

The Doctors and Welch's: "A Healthier You"

- Year-round program of weekly on-air segments featuring wellness advice and tips, including:
 - "Speed up your metabolism"
 - "Sleep better"
 - "Jump start with breakfast"
- On-Air Branding
 - "Welch's: A Healthier You" logo used to open and close segment and visible on studio signage
 - Welch's logos on-air during entire segment
 - Product shots used in demo's where appropriate
 - Host acknowledgement of Welch's
- Online messaging
 - Custom created microsite with videos, banners, news and nutritional facts
 - Links from *The Doctors* website to Welch's.com
 - Videos included in show archives
- Welch's is also featured within 3-5 minute "total wellness" integrations during topical health-related seasons like Back-to-School and Heart Healthy Month

The screenshot shows a web browser displaying the Welch's website. At the top, there's a banner with 'THE DOCTORS' logo, a Welch's 100% Grape Juice bottle, and the slogan 'A HEALTHIER YOU!'. Below the banner is a navigation bar with 'HOME', 'VIDEO ARCHIVE', 'HEALTH BENEFITS', and 'CONTACT WELCH'S'. The main content area features a 'AS SEEN ON THE DOCTORS' badge, a date '10-28-2008', and a video player showing a doctor in a studio. To the right is a large image of a Welch's 100% Grape Juice bottle with a 'CLICK HERE TO LEARN MORE' button. Below the video player is a 'VIDEO ARCHIVE' section with two video thumbnails and their dates. To the right of the video archive is a 'DID YOU KNOW?' section with a doctor's image and text about antioxidants. At the bottom, there's a 'NEWS FROM THE GRAPEVINE' section with a sign-up for an e-mail newsletter and a 'VISIT WELCH'S.COM' section with a 'Click here' link. The footer features a large 'WELCH'S 100% GRAPE JUICE' logo and the text 'The surprising antioxidant results. SEE THE COMPARISONS >'.



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