

FSS Food Safety Campaign Evaluation

Presentation of Results

26 March 2018

JN412927



1

Introduction

How effective has the new “Kitchen Crimes” food safety campaign been at raising awareness of behaviours which risk food poisoning in the home and encouraging consumers to take action?

How visible was the campaign among the target audience?

What are the levels of campaign awareness (spontaneous and prompted)?

How well has the media performed collectively and individually?

What impact did the campaign have on knowledge, attitudes and claimed behaviour towards the risks of food poisoning in the home?

Have there been any changes in claimed behaviours around food preparation in the home?

Have the target audiences' attitudes to food poisoning in the home changed?

How effective was the campaign at communicating messages and motivating change?

Has the campaign been able to communicate the key messages?

Is the campaign felt to be motivating?

What has the target audience done as a result, including visiting the website and taking the quiz?

The campaign was evaluated among the target audience of 25-50 year old women across all social grades in Scotland, using a pre and post approach



The FSS “Food in Scotland” Consumer Tracking Survey Wave 5 was used as a pre-wave.

232 interviews were conducted with the food safety target audience of ABC1C2DE women aged 25-50 between 7 and 20 December 2017.

A bespoke post-wave was conducted after the campaign, with ABC1C2DE 300 women aged 25-50 interviewed between 1 and 8 February 2018.



Each wave used an online self-completion approach with sample selected from Kantar TNS’ online panel partner, Lightspeed. Fresh sample was used at each wave.

The pre-wave data is weighted to match the demographic profile of Scotland, with the post-wave weighted to match the achieved pre-wave sample, ensuring comparability over time.

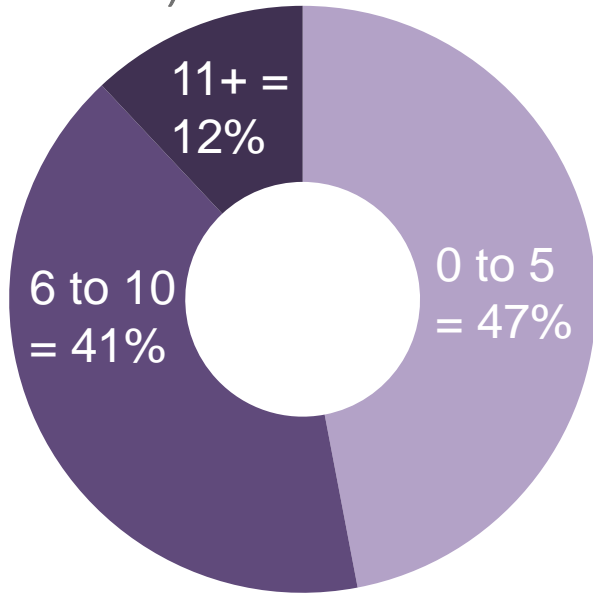
The questionnaire for the post-wave used the same questions from the tracking survey, with additional questions to measure campaign recognition and motivation.

The post-wave was conducted in the first week of February, immediately after the campaign ended

Media	Detail	Targeting	Jan-18					
			1st	8th	15th	22nd	29th	
TV								
Broadcast TV	370 TVRs 65% 1+ cover of All Adults on average 5.7 times Actual delivery of the campaign resulted in 45.6% 3+ cover of all adults, 6.3 OTS	STV / C4 Scotland / ITV Breakfast		10th to 31st Jan				
Adsmart	200,000 reporting impressions 80% Coverage @ 4.8 OTS	Sky Regional Offering, Scotland		10th to 31st Jan				
DIGITAL								
Facebook	Newsfeed & RHS Video (3 x 10 second variations) Carousel	Female Parents of kids aged 1-6 - Upweight mid morning and afternoon / evening		8th to 31st Jan				
Instagram	Mobile newsfeed Instagram Stories Vertical Video (3 x 10 second variations) Carousel	Female Parents of kids aged 1-6 - Upweight mid morning and afternoon / evening		8th to 31st Jan				
Youtube	In-stream TrueView Video (full 30 sec TV film + 3 x 10 second variations)	Parents. Live only during mid morning, mid afternoon / evening		8th to 31st Jan				

The target audience of women aged 25-50 are...

Number of Kitchen Crimes committed (Post - out of 20):

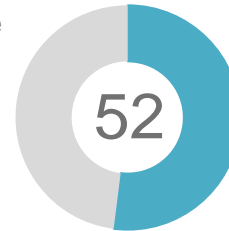


Within the target audience, those committing 11+ crimes are significantly more likely to be aged 25-34 (69% vs. 43% committing fewer) and to be in single person households (26% vs. 9% of those committing 0-5 crimes)

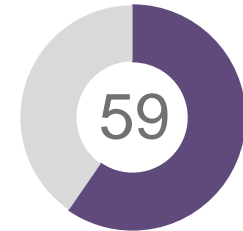
Base: Pre (232); Post (300)
Q6, Q226, Q227, Q36

Children in Household:

Pre



Post

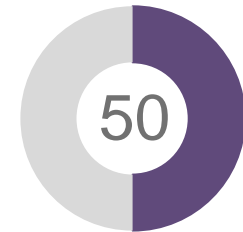


Cook for people 65+:

Pre

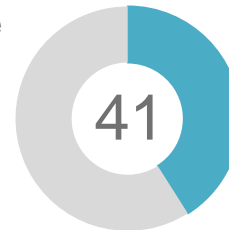
n/a

Post

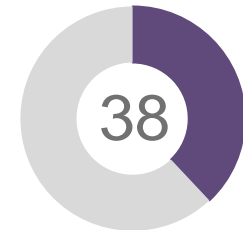


Ever experienced food poisoning (or think so):

Pre



Post

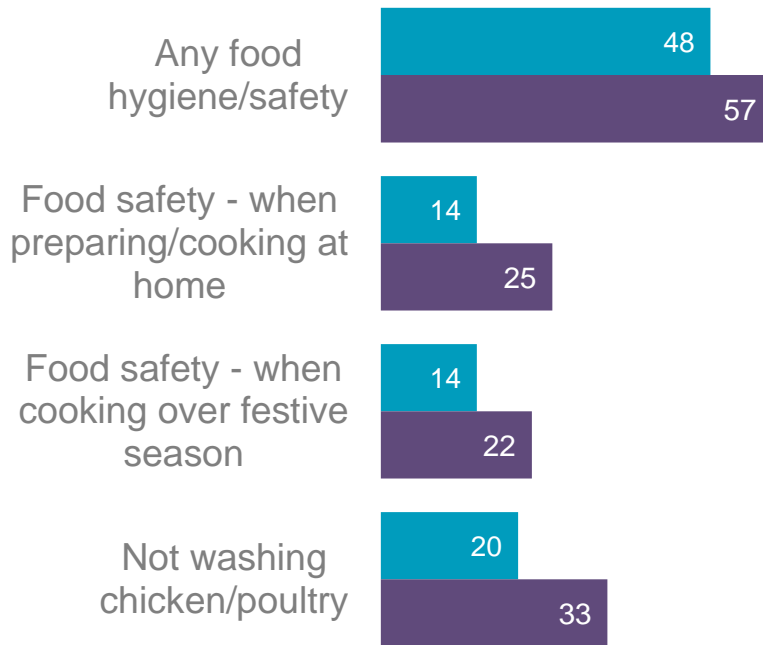


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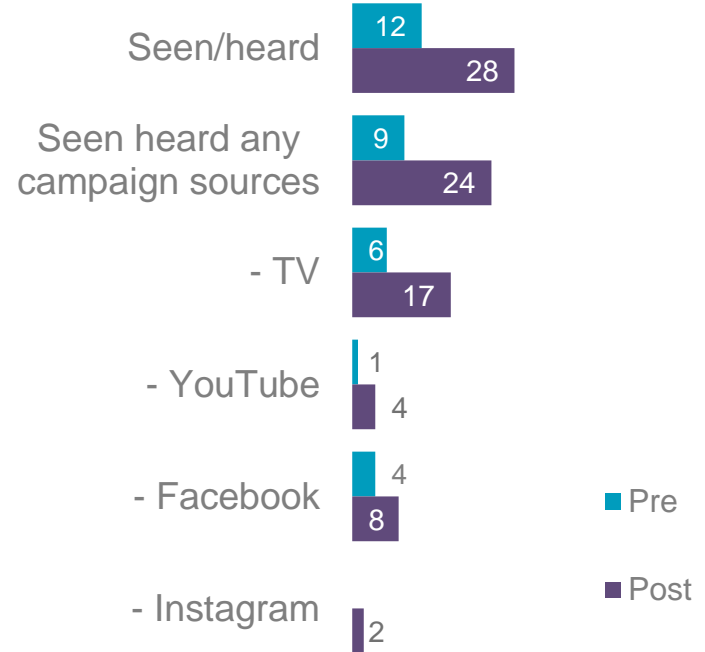
Campaign visibility

Significant increases were recorded in spontaneous awareness of activity on the topics related to the campaign, and of campaign sources – primarily the TV ad but also Facebook

% Awareness of activity on each topic from a prompted list of food issues



% Seen/heard advertising/publicity about how to avoid food poisoning in the home



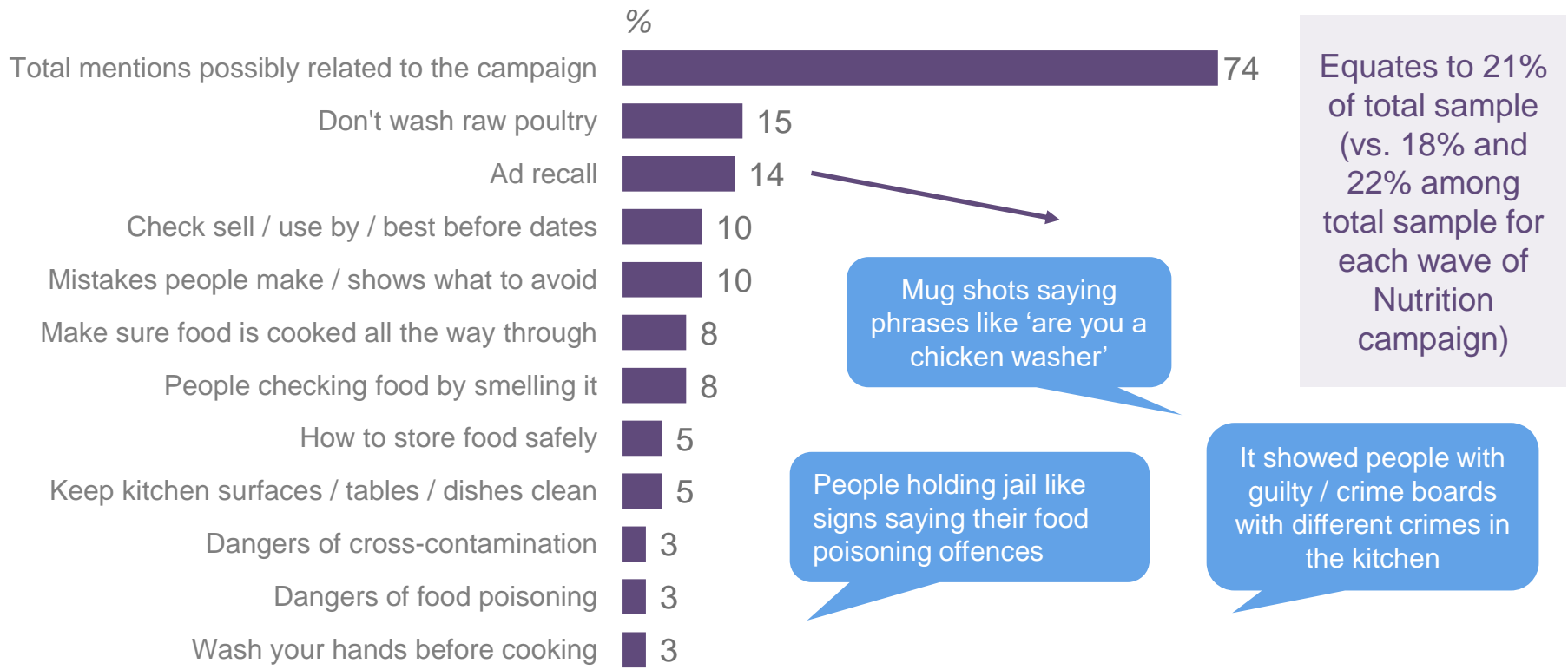
Base: Pre (232); Post (300)

Q16: Have you seen or heard any advertising recently about any of the following food issues?

Q212: Have you seen or heard any advertising or publicity recently on the subject of how to avoid food poisoning in the home?

Q213: Where did you see or hear this advertising?

The campaign has generated a very good level of cut-through among those aware, with recall of the creative, mistakes/crimes and specific advice



Base: Post (83)

Q214: Please describe to me the advertising or publicity you have seen or heard about food poisoning in the home?

What did it show and what did it say?

The 30" video (TV) ad was played to respondents in full, with examples from a range of social media ads used to measure recognition

TV

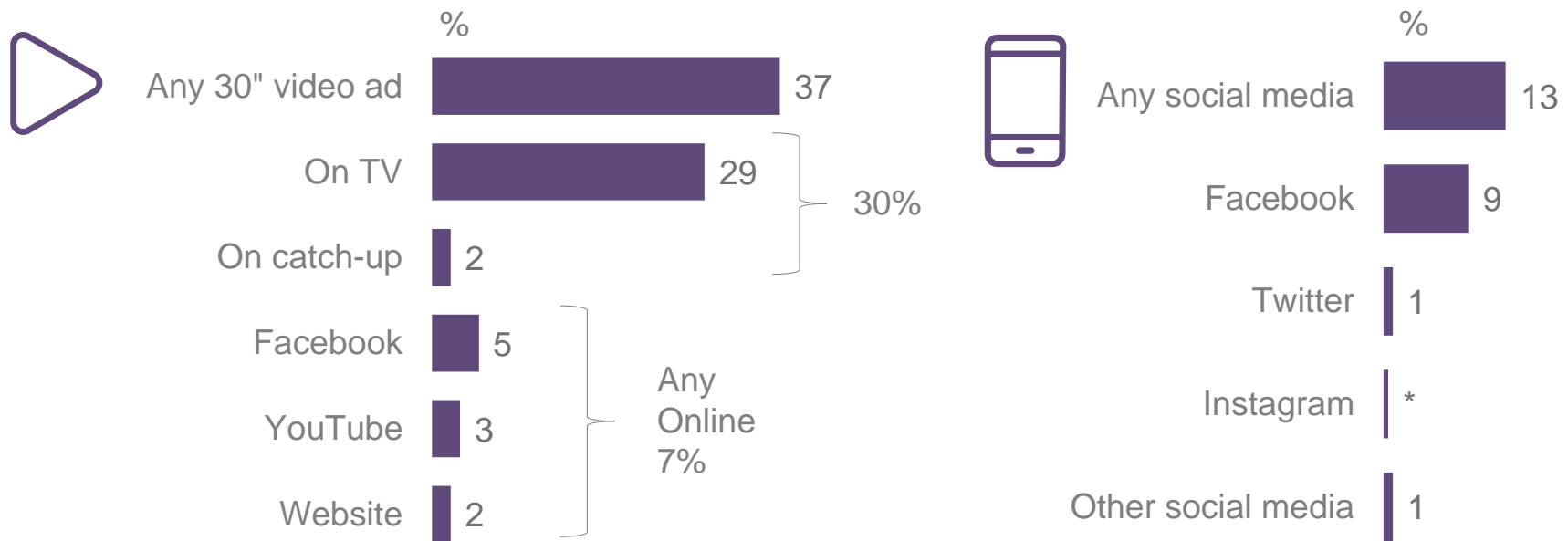


Social media



Prompted recognition of the campaign is good; three in ten claim to have seen the video ad on TV and social media ad recognition is good, driven mostly by Facebook

38% recognised any element of the campaign



Total campaign recognition across online/social media = 14%

Base: Post (300)

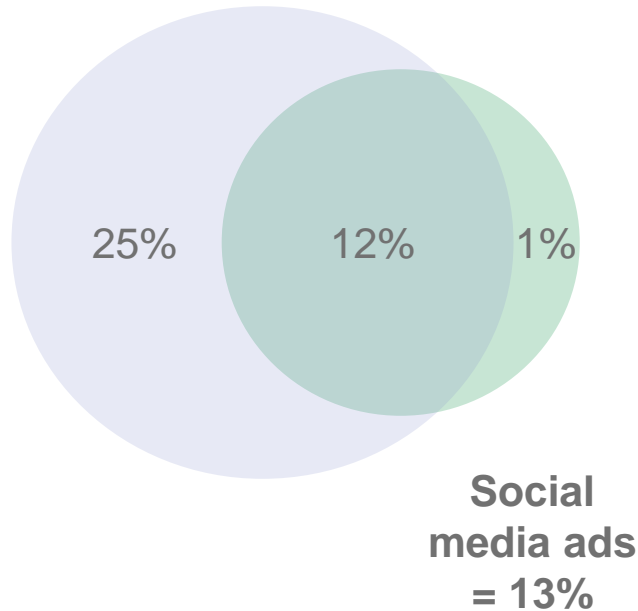
Q215: Have you seen this ad, or a similar ad, recently? If so, where have you seen this ad, or a similar version of it?

Q216: Have you seen these ads, or similar, on social media recently?

Virtually all of those who have seen the social media ads have also seen the video/TV, and levels of campaign integration are in line with other FSS TV led campaigns

Recognition among total sample:

Any 30" video ad/TV = 37%



Among Recognisers:

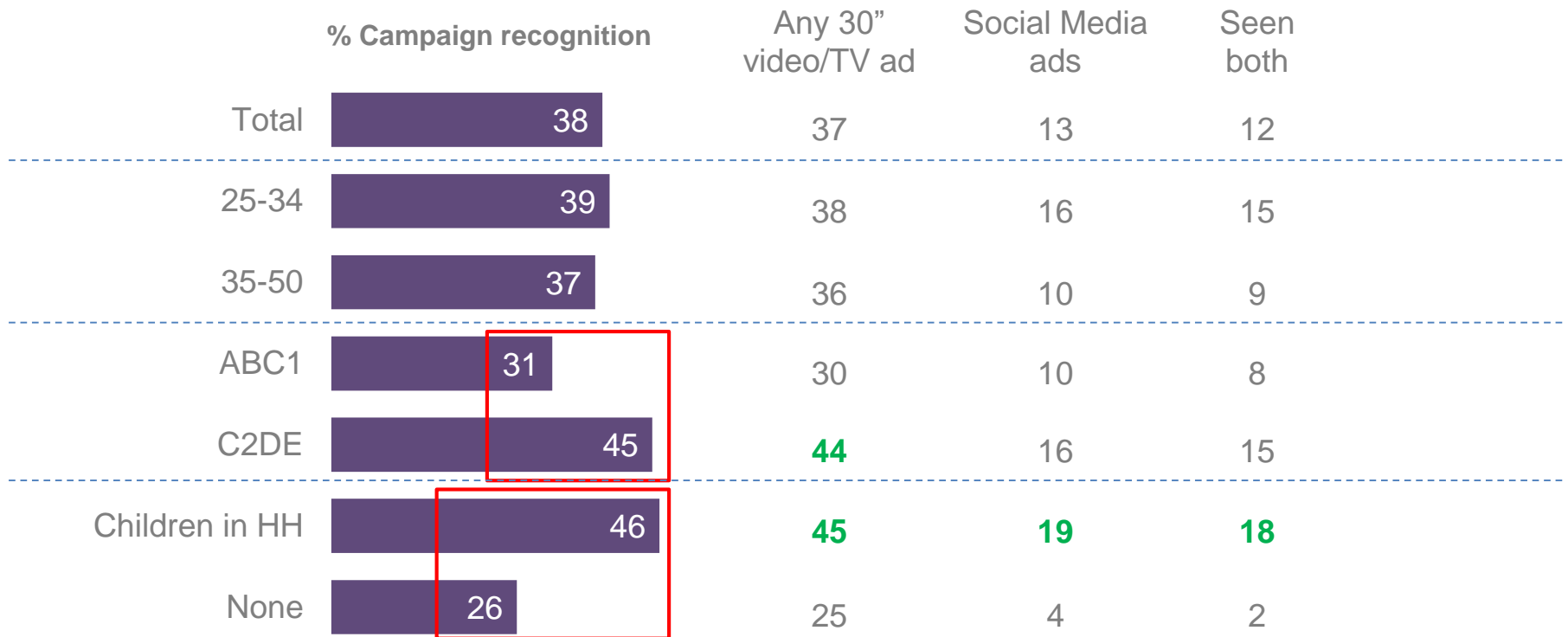
	Campaign recognition	No of media:	Media	One	Two +
Kitchen Crimes	38	2	TV, digital	70	30
Nutrition 2016	46	3	TV, digital, outdoor	65	35
Nutrition 2017	52	2	TV, digital	71	29
Summer 2016	23	3	Digital, outdoor, radio	53	45
Summer 2017	26	3	Digital, outdoor, radio	48	52
Festive 2015	22	2	Digital, outdoor	59	41
Festive 2016	16	2	Digital, outdoor	51	49

Base: Post (300)

Q215: Have you seen this ad, or a similar ad, recently? If so, where have you seen this ad, or a similar version of it?

Q216: Have you seen these ads, or similar, on social media recently?

The two media have worked particularly well in reaching C2DEs and those with children in the household



Base: Post (300)

Q215: Have you seen this ad, or a similar ad, recently? If so, where have you seen this ad, or a similar version of it?

Q216: Have you seen these ads, or similar, on social media recently?

The campaign has been marginally better at reaching those groups who are more at risk; while it has been less likely to reach the ‘hard core’ committing more crimes than average, social media has worked more effectively among this group

	% Campaign recognition	Any 30” video/TV ad	Social Media ads	Seen both
Total	38	37	13	12
Cook for 65+	41	40	16	15
No	35	33	10	8
Had food poisoning	43	41	13	12
Not	35	34	12	12
0 to 5 crimes	42	41	13	12
6 to 10 crimes	34	33	11	10
11+ crimes	33	31	20	18

Base: Post (300)

Q215: Have you seen this ad, or a similar ad, recently? If so, where have you seen this ad, or a similar version of it?

Q216: Have you seen these ads, or similar, on social media recently?

3

Impact and behaviour change

There has been a significant increase in the already very high proportion who claim to have clear information on safe food preparation – but this does not necessarily translate to following recommended practice

% who have clear information on how to prepare and cook food safely and hygienically



Base: All respondents Pre (232); Post (300)

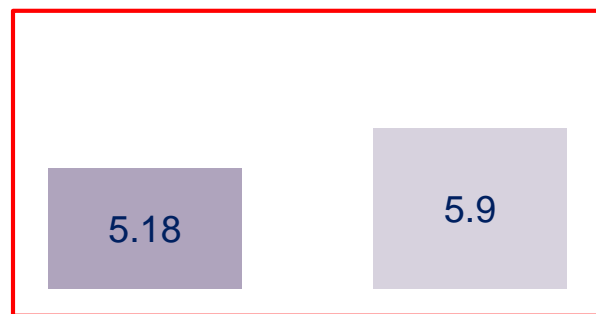
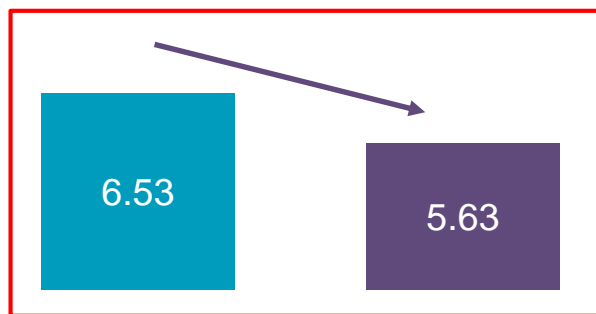
Q15. Do you have clear information on - How to prepare and cook food safely and hygienically

There has, however, been a significant reduction in the average number of kitchen crimes committed over the campaign period; lower levels among campaign recognisers suggest the campaign is responsible for this shift

Average number of kitchen crimes committed:

Out of 17

(At the pre-wave (i.e. W5 of tracking) measures were included for only 17 of the 20 crimes in the activity)

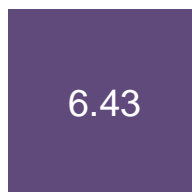


Out of 20

(At the post-wave, measures were included for all crimes)

n/a

Pre (282)



Post (298)



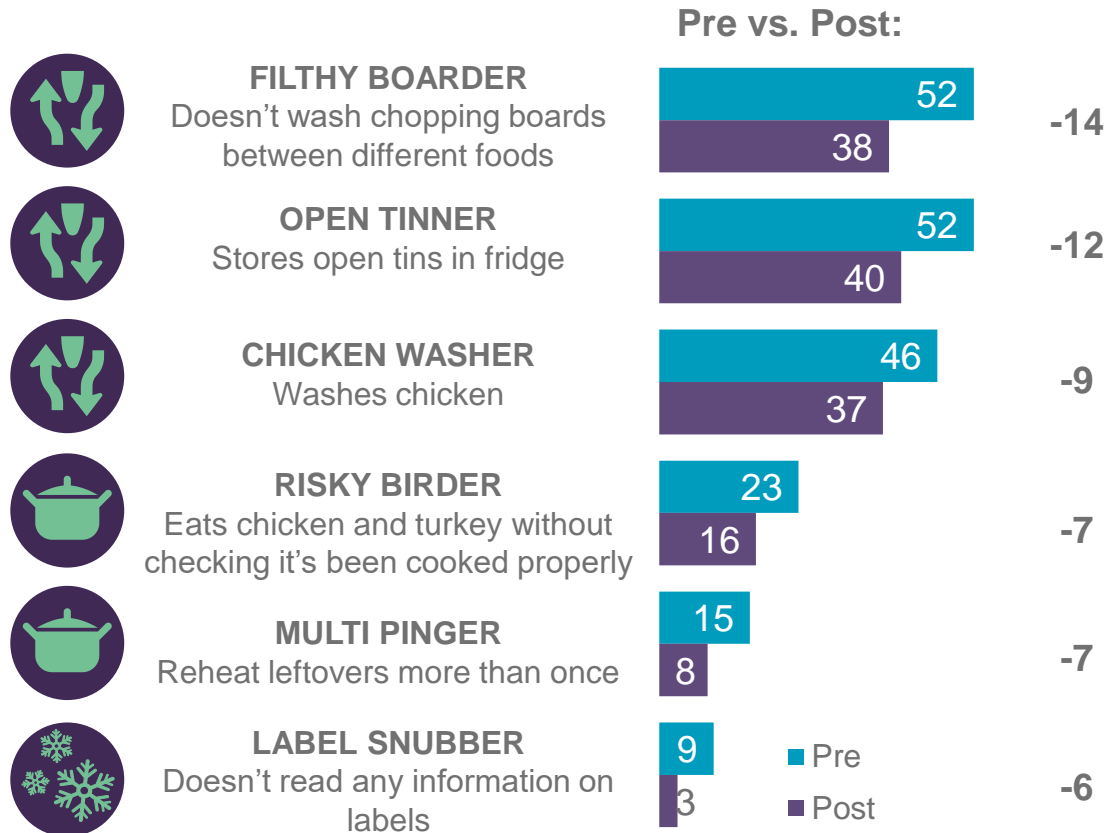
Recognisers (112)



Non-recognisers (186)

Base: All responsible for food preparation and cooking at home Pre (228); Post (298)
See Question numbers in Appendix

The changes have been driven by significant declines in the proportion committing six of the crimes, particularly those causing Cross-contamination



Other positive reductions (though not significant) for:

- Second Believer (34% to 29%)
- Dodgy Chiller (56% to 48%)
- Top Shelfer (33% to 28%)
- Raw Griller (44% to 37%)

Campaign recognisers are less likely to commit 12 of the 20 crimes than non-recognisers, but only significantly less so for:

- Chicken Washer (26% vs. 44%)
- Meaty Mitter (12% vs. 23%)

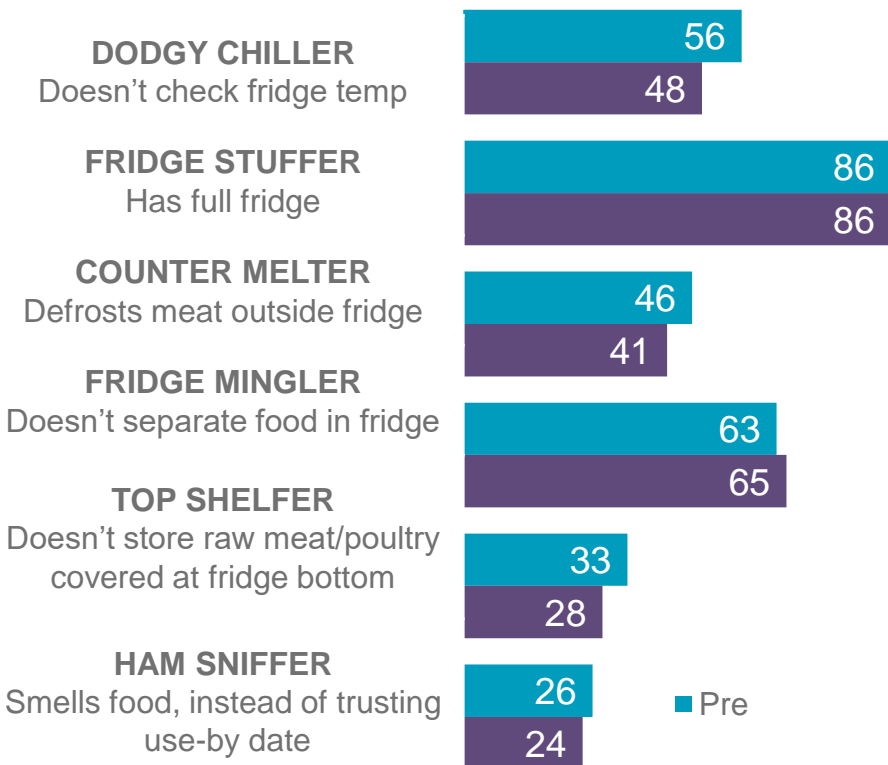
Base: All responsible for food preparation and cooking at home Pre (228); Post (298) / All recognisers (112) / Non-recognisers (186)

See Question numbers in Appendix

Of the 11 other crimes monitored pre to post, 9 recorded a decline in the proportion committing the crime

Pre vs. Post:

Pre vs. Post:



-8

0

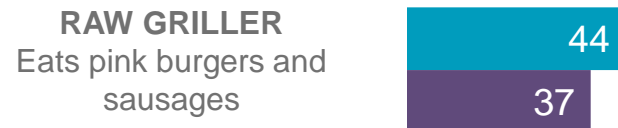
-5

+2

-5

-2

■ Pre



-7

-1

-5

-3

-1

Base: All responsible for food preparation and cooking at home Pre (228); Post (298) / All recognisers (112) / Non-recognisers (186)

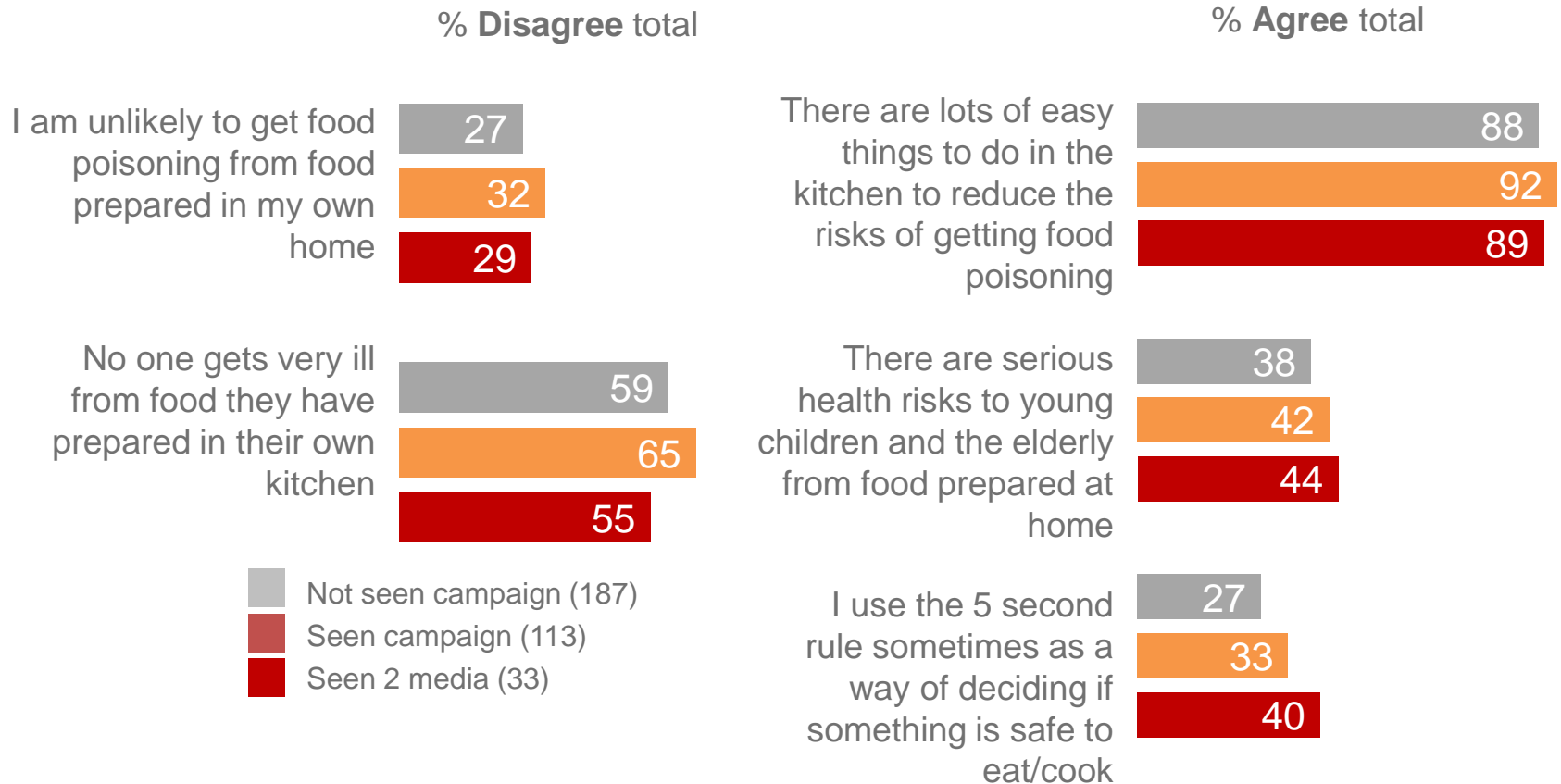
See Question numbers in Appendix

There have been significant improvements in attitudes over the course of the campaign suggesting a greater acknowledgement of the risks among the target audience



Base: All respondents Pre (232); Post (300)
 Q52: How much do you agree or disagree with each of these statements?

Though campaign recognisers hold slightly more positive views, there is no evidence of multi-media impact but this is due to the small number seeing multiple media being more likely to commit crimes



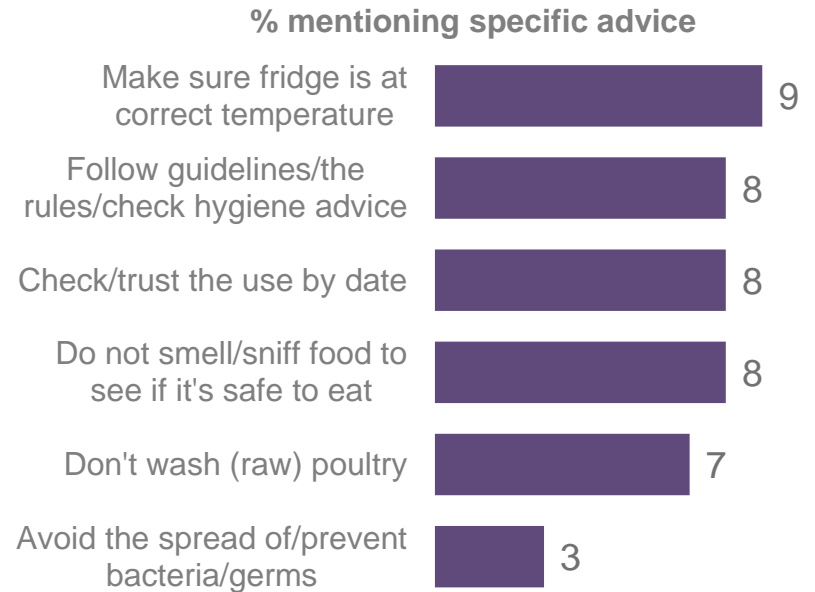
Base: All respondents Pre (232); Post (300)

Q52: How much do you agree or disagree with each of these statements?

4

Effectiveness of communication and messaging

The overall theme of mistakes and crimes is clearly communicated, with many taking away specific advice; the call to action of visiting the website – which is often not considered a message - might be strengthened in future bursts







Those committing fewer crimes are significantly **more** likely to mention avoiding food poisoning (34% among those committing 0-5 crimes vs. 13% among those committing 11+) and specific advice (32% vs. 4% respectively)

Base: Post (300)

Q217: Thinking about all the advertising you have just seen, what do you think are the main messages of this advertising? What is it telling you about the topic and what is it saying to people?

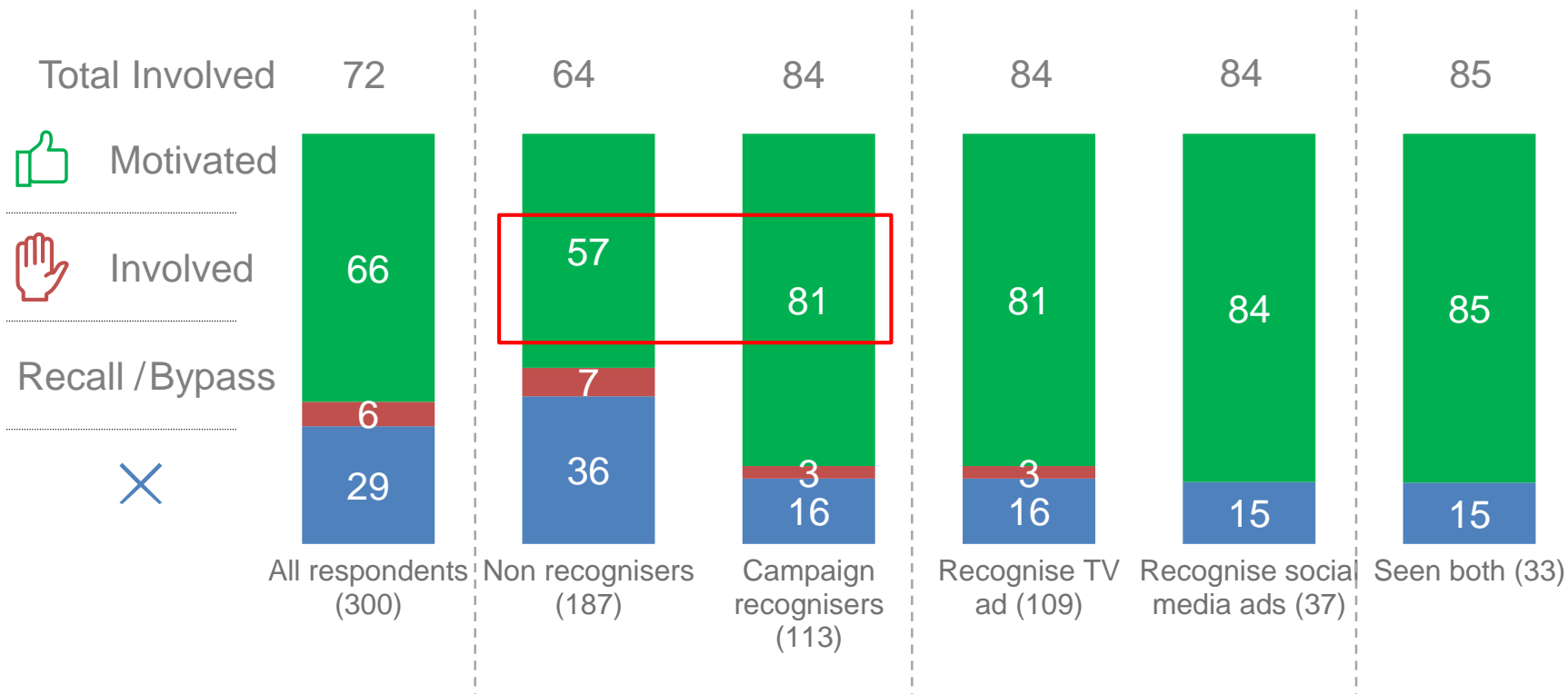
Reminder – how do we measure short term campaign impact?

Measures of engagement and motivation are derived from a series of six questions allowing us to identify different response patterns that can be directly compared across different executions.

Full effect	Motivated 	Motivation is the ultimate effect – when the ad is able to build, strengthen or reinforce the relevant attitudes and behaviours. Viewer will ACT to find out more after viewing the ad.
Partial effect	Involved 	Either what is communicated or the way it's communicated is found to be relevant, interesting, and worthwhile seeing again but it is unlikely to result in any call to action amongst this group
No effect	Recall 	Playback only. Emotive and/or rational message interpreted, but no further effect is detected
	Bypass 	The ad has no impact at all on this group

The campaign generates a very good level of motivation, especially among recognisers, meaning the campaign should be effective in having an impact at least in the short-term

Short term impact by campaign recognition (%)

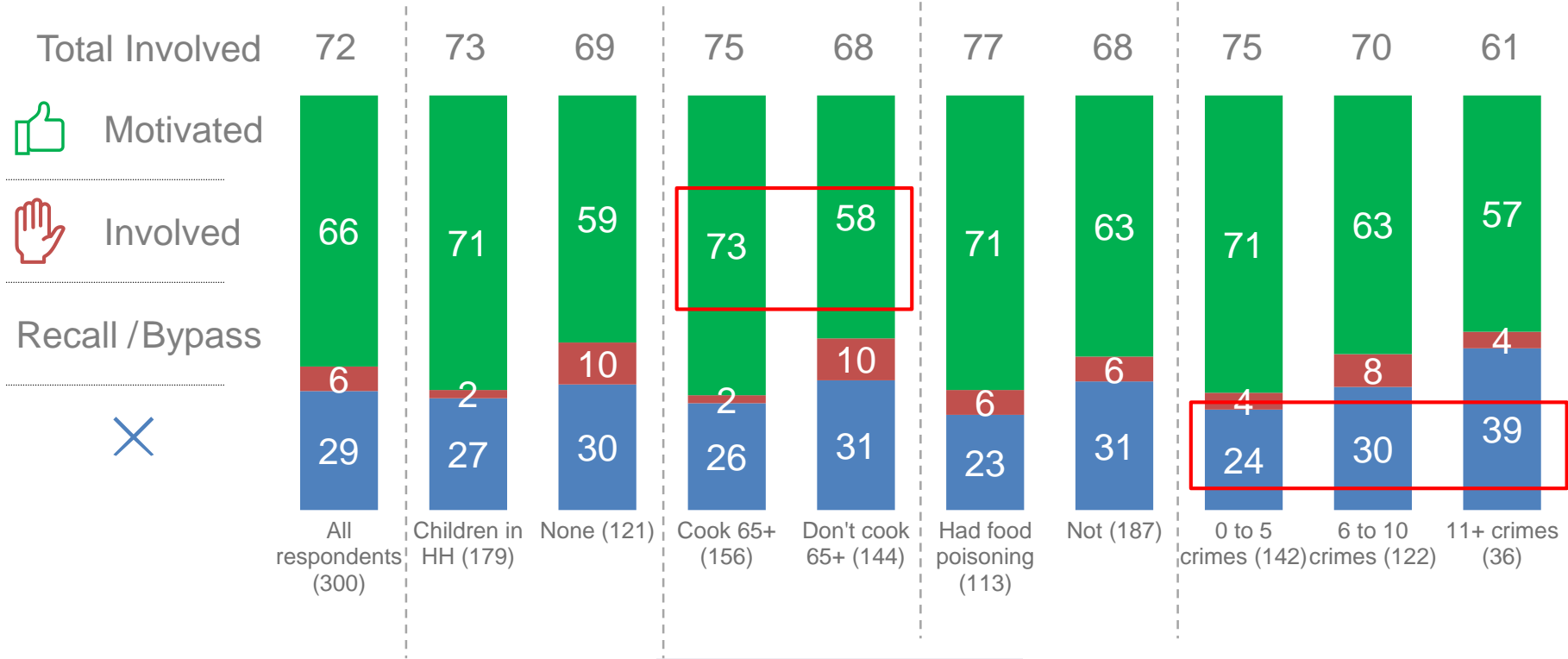


Motivation for other FSS campaigns:
 Nutrition W1 = 57% (63% total involvement)
 Nutrition W2 = 57% (65% total involvement) (70% among recognisers)

Base: Post (300)
 Q218 – Q224 AdEval questions

Motivation is higher among the core target groups, reflecting greater recognition; there is still good level of motivation among those committing most crimes, but this group is least likely to be influenced by the campaign

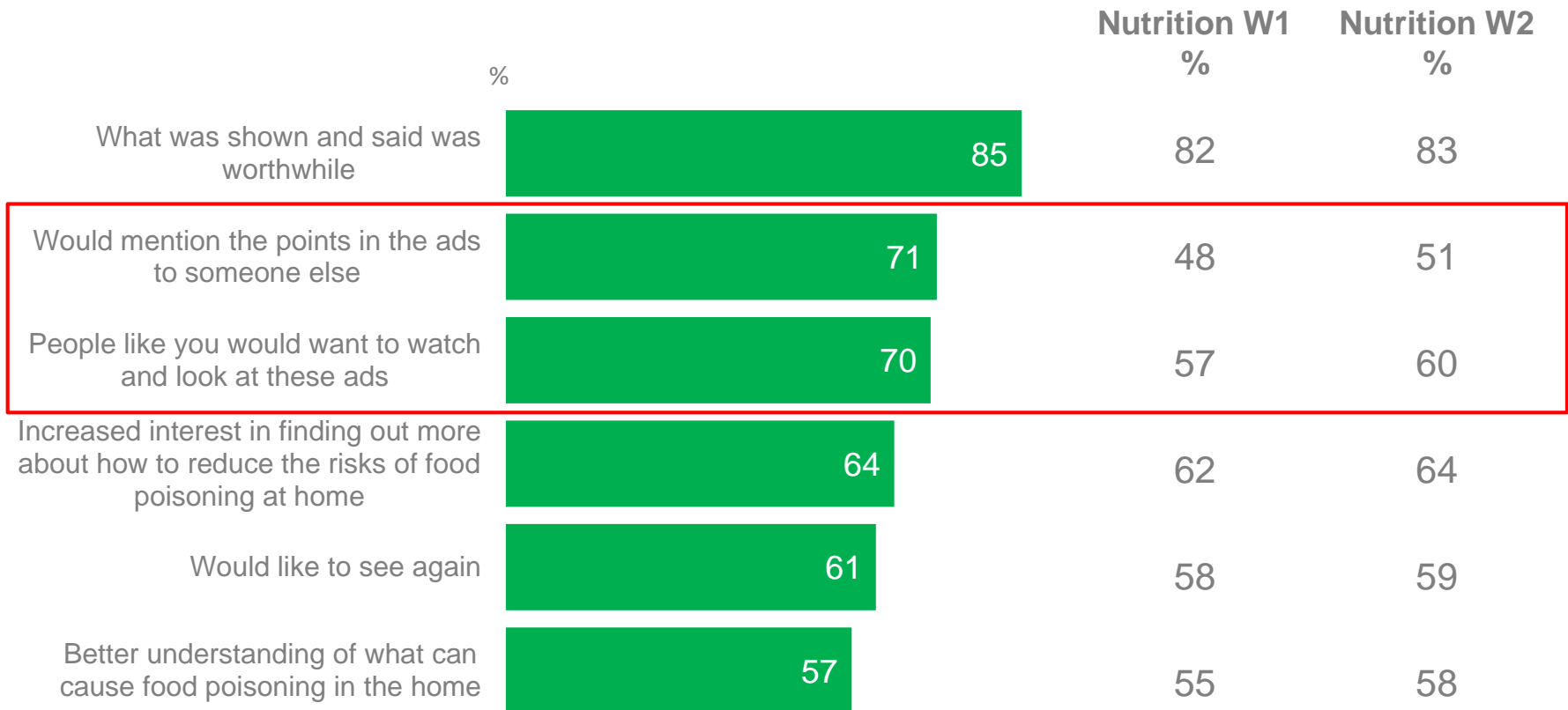
Short term impact by campaign recognition (%)



No significant differences by age or social grade

Base: Post (300)
Q218 – Q224 AdEval questions

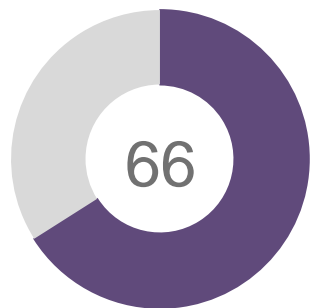
Of the individual AdEval measures, the campaign has generated greater motivation than Nutrition as a result of generating greater talkability, and to a lesser extent a desire to view again



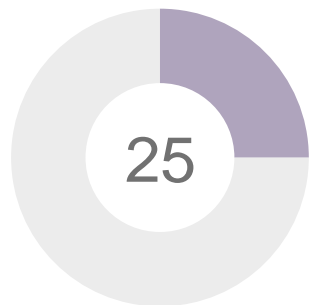
Base: Post (300)
Q218 – Q224 AdEval questions

The campaign has generated a very good level of action taken among recognisers, with accessing the website the most common, and a good proportion also claim to have changed their habits

% of recognisers taking action



% of total sample taking action



Actions taken:



37%

FSS website



31%

Claimed to change behaviour



25%

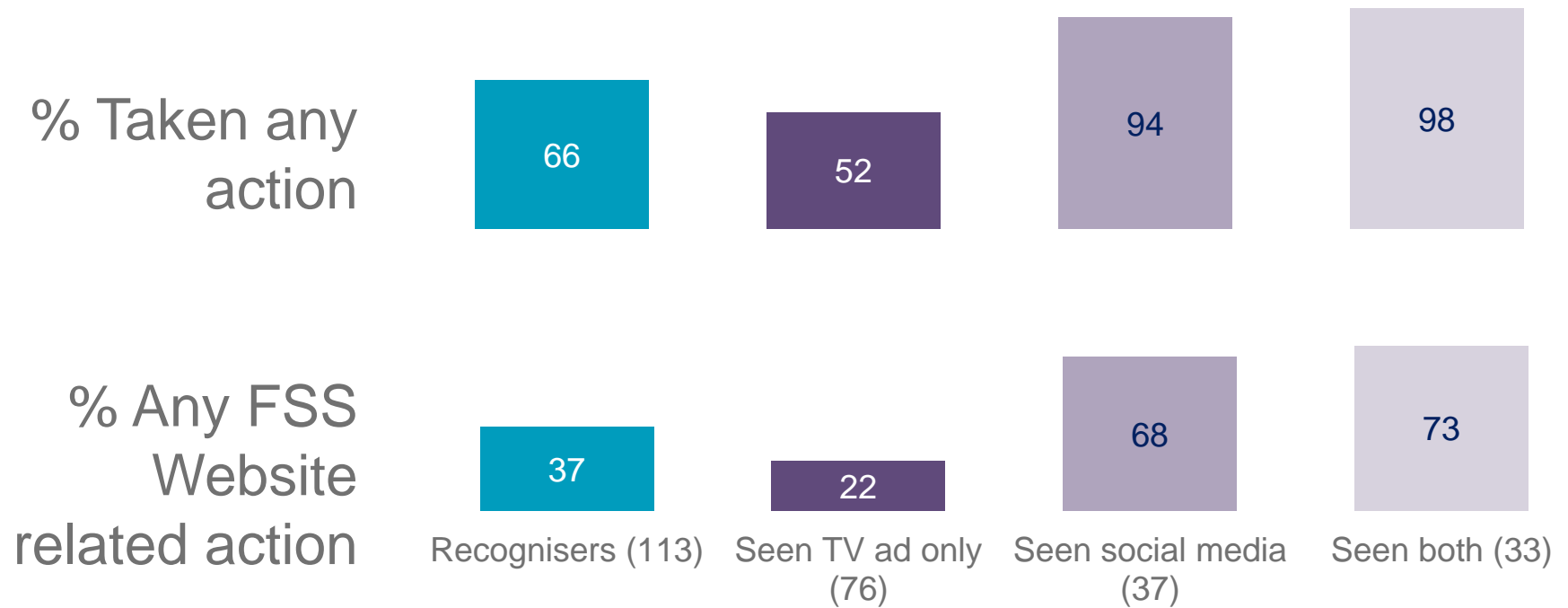
Talked

- 19% - Visited foodstandards.gov.scot
- 15% - Taken an online quiz to 'check my record' on FSS website
- 15% - Read more about the risks of food poisoning at home on FSS website
- 26% - Taken more care when preparing/cooking food at home for younger children/older people
- 3% - Stopped sniffing food/smelling ham
- 3% - Check / adhere to use by / best before dates
- 19% - Talked to other people about the ads
- 14% - Told other people about the things they could do to reduce the risk of food poisoning

Base: Post (113)

Q225: Thinking about the advertising you said you have seen, what, if anything, have you done as a result of seeing this advertising?

The appeal of the quiz content and the ease of clicking through from social media is clearly evident among those seeing the campaign on those channels, highlighting the importance of campaign integration to support TV



Base: Post (113)

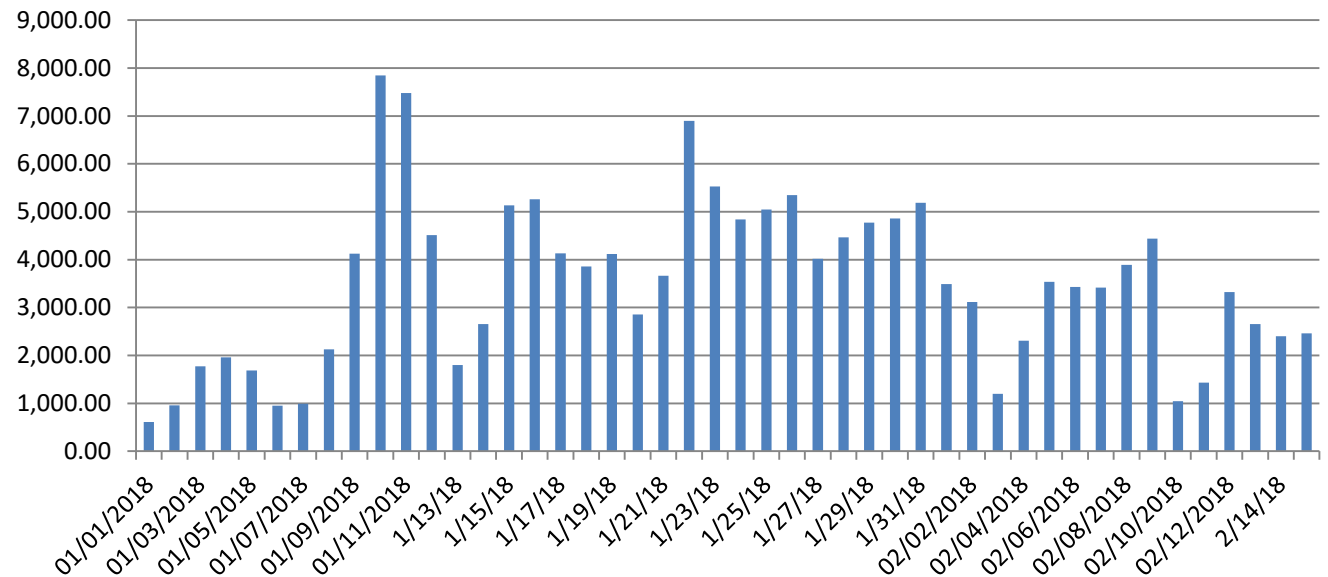
Q225: Thinking about the advertising you said you have seen, what, if anything, have you done as a result of seeing this advertising?

12,562 people started the interactive; Completion rate of 70%

Top 5 Interactive traffic sources:

1. Facebook
2. Direct
3. Google CPC
4. Google organic
5. Twitter

Page views for the entire site – 10th January to 15th February



6 Appendix

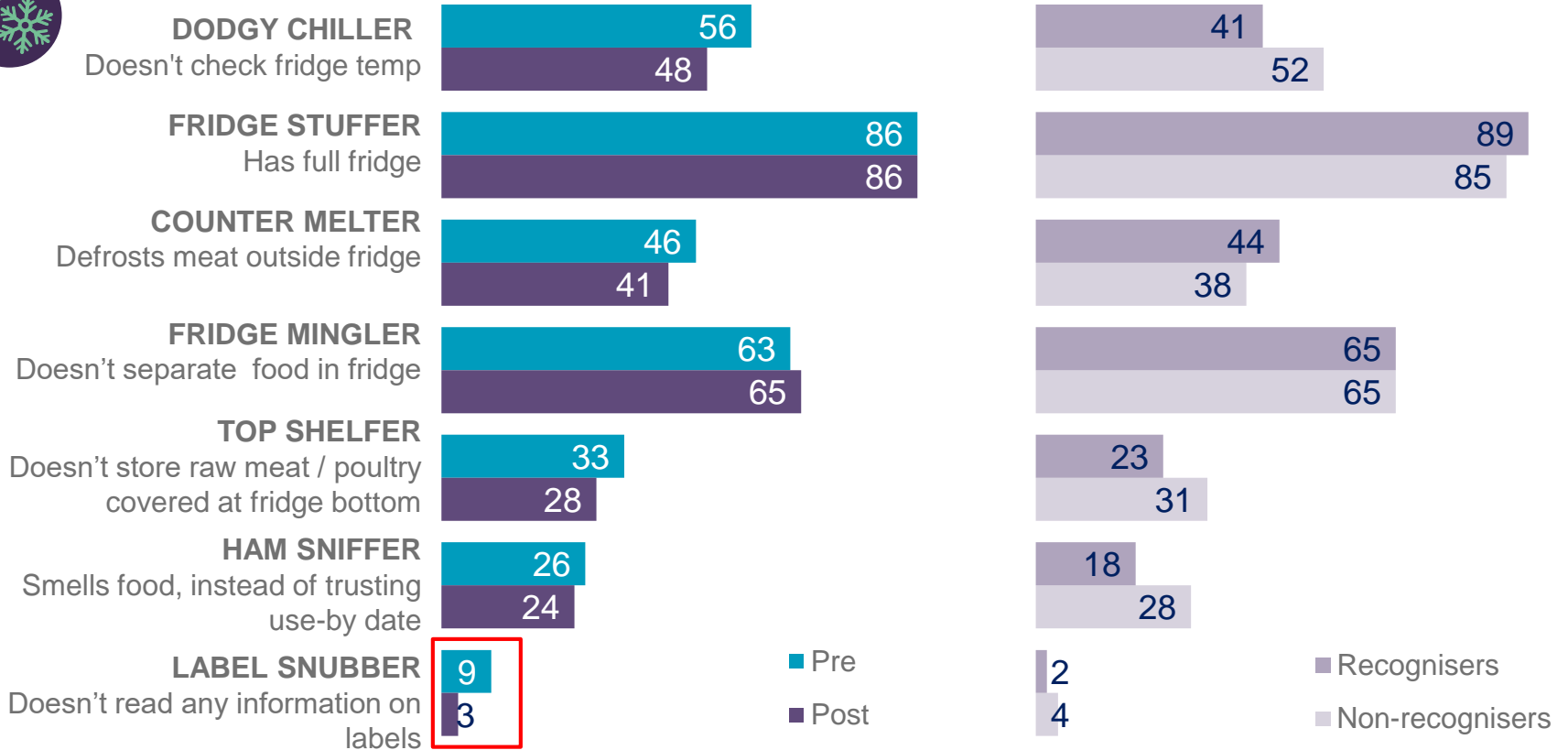
There has been little significant movement on Chilling behaviours, and no significant difference by campaign recognition

Chilling:



Pre vs. Post:

By campaign recognition:



Base: All responsible for food preparation and cooking at home Pre (228); Post (298) / All recognisers (112) / Non-recognisers (186)

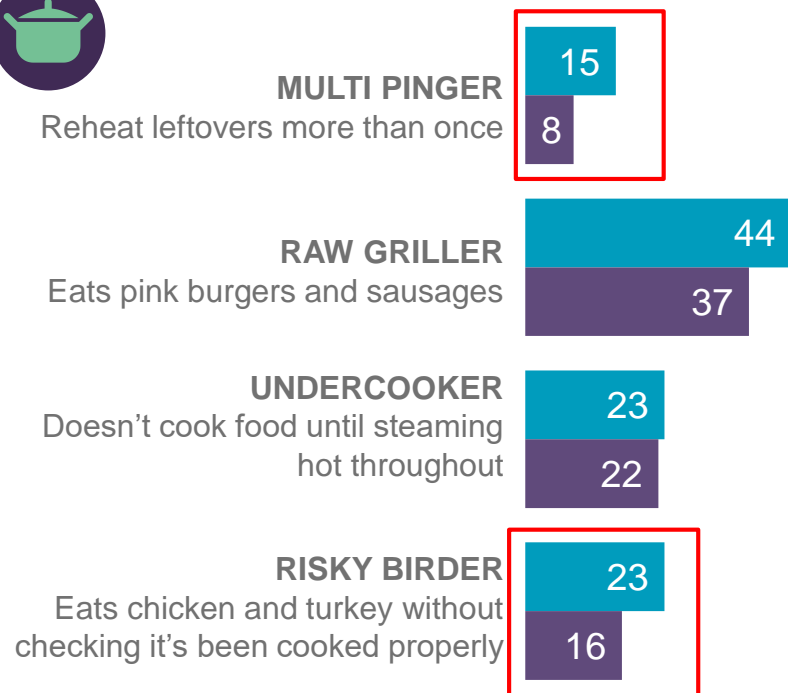
See Question numbers in Appendix

Some progress has been made on Cooking behaviours with significant reductions in reheating and eating pink poultry

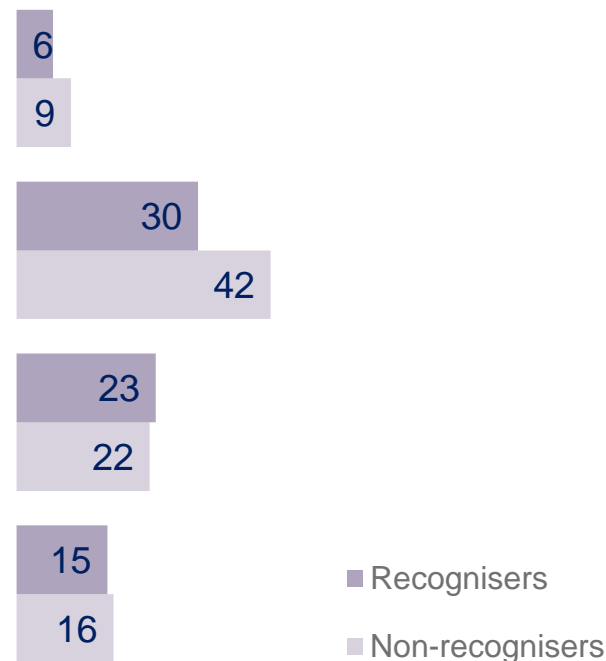
Cooking:



Pre vs. Post:



By campaign recognition:



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See Question numbers in Appendix

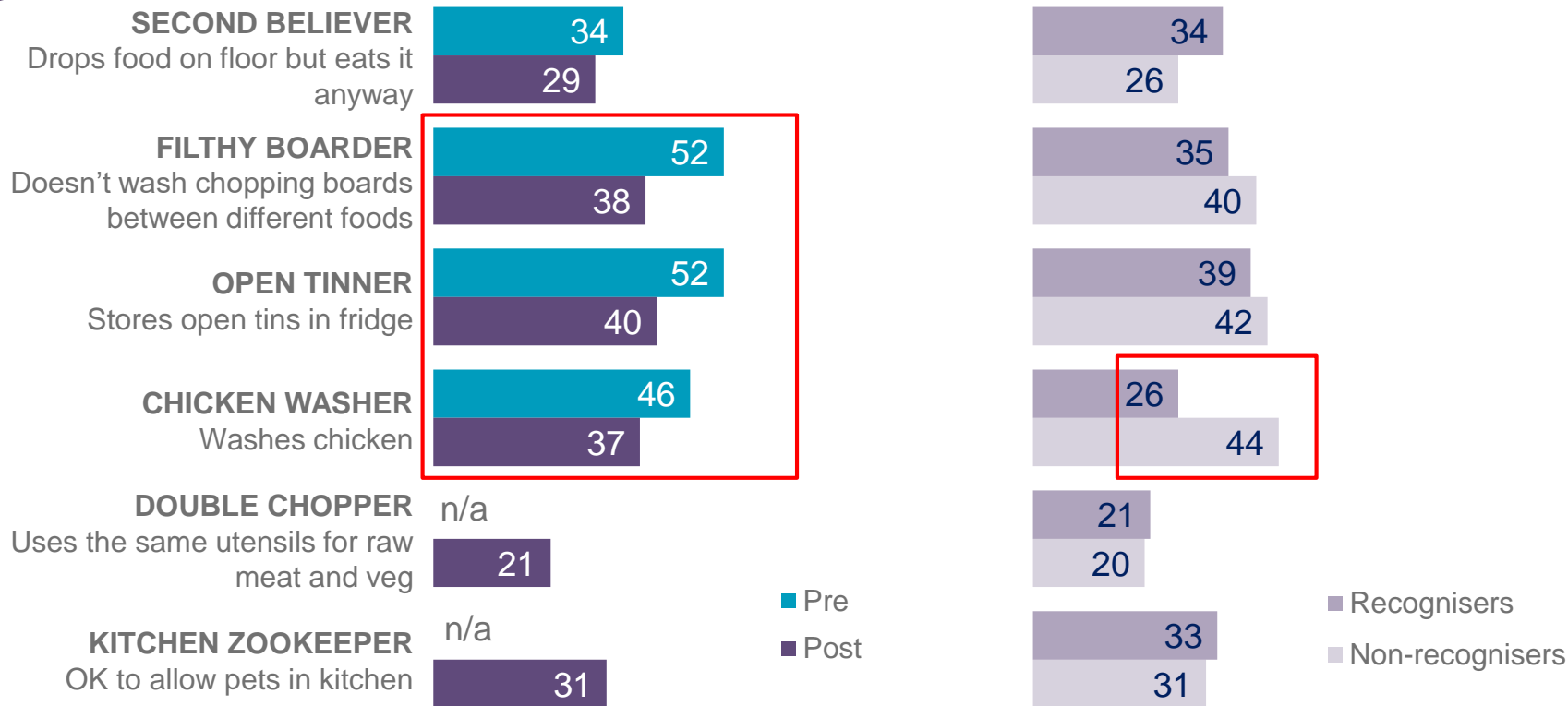
Significant changes in claimed behaviour are more evident regarding Cross-contamination, with the campaign appearing to impact not washing chicken



Cross-contamination:

Pre vs. Post:

By campaign recognition:



Base: All responsible for food preparation and cooking at home Pre (228); Post (298) / All recognisers (112) / Non-recognisers (186)
See Question numbers in Appendix

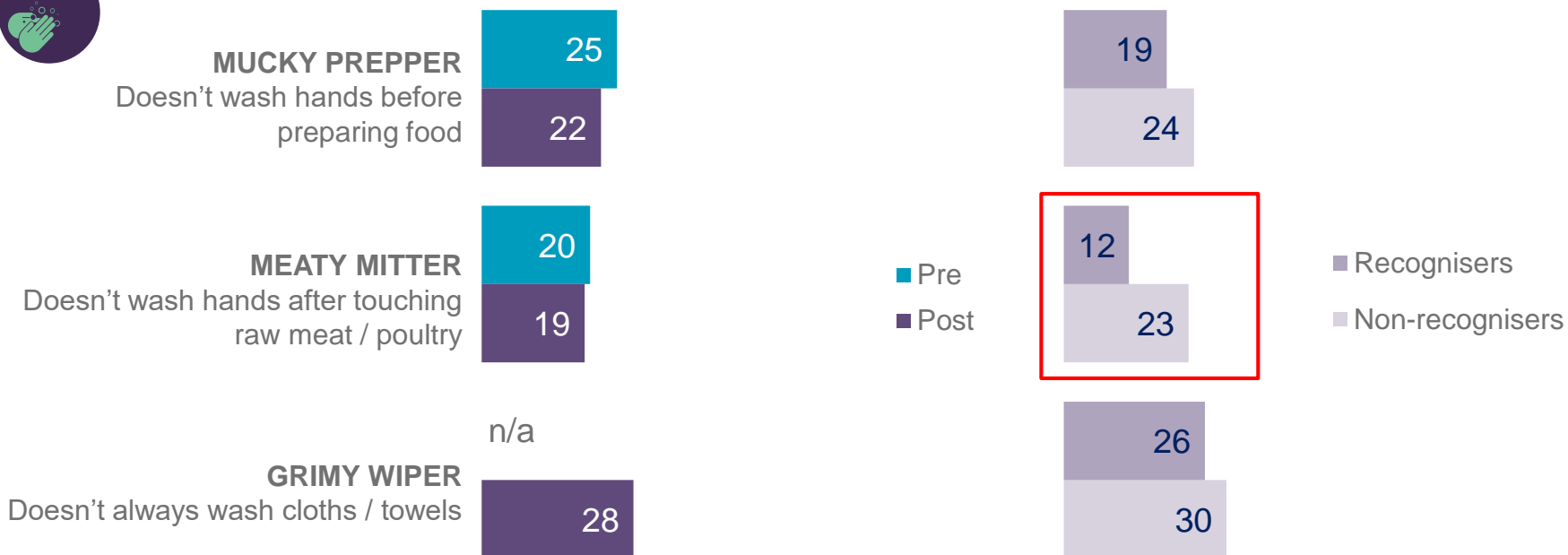
There is no change in Cleaning behaviours, but recognisers do appear to be significantly more likely to wash hands after touching raw meat / poultry

Cleaning:



Pre vs. Post:

By campaign recognition:



Base: All responsible for food preparation and cooking at home Pre (228); Post (298) / All recognisers (112) / Non-recognisers (186)

See Question numbers in Appendix

Kitchen Crimes Definitions

Recommended Practice	Correct Answer
DODGY CHILLER Doesn't check fridge temp	Q22/NOT 2 or 3
FRIDGE STUFFER Has full fridge	Q207/NOT 4 or 5
COUNTER MELTER Defrosts meat outside fridge	Q20/1,2,5,6
FRIDGE MINGLER Doesn't separate food in fridge	Q25/NOT 3
TOP SHELFER Doesn't store raw meat / poultry covered at fridge bottom	Q24/NOT 2
HAM SNIFFER Smells food, instead of trusting use-by date	Q26/2
LABEL SNUBBER Doesn't read any information on labels	Q40/16
MULTI PINGER Reheat leftovers more than once	Q33/NOT 1,2
RAW GRILLER Eats pink burgers and sausages	Q19_3/NOT 1
UNDERCOOKER Doesn't cook food until steaming hot throughout	Q19_10/NOT 4
RISKY BIRDER Eats chicken and turkey without checking it's been cooked properly	Q19_11/NOT 1
SECOND BELIEVER Drops food on floor but eats it anyway	Q52_17/1,2
FILTHY BOARDER Doesn't wash chopping boards between different foods	Q19_2/NOT 4
OPEN TINNER Stores open tins in fridge	Q19_1/NOT 1
CHICKEN WASHER Washes chicken	Q19_4/NOT 1
DOUBLE CHOPPER Uses the same utensils for raw meat and veg	Q19_15 / 2,3,4
KITCHEN ZOOKEEPER OK to allow pets in kitchen	Q52_ "It's OK to allow pets into and around the kitchen" /1,2
MUCKY PREPPER Doesn't wash hands before preparing food	Q19_8/NOT 4
MEATY MITTER Doesn't wash hands after touching raw meat / poultry	Q19_9/NOT 4
GRIMY WIPER Doesn't always wash cloths / towels	Q19_16 / NOT 4

Base: All responsible for food preparation and cooking at home Pre (228); Post (298) / All recognisers (112) / Non-recognisers (186)

See Question numbers in Appendix