

# 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 video player with the text 'AS SEEN ON THE DOCTORS' and a date '10-28-2008'. To the right is a 'VIDEO ARCHIVE' section with two video thumbnails. Below that is a 'DID YOU KNOW?' section with a doctor's image and text about Welch's 100% Grape Juice. At the bottom, there's a 'NEWS FROM THE GRAPEVINE' section and a 'VISIT WELCH'S.COM' button. A large banner at the very bottom reads 'WELCH'S 100% GRAPE JUICE' and 'The surprising antioxidant results.' with a 'CLICK HERE TO LEARN MORE' button.



For more information, contact:  
Adam Lowy: 212.708.8273  
Adam.Lowy@cbs.com

