

Communications and Marketing Case Study “Pink Chicken”



Timing of Activity

June - Aug 2016

Supporting which FSS Outcomes?

1. Food is safe
2. FSS is a trusted organisation

Agencies

The Union, Republic of Media, Consolidated PR, TNS, Whitespace

Background

Scotland's summers are a time to partake in activity we generally can't do in the colder months - venturing outdoors, embracing summer sporting events such as the Euro 2016, The Rio Olympics and Wimbledon, and enjoying eating and drinking alfresco. Barbecuing is a highly popular activity during the summer, with a YouGov omnibus survey for FSS from 2015 recognising as many as half of Scots have used a BBQ. Moreover, based on UK research from *The Grocer*, it can be estimated that Scots adults attend (or host) an average of two BBQ events per year.

During the summer, there is also a dramatic increase in cases of food poisoning - linked to eating outdoors, barbecues and increased chicken purchase and consumption. A summer campaign was needed to educate the people of Scotland about the food safety risks associated with barbecuing, in particular the cooking of chicken and the link to Campylobacter food poisoning.

- There were more than 6,000 reported cases of Campylobacter poisoning in Scotland each year between 2010 and 2015;
- Reported cases equates to 117.1 cases per 100,000 people in Scotland;
- 50-70% of Campylobacter infections in Scotland are attributed to a chicken source – identifying chicken as the main source of the illness; and
- Evidence points to an uplift in sales of chicken pieces and an increase in the practice of Barbequing food – coinciding with the peaks of Campylobacter poisoning observed in the summer.

Around 50% of Barbequed food is eaten by those aged 34 or under, with 16-24s even more pronounced, and crucially there are significant peaks of Campylobacter cases in this age group, with slightly more male incidences than female.

Campaign Objectives

- Increase awareness of, and reduce complacency about, the risks of food poisoning when cooking chicken outdoors over the summer season, particularly when barbecuing with family and friends.
- Encourage uptake of specific food hygiene actions and motivate behavioural change amongst our target audience.
- Raise awareness of FSS as the trusted voice of authority when it comes to food safety, and humanise the brand, making it relevant to our audience.

Campaign Proposition

The Scottish summer goes hand-in-hand with barbecuing, but unfortunately so does contracting Campylobacter poisoning from undercooked or badly prepared chicken. Remembering a few simple tips will ensure a safe and enjoyable summer.

Target Audience

Research conducted by Kantar identified that BBQs are more likely to be consumed by under 45s and Male, with Scottish 16-24s particularly prevalent.

The bullseye target audience for the campaign was ABC1s, predominantly (but not exclusively) male, aged 18-34.

It was important that the campaign was not too 'blokey' in approach.

Activity

The campaign used a character: “Pink Chicken” who is seen causing havoc during everyday summer activity, and therefore spoiling people’s summer fun.

An outdoor, digital and radio advertising campaign was developed using humorous photography or video of Pink Chicken: “*Nothing spoils summer like pink chicken*”

- Youtube videos (https://www.youtube.com/watch?v=BqtqJi_6U9E)
- Spotify digital display ads
- Adludio mobile advertising server
- Facebook, Twitter and Instagram paid advertising
- Radio advert throughout Scotland
- Six 48 sheet digital outdoor displays in Glasgow/Edinburgh
- Two adshel digital displays in Aberdeen
- Glasgow underground digital displays
- Social media



Spotify



Facebook



Adludio

We also used the campaign as part of our Royal Highland Show stand, giving out flyers, “Chicken Checkers” and a digital BBQ game.

@PinkChickenScot frightening @KathGoodwin1 at today's @ScotlandRHShow #shutpinkchickendown #FSSEvent 🍷🍷



Royal Highland Show

A suite of 600 A4 Posters as well as 200 A3 Posters in line with the creative and 4,000 A4 Tri-Fold Leaflets were produced to raise awareness of the campaign as well as directing audiences to the FSS website for further information. These were distributed amongst partners such as the Foodies Festival, Hugh Grierson Organic & Scottish Federation of Meat Traders, as well as retailers Aldi and Scotmid.

In addition, Aldi published a campaign advert within their weekly in-store magazine.



Aldi in-store magazine

Key Results

Despite the relatively low campaign spend, the post-campaign insight revealed a good level of recognition and cross-media channel integration. A very good level of campaign understanding (86% described any possible campaign messages) highlighted the clarity of the campaign messages, especially “cook thoroughly” and “don’t eat pink meat”. Some evidence to suggest people are following barbecuing guidelines, especially females.

Media coverage across titles such as The Courier, and trade titles such as Poultry News and Food and Health Alliance. Jacqui McElhiney was interviewed on Kingdom FM. Strong engagement across social media and unprecedented results on Adludio, resulting in Adludio themselves producing a press release alluding to the fantastic results.

And in terms of hard stats:

- 223,875 video views on YouTube, with a 29.73% view through rate (over 14% higher than our previous and comparative Festive campaign)
- 314,694 Facebook and Instagram video views
- The campaign generated: 7,068 Sessions and 9,902 pageviews on the FSS website, with 57% of the traffic aged between 18 and 34 years.
- Total outdoor advertising had an estimated 92,764 impacts
- The target audience had 775,000 impacts across radio, 37% of whom had 6.8 opportunities to be heard.

The campaign has won awards for both Advertising Strategy and Integrated Campaign, and was commended for Integrated Strategy at the Scottish Creative Awards. Winning in three categories is particularly notable given the strength of competition the campaign was up against.

Learnings and Recommendations

This relatively small-scale, low-cost campaign was developed to address summer peaks of Campylobacter food poisoning, and the campaign has gone some way to change the behaviours with regard barbecuing safely.

Indications are that the campaign achieved good stand-out and good impact among those who have seen it, and therefore greater investment for future bursts will generate greater reach and greater impact.

All chosen media have worked better among core target of 16-34s suggesting that age targeting has worked well. However there is need for stronger ‘male’ targeting. Improving on currently low levels of knowledge of Campylobacter will be a challenge. Likewise, knowledge of correct temperature is unlikely to increase when usage of thermometers remains very low. The other cooking guidelines/messages which are easier to relate and adhere to should therefore be prioritised.

To optimise the campaign in future, consideration should be given to:

- Taking spend out of Instagram and giving Facebook further opportunity to reach the target audience through up-weighted canvas and carousel formats.

- Evaluation reconfirmed need to target men (as they are least likely to follow the cooking guidelines) but radio has not been effective at doing this – so need to look to other channels to maximise exposure among men.
- Improving on currently low levels of knowledge of Campylobacter will be a challenge. Consider giving more prominence to educating on what Campylobacter is, rather than how to avoid in future campaigns.
- More spend given to pre and post evaluation would give a more robust insight into the campaign.

The campaign was designed with a view to it being adaptable for future versions. The campaign is likely to be considered for a re-run in 17/18. If and when it does re-run, however, it is recommended that the outdoor and digital elements be retained / extended and radio re-considered.

Rich Wilson
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