

<https://daffyduke.lautre.net/spip/?6-fitspiration-ads-designed-to-get>



6 fitspiration ads designed to get your butt off the couch

- 6- Webographie -

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It's not even Feb. 1 yet and, if you're anything like the average American, you're not exactly killing that New Year's Resolution to start dropping the extra pounds you picked up during the holidays.

That's bad for your cholesterol level and for the \$60 billion domestic diet industry, which has already been buffeted by competition from free smartphone apps and tech gadgets like FitBit. The last thing it needs is your indifference.

But advertisers in health, fitness and diet plans are soldiering on, trying to snag the attention of the 69% of adults in the U.S. who the Centers for Disease Control and Prevention estimates are overweight or obese. Companies in these categories spend more money this month than they do at any other time of the year, according to research firm iSpot. [Read more...](#) More about [Business](#) and [Advertising](#)