



Category: Healthcare Campaign

Company: 3x1 Group and Food Standards Scotland

Entry title: Snacking: The uncomfortable truth

Brief and objectives:

Food Standards Scotland, Scotland's lead public food body, is responsible for food safety and standards, nutrition and labelling.

3x1 supported FSS's first ever healthy eating campaign to tackle Scotland's unhealthy snacking culture. Change Our Future aimed to confront parents with the consequences of over-treating themselves and their children and motivate them to take action.

Objectives:

- Generate coverage to shine a light on the volume of 'discretionary' foods like cakes, biscuits, crisps and sugary fizzy drinks consumed
- Use powerful messaging to encourage people to stop treating themselves and their children so frequently
- Raise awareness and trust in FSS as a voice of authority on nutrition.

Phase 1 was delivered September/October 2016, phase 2 ran in March 2017.

Rationale behind campaign, including research and planning:

Pre-campaign research showed 85% of Scottish consumers 'know an unhealthy diet can cause lots of health problems, like cancer and heart disease' and 51% 'know they need to do something to eat more healthily'. Yet in Scotland two out of three people are still overweight/obese and 31% of children are at risk of being overweight/obese.

Consumers tend to discount the impact of snacks if they feel they are having three healthy meals a day. We needed to create powerful content and coverage that would highlight the uncomfortable truth and compel consumers to take stock of their snacking habits.

Insight gathering (interviews/focus groups) segmented consumers based on motivation/ability to change eating habits. The campaign targeted C1C2DE parents with children aged 2-15 in the following categories:

- Frustrated Eaters: constrained by lack of knowledge, family resistance, or financial issues, need guidance on how to successfully make a change
- Comfortable Snackers: in need of a wake-up call; know all the dangers and believe they are able to eat as they please, but don't think their habits are that dangerous and often make excuses.

Strategy and tactics, including creativity and innovation:

For phase 1, we developed a two-month integrated campaign blending earned, paid and shared media. On and offline content supported television/digital advertising by setting out the 'why' and 'how' of behaviour change. The aim was to make consumers have their own 'lightbulb' moment re the serious impact snacking could have on their own and their children's health. To help remove some key barriers to change we then provided simple, accessible ways they can take control of their future.

- Why - the hard facts on how "just a couple of biscuits" can add up to serious health problems
- How - bring the campaign's #dropitswapitshareit call-to-action to lifethrough tips, ideas and healthy snack suggestions.

Phase 2 coincided with a second run of TV ads. In line with the existing strategy, it provided an achievable introduction to behavioural change: the Treat-Free Tuesday concept, dropping unhealthy snacks one day a week.

Numerous stakeholders were engaged throughout the campaign including the Scottish Government, Health Protection Scotland and Obesity Action Scotland.

Implementation of tactics:

Meaningful behaviour change requires a sustained, consistent approach. Tactics were carefully timed to ensure a regular drip-feed of campaign messages throughout each phase.

The media launch, timed to land on the day the first TV advert aired, had to make an impact. We calculated average consumption of discretionary foods by Scottish children to create a thought-provoking topline: the average seven-year-old consumes more than their own body weight in unhealthy snacks and drinks each year.

Launch photography was equally powerful, with a young boy almost hidden by the equivalent pile of cakes, chocolate and crisps. The shock tactics worked, with blanket coverage in Scottish national newspapers and six broadcast segments including a phone-in on BBC Radio Scotland's Call Kaye show.

In the following weeks, we ran a multi-channel content partnership with The Scottish Sun, the biggest selling newspaper among C1C2DE parents:

- Pg10 news story
- Two DPS case study features
- Social media content
- Online quiz
- Print/website advertising.

We continued to drive earned media coverage including FSS's nutritionist appearing on STV's magazine show Live at Five.

Social media was key to inform and engage consumers who were encouraged to share their own snack swaps. Campaign content included tips for dropping snacks and healthier alternatives, all driving engagement with #changeourfuture #dropitswapitshareit.

We produced five nutritionist-approved Snack Swapper social videos to give consumers simple healthy snacking inspiration.

In addition, we targeted the most influential social sharers - mummy bloggers – sending nutritious snack packs to four who endorsed the campaign, sharing pictures of their kids' healthy lunchboxes and snacks.

The second phase launched with a similarly striking stat – the average Scot could save 16,000 calories a year just by dropping two chocolate biscuits and a can of sugary drink one day a week.

We secured 23 pieces of coverage including broadcast segments on STV and BBC Radio Scotland.

A Heart Scotland media partnership saw radio ads running every Tuesday, an online campaign page and Drivetime presenters taking part in #treatfreetuesday. Product drops to ten influential consumer media targets encouraged them to participate.

Social media content focused on tips for avoiding treats at home, work and while commuting as well as advice inspired by consumer behaviour/nutritional science expert Brian Wansink. A series of impactful infographics was produced to support content and promote #treatfreetuesday.

Measurement and evaluation:

OUTPUTS/OUTTAKES

- Reach: 56,023,844 (Target: 10m)
- 44 pieces of proactive coverage including Scottish Daily Express, Scottish Daily Mail, The i, Daily Star, STV, BBC
- Proactive coverage achieved 100% positive tone of voice (Target: 90%)
- FSS spokesperson quoted in 64% of coverage (Target: 50%)
- 1,022 new Facebook fans, 212 new Twitter followers
- 6,745 social media engagements
- 1,130 video views.

OUTCOMES

Wave three of FSS's Kantar TNS consumer tracking evidenced the following against previous waves:

- 61% know they need to do something to eat more healthily: 10% increase in self-recognition
- 50% recognise they snack too much, +4%
- Increased awareness among parents:
 - 55% concerned about type of food their children eat, +4%
 - 54% worried about possibility of them/their children getting diabetes in later life, +5%
- 57% awareness of FSS, +7%
- 43% trust/trust a lot in FSS, +5%
- 28% know FSS is responsible for healthy eating, +6%.

Budget and cost effectiveness:

- Budget: £15,893
- 3x1 time delivered within normal retainer
- 3,525 consumers reached for every £1 spend on PR.