

Communications and Marketing Case Study #LookattheLabel



Timing of Activity

November 2015

Supporting which FSS Outcomes?

1. FSS is trusted
2. Food is safe
3. People make healthier food choices

Agencies

The Union, Carat, Consolidated PR, TNS

Background

Following the launch of FSS on 1 April 2015, Communications and Marketing were asked to develop a campaign emphasising the importance of food labelling and encouraging people to take longer to consider the information on labels. The campaign was also, importantly, aimed at beginning the job of raising awareness of the new FSS brand, and differentiating the organisation from the FSA. FSS had taken the decision not to co-fund the annual FSA Food Safety Week campaign, which in 2015 was the 'Chicken Challenge'. The campaign was not part of the

original plans for 15/16 and needed to run in advance of the planned festive food safety campaign, so had to be turned round quickly.

Campaign Objectives

- Raise awareness of FSS and begin to position the brand and organisation in the public mind
- Educate and inform consumers about what to look for and why in relation to key nutrition and food safety information on food labels
- Encourage consumers to 'look at the label' in store and in home

Campaign Proposition

Look at the label – it's there to help you make better food choices

Target Audience

The audience for the activity was wide, but with a focus on those making the purchasing decisions on their and their families' behalf, and on the 'at risk' older population:

- Core target: C2DE Mums aged 25+ with kids 0-15 (equivalent to 164,000 or 4% of the population)
- Secondary target: Adults over 55 (equivalent to 1,452,000 or 36% of the population)

Activity

The campaign focused primarily on colour-coded front-of-pack nutrition labelling and use by dates, and also to a lesser extent on storage instructions and allergens information.

An outdoor and online advertising campaign was developed using bold and impactful design and photography the strapline: 'Don't look at the label? Don't know if it's safe/healthy...'. The campaign ran:

- On **trolleys** in Tesco and Asda
- On proximity **6-sheets** in Asda, Morrisons and the Co-op
- Via a **press partnership** with the DSunday Mail and daily record
- In **press ads** in the Scottish Sun
- On **social media**
- Through **digital display ads**
- Through **paid-for search (PPC)**

We also used the campaign as an opportunity to begin opening up **partnerships** discussions with key multiple retailers and other prospective partners to extend the reach of the campaign. We also produced a **stakeholder toolkit** to inform and engage key stakeholders.

The campaign was launched to the media via a case study: a lady who had suffered from food poisoning after eating a microwave meal past its use by date.

Key Results

The advertising component of the campaign raised awareness, both of labelling as an issue and of FSS (45% awareness at beginning of December – TNS tracker amongst 1000 Scottish adults). Some behaviour change witnessed in qualitative post-campaign evaluation, with respondents claiming to be checking for use by dates more frequently and some evidence of consumers more consciously looking for colour-coded labels undertaking some storage behaviours eg freezing on day of purchase upon seeing the campaign.

Widespread media coverage across key titles including The Herald, Scotsman, Express, Metro and a 7-min interview on BBC Radio Scotland's John Beattie Show, plus a slot on STV's Riverside Show with Elspeth Macdonald and our case study. 34 pieces achieved with 1.25m OTS at a PR value of c£50K.

Asda, Morrisons, Tesco, Scotmid and the Scottish Grocers' Federation all partnered with the campaign, and have expressed interest in developing partnerships relationships with FSS moving forwards.

And in terms of hard stats:

- One-third of our core target audience had the opportunity to see the advertising via the press partnership 9 times during the campaign period
- Out of home impacted 2.8m adults in Scotland (NB supermarket trolleys cannot be tracked)
- Digital impressions totalled 8.3m, with a high click-through rate of 0.41% (v industry average 0.07%)

Learnings and Recommendations

The campaign achieved what it set out to do in terms of raising awareness of FSS, and went some way towards encouraging people to spend more time looking at labels.

However, given the supermarket shop is habitual and the majority of people think they already know what use by and colour-coding means, the campaign did not go far enough in giving more in-depth advice and information to consumers. This was available at the campaign pages of the website, but if people did not get that far, they felt the campaign was 'skimming the surface' of the issues. To optimise the campaign in future the messaging needs to:

- Build in greater detail and rationale
- Disrupt unconscious scanning behaviours
- Deliver 'new news' for all

The campaign was designed with a view to it being able to accommodate other messaging and focal areas eg country of origin in future. There are, however, no immediate plans to re-run the campaign in 16/17. If and when it does re-run, however, it is recommended that the outdoor and digital elements be retained / extended, and another medium eg radio be considered in addition to allow greater depth of messaging.

Katherine Goodwin
March 2017