Noom Bets Its Behavior Change Roots Can Win the GLP-1 Wars

As GLP-1 medications become increasingly mainstream, digital health platform Noom is betting on psychology-backed behavior change as its biggest competitive advantage in a crowded space.

That strategy underpins “Lose For Keeps,” the company’s new campaign fronted by actor Rebel Wilson.

Created by Mekanism, the campaign argues that lasting weight loss comes from combining GLP-1 medication with healthier habits. As Noom looks for an edge in the market, it is “putting our flag down in the conversation and differentiating who we are,” said chief brand officer Rachel Mahoney.

Somewhere between the diet culture of the early 2000s and today’s GLP-1 boom, Noom emerged as a fresh take on weight loss, offering online coaching and customized plans designed to change people’s mindsets about their health.

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