

Case Study: See Sara Shrink

Sara Sullivan is on a quest to lose 100 pounds. Akamai Consulting is working with her to turn the experience into a public awareness campaign to motivate and inform other people in their own battle to lose weight.

Just a suburban housewife a few short months ago... Sara is fast becoming a standard-bearer for the fitness cause and a community builder among the throngs of Americans who struggle in silence and shame to live a healthy life and conquer their bad habits.

Just a few months into the 'See Sara Shrink' campaign, she had thousands of visitors to her blog and website, 2500+ Twitter followers and a feature on AOLHealth. Her witty, sassy, Southern voice combined with candid content about the mental battle of weight loss is attracting attention. An upcoming series in Women's Magazine and local newspaper features are drawing fans and expanding Sara's reach.

We at Akamai Consulting believe that the 'Incredible Shrinking Sara' will be a huge hit over the coming months - proving that an everyday person facing a common challenge can transform their experience into a public cause that will make a positive impact on the world.

We've pulled together a strong team of partners to help Sara reach her weight goal and promote their own products and services in the process. It's a mutually beneficial circle that utilizes social networking, blogging, a website, partnerships and the media to transform one woman's private mission into a broad campaign to end obesity. We're with you, Sara. And we plan to turn the next 6 months of your life into a very public EXTRAVAGANZA!

"I really had my doubts when we started this campaign – wondering if a typical woman losing weight could actually be a hook for a successful public awareness campaign. You have silenced any questions many times over and I am so enjoying the process of sharing this journey with the world."

