th – 16th December

Sample Profile

We wanted a robust spread across key demographics, alongside varied relationships with body weight and weight-loss injection usage.

- Representative mix of **ethnicity, socio-economic group, and location.**
- **Age:** Range 30–67; 30–39 (n=4), 40–49 (n=3), 50–59 (n=2), 60+ (n=1).
- **Gender:** Female (n=7), Male (n=3).
- **Female life stage:** Post-partum (n=1), Perimenopausal (n=1), Postmenopausal (n=2)
- **Need to lose weight:** Strongly agree (n=1), Agree (n=5), Neutral (n=3), Disagree (n=1).
- **Current use of injections:** Currently using/previously used (n=2), Interested in future use (n=5), Heard of but not interested (n=3).

Discussion Guide

Introduction to the project

- Welcome and project background
- Deep-dive into attitudes towards their health, fitness, and body image
- Building on attitudes towards and existing knowledge about weight-loss injections

Further ad exploration

- Overall reactions to ads
- Understanding the signals within the ads, including:
 - Language
 - Imagery/design choices
 - Who is featured
 - Sounds

- Exploring ambiguities in ads
- Further exploration of landing pages

Prescription-only medication exploration

- Expectations of limitations to advertising
- Role of the ASA
- Expectations around GLP-1 advertising

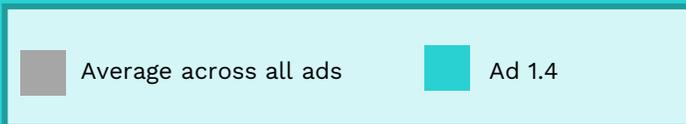
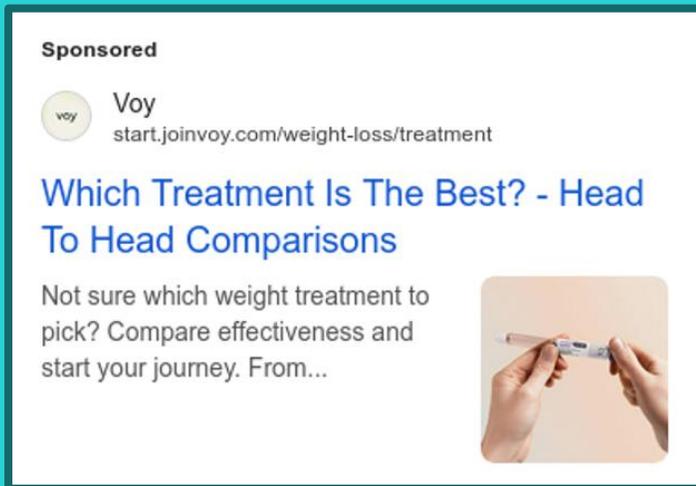
STIMULUS AND ATTRIBUTION BY AD

QUANT TESTED STIMULUS AND ATTRIBUTION OF PRODUCT/SERVICE BY AD

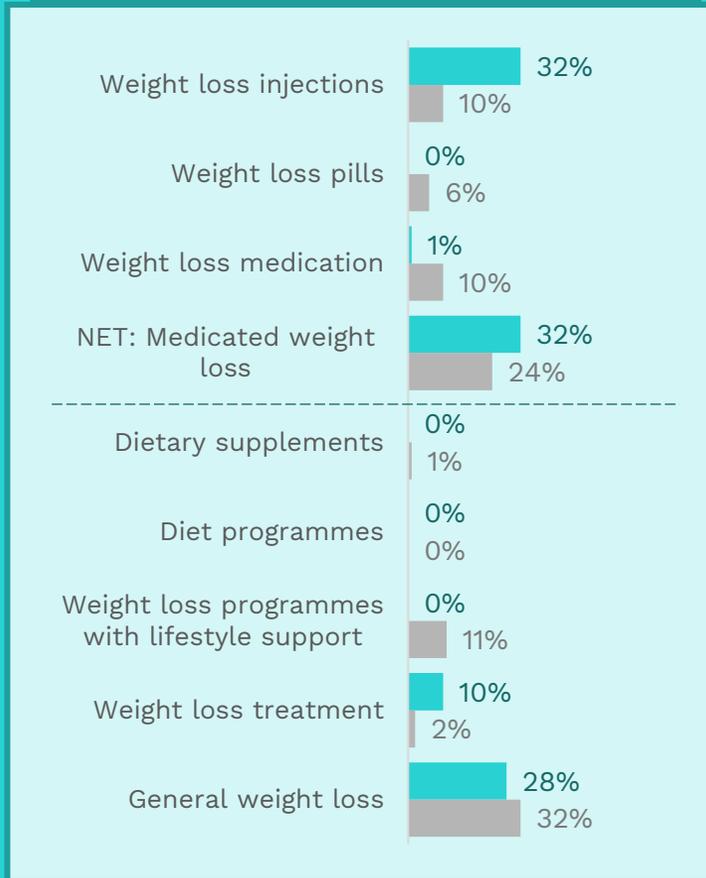
*ALL ADS SHOWN WERE ALSO TESTED QUALITATIVELY



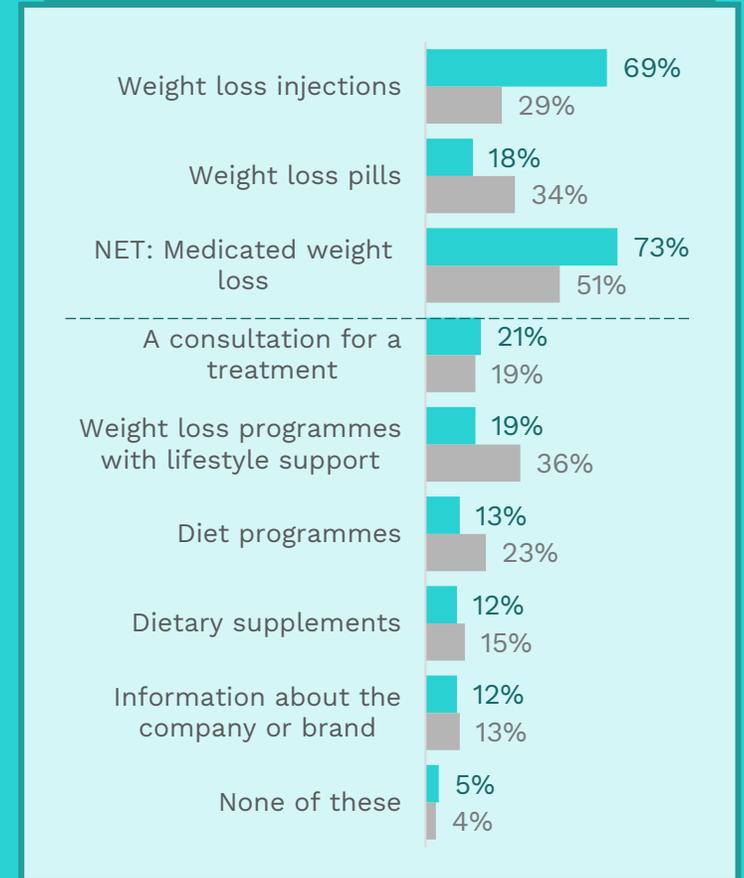
1.4: Voy – Google Paid



Spontaneous attribution of product/service being promoted



Prompted attribution of product/service being promoted

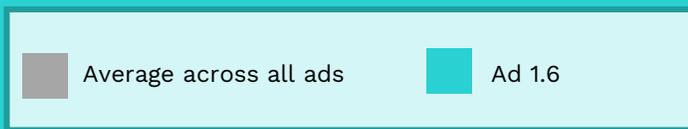
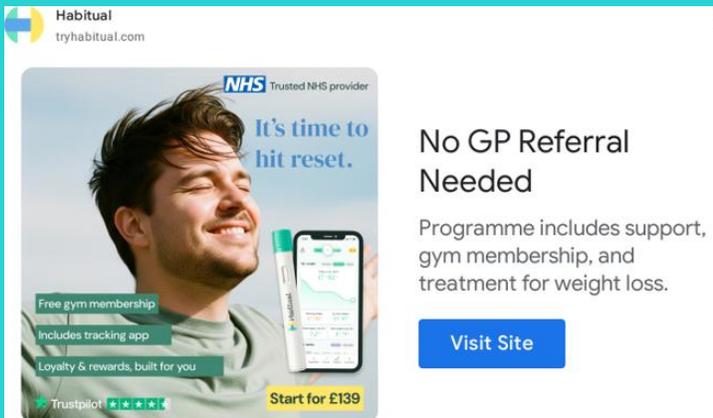


mtm

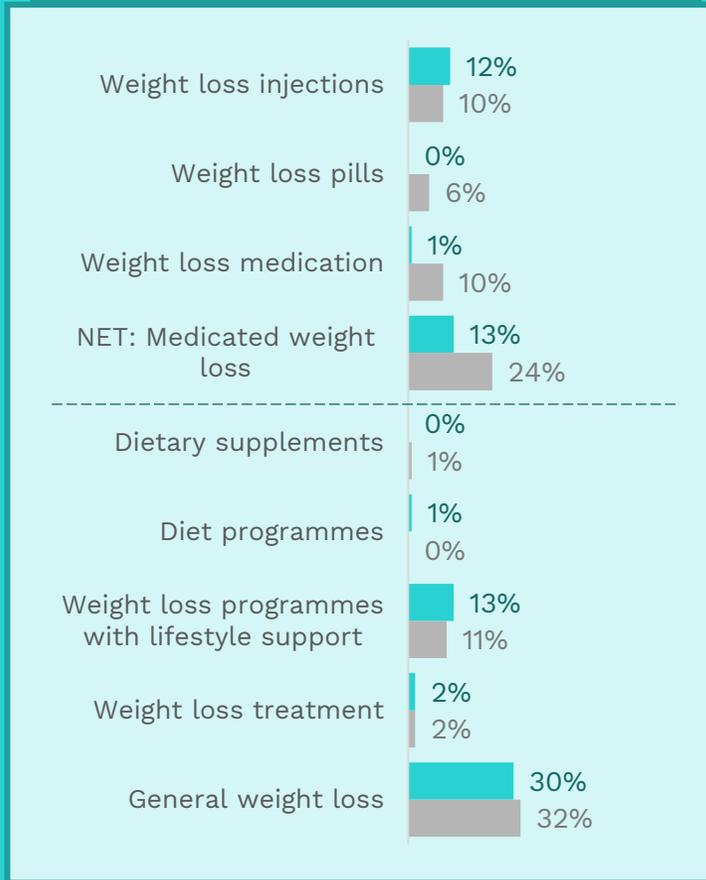
Source: MTM ASA Quantitative Research: C2. In your own words, please describe what you think this advert is promoting or referring to. C4. Which, if any, of the following types of products or services do you think this advert is referring to?

Base: UK Online 18–64-year-old population who saw 1.4:Voy (166).

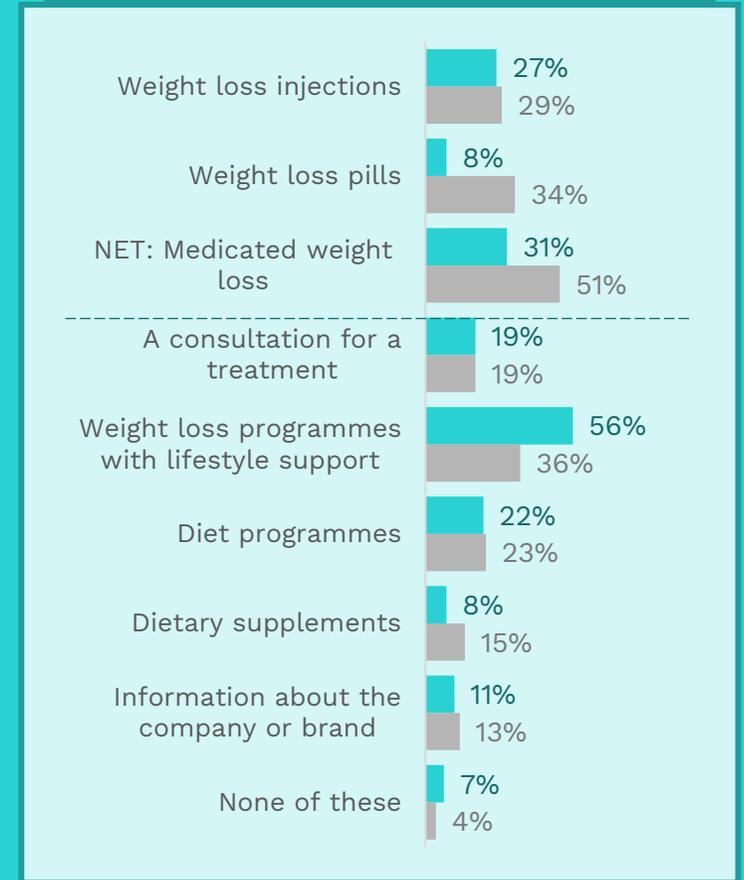
1.6: Habitual – Google Paid



Spontaneous attribution of product/service being promoted

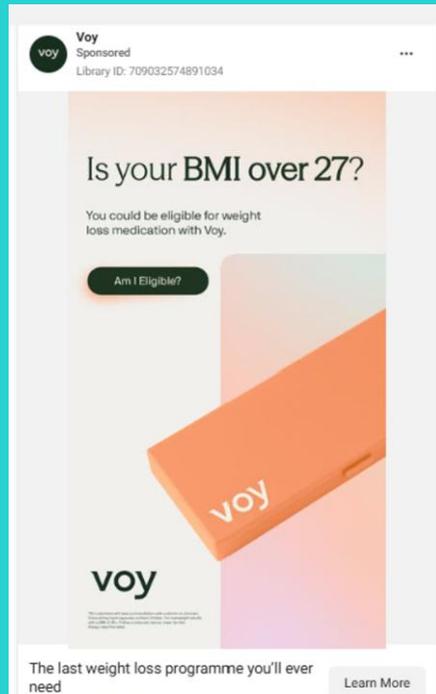


Prompted attribution of product/service being promoted

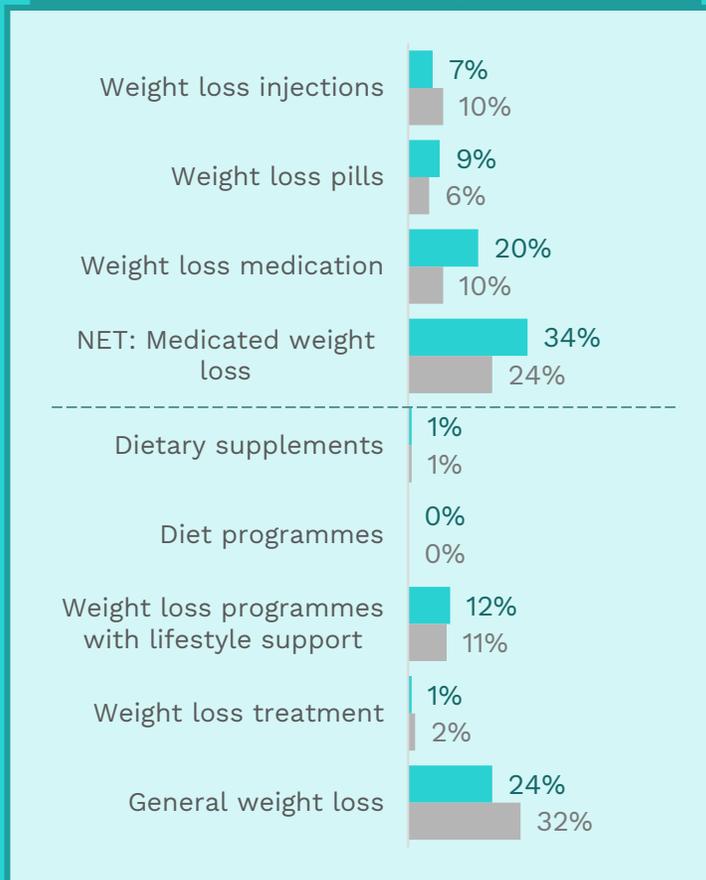


Source: MTM ASA Quantitative Research: C2. In your own words, please describe what you think this advert is promoting or referring to. C4. Which, if any, of the following types of products or services do you think this advert is referring to?
 Base: UK Online 18–64-year-old population who saw 1.6 : Habitual (165).

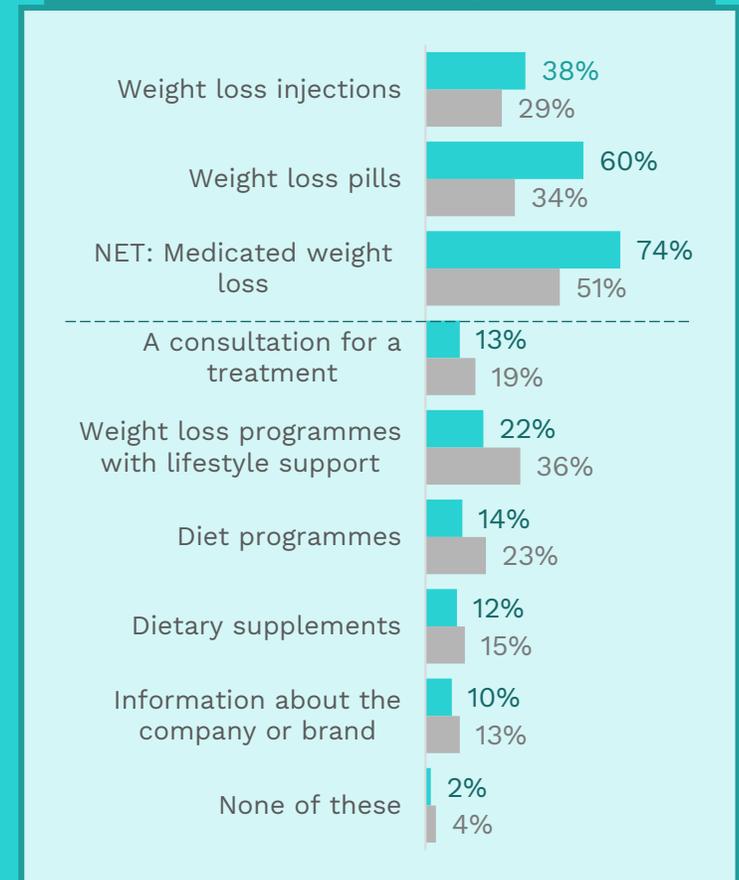
2.3: Voy – Meta Paid



Spontaneous attribution of product/service being promoted

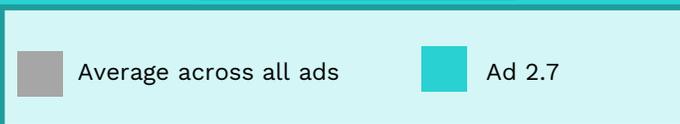


Prompted attribution of product/service being promoted

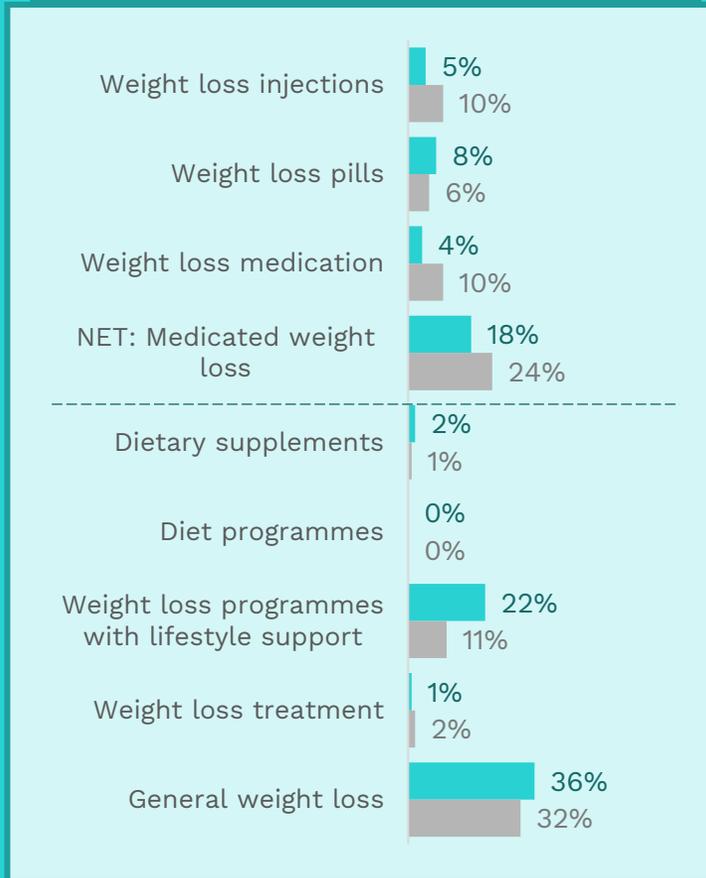


Source: MTM ASA Quantitative Research: C2. In your own words, please describe what you think this advert is promoting or referring to. C4. Which, if any, of the following types of products or services do you think this advert is referring to?
 Base: UK Online 18–64-year-old population who saw 2.3: Voy (169).

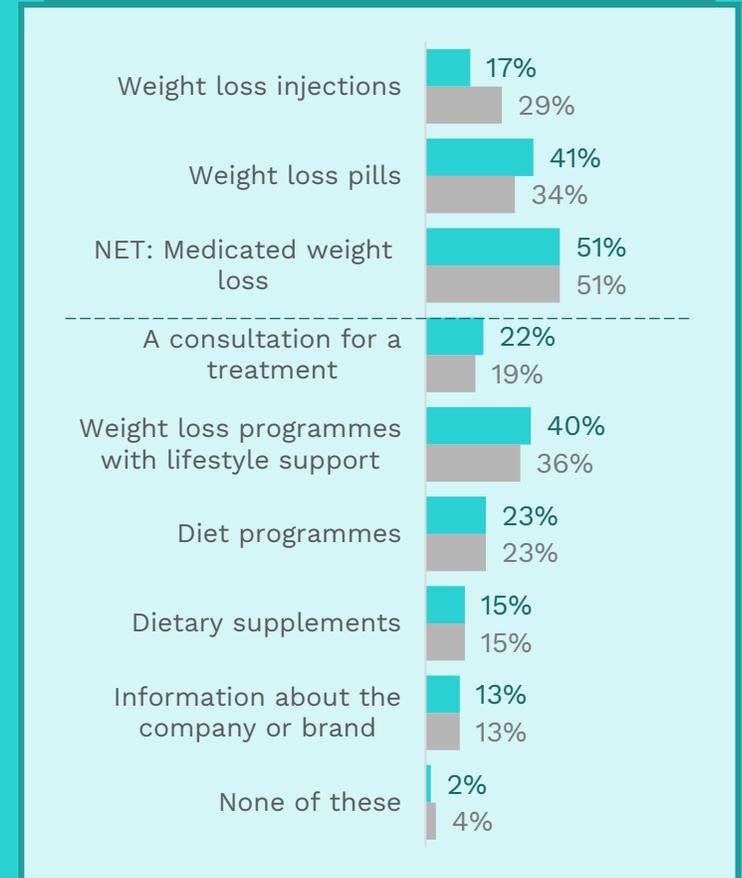
2.7: Morrisons – Meta Paid



Spontaneous attribution of product/service being promoted

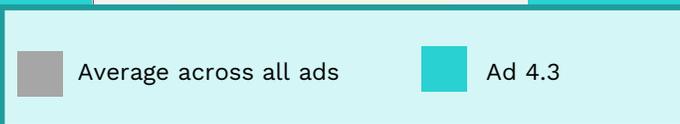
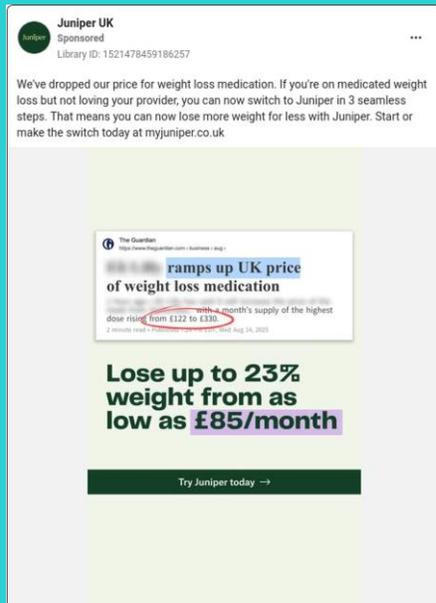


Prompted attribution of product/service being promoted

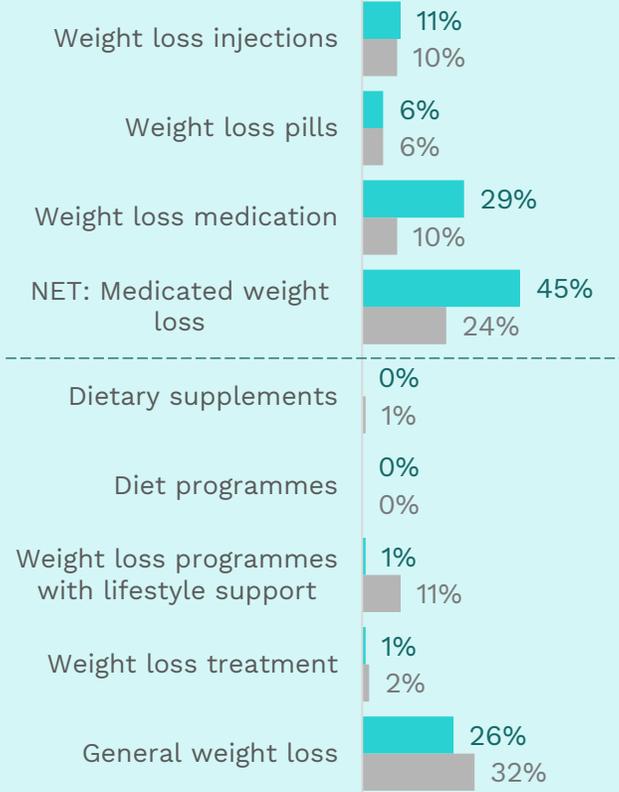


Source: MTM ASA Quantitative Research: C2. In your own words, please describe what you think this advert is promoting or referring to. C4. Which, if any, of the following types of products or services do you think this advert is referring to?
 Base: UK Online 18–64-year-old population who saw 2.7: Morrisons (167).

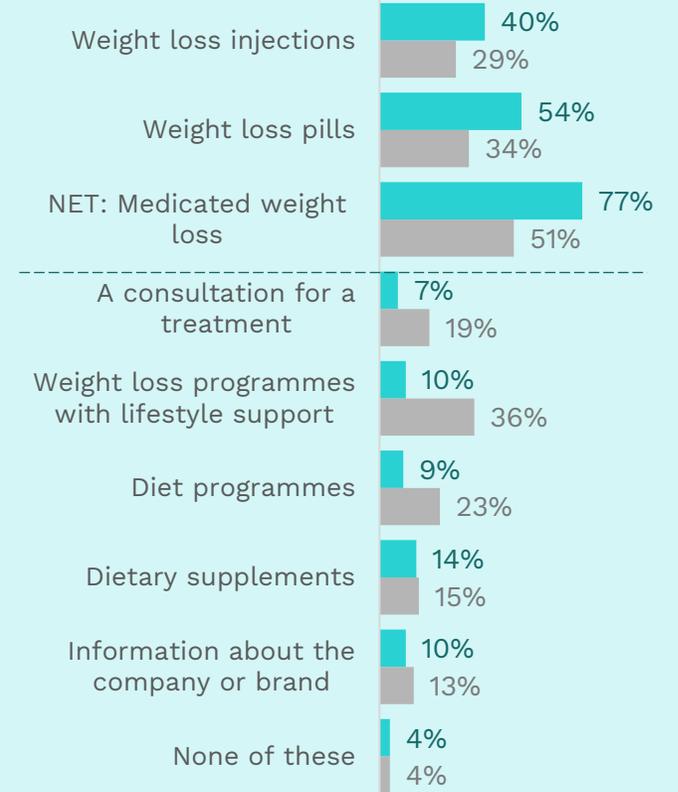
4.3: Juniper – Meta Paid



Spontaneous attribution of product/service being promoted

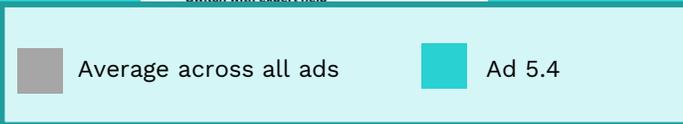


Prompted attribution of product/service being promoted

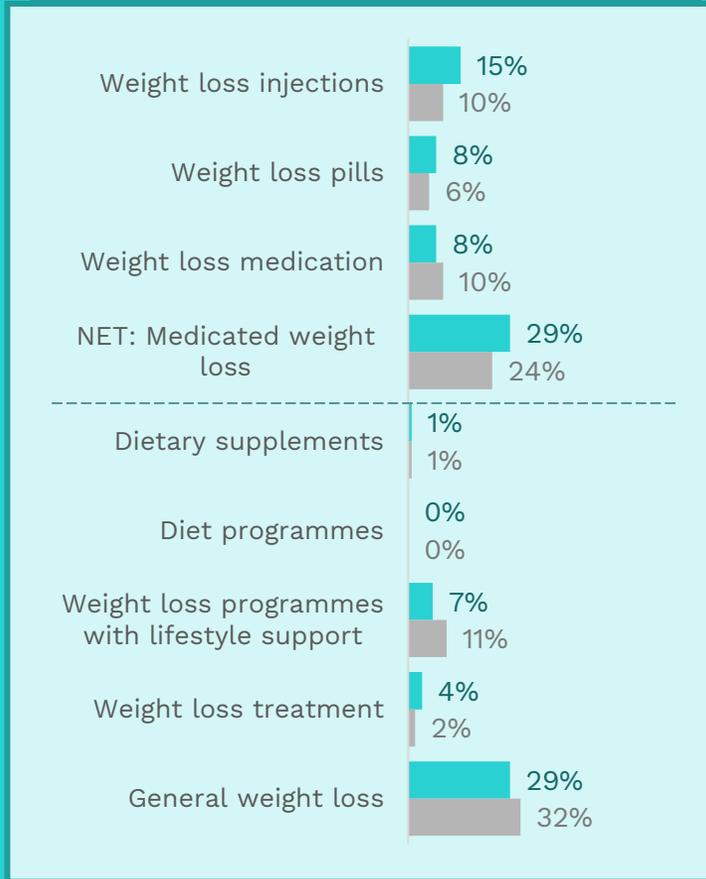


Source: MTM ASA Quantitative Research: C2. In your own words, please describe what you think this advert is promoting or referring to. C4. Which, if any, of the following types of products or services do you think this advert is referring to?
 Base: UK Online 18–64-year-old population who saw 4.3: Juniper (165).

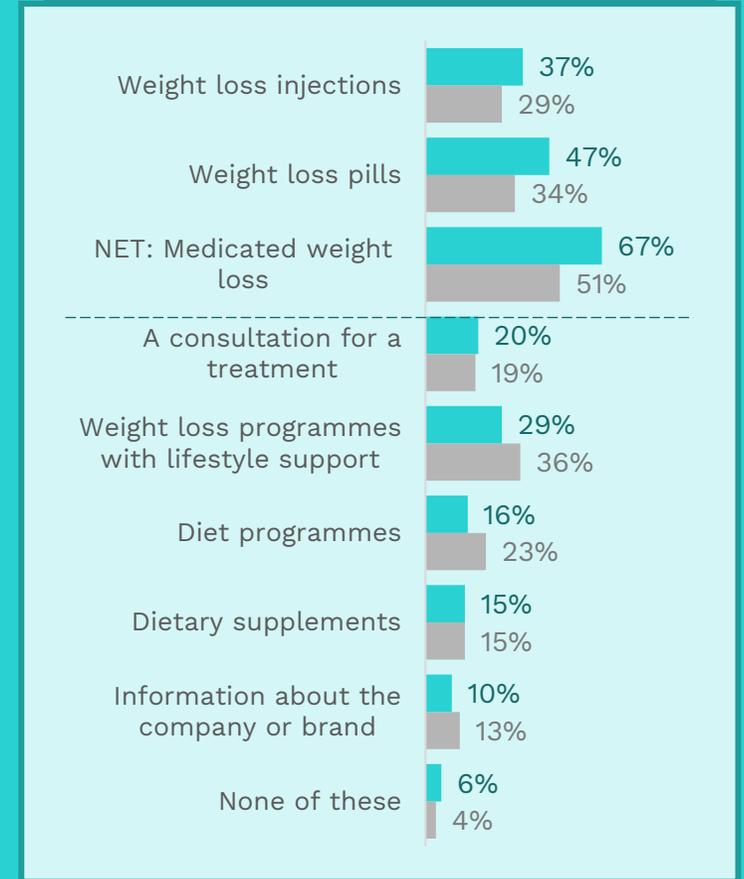
5.4: Zava – Meta Paid



Spontaneous attribution of product/service being promoted

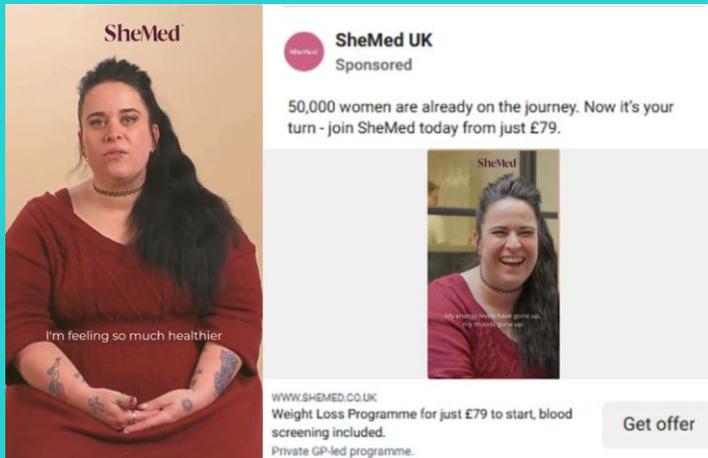


Prompted attribution of product/service being promoted

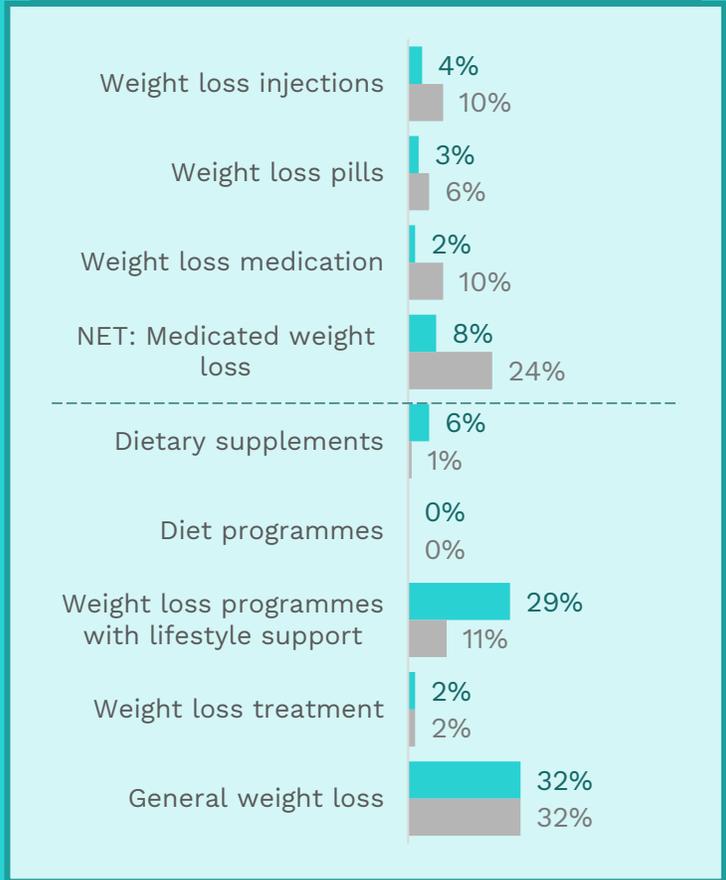


Source: MTM ASA Quantitative Research: C2. In your own words, please describe what you think this advert is promoting or referring to. C4. Which, if any, of the following types of products or services do you think this advert is referring to?
 Base: UK Online 18–64-year-old population who saw 5.4: Zava (163).

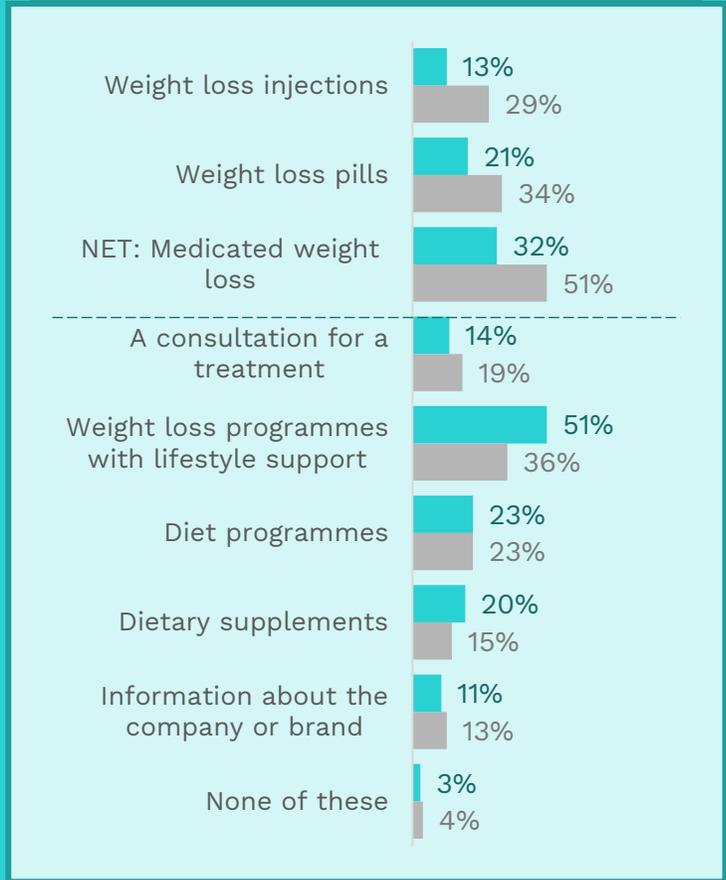
6.1: SheMed UK – Meta Paid



Spontaneous attribution of product/service being promoted



Prompted attribution of product/service being promoted



Source: MTM ASA Quantitative Research: C2. In your own words, please describe what you think this advert is promoting or referring to. C4. Which, if any, of the following types of products or services do you think this advert is referring to?
 Base: UK Online 18–64-year-old population who saw 6.1: SheMed UK (171).

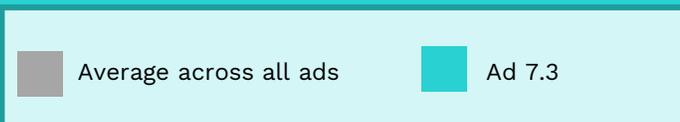
7.3: MedExpress – Google Paid

Sponsored

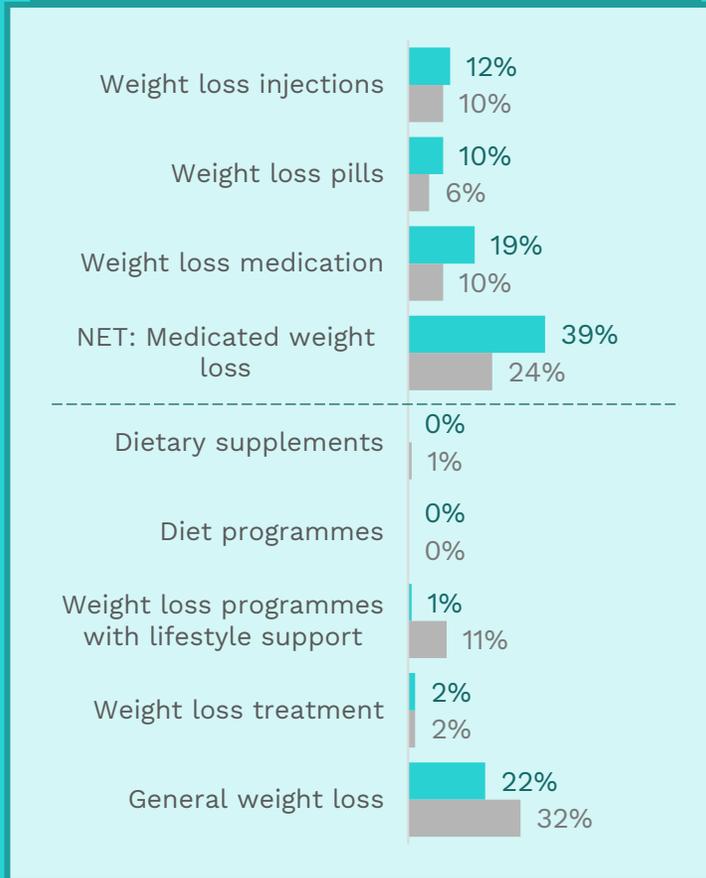
 **MedExpress**
www.medexpress.co.uk/weight-loss/treatment

No Subscription Required - Reduce Food Noise & Cravings

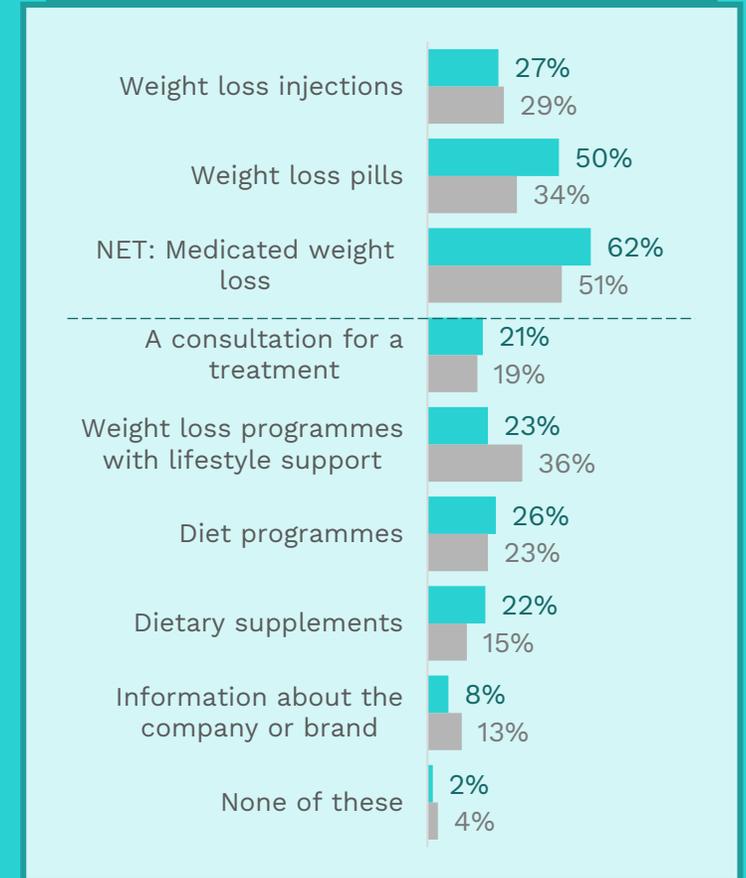
Over 1.5 Million Customers. Discreet Packaging & Fast Delivery. Start Your Consultation. MedExpress Online Pharmacy. Trusted Weight Loss Medication. GPhC...



Spontaneous attribution of product/service being promoted

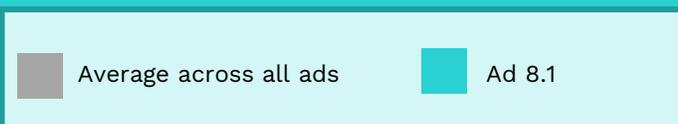
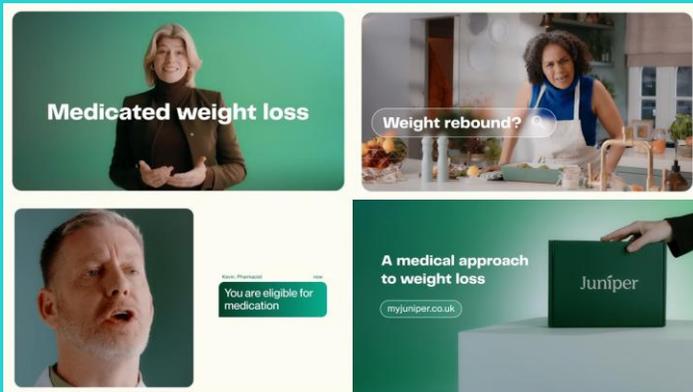


Prompted attribution of product/service being promoted

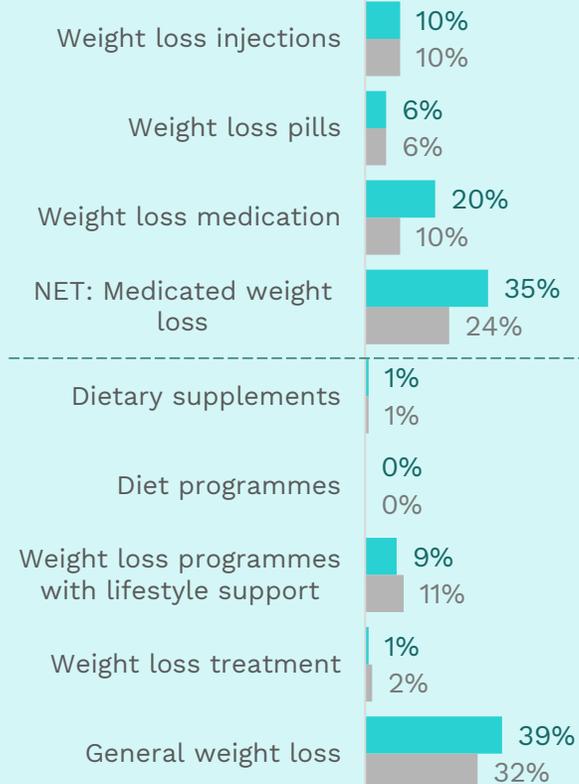


Source: MTM ASA Quantitative Research: C2. In your own words, please describe what you think this advert is promoting or referring to. C4. Which, if any, of the following types of products or services do you think this advert is referring to?
Base: UK Online 18–64-year-old population who saw 7.3: MedExpress (168).

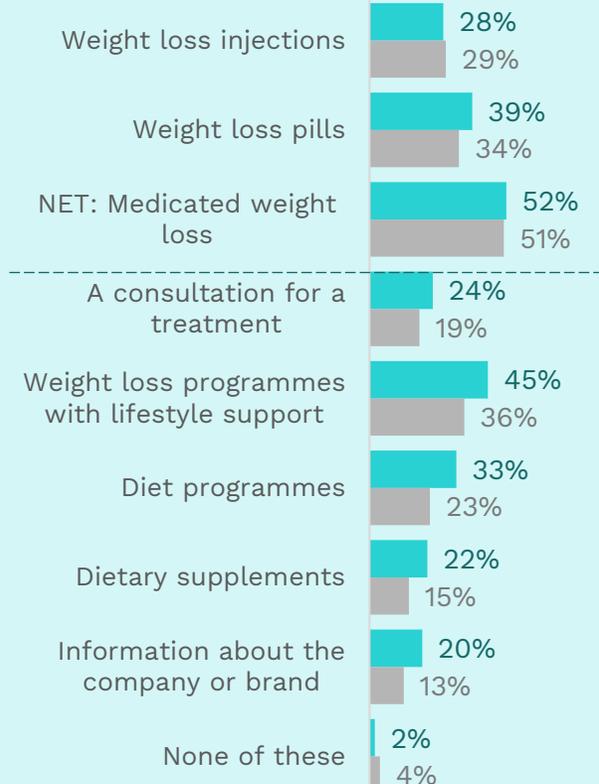
8.1: Juniper – TV ad



Spontaneous attribution of product/service being promoted



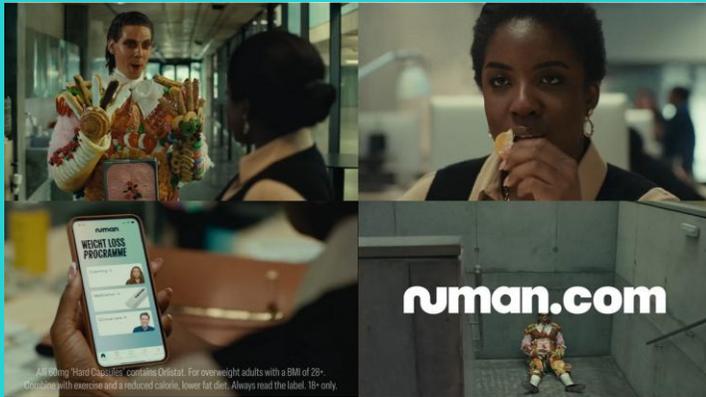
Prompted attribution of product/service being promoted



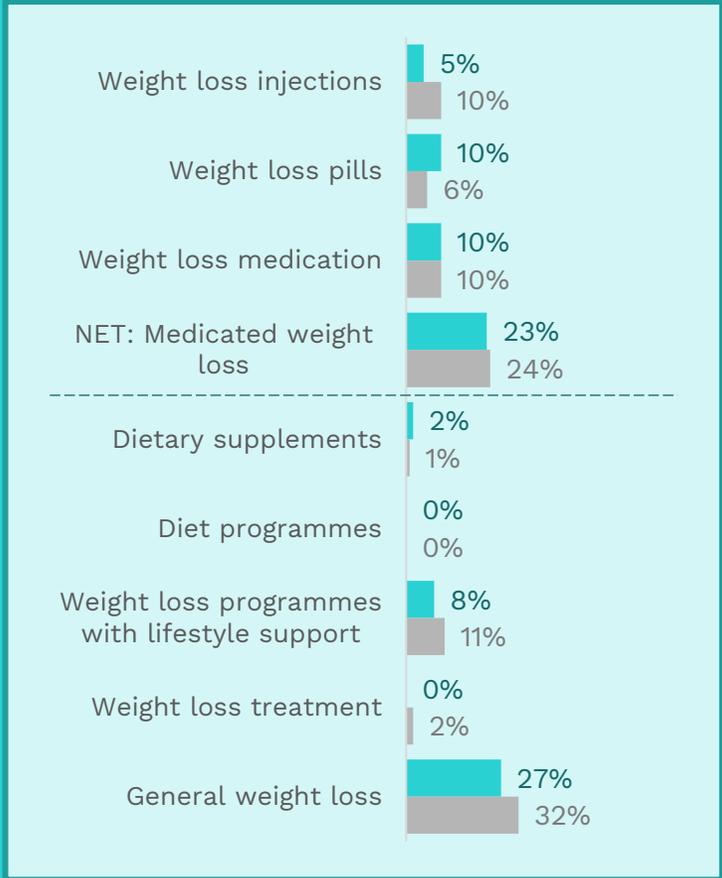
mtm

Source: MTM ASA Quantitative Research: C2. In your own words, please describe what you think this advert is promoting or referring to. C4. Which, if any, of the following types of products or services do you think this advert is referring to?
 Base: UK Online 18–64-year-old population who saw 8.1: Juniper (174).

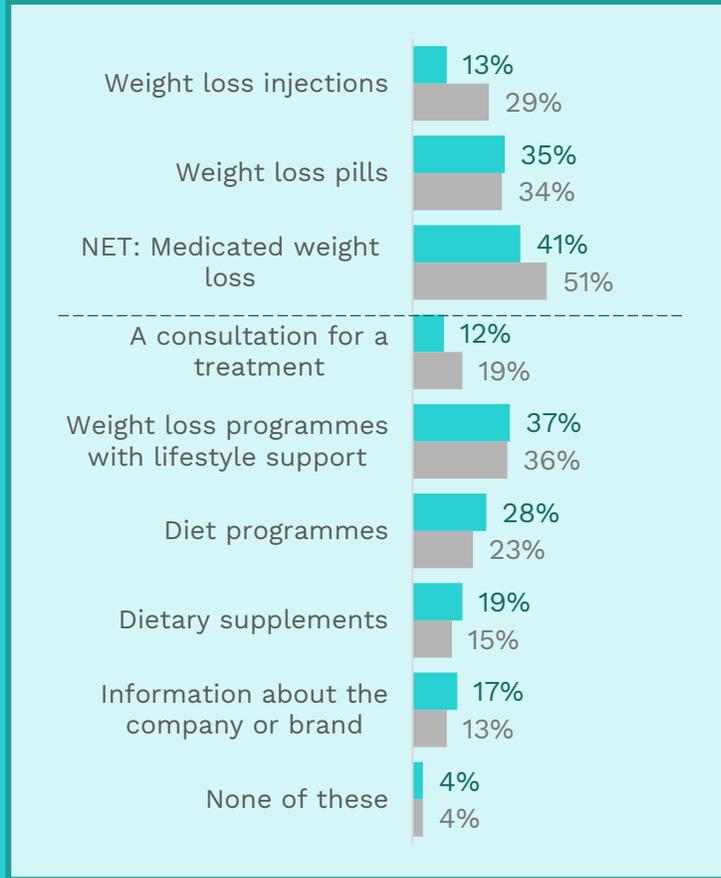
8.3: Numan – TV ad



Spontaneous attribution of product/service being promoted



Prompted attribution of product/service being promoted

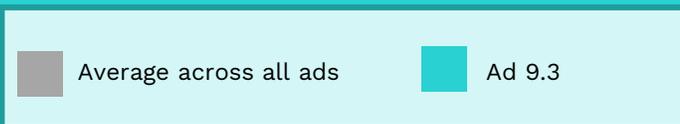


mtm

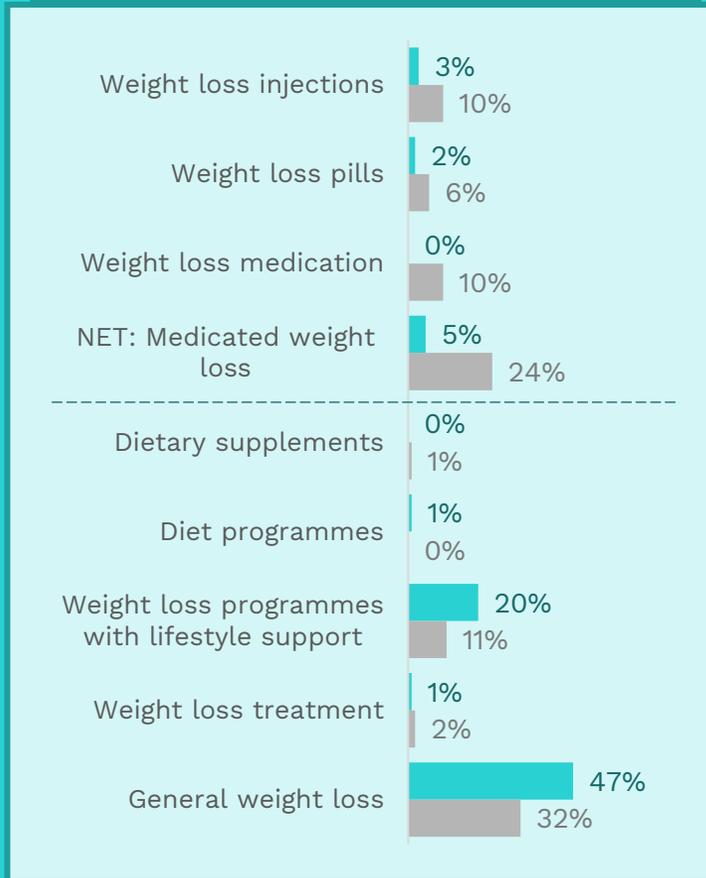
Source: MTM ASA Quantitative Research: C2. In your own words, please describe what you think this advert is promoting or referring to. C4. Which, if any, of the following types of products or services do you think this advert is referring to?

Base: UK Online 18–64-year-old population who saw 8.3:Numan (164).

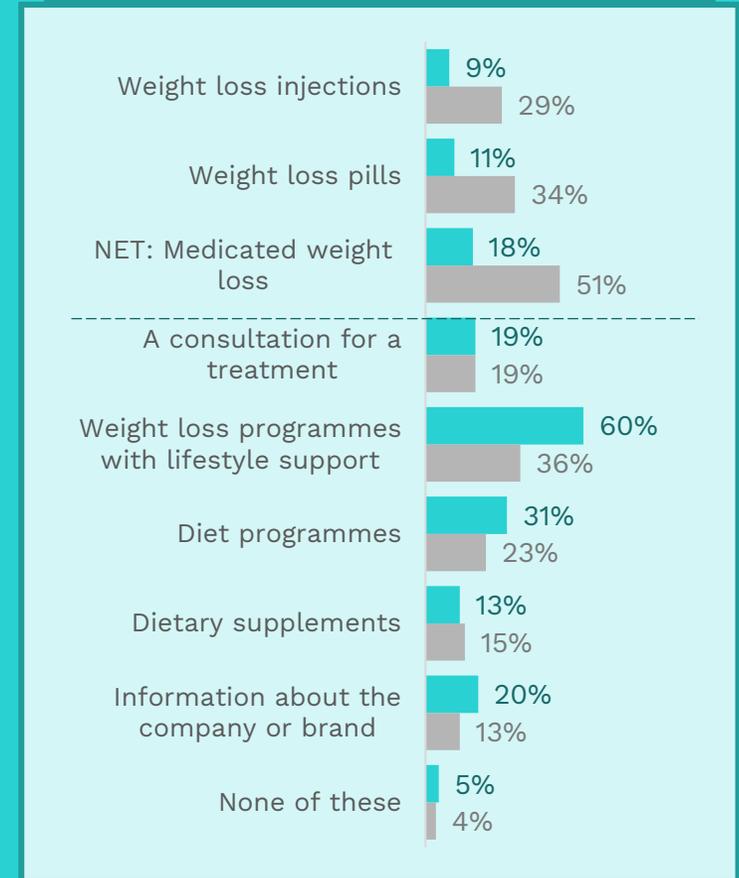
9.3: Coleen Nolan/Voy – Meta Paid



Spontaneous attribution of product/service being promoted

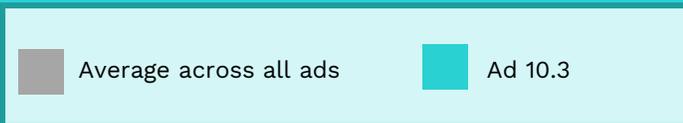


Prompted attribution of product/service being promoted

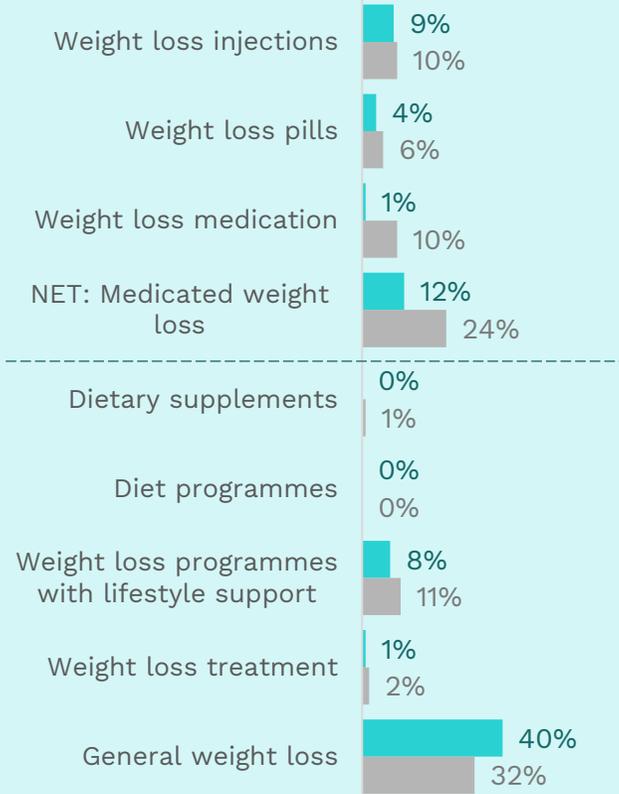


Source: MTM ASA Quantitative Research: C2. In your own words, please describe what you think this advert is promoting or referring to. C4. Which, if any, of the following types of products or services do you think this advert is referring to?
 Base: UK Online 18–64-year-old population who saw 9.3:Coleen Nolan/Voy (171).

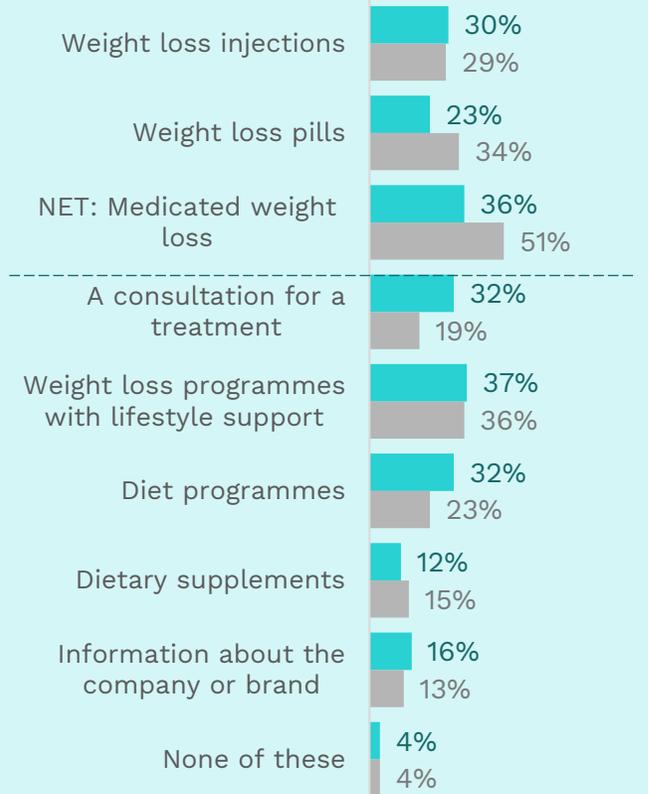
10.3: CheqUp Health – Meta Paid



Spontaneous attribution of product/service being promoted



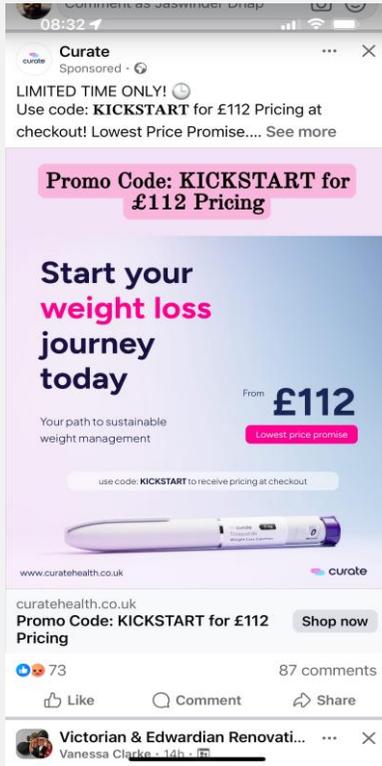
Prompted attribution of product/service being promoted



ADDITIONAL STIMULUS TESTED QUALITATIVELY



Additional stimulus tested qualitatively



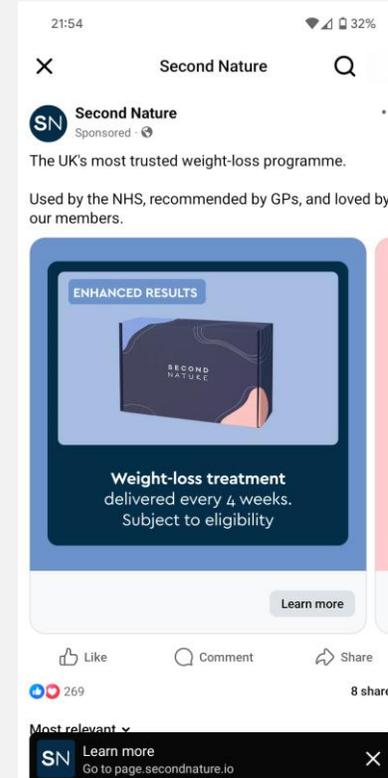
1.2 The Curate Group Ltd - Collected 31.05.25 - Meta (Paid-for)



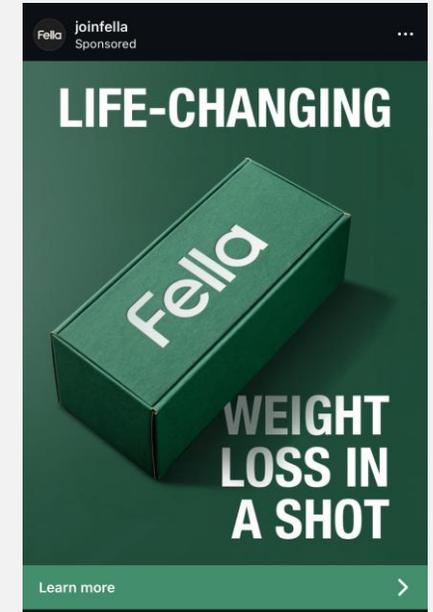
1.3 Slimming Doctor - Collected 03.10.25 - Meta (Paid-for)



2.1 Fella - Collected 11.07.25 - Meta (Paid-for)



2.5 Second Nature - Collected 31.07.25 - Meta (Paid-for)



2.6 Fella - Collected 21.07.25 - Meta (Paid-for)

Additional stimulus tested qualitatively

cornwells_chemists

Make Weight-Management Safe, Affordable and Comprehensive with
Cornwell's Chemists
your Trusted Local Pharmacy Chain

Check Out Our Site
<https://staffordshireweightloss.co.uk/>
to start your New You journey today and join thousands of Transformed... [more](#)

Learn more

3.1 Cornwell's Chemist
– Collected 15.10.25 - Meta (Paid-for)

22:17

My London Pharmacy - PEXPO Group
Sponsored

Losing weight isn't easy, but you don't have to do it alone. Our discreet service connects you with UK-licensed healthcare professionals who create a tailored plan just for you

Safe, effective treatments sent straight to your door, with the support you need every step of the way

My London Pharmacy
Your GLP-1 Plan Awaits
Discreet care, no clinic visit.

welcome.mylondonpharmacy.co.uk
Safe, Supportive & Effective Get Treatment Online Shop now

3.2 PharmaExpo Ltd, My London Pharmacy – Collected 17.10.25 - Meta (Paid-for)

Habitual Health
Sponsored

Lose the food noise with proven programmes designed to help you feel more you.

NHS Trusted NHS provider

I lost 51kg in 11 months!

tryhabitual.com
Get 25% off with the code **SPRING25** Learn more

Electrolytes Weight Loss Fibre Complex

4.1 Habitual Health - Collected 03.08.25 - Meta (Paid-for)

MedExpress
Sponsored
Library ID: 696059953522120

No appointments, no queuing. Get weight loss treatment online with MedExpress.

It's not always easy to talk to your doctor, but with MedExpress everything is sorted online. Our medical team will review your online consultation and assess your eligibility.

Treatments are subject to approval by a certified healthcare professional, who ...

Weight lost: **5.5 Stone**
Duration: **8 Months**

MEDEXPRESS.CO.UK
MedExpress Weight Loss Treatment Learn More

4.5 MedExpress – Collected 03.10.25 - Meta (Paid-for)

Sponsored

tryhabitual.com
www.tryhabitual.com/

Clinically proven weight loss for a healthier you

Learn more about our weight loss programmes, designed to help you lose 15% or more of your body weight with GLP-1 medications. Medical Weight Loss. Highlights: App Available, Resources Available, A Range Of Products Available.

Rating for tryhabitual.com
4.6 ★★★★★ (660)

4.6 Habitual Health - Collected 25.09.25 - Google (Paid-for)

Additional stimulus tested qualitatively

Library ID: 1849255263140923

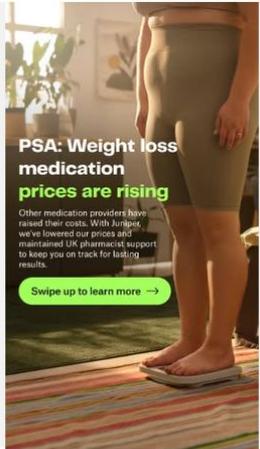
Many people overpay for weight loss medication, but you don't have to. Juniper offers the same clinically proven treatment at a lower cost, with no hidden fees or markups.

Our programme combines effective medication, expert medical care, personalised coaching, and discreet delivery—helping you lose weight and keep it off.

Why Juniper:
 Save money – Lower prices, same trusted results.
 Proven – Avg. 23% body weight loss in 1 year.
 All-in-one – Prescribers, coaches, and tracking tools in one app.
 Lose the weight, not your wallet.

Take control of your weight, risk-free, at myjuniper.co.uk/e/c

*based on a lifestyle survey of 215 active Juniper members, February 2023.



Take control of your weight, risk-free at Juniper [Learn More](#)

5.2 Juniper –
 Collected 15.10.25
 - Meta (Paid-for)

Active

Library ID: 1199977928637973

Started running on 15 Oct 2025

Platforms

This ad has multiple versions

[See ad details](#)

Juniper UK
 Sponsored

Medication prices are up, Juniper's are down.

Switch to Juniper from your current weight-loss provider in three simple steps. Our switching protocol is designed to be seamless and supportive, helping you move to an equivalent or higher medication without any gap in treatment. This way, you'll have continuous clinical support to keep your treatment plan aligned with your goals and budget.

Starting from £85, there's a reason Juniper members are 4.5x more likely to achieve significant results compared to medication alone. Start or make the switch today at myjuniper.co.uk



5.6 Juniper - Collected
 22.10.25 - Meta (Paid-for)



Kerry
 ▼ 32kg in 12 months

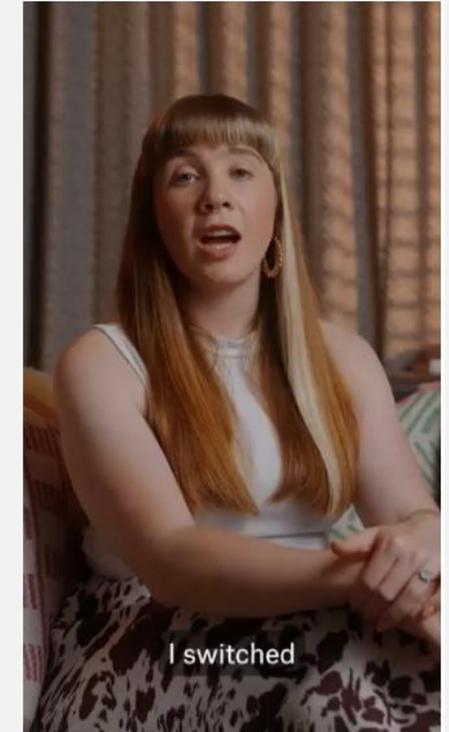
6.2 Juniper -
 Collected 22.10.25 -
 Meta (Paid-for)

Addressing the weight loss medication price increases



You know that feeling when you hear about price hikes

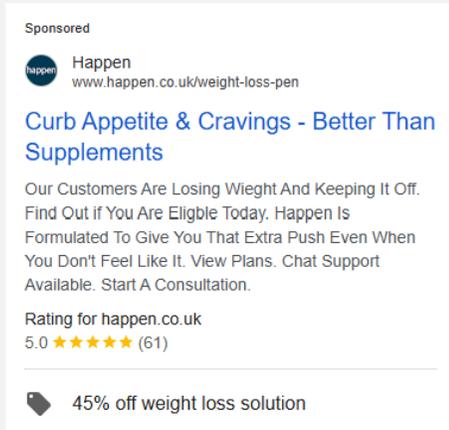
6.3 Voy – Collected
 20.10.25 - Meta (Paid-for)



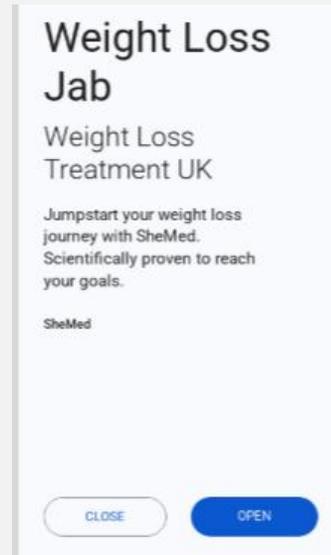
I switched

6.6 Juniper –
 Collected 17.10. 25 -
 Meta (Paid-for)

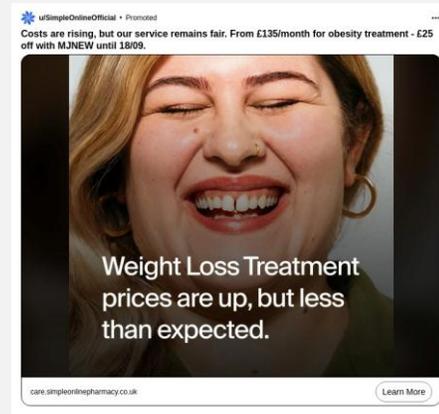
Additional stimulus tested qualitatively



7.4 Happen - Collected 17.06.25 - Google (Paid-for)



7.5 SheMed - Collected 16.09.25 - Google (Paid-for)



7.6 SIMPLEONLINEOFFICIAL - Collected 11.09.25 - Reddit (Paid-for)



8.2 Numan - Collected 07.01.25 - TV ad



8.4 Juniper - Collected 20.06.25 - TV ad

Additional stimulus tested qualitatively



9.1 Gina Gee - Curate
-Collected 23.10.25 -
TikTok (NOT Paid-
for)



10.1 Juniper -
Collected 30.10.25
- Meta (Paid-for)



11.1 Get A Drip -
Collected 18.10.25 -
Meta (Paid-for)

Acknowledgments

This project was informed and influenced by many, and we extend our deepest gratitude for their invaluable advice, support, and contributions throughout this work.

From MTM:

Georgie Rowe, Bella Bearcroft, Chris Pruce & Mina Lalic for steering the project from inception to completion, and the valuable contributions of supporting personnel including **Caroline Wren, Eric Paice and Rose Tomlins**.

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Kam Atwal & Jane Smith for their support and collaboration throughout the project's duration, and the **wider ASA team** for their counsel & guidance.

Additional Contributors:

- All the **respondents** who generously gave their time to take part in our qualitative and quantitative research
- The **Omnisis** team for expertly translating our research vision into a survey programme & data reality
- The **FaceFacts** team for recruiting and managing participation of our qualitative respondents
- The **brands, actors and influencers** whose posts were utilised as a key source material for our research
- **Unsplash** for their visual content that brought this report to life

mtm

