

Food Standards Scotland Festive Food Safety campaign

Evaluation
February 2016

Introduction

Food Standards Scotland (FSS) is involved all along the food chain to ensure that information and advice on food safety and standards, nutrition and labelling is independent, consistent, evidence-based and consumer-focused.

How successful was the FSS festive campaign in raising awareness of and reducing complacency about the risks of food poisoning in the home, and did the campaign encourage uptake of specific food hygiene actions and motivate behavioural change?

1. Did the campaign reach the target audience?

Were they aware of the campaign?
What was the level of campaign recognition?
What contribution did individual media make to recognition?
Was there campaign integration?

2. Were the campaign messages clearly communicated and understood by the target audience?

What was the message take out?
Is there evidence of the strengthened understanding of food hygiene actions?
Did the audience understand the benefits associated with better food hygiene actions?

3. Did the campaign influence the attitudes and behaviours of the target audience towards better food hygiene actions?

Did the campaign motivate the target audience?
What actions were taken as a result of the campaign?
Did the campaign influence the attitudes and behaviours of better food hygiene actions?

Methodology



The core target audience for the campaign was ABC1 women with children who are responsible for preparing the majority of meals over the festive period.

A secondary target audience of the campaign was younger people aged 21-30, who may be preparing Christmas meals for friends and family for the first time.



For the purpose of the evaluation, the target audience was ABC1 women with children under 18 at home.



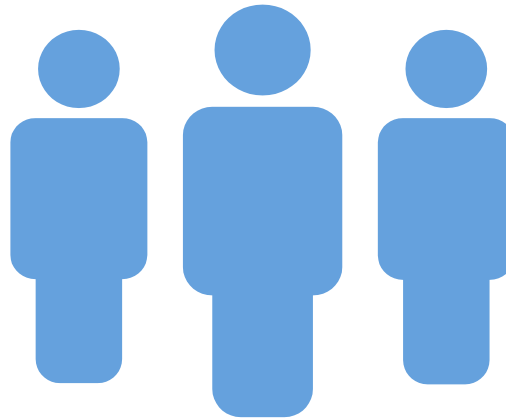
Interviewing was carried out online, using CAWI (Computer Aided Web Interviewing), with sample sourced from TNS' online panel partners.



A sample of 350 was interviewed across Scotland over the period 11 January to 24 January 2016 following the conclusion of the campaign:

- Two-thirds 35+; Even split of ABs and C1s;
- Two-thirds responsible for all/most of food preparation/cooking;
- Just over a third (37%) ever experienced food poisoning.

Campaign awareness, recognition and motivation



Media schedule 2015

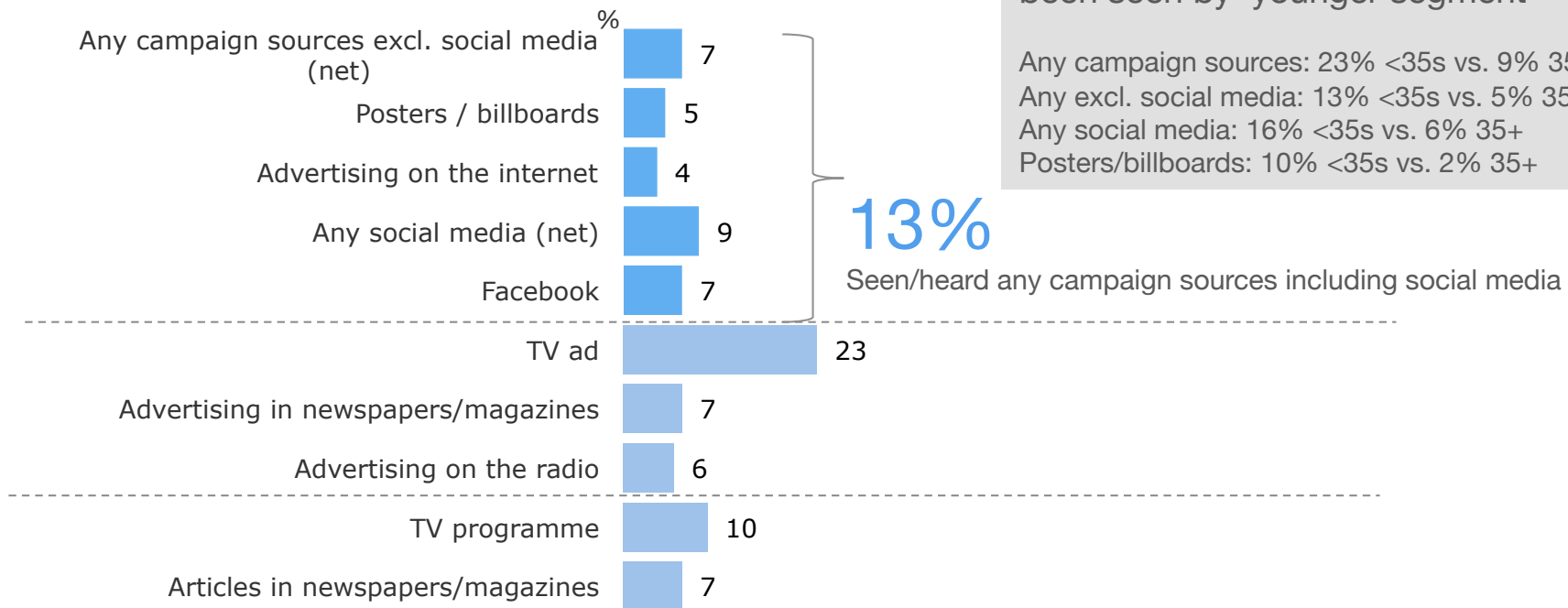
Intent Stage	Format	Nov-15				Dec-15				Jan-16			
		23	30	7	14	21	28	4	11	18	25		
Interruption	48 sheet				14th - 27th								
Interruption	Digital large format				14th - 27th								
Interruption	Backlit 48 sheet				14th - 27th								
Interruption	Scrolling 48 sheet				14th - 27th								
Interruption	48 sheet				14th - 27th								

Outdoor Reach & Frequency (All Scotland)		
Audience	ABC1 Women	All Adults
Reach	439,600	1,628,400
Reach %	37.70%	40%
OTS	4.2	4.9

Post-wave:
11-24th January 2016

Campaign has been noticed, especially by under 35s, but with significant misattribution of TV advertising

49% claimed to have seen any advertising/publicity

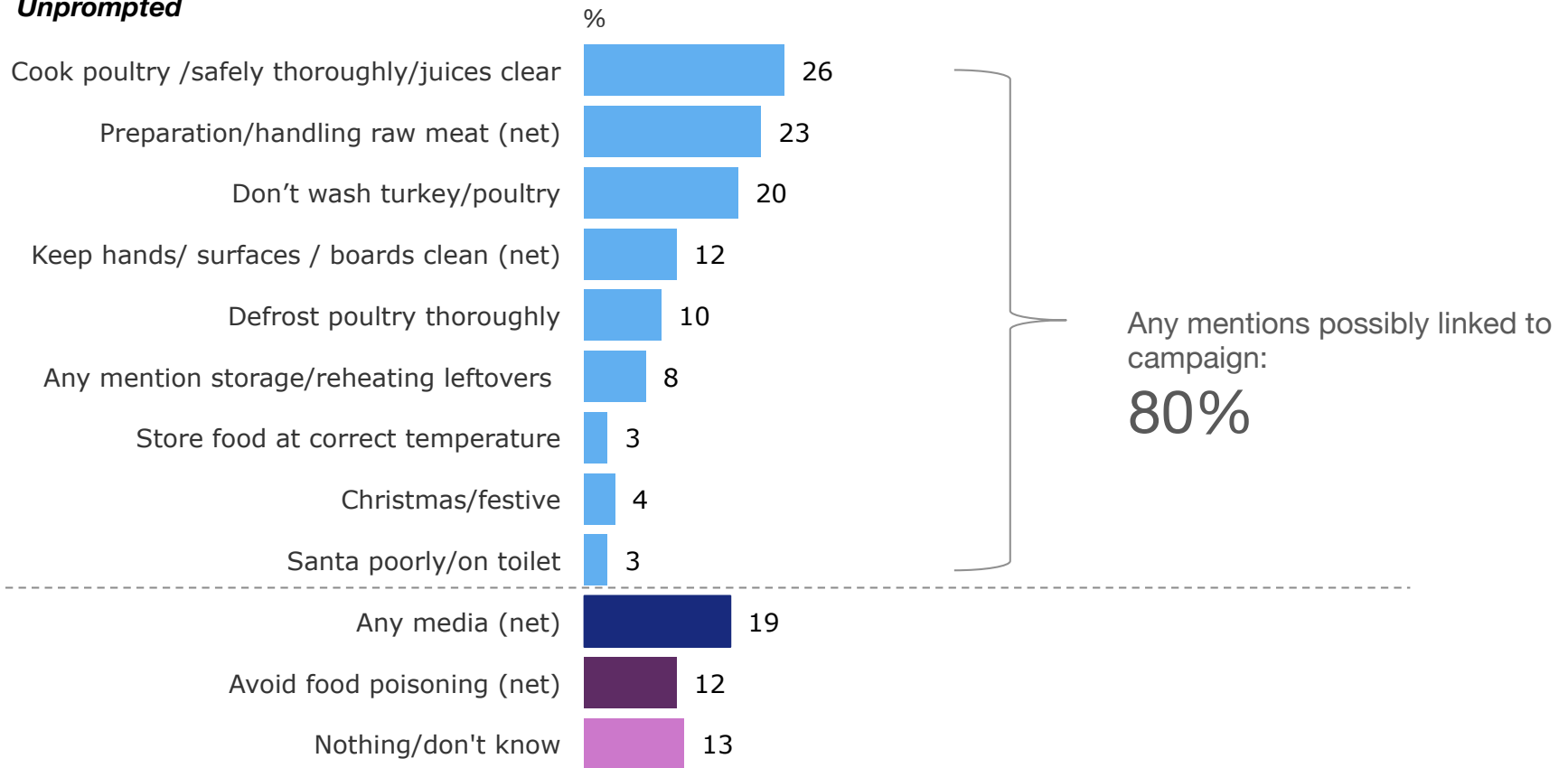


Base: All respondents (350)

Q10: Have you seen or heard any advertising or publicity recently about avoiding food poisoning at home over the festive season? If so, where did you see or hear this advertising / publicity?

Good levels of campaign cut-through; cooking and contamination messages particularly strong

Unprompted



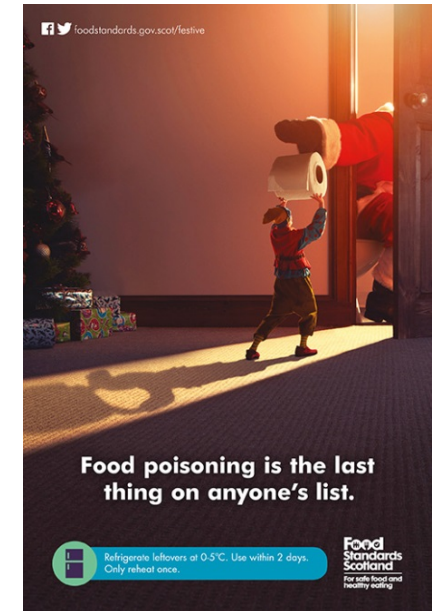
NB: Categories are not mutually exclusive

Base: All who had seen or heard advertising or publicity (171)

Q11. Please describe the advertising or publicity you saw / heard about avoiding food poisoning in the home over the festive season. What did it show and what did it say?

Stimulus played/shown

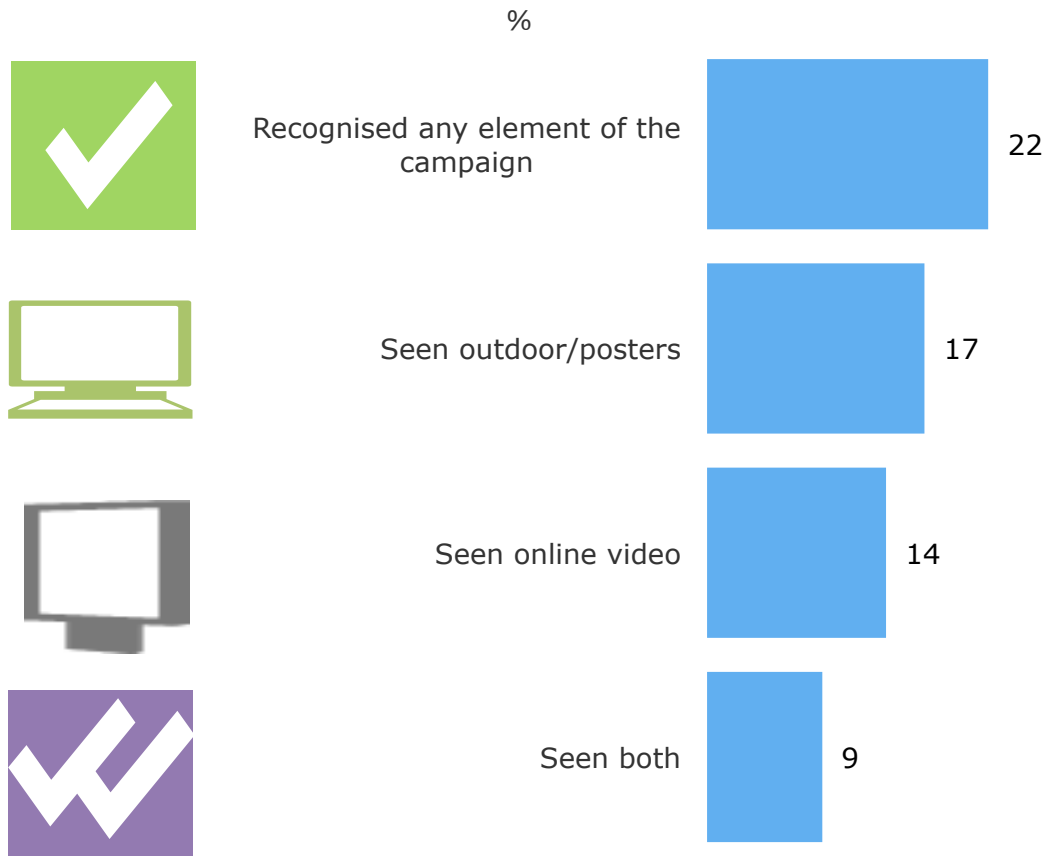
Outdoor posters / billboards



Online ad played in full



Reasonable level of total campaign recognition reflecting spend - digital and outdoor making equal contribution.

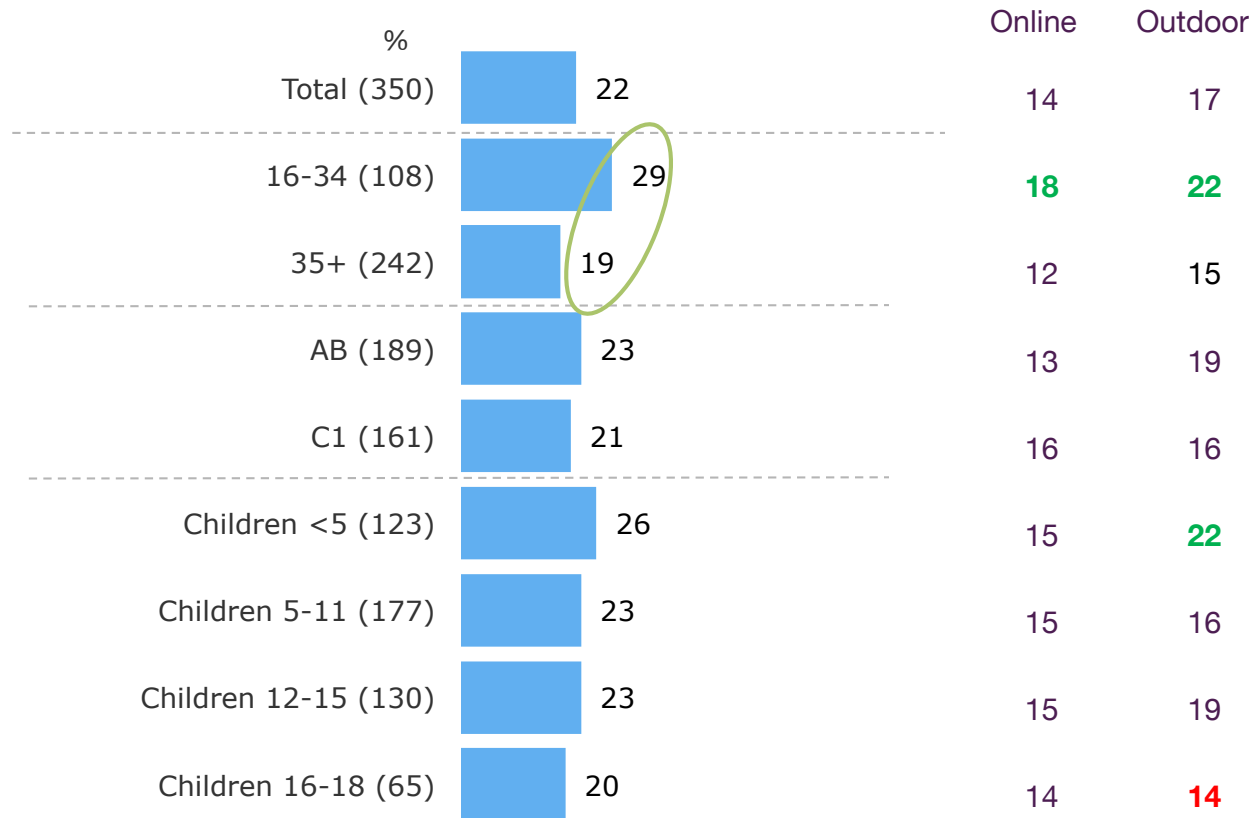


Base: All respondents (350)

Q13: Here are some examples of adverts that have been on outdoor posters / billboards recently. Have you seen these posters, or similar posters, recently?

Q14: Have you seen this video, or a similar video, on the internet recently?

Campaign better at reaching younger audience – at total level and for digital and outdoor separately.



Base: All in each sub group

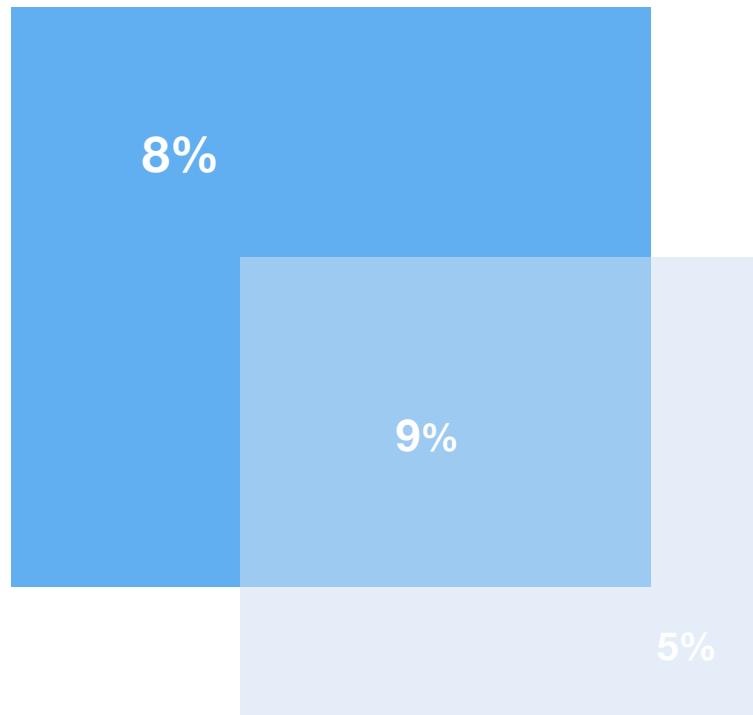
Q13: Here are some examples of adverts that have been on outdoor posters / billboards recently. Have you seen these posters, or similar posters, recently?

Q14: Have you seen this video, or a similar video, on the internet recently?

Good level of campaign integration between the two channels.

Total recognition = 22%

Outdoor/
Posters = 17%



	Total	<35	35+
Seen one	13%	18%	11%
Seen both	9%	11%	8%

Online video
= 14%

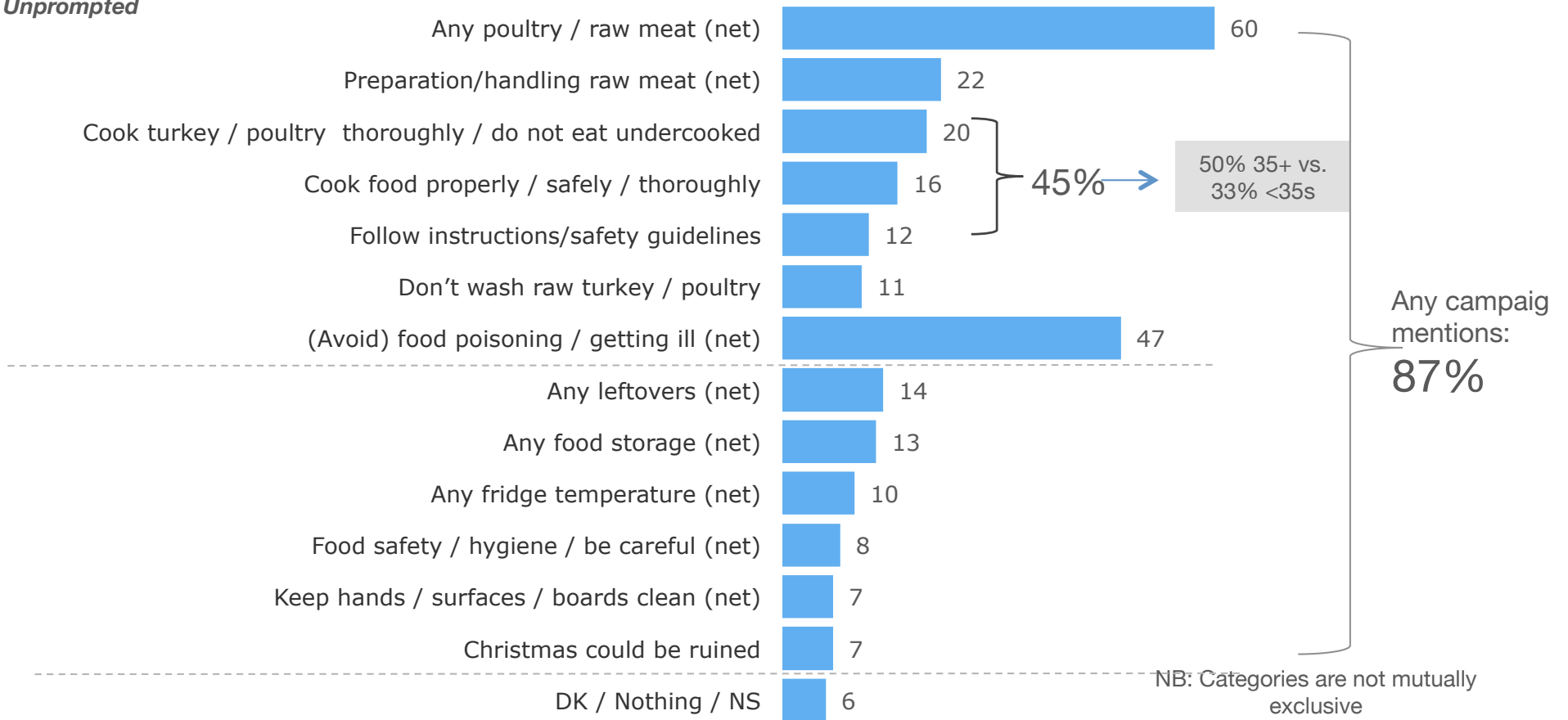
Base: All respondents (350)

Q13: Here are some examples of adverts that have been on outdoor posters / billboards recently. Have you seen these posters, or similar posters, recently?

Q14: Have you seen this video, or a similar video, on the internet recently?

Main message around avoiding food poisoning very clearly communicated; cooking and contamination actions in particular again. to the fore

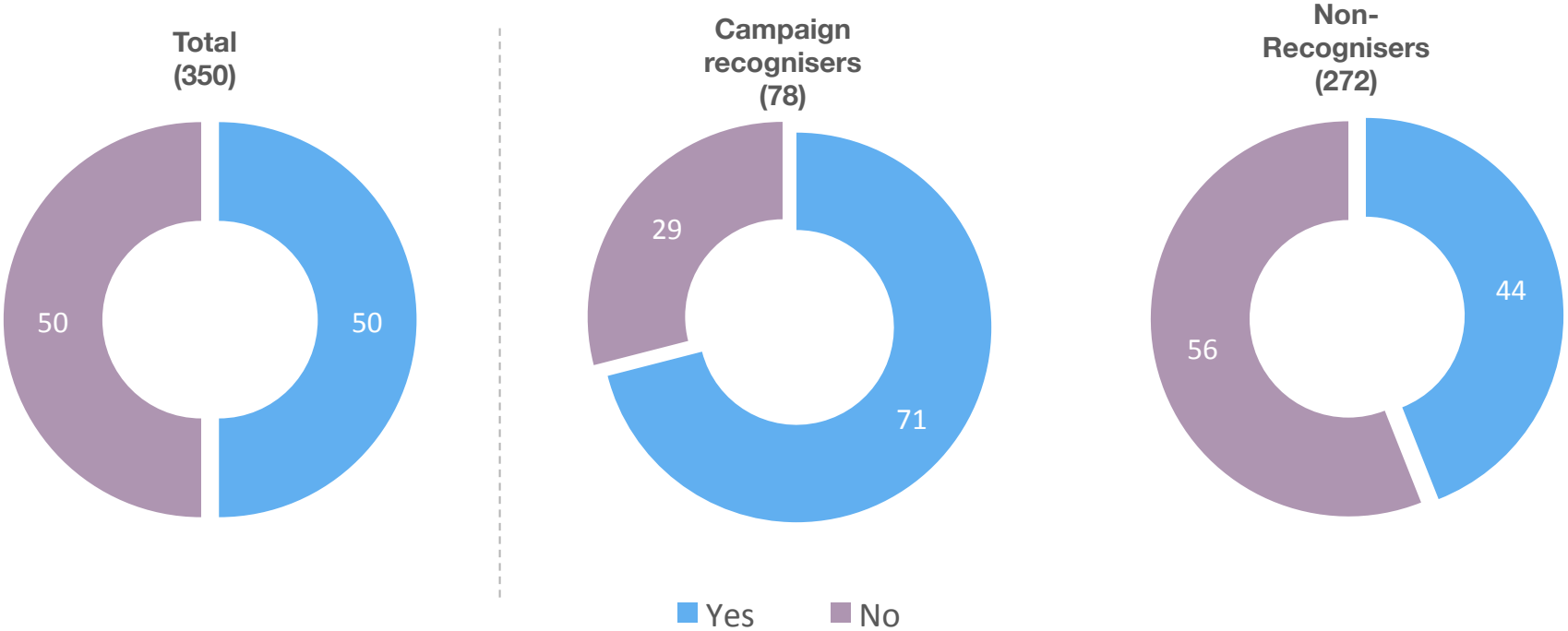
Unprompted



Base: All respondents

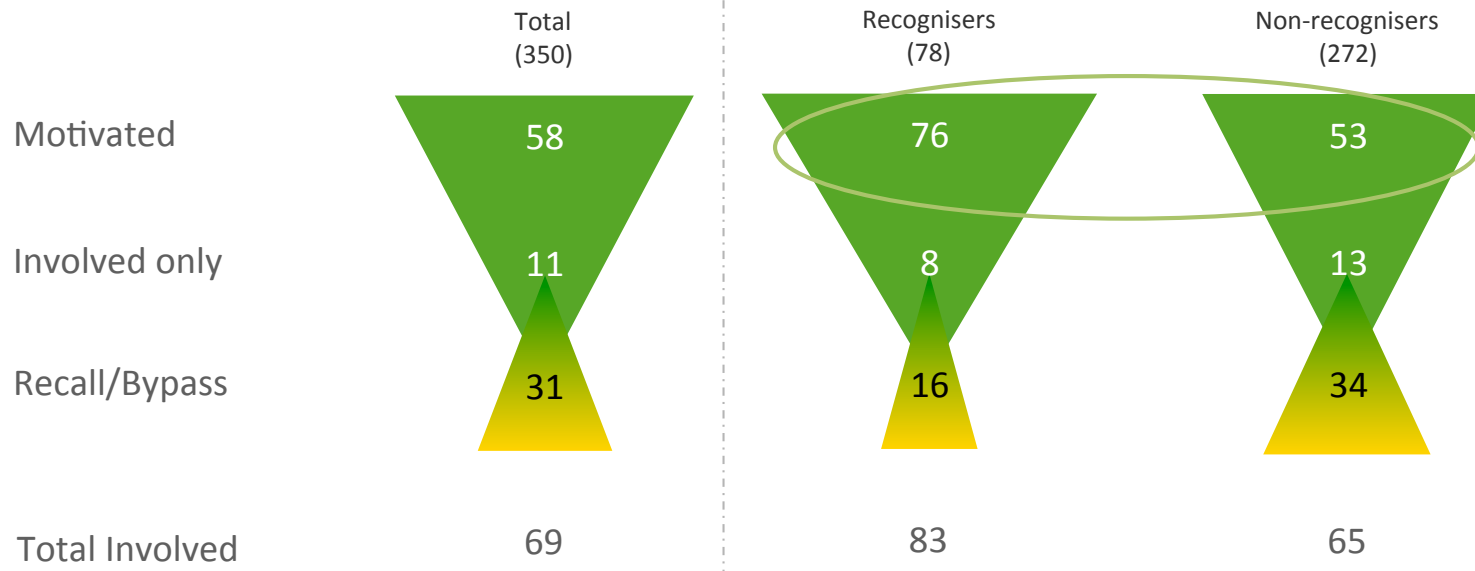
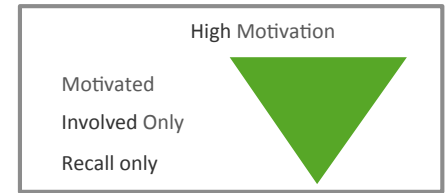
Q15. Thinking about all the advertising you have just seen, what do you think are the main messages of this advertising is? What is it saying to people?

Campaign has contributed to improved FSS brand recognition.



Base: All respondents (350)
Q12. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely.
Had you heard of Food Standards Scotland before today?

Reasonable level of motivation; significantly higher motivation among campaign recognisers

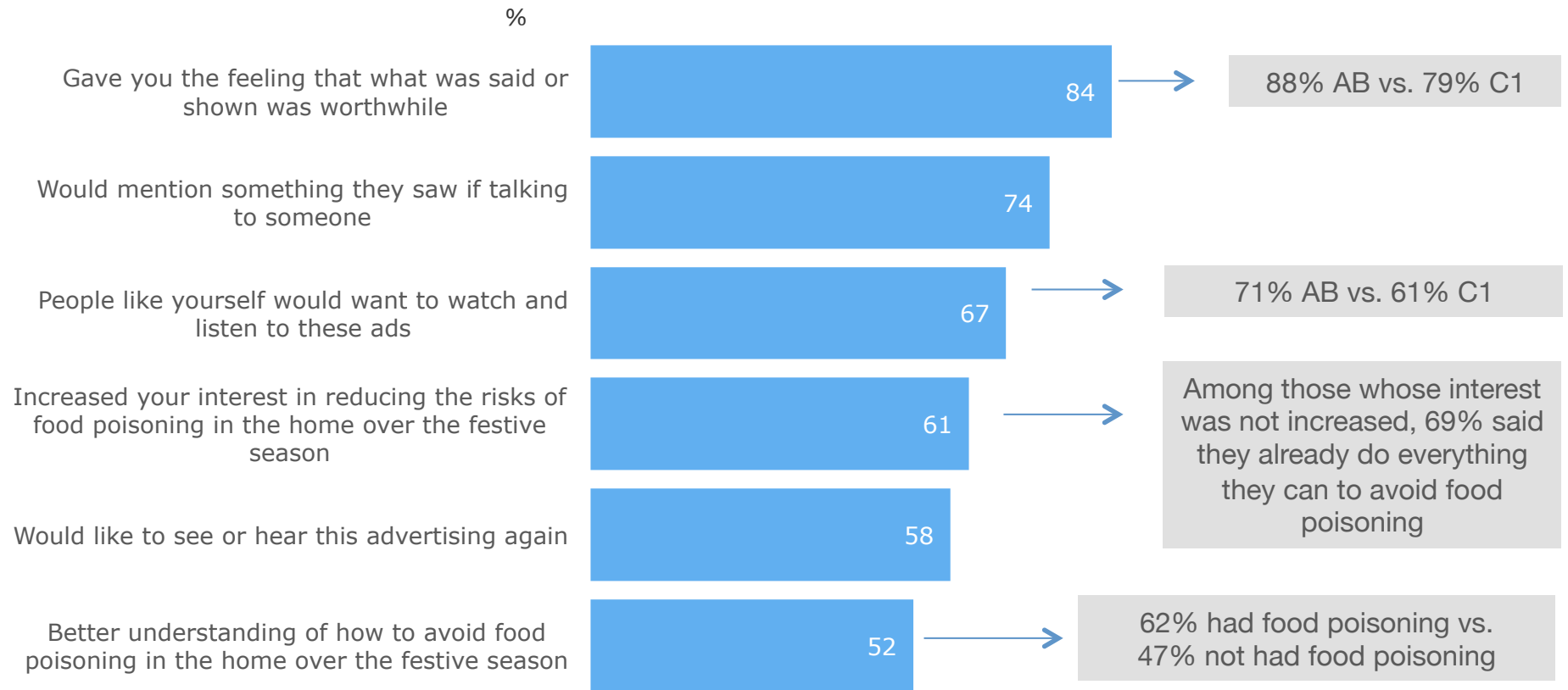


Motivation significantly higher among those responsible for all/most of food preparation _ 63% vs those responsible for half or less (49%)

Current norm:
Healthier: 58%
- TV led: 63%

Base: All in each sub-group
Q17-Q23 AdEval questions

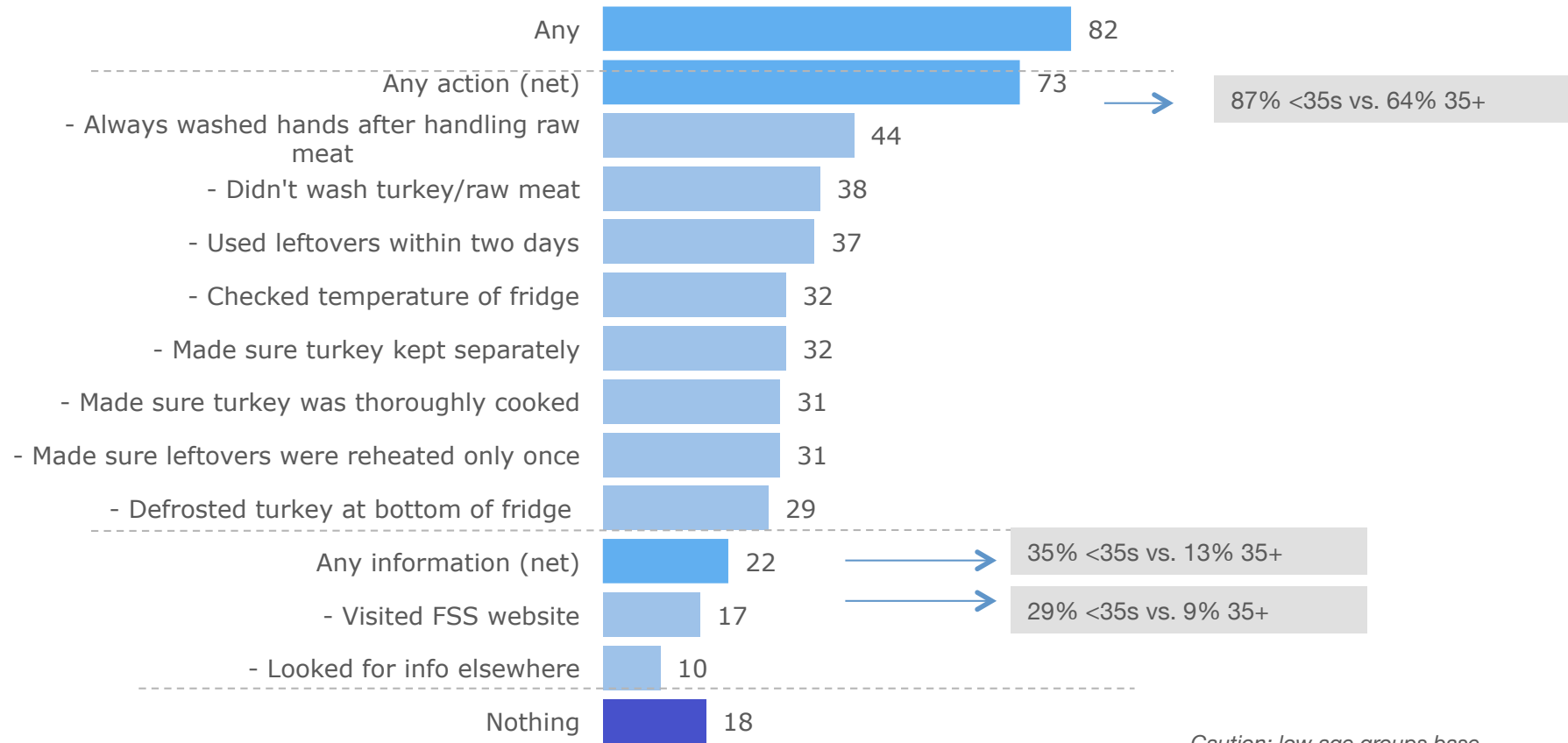
The ads are seen as worthwhile and have high level of ‘talkability’. Better understanding recorded among those who had been ill in past highlighting importance of ‘representativeness’ for behaviour change.



Base: All respondents
Q17-Q23 AdEval questions



Campaign has prompted actions at a high level, especially among younger audience.



Caution: low age groups base sizes

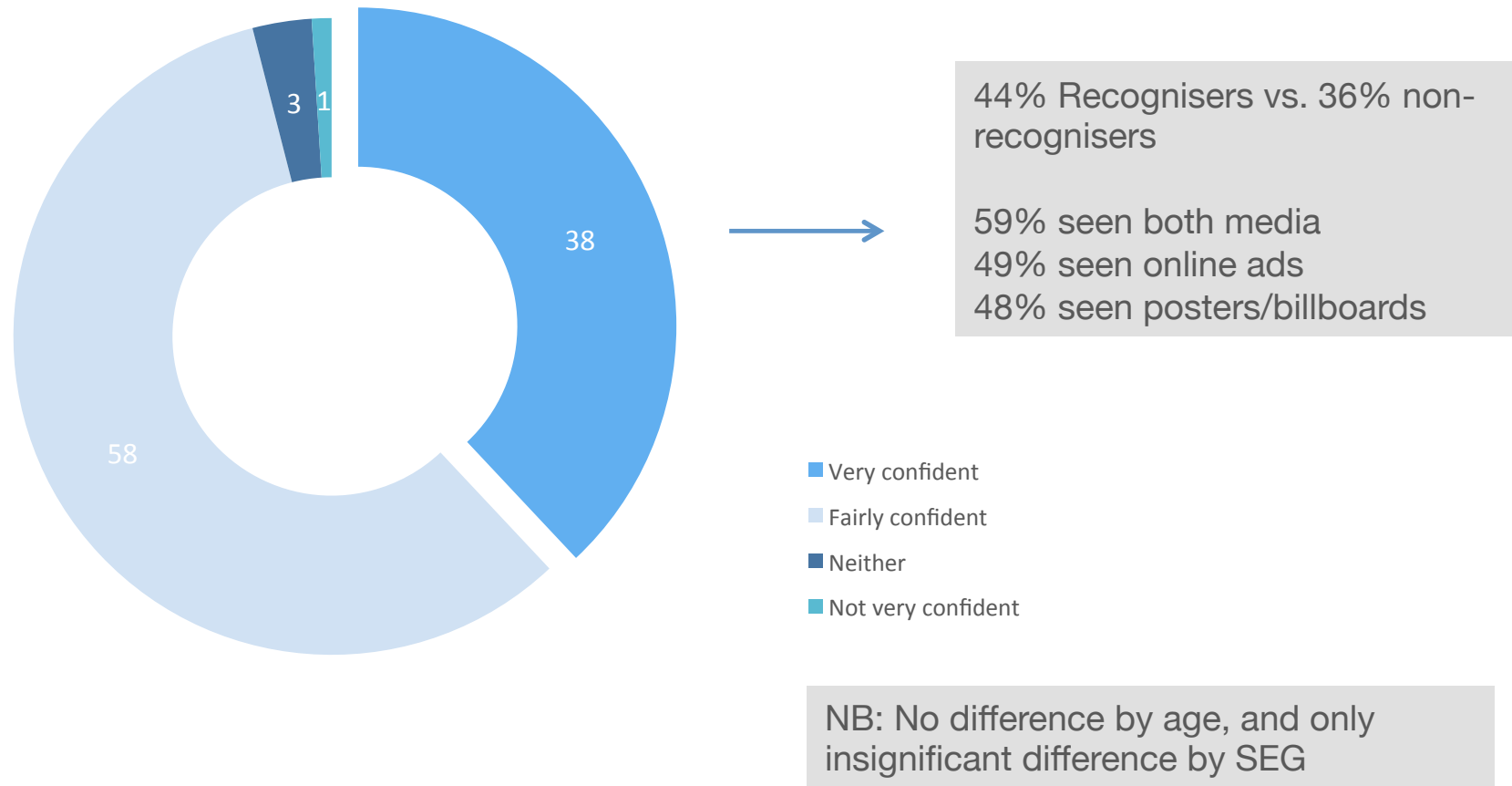
Base: All campaign recognisers (78)

Q24. Thinking about the advertising you said you had seen or heard, so any of the posters or the video, what, if anything, have you done, or done more, AS A RESULT OF seeing this advertising?

Attitudes and behaviours



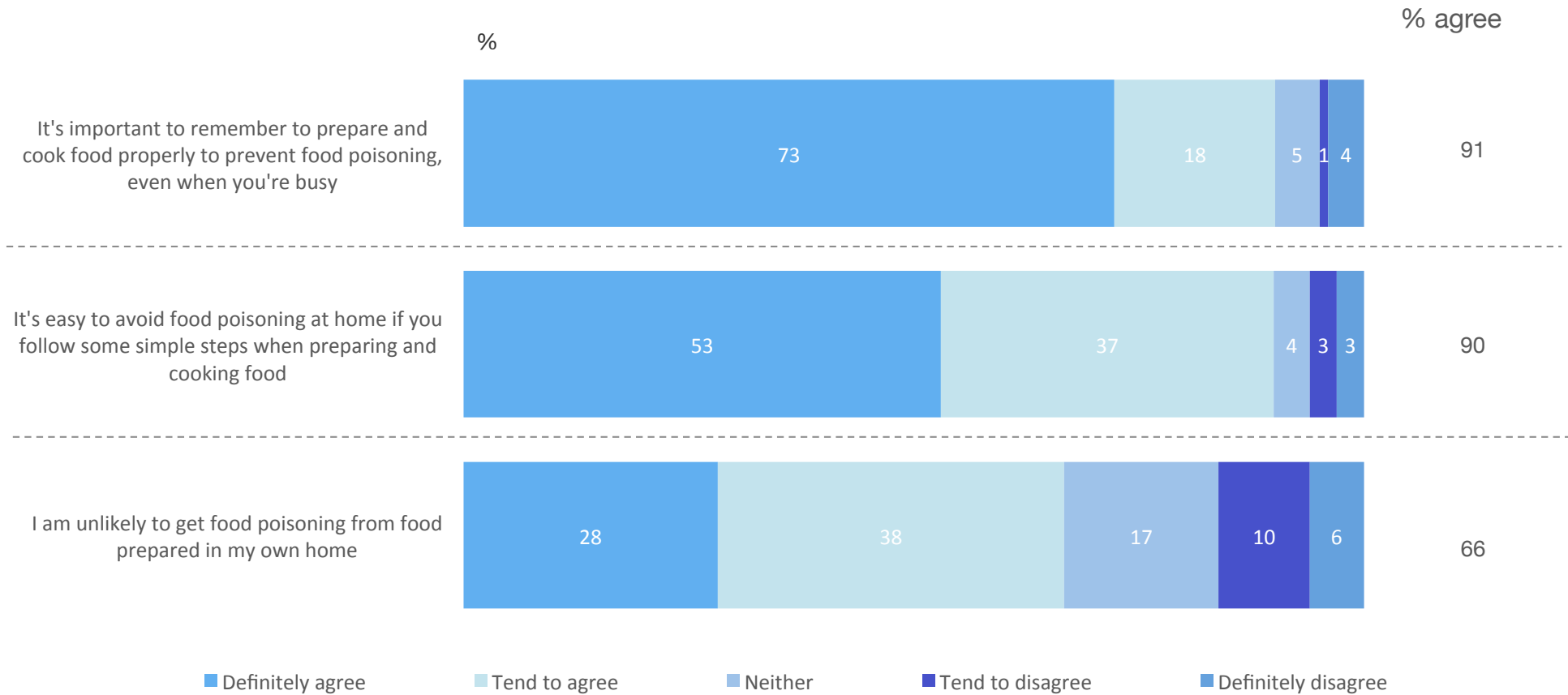
Evidence that campaign has strengthened confidence in how to avoid food poisoning, with more positive response from campaign recognisers, and in particular those seeing both media.



Base: All respondents (350)

Q9. How confident are you that you have the knowledge and information you need to help you avoid food poisoning at home?

Strong agreement that it's important to prepare food properly and easy to avoid food poisoning. Less consensus on likelihood of food poisoning at home.

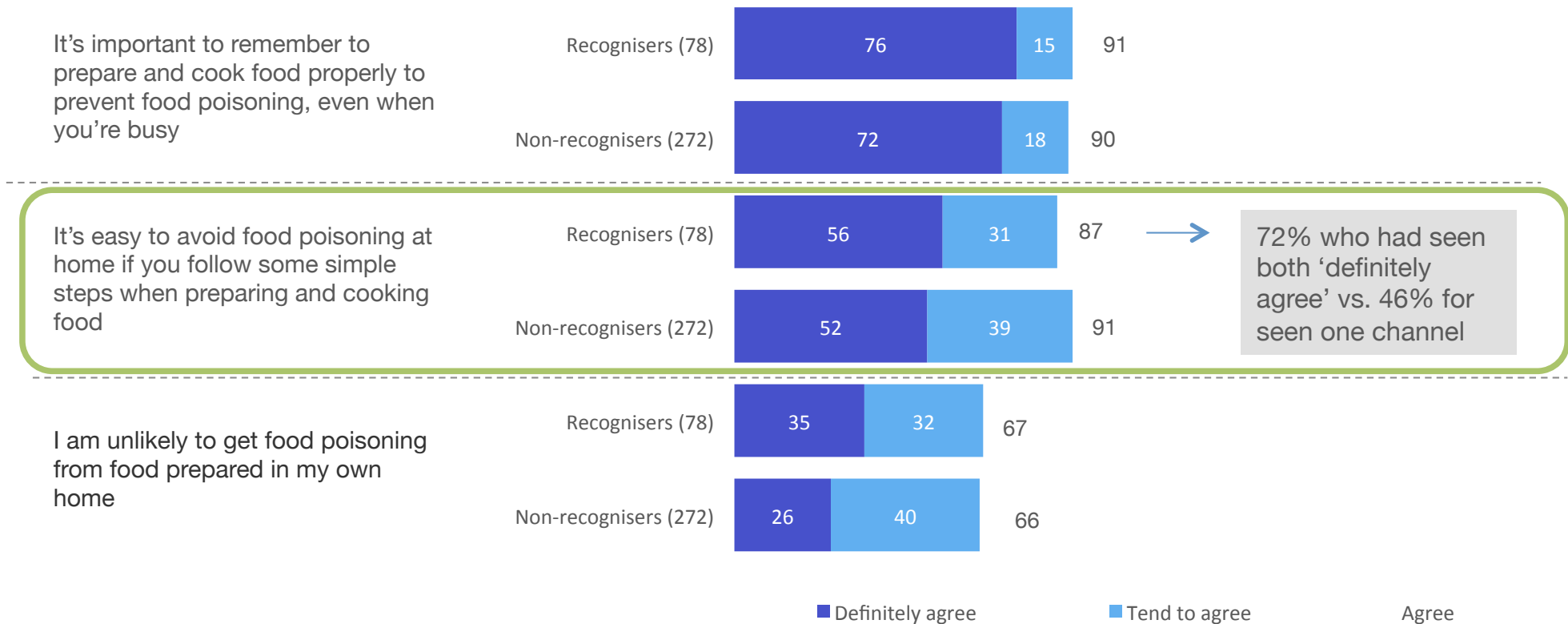


Older, and lower SEG, respondents more likely to acknowledge risks of food poisoning at home (10% >35+ vs 19% 35+; 13% AB vs. 21% C1)

Base: All respondents 2015 (350)
 Q8. How much do you agree or disagree with each of these statements?

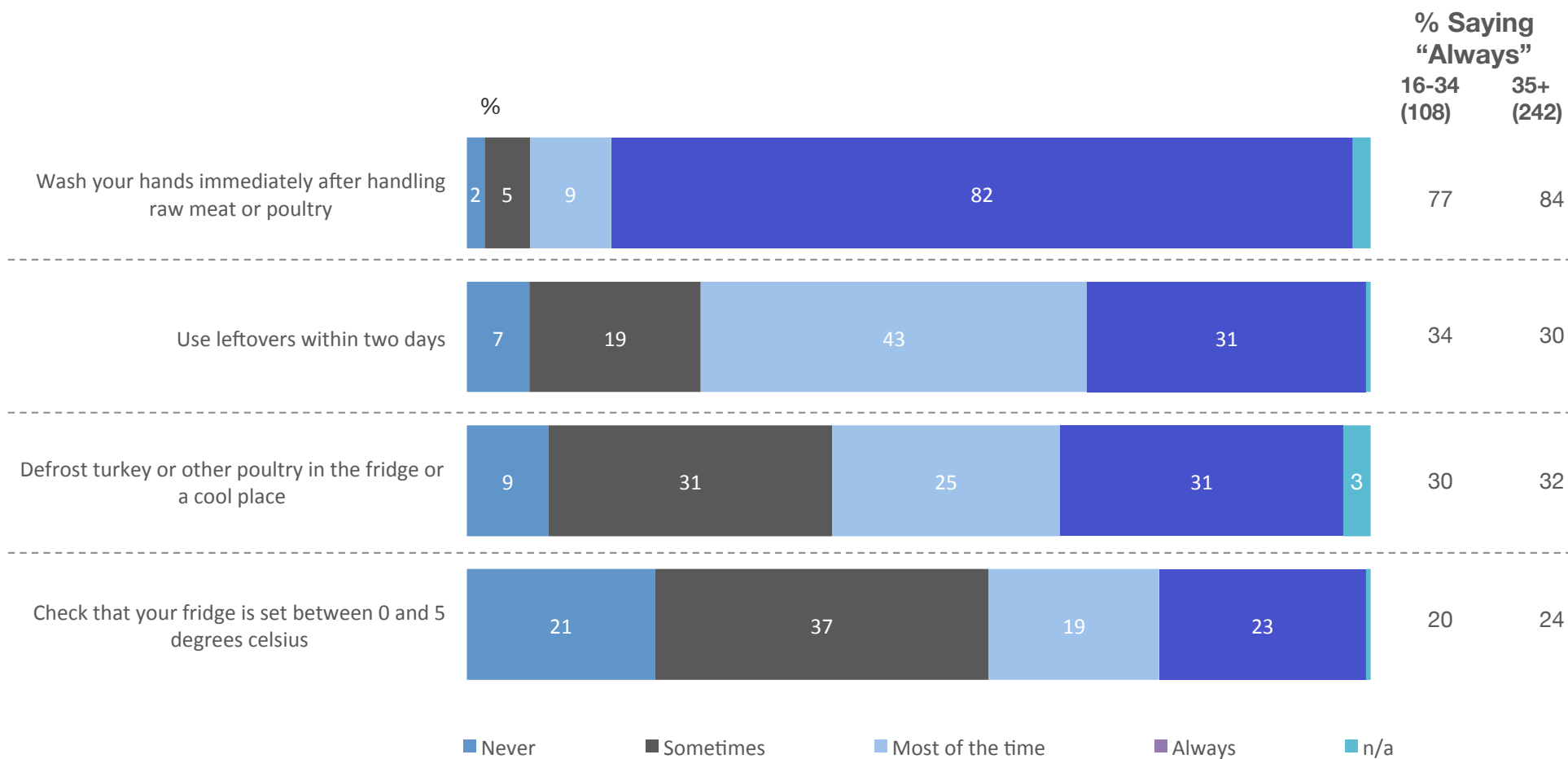


Some evidence of campaign impact on strong agreement that food poisoning can be avoided by taking simple steps, with those recognising both media more strongly convinced of this.



Base: All respondents 2015 (350)
 Q8. How much do you agree or disagree with each of these statements?

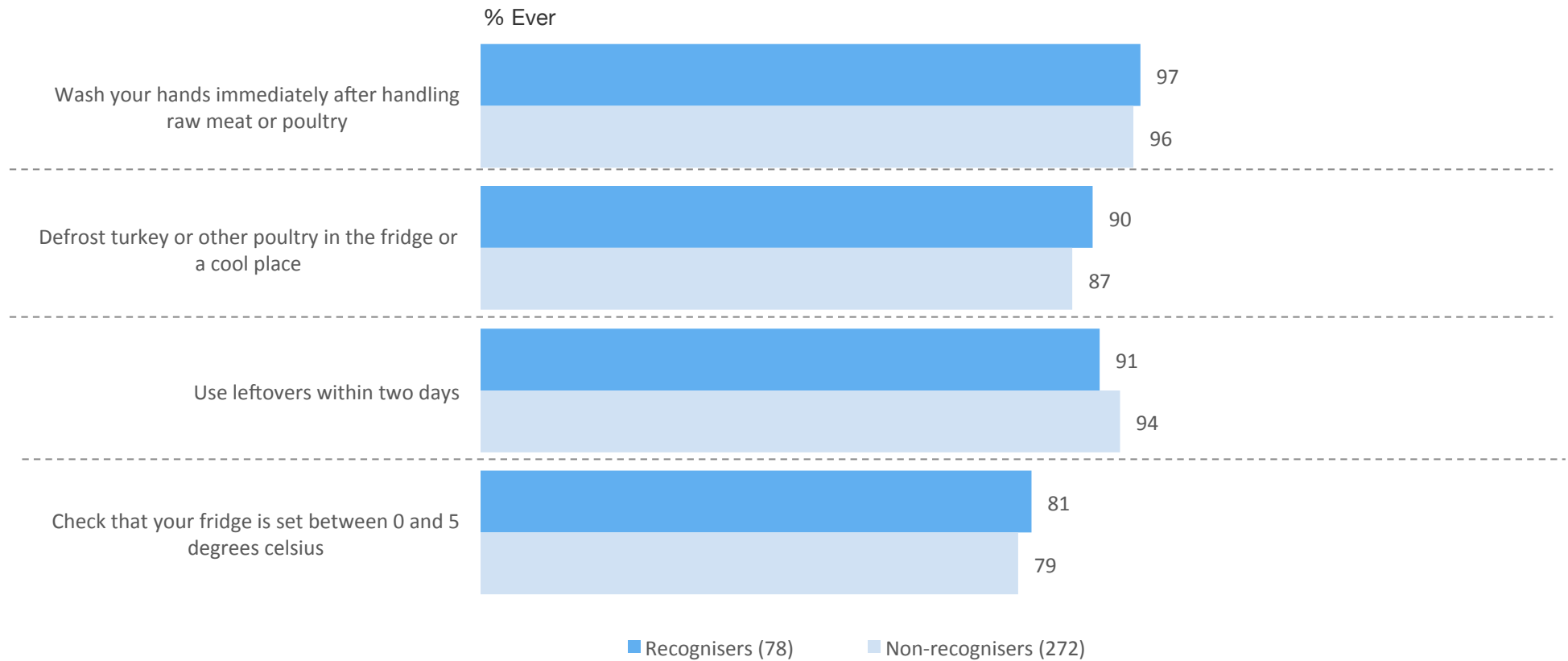
The majority always wash their hands after handling raw meat, however other 'good' behaviours are less habitual.



Base: All respondents (350)
Q7. How often do you do each of the following?

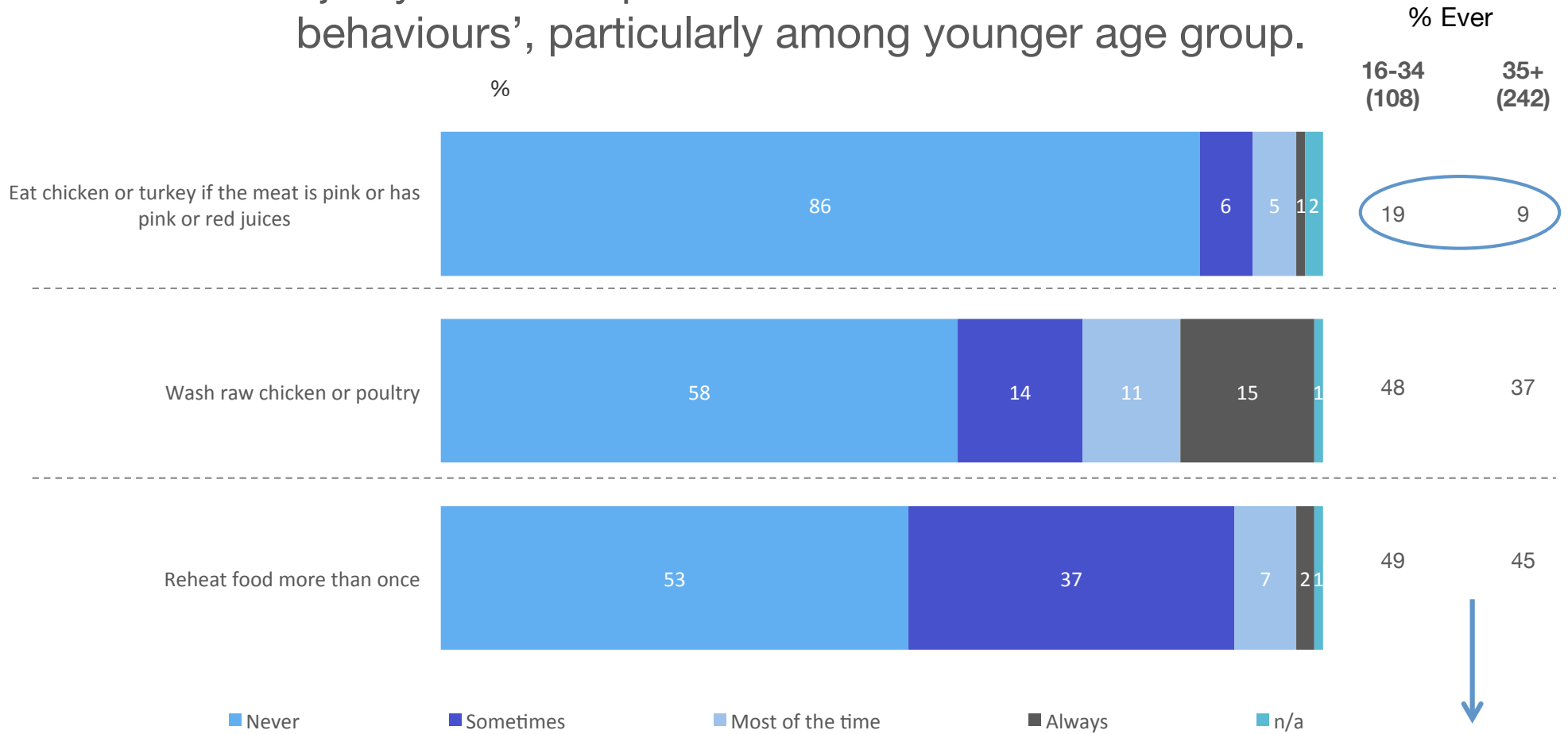


No difference in 'good' behaviours according to campaign recognition.



Base: All respondents (350)
Q7. How often do you do each of the following?

The majority never eat pink meat but still some evidence of 'bad behaviours', particularly among younger age group.

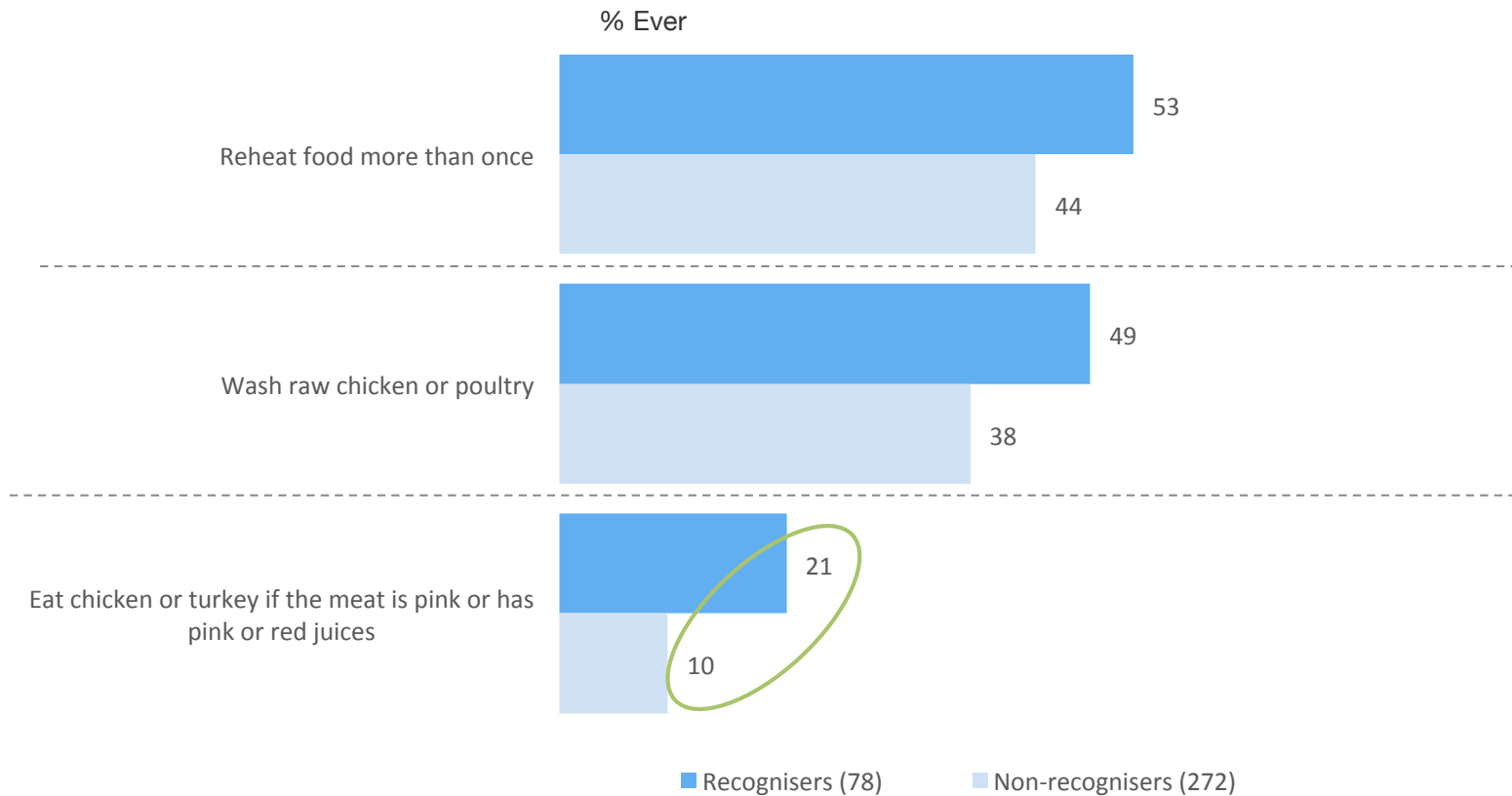


'Always' reheat food more than once significantly higher among younger group: <35 6% vs. 35+ 1%

Base: All respondents (350)
Q7. How often do you do each of the following?



Lack of evidence of campaign impact on 'bad' behaviours most likely due to campaign recognisers being biased towards younger age group.



Base: All respondents (350)
Q7. How often do you do each of the following?