

ICMUnlimited...

Follow the Families – Phase 2

What can the FSS credibly do to influence Scotland's decision making when it comes to snacks & treats?

What we did

What can the FSS credibly do to influence Scottish decision making when it comes to snacks & treats?

Situation

- Scotland's diet is unsustainable and if not addressed will result in over 40% of the population being obese by 2030

Complication

- Despite large scale investment & numerous campaigns/initiatives little progress appears to have been made

Question

- What can the FSS credibly do to influence Scottish decision-making when it comes to snacks & treats?

We asked the people best placed to tell us – *frustrated eaters & comfortable snackers*

Our approach

- We targeted two key target groups identified in Phase 1:
 - ‘**Comfortable Snackers**’
 - ‘**Frustrated Eaters**’
- We returned to **four** Phase 1 families for in-home interviews to understand their thoughts on the creative routes developed
- We then carried out **two** focus groups with fresh 6 fresh participants in each, both focusing on testing The Union’s creative routes
- We presented the five creative routes, including audio script, storyboard, and print ad, and investigated their impact and the likelihood of each to prompt further action
- We intentionally varied the order of the routes tested in each of the sessions to reduce any potential ordering bias
- We also asked participants to tell us their preferred route



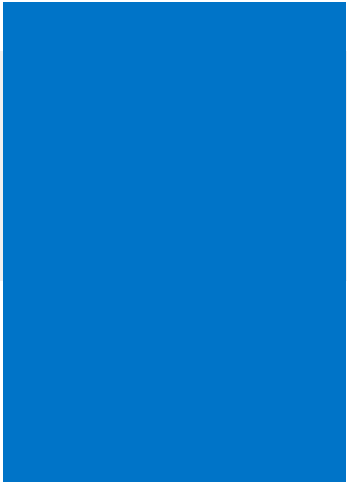
We explored five routes using audio script, story board and print



'T'



'L'



'D'



'F'



'I'

Key insights

What can the FSS credibly do to influence Scotland's decision making when it comes to snacks and treats?

1

A small-change-led campaign may struggle to cut through

- G, & T unlikely to be salient
- Both strategies tend to play well with those who already want to change

2

Using 'moments of truth' showed real promise

- F, I & D (to a lesser extent) confronted viewers with a set of different truths
- All to some extent created a sense of urgency and memorability

3

But must be bridged with a message & toolkit which allows resolution

- The more emotive routes did not clearly bridge to a resolution or call to action
- Further work needed on a joined up message and resource kit

4

Space for the FSS to position itself as an agent of change

- The FSS is still an unknown quantity
- Opportunity to position yourself as an agent of change and ally of the citizen - not simply another paternal information source

1

A small-change-led campaign may struggle to cut through

Public health strategies often emphasise simple steps and ‘nudged’ behaviour: but stubborn problems may need a new approach

It's time to get Sugar Smart



It's easier than you think to cut down sugar.
Start with these simple tips:

- Download the **Sugar Smart** app
- Make some sugar swaps
- Have smaller portions
- Eat sugary foods less often
- Try our **Sugar Smart** recipes



LITTLE...to eating well
and being active
STEPS
www.littlesteps.eu

Felt to be ‘a sea’ of advice/messages

- Participants feel like a constant stream of benign advice & health campaigns from multiple government departments and charities all attempting to influence their decision making – *‘difficult to keep up’*

These are stubborn problems

- The dice are weighed in favour of easy, cheap eating: retail distribution, promotional offers, takeaway culture, food deflation. ‘Automatic’ eating and habits can be intractable. *‘You feel the odds are against you’*

Stubborn problems may need a wake up call

- We know that the most memorable advertising needs to provoke emotion and conversation– to arouse or disturb assumptions. If people are feeling helpless / hapless, some form of wake up may be required.

Both 'L' and 'T' are benign and pragmatic – they are rationally appreciated for offering achievable help

Campaigns are practical strategies for making a change

- Participants typically understand 'L' and can imagine applying it to their daily lives – although the idea was not clearly evoked by the TV script.
- 'T' was more confusing and gave fewer clear strategies – but again appreciate the attempt to help make changes and tap-into a group-help/sharing ground campaign

But they offer no reflection or moment of truth

- As routes, L or T promote any sense of urgency
Both advocate simple strategies, but without little sense of jeopardy or consequence – the campaigns tend to leave people relatively unmoved

They are benign, practical campaigns but are likely to be salient

A 'simple / small changes' campaign will struggle to stand out without an emotional charge

You would be operating in a very crowded-space...

- The competition is a series of well being / health / look after yourself media, both commercial and public.
- The other competition is for consumption: There's a Dominos Express just opened near the school. How's that going to work? (Kilmarnock) the more prevalent retailer messages – *marketing; retail offers; discounting*

There's a risk of a false start

- Looking at similar nudge based campaigns shows they clearly require serious investment over a sustained period of time
- Do you have the resources/toolkits ready to go to reinforce this nudge based change and get it integrated into the national psyche?

It is difficult to maintain momentum...

- Small changes are easy to start but they are even easier to stop
- Both 'L' and 'T' depend to some extent on the individual already having started a journey – often having given themselves an ultimatum. ('I took a long hard look at myself. Glasgow)

...supported by the fact that after a week only one participant could recall 'L' and zero did for 'T'



In-Home 1: Glasgow

No recall of L or T



In-Home 2: Glasgow

No recall of L or T



In-Home 3: Edinburgh

No recall of L or T



In-Home 4: Edinburgh – F.E.

The L advert, it promotes a really positive message in my mind that for me it's the most stand out.

Edinburgh In-Home



Group 1: Dundee

No recall of L or T



Group 2: Edinburgh

No recall of L or T

2

Using '*moments of truth*' showed
real promise

Confronting Scotland with '*moments of truth*' hit-home, felt truthful & 'about-time'...



'Moments of truth'...

- We all have behaviours that satisfy us or fulfil longings – which we then justify, ignore or discount (infrequent or more addictive)
- With food, we openly use the language of disgust or repulsion – we eat 'rubbish' 'shit' 'crap' 'junk'
- Parents openly talk about the fears they have for their children's' health

One of your strategies was to confront



Maybe this is what we need – we all know it is crap and bad for us but we do it anyway.



It's horrible and scary but it is the truth. This is what is really happening and what we are really doing.

Moments of truth almost working like an *intervention* strategy – causing a pause

...and these stuck with participants

9/14

of viewers
spontaneously
recalled F

For me the advert about making your child fat has really, really stuck with me. So much so I've been trying to make changes to my family lifestyle and diet.

Heather, Edinburgh

7/14

of viewers

spontaneously
recalled I

The 'I' one stood out the most to me as it was appropriate to both children and adults but still got the message across well. It's also most relevant at the moment with the recent press about how much sugar companies such as Starbucks put in their drinks.

Alan, Dundee

3/14

of viewers

spontaneously
recalled D

I can remember the 'D' funny one and the mother/daughter one well. The others have faded out of my mind really I'm afraid.

Samantha, Edinburgh

F works by evoking the most powerful parental emotion – a deep desire to protect from harm. It speaks directly and deeply.

Powerful conflict...

- This route is highly emotive as it forced parents to confront a sense of conflict
- The parental role is ultimately about **protection** and **preserving innocence**
- This route points up a daily tension and asked questions of our parents

Creating a sense of jeopardy...

- Like any powerful story , the script creates jeopardy- something valuable is suddenly at risk
- It offers a difficult tension: you aren't protecting the child as well as you could, and are thwarting their development

Shadow is a very powerful metaphor...

- The print uses a powerful juxtaposition of innocence and threat
- The shadow is powerful and universal: historically it is the other part of ourselves, the Hyde to our Jekyll.

An emotional 'way-in' like this would generate a lot of noise

A bold idea, by its nature, is uncomfortable. Some will discount or dispute it

Some will ignore or dispute

- Some already feel parental guilt – this may simply add to it
- Participants in the research felt uncomfortable – some being able to quickly find reason/s why this would not apply to them and their children

It's very heavy and dark. It's really harrowing – I just don't like it and I don't know if I would watch it.

...many will process and recognise

- Many will use it as a pause for thought – there was a perceptible pause in the groups 'Wow' And for some, tears.
- What's required is to help resolve this tension, with a message that's less vague than 'F'
- It needs to trade on the emotion you've stirred up – a deep desire to protect and nurture.

I do this and it's not right. I need to think about doing it differently – maybe through toys because it's not his choice.

/ works as a vivid, but less personal moment of truth

Viewers responded well to the visualisation...

- Working well to make the invisible visible and mindless mindful
- Building on a recent trend of uncovering the hidden sugars in supermarkets/high-street
- Confirms our suspicions & contrasts the sheer quantity with the small child
Designed to evoke the moment of disgust or shock, but doesn't fully deliver the contrast between innocence and junk / rubbish

...however, not as *shocking or personal* as F

- Sweet & a can of coke are routine baddies
Easier to discount themselves from this 'story' or 'piece of drama' – *I would never let my child drink a can of juice a day – I only give small chocolate bars'*
- Tone throughout was observational and factual – making it easier for the viewer to keep themselves remote (unlike F and D to a slightly lesser sense)

Route is not delivering the same emotional punch as F

...and the challenge for this route is to consider how it could be made more intimate.

'I' are heroes

- Culturally, they are innocent places. They don't tend to sell chocolate. The source needs to be darker.
- 'I hardly ever see an ice cream van now and I definitely wouldn't buy a can of juice or chocolate from it'

Sugar is relatively innocent and fun...

- Semiotically, white sugar denotes innocence, childhood and sweetness. What the route is striving for is more of a confrontation with rubbish, junk – the 'dirty' part of our diet. We probably need more of a contrast with the innocence of the child.

Potential to make *more personal & more disgusting*...

- With this route there is space to go further and get closer to the heart of what makes it powerful – making the invisible – visible but evoking the deeper emotion of disgust

And pull together with a strapline message which gets to its core

- This idea is about dumping the junk/rubbish/garbage/crap / or being dumped on
- The message of dropping a snack doesn't flow easily from what's gone before.

While *D* divided opinion he is a form of truth telling...

Let's be clear, 'D' has a lot of issues...

- Potentially and actually offensive – especially to those who are already D
- Disconnect between D being both the *clown* and the *guru*
- Dangerous potential to norm 'fatness' through a combination of showing a fat version and the sense that he was the happier/fun version
- Little clear take-out message – basically just 'don't do it' – 'don't eat it'

..but there is something recognising your other self – the part of you that feels greedy and unrestrained

- The humour of D is of recognition *'I like it because we all feel like that sometimes'* and of the freedom from constraint or duty.
- It's a bold attempt to confront one part of us with another, but D ends up being an undeveloped character – larger than life but at the same time ashamed.

3

**But must be bridged with a strapline
& toolkit which allows resolution**

The emotional energy of the moment of truth creates a predicament – which then needs resolving. ‘Let’s.....’

Potential to create an initial sense of agency

- Power identified in the emotive routes tested lies in the ability to generate a sense of agency – a temporary desire to want to make a difference
- Compared with the small-change-led campaigns of 'L' and 'T' we are confronting the individual and showing them a predicament – which needs to be acted upon.

None of the straplines of the emotive campaigns really followed through / used the emotional capital they generated

Essential to capitalise on this sense of agency

1. The key development need is to take the emotional truth of the script and in the moment via the strapline – epitomising the strapline and action in a way which connects with the deeper message of the route
2. In the conscious via supporting resources – supporting armoury of content and advice/information which help you resolve this issue and end the journey

The straplines tested struggled to follow through on the emotions they created

Route	Base message/emotion	Strapline explored	Development
F	This route is about protection of innocence and invoking a deep sense of jeopardy in the parent & their responsibility	Too many calories from high sugar and fat snacks lead to problems in later life. Change their future. Tackle the treats.	How to: Power up the sense of protection / parental 'agency' more immediately e.g. change her future today / a treat is a trap
I	This route is ultimately about shock and creating a sense of disgust at what we are doing/allowing to happen	Chocolate, sugary drinks, biscuits, cakes, crisps and sweets seem small but soon add up. Drop a snack today for more energy and feel better	How to : Follow through the deeper emotions of disgust & concern: e.g. dump the junk
D	This route is about looking at yourself in the mirror and being honest about where you either are now or will be and making a stand	40% of us will end up like D in the next 15 years. Let's change our future. Cut out the snacks.	How to: Be more direct e.g. D Take him down.

...and will require a reserve of resources to allow viewers to continue their journey to a resolution

Offer a bridge to a *better you*...

Viewers were naturally expecting a whole reserve of resources/tools which allow them to continue the journey you have confronted them with and asked them to face



I want to be able to find out more about how I can make changes. I would expect a website or an app to come with it – a place to go next

Important that the resources match the message...

The message of any campaign needs to be followed through the resources provided – your viewer is on a journey and the spark which ignited needs to be allowed to grow and not feel disconnected



This is really hard-hitting. It is saying something about us as parents so I would expect it to be giving something to help us as parents – maybe meal planners or ideas

What firepower will you have at your disposal...

It is important that you do consider what resource firepower you will have at your disposal and how effective it will be in allowing viewers to continue their journey

4

Space for the FSS to position itself as an agency for change

Scotland doesn't know you – this campaign can help you to find your voice and your role



You are still an unknown quantity...

Awareness of the FSS was low – nobody across the research was strongly aware of your purpose and role in Scottish society just yet

Not bound yet by a pre-determined role...

People naturally put agencies into specific boxes and roles – at the moment the FSS is not in any particular box and has license to be different if so desired

You are able to choose your voice...

You are in a unique position in which you have the opportunity to develop and choose your own voice and the role you want to play

There appears to be space to be an agent of change in this category – a truth teller and consumer ally. A purveyor of tough love.

Scots typically accept the need for personal responsibility

There is little debate that something has to give in relation to high sugar/fat eating and that they have an individual role to play in making this change happen

However, there is a form of learned helplessness

Environment is making it increasingly difficult for Scots to make the changes required of them – retailer offers; marketing combined with inequality makes the 'right' decisions hard. They need someone fighting their cause

A real opportunity for the FSS to be seen to be a truth teller and challenger:

1. Offering individuals with moments of truth – making a change for this and the next generation
2. Challenging big business/retailers with the truth of their actions
3. Challenging advertisers & manufacturers with the evidence of how they can help.

5

Recap on key insights

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Appendix Slides

Detailed reaction to each route tested

F – summary of viewer response

1

Impact

- **HIGH**
- Caused numerous mothers to cry upon listening
- Provides Comfortable Snackers with the wake up call that is needed
- Emboldens Frustrated Eaters – adds to a sense of urgency

Clarity

- **HIGH**
- All parents were able to internalise this campaign in a personal way
- Shadow image working as a powerful metaphor about the deeper message underpinning this deeper idea

Influence

- **MID**
- Sparks a sense of agency and urgency in those who confront it face on
- However, lacks a strapline which voices the 'so-what' and 'action'
- Needs to work harder to capitalise on the moment of agency this route provides

F – what viewers said...

1

Impact

Wow. This is just so harrowing and dark and true

I don't like it but I do like it if you know what I mean

This is the real truth isn't it – really. I, we all do this...

Clarity

It's about looking at yourself and your responsibility to make the right decisions

No parents want their child to have problems because of their childhood – but we make decisions which might cause it

Influence

I know that I need to make changes and not give in or go for the easy life

Yes, I can imagine the next time he's throwing a tantrum that this will come into my mind

I – summary of viewer response

2

Impact

- **HIGH-MID**
- Visualisation of the quantities is a powerful tool – allows to make something largely invisible/visible
- Lacks a certain degree of personalisation – takes on a factual/objective tone which limits impact

Clarity

- **HIGH**
- All taking away the key message about the hidden quantities
- Dialling into a wider discourse around sugar and bringing the truth to light

Influence

- **MID**
- Lack of personal internalisation means that it is easier to absorb & feel any urgency
- Opportunity to build on this route via increased personalisation and disgust – sugar feeling clean/innocent while need to say the opposite

– what viewers said

2

Impact

It is good to actually see the amount of sugar – I don't know what grams really means on the back of a wrapper or can – this shows you

It is really factual and straight to the point – this is the reality of what you're eating – I like that

Clarity

This advert is all about showing you what is inside and what we are eating.

I think it is trying to shock parents and children about the hidden dangers – but we need to see teaspoons on the actual items rather than grams or whatever

Influence

Well, my daughter doesn't drink fizzy drinks or chocolate bars like this one – but the amount of sugar and what it looks like will definitely stay with me

It will make me think twice when he asks for a sweetie daddy!

D – summary of viewer response

3

Impact

- **MID**
- Divisive sense of humour which resonates on some stereotypical level
- Has the propensity to insult and shame and draws impact from this as opposed to the deeper message sitting underneath it

Clarity

- **LOW**
- Message is confused within the route
- D goes from the joker to the guru in a short space of time – no reason to listen to his advice
- D is having fun
- Ultimate message is simply 'Don't be like' – 'Don't eat' which is not that powerful

Influence

- **LOW**
- Current guise lacks influence as the moment of truth portrayed is quite stereotypical
- Opportunities to consider personal moments of truth around social stigma and personal lived realities which may add more depth and reality

D – what viewers said

3

Impact

This is actually quite offensive and like something the Apprentice would do

It's funny – everybody knows a fat davey!

I can imagine it being said around the office with the lads

Clarity

When you think about it, it's about stopping you becoming something else in the future

It doesn't really help me – I am overweight and this is just saying don't be me...

Don't eat crisps?!? Is that what it's saying?

Influence

Maybe I would say it to him [husband] on the couch if he's stuffing his face with something...

For me, no it wouldn't – I think it is offensive and almost bullying someone about their weight

L – summary of viewer response

4

Impact	Clarity	Influence
<ul style="list-style-type: none">• MID-LOW• It is unassuming and doesn't challenge• The tone is light and breezy• Designed to be accessible and feels that way• Certain scenarios not really resonating with all – <i>strictly, skinny jeans</i>	<ul style="list-style-type: none">• HIGH• The message/action is easily understood and explains itself obviously• Viewers can imagine how they could apply this in their daily lives	<ul style="list-style-type: none">• LOW• It is a small change which does not challenge• Depends on viewers to already have a sense of agency and desire to incorporate into their lifestyle• Strong sense that it will be easily forgotten – lacks any real depth as a campaign

L – what viewers said

4

Impact

Well I don't really appreciate the strictly situation but I like that it is for everyone in a way

Clarity

It's obvious and easy to understand – just eat half

So clear and it's something I can imagine me and the girls at work saying

Influence

I get it, and can imagine trying to do it – but trying to get my two to eat the same snack never mind half of it ...

You're saying going halves but the supermarkets are saying 3 for 2

T – summary of viewer response

5

Impact

- **LOW / MID**
- Notion of finding out about new ideas did intrigue
- However, it doesn't create any sense of urgency or explain why they should be doing these things

Clarity

- **LOW**
- The mix of different strategies/tips made it very difficult for viewers to join up and understand what the deeper message/take out of the campaign actually was

Influence

- **LOW**
- Situations ranging from 'keep buying it but hiding' to 'distract'
- Neither feeling like a true solution
- Easily forgotten as lack any real emotional/rational benefits/message

T – what viewers said

5

Impact

The woman putting sweet in a washing machine looks neurotic!

I can relate to the shopping one with kids – but mine loves dinosaurs but he still wouldn't fall for it

Clarity

What is it saying keep buying it – but hide it? That's not really an answer is it.

I find the woman shouting funny but again he's a grown man – shouldn't he be doing it himself?

Influence

Well, I don't really get what it is supposed to be about – so I don't know how I could use it...

7

Appendix Slides

Other moments of truth mentioned

Participants making note of other intimate moments of truth that weren't really touched on in the routes tested

2 types of invisible human '*moments of truth*' that participants readily shared...

1 Invisible truths around the *social stigma*

- How people you know react to you after you have put weight on - surprise/pity/disappointment/embarrassment
- How people you don't know react to you when getting on a bus/plane and are struggling with your size
- How your peers react to you when out with partner/friends in a bar/restaurant or with other parents at a school event

2 Invisible truths around the *personal realities*

- The truth of living with bad choices which are not the known health consequences
- Difficulty of getting off the couch/out of a car/getting dressed – small 'real' daily moments that make life more difficult
- Difficulty of keeping up with children and guilt fear that can't be as active as you want – missing out on certain experiences

Space to make the invisible reality of poor choices visible through human stories