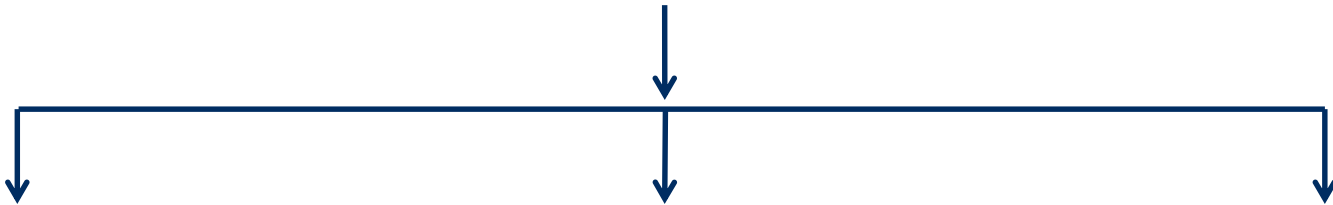


EVALUATION



Scotland's diet needs to improve. Under their strategic outcome 'consumers have healthier diets' FSS launched a new Nutrition campaign to help achieve this

How effective has the campaign been in raising awareness of the consequences of a poor diet and encouraging lower consumption of discretionary snacks/sugar drinks?



1. How visible was the campaign among the target audience and what could be done differently in the future to improve this?

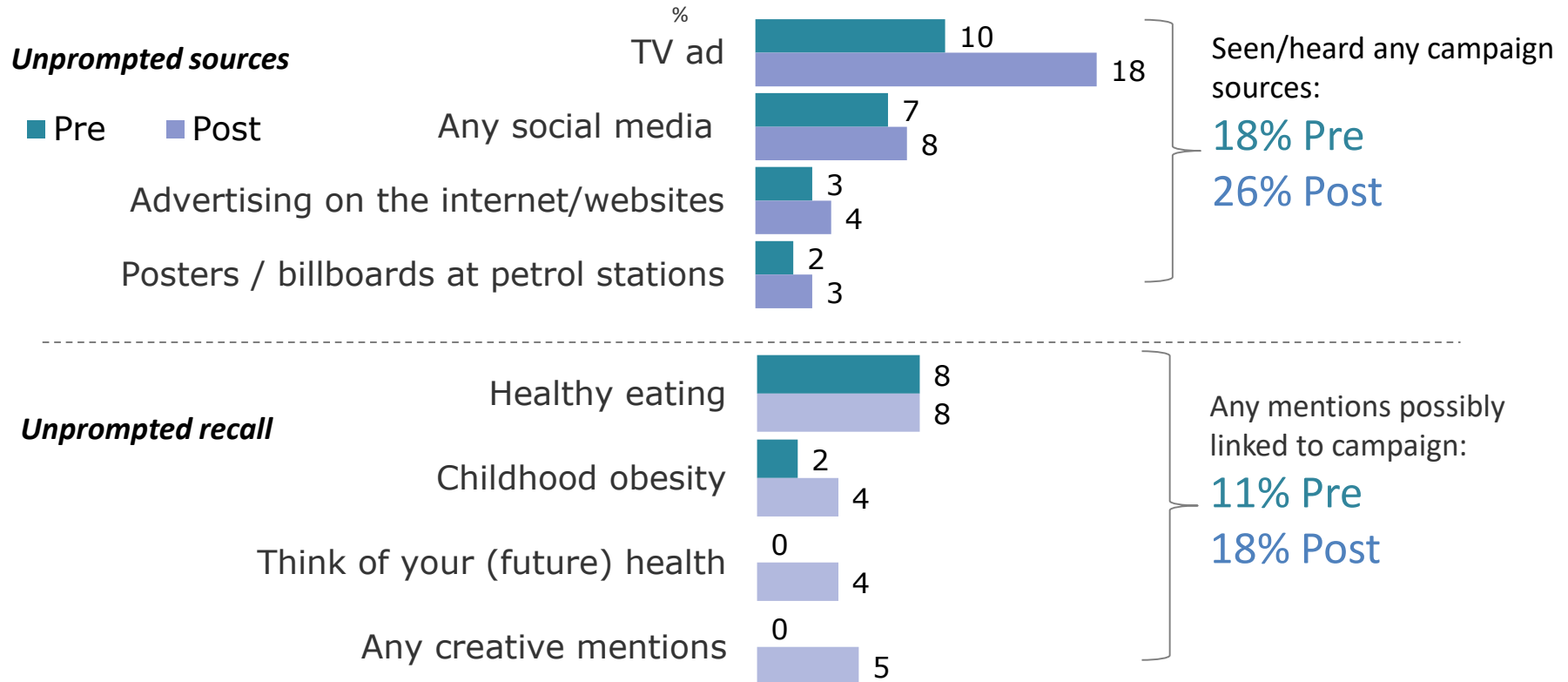
2. How effective was the campaign at communicating messages and motivating change, and how can this be improved?

3. What impact did the campaign have on attitudes to snacking, and what remains to be done in terms of attitudinal change?

The significant increase in spontaneous awareness indicates that the campaign has stand-out, predominantly driven by TV advertising

25% Pre vs 34% Post

claimed to have seen any advertising/publicity



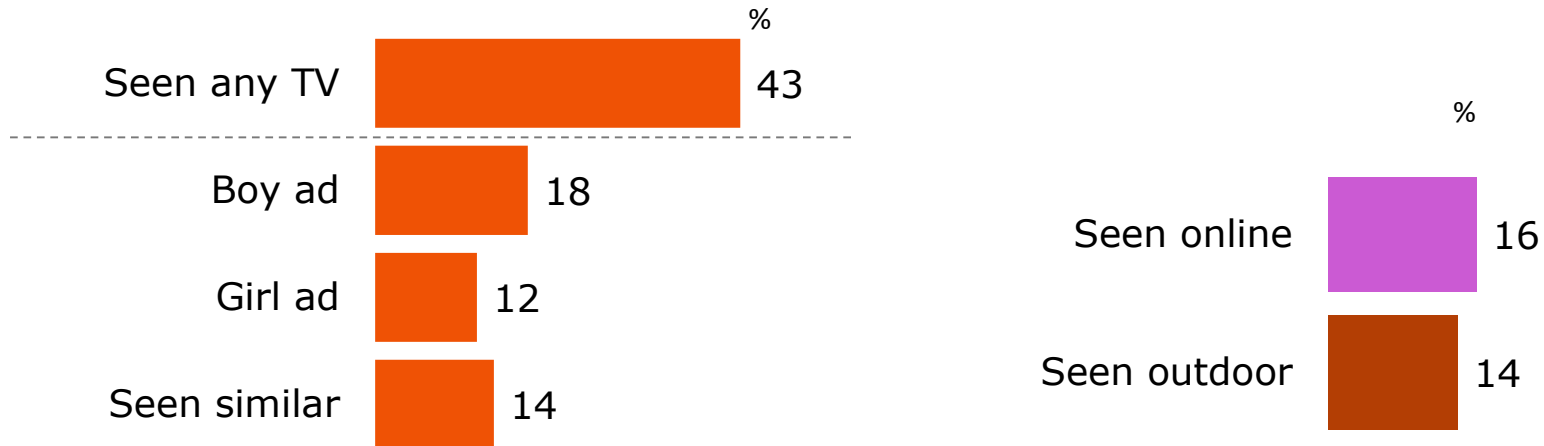
Base: All respondents Pre (200), Post (300)

Q13: Have you seen or heard any advertising or publicity recently on the subject of changing what you/your family eat in order to improve your/their future health? Q14. Where did you see or hear this advertising or publicity? Q15 Please describe.....what did it show and what did it say

TV reach is in line with expectations but online and outdoor are supporting TV rather than adding to overall recognition highlighting a need to expand coverage to reach a wider audience

46% total recognition

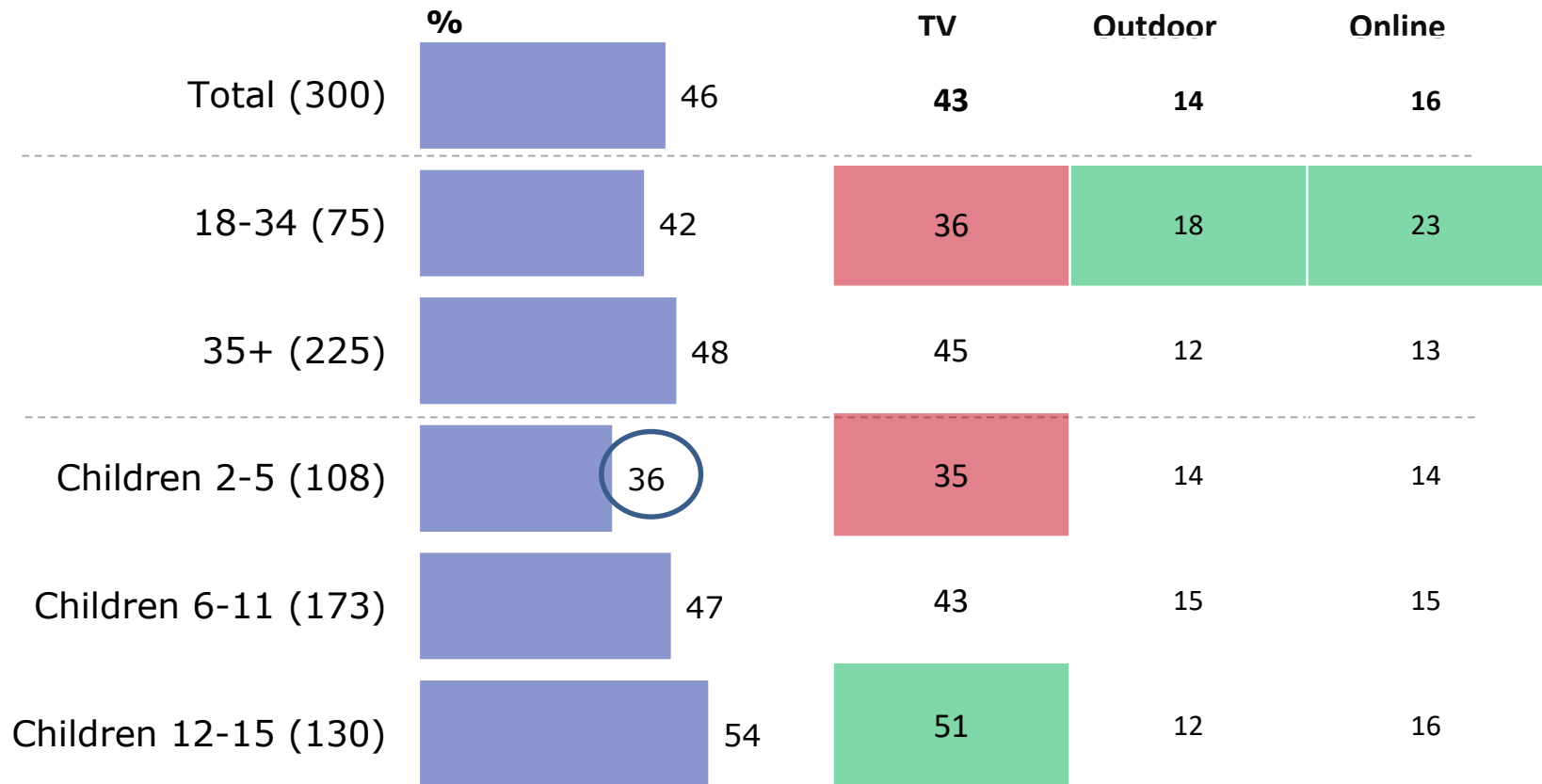
*Media plan shows:
TV ad 3+ coverage = 41%*



Base: All respondents (300)

Q19. Have you seen this, or a similar ad, on TV recently?/ Q20. Here are some examples of adverts on posters. Have you seen these, or similar adverts, recently?/ Q21. Here are some examples of ads that have been used online and on social media recently. Have you seen these, or similar ads, recently?

TV reach is lowest for parents of younger children (who tend to be aged 18-34) so the contribution from online or outdoor is important for this audience – possibly not both



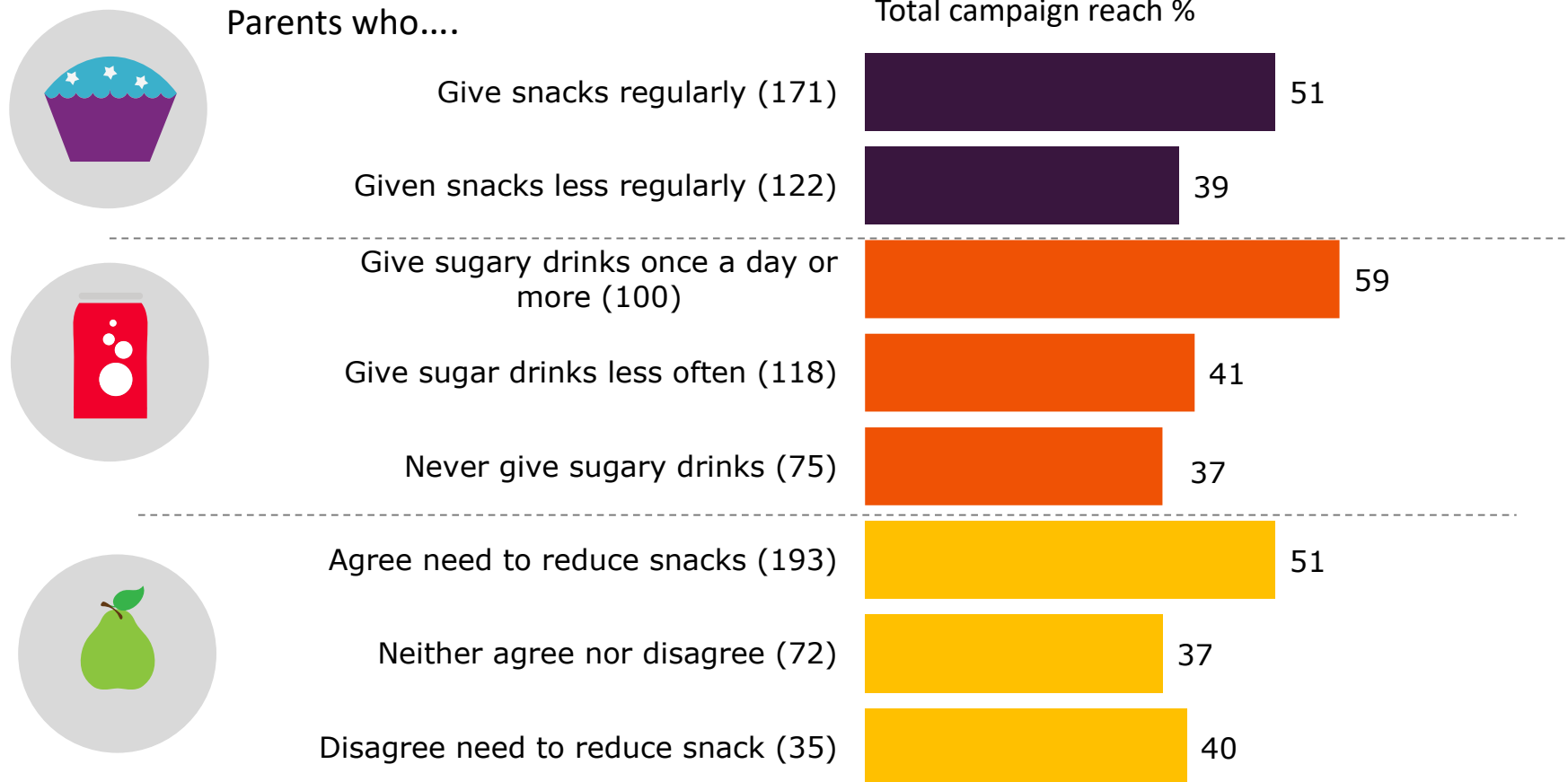
Base: All respondents (300)

Q19. Have you seen this, or a similar ad, on TV recently?

Q20. Here are some examples of adverts on posters. Have you seen these, or similar adverts, recently?

Q21. Here are some examples of ads that have been used online and on social media recently. Have you seen these, or similar ads, recently?

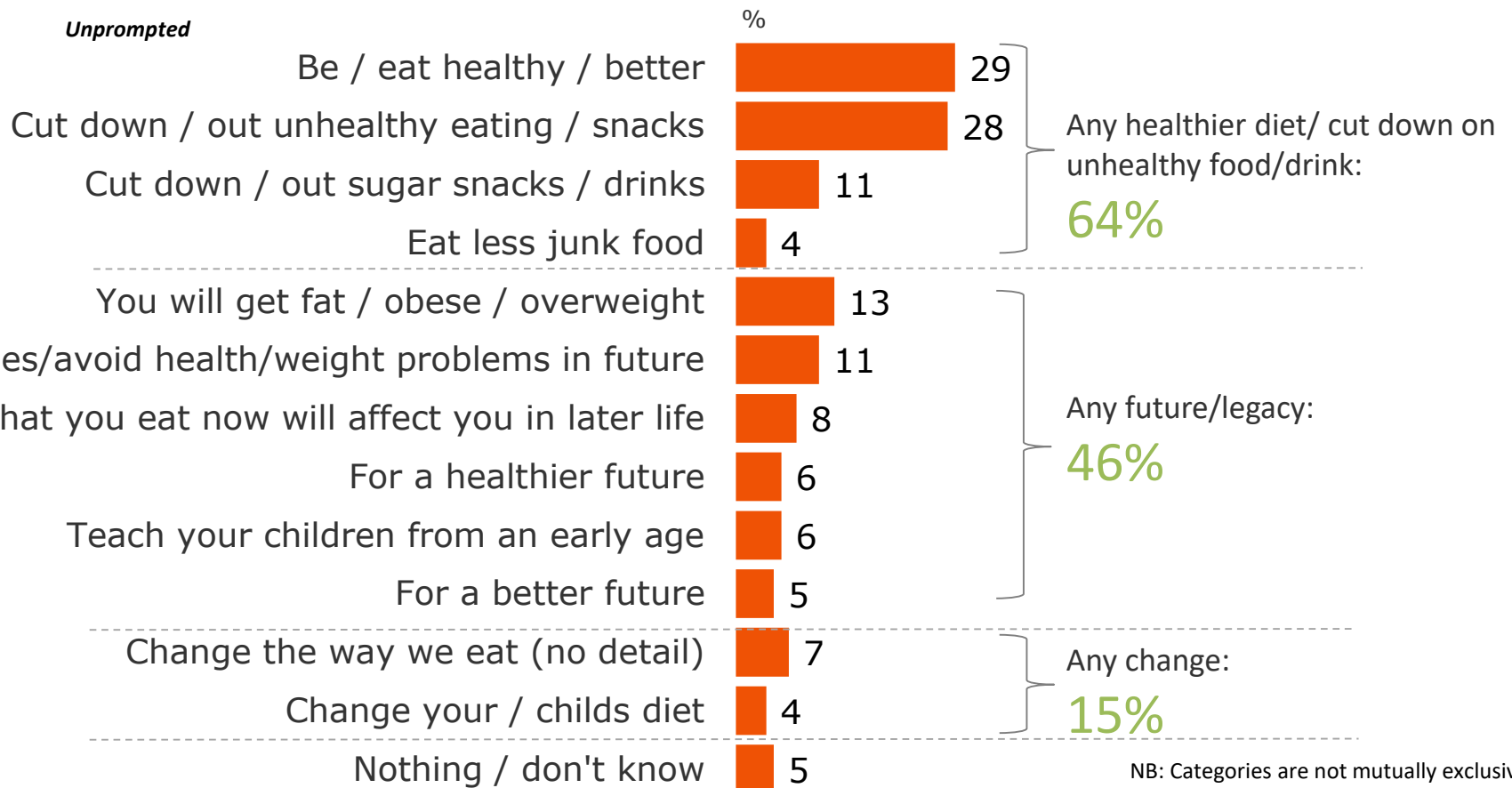
The campaign is working best among those already contemplating changing behaviour and those needing to change: while positive, this leaves a significant core yet to be reached



Base: All respondents (300)
Q10/11/12

The target audience needs to worker harder to understand the legacy impact message, but this is not linked to multiple viewing so worth considering how to make it clearer

Unprompted

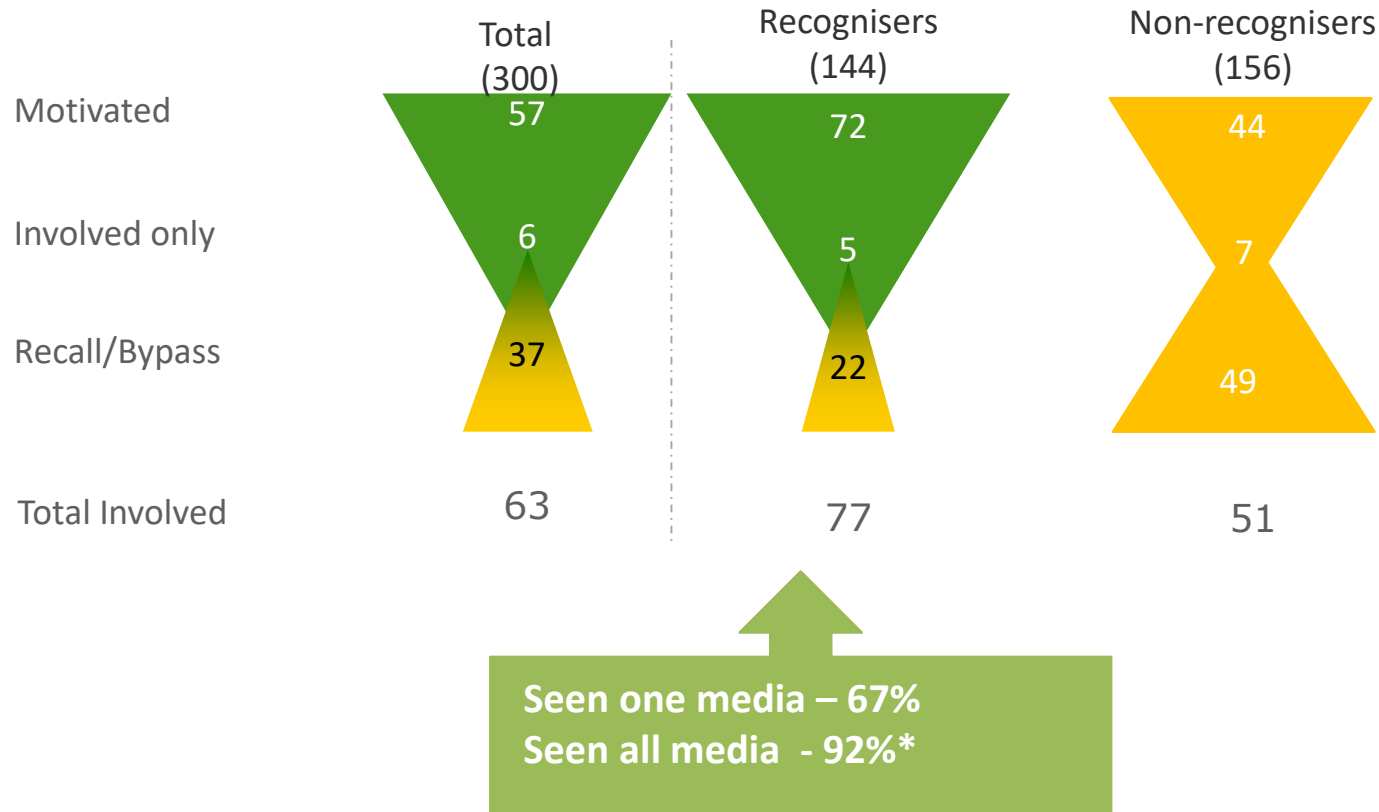


NB: Categories are not mutually exclusive; only shown if +4%

Base: All respondents (300)

Q22. Thinking about all the advertising you have just seen, what do you think is the main message of this advertising? What is it saying to people?

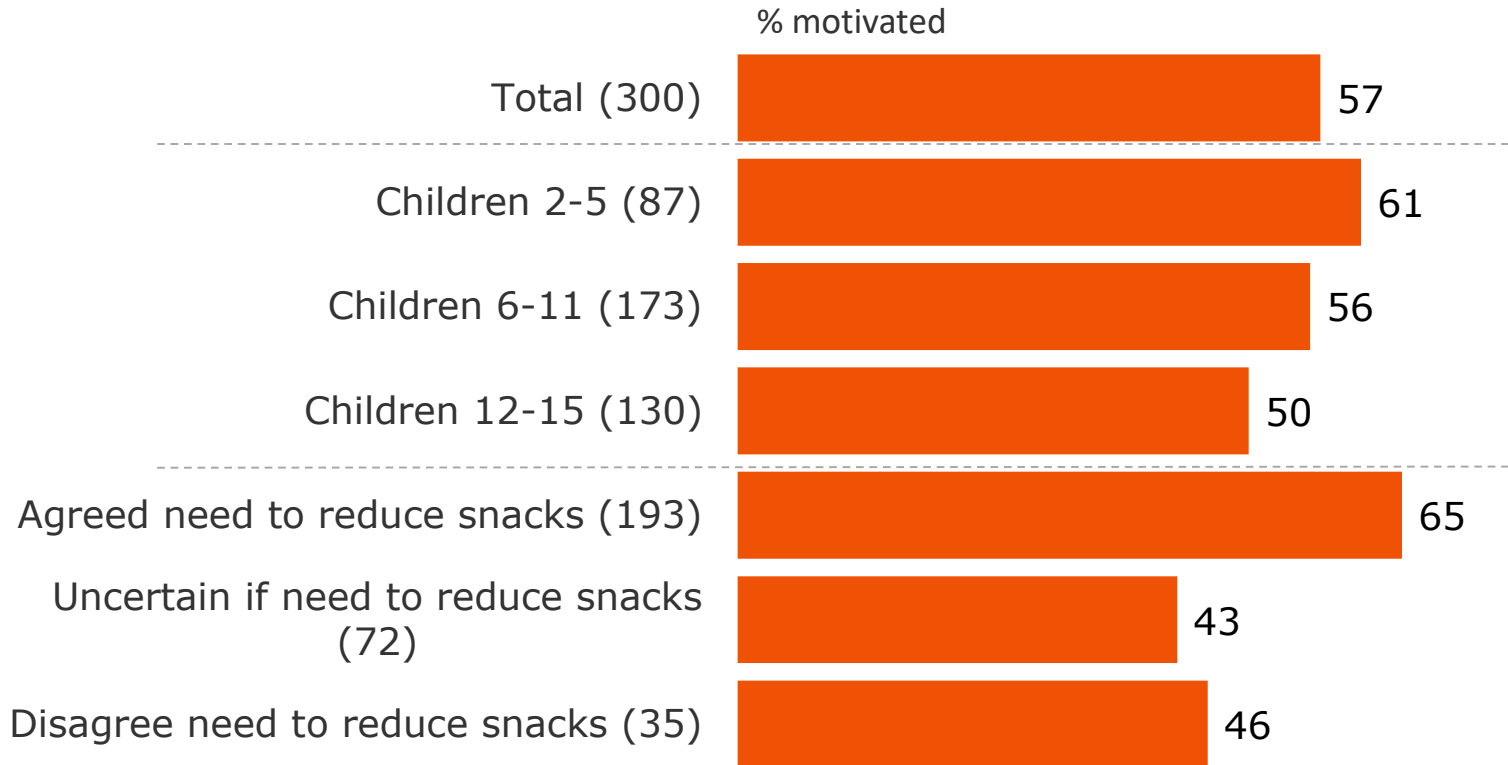
The fairly average motivation score masks a much better level among campaign recognisers, and especially for multiple channel recognisers



Base: All in each sub-group
Q23-Q29 AdEval questions

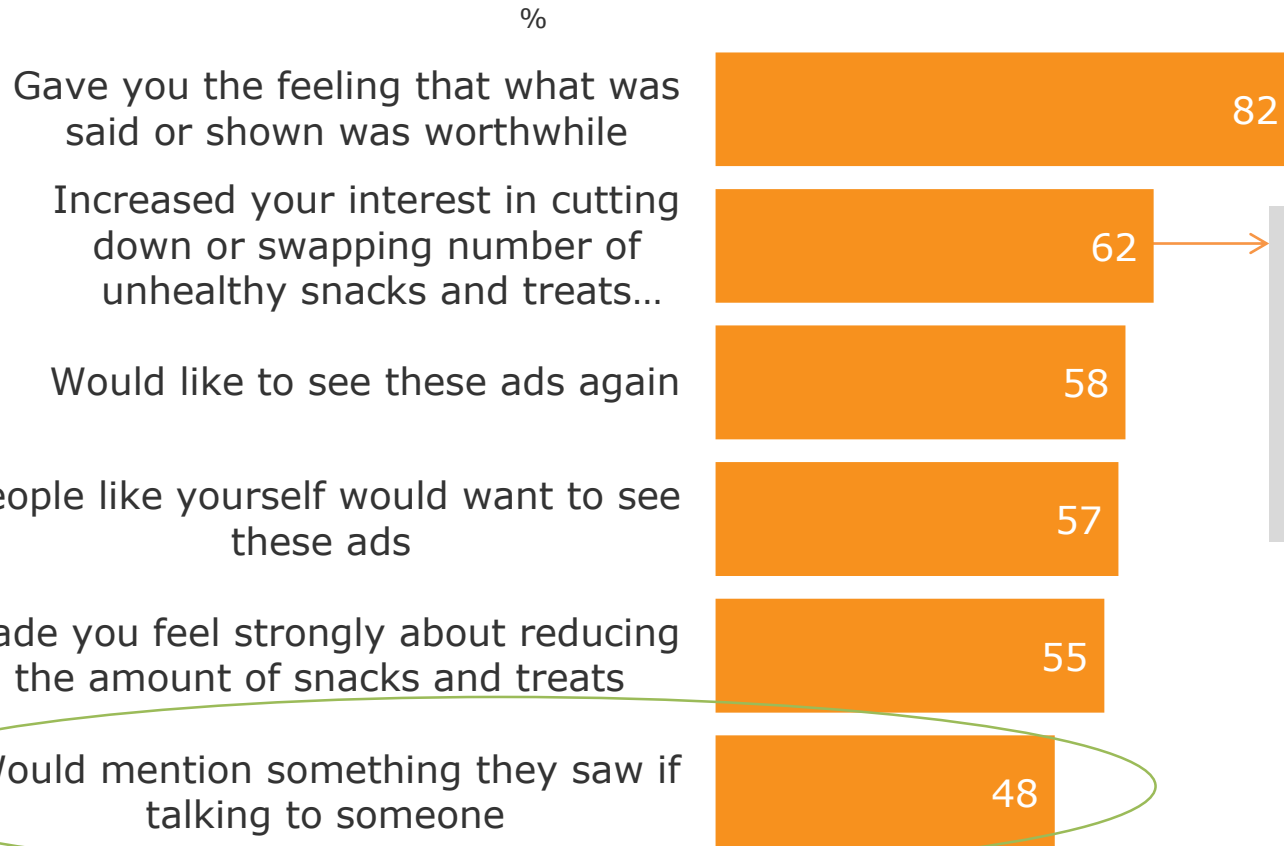
* Caution: small base size

It is not surprising to see higher motivation among those ready to change their behaviour but evidence also indicates a need to improve motivation among parents of older children



Base: All in each sub-group
Q23-Q29 AdEval questions

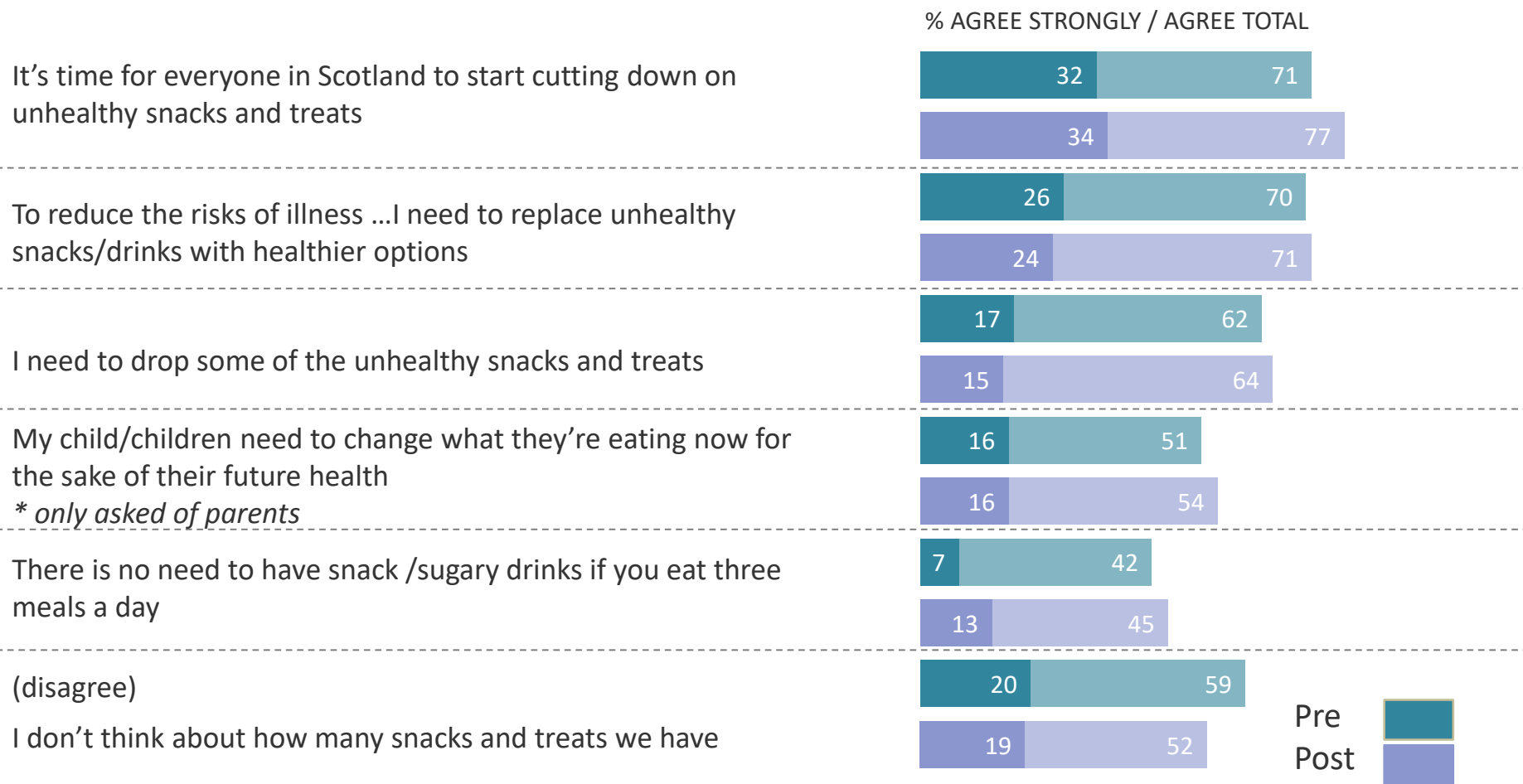
The value of the campaign is widely acknowledged but more unusually motivation is being pulled down by reluctance to share



Parents mainly explain **lack** of interest by saying child is a healthy eater ...indicating that for them snacking not a problem if whatever else child eats is healthy.....

Base: All respondents (300)
Q23-Q29 AdEval questions

The small but consistent shifts in attitudes pre to post are encouraging but also reflect the difficulty of making an impact when opinion is variable and entrenched, especially among parents of older children



Base: All respondents pre (200), post (300)