

## JENNY CRAIG MAKES A PUBLIC APOLOGY



Everyone knows the brand Jenny Craig. It's a sad day when you see the famous weight loss program in the news for something negative. However, the company pulled their ad from the 2DayFM's *Kyle & Jackie O Show*. *The main reason for this pull is because the company feels like they misjudged wanting to advertise within that slot. A spokesman from Jenny Craig is trying to express their sentiment by saying: "We feel sorry we have offended so many people, underestimated the sentiment against Kyle and are clearly upset that we made such a mistake. We have instructed 2Day FM that our advertising is to be discontinued on the Kyle & Jackie O Show, and the rest of their schedule immediately. We badly misjudged public perception of Kyle Sandilands. We have taken what has been said seriously. Mel B has happily been part of the 2Day FM Breakfast show for the better part of last year. Our intention was to support our ambassador in her broader media role."* Believe it or not but Jenny Craig is the first company to try and advertise with the show after Holden withdrew his advertising. As a business Southern Cross Austereo constantly strives to deliver attractive products for Australians. We are confident the *Kyle and Jackie O Show* has been positively re-set for 2012 and our teams are committed to ensuring it is both entertaining for listeners and provides an advertiser friendly environment." Several major companies are also boycotting the brands. Change.org issued a petition last year and it was successful. It resulted in companies like American Express, Coles and McDonalds removing their advertisements from the show. A lot of these companies said they would boycott the show through 2012 but iSelect has gone back on board to advertise on the show. "Around the world, consumer outrage is going viral - and companies like Jenny Craig are being forced to adapt or face significant backlash...Clearly, Jenny Craig customers did not want 'their' company associated with someone like Kyle Sandilands," Nick Allardice said. Nick is the Australian director for Change.org. People are gaining up and trying to make a difference in the world. Although these companies are boycotting one show it is a result of the millions of people who boycotted them. Consumers are getting more say so than ever before. This is thanks to places like Change.org. Many consumers are tired of getting taken advantage of and it's now time to do something about it. Instead of just sitting back and watching, you can get on board and learn to change things too. Jenny Craig felt the mistake they made when they tried to advertise on this show again. Consumers are on their way to having a lot of say again.

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