

## Summer Campaign Evaluation 2016

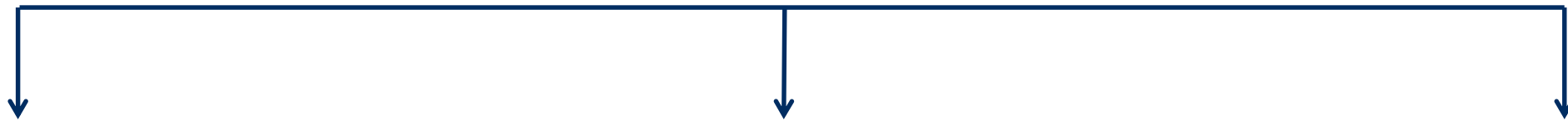
Presentation of findings

20<sup>th</sup> September 2016



# Objective

How successful was the FSS summer campaign in raising awareness of how to avoid food poisoning when cooking chicken outdoors and encouraging behavioural change?



1. How visible was the campaign among the target audience and what can be improved for future campaigns?

2. Was the advertising successful in communicating its key messages, and what can be improved for future campaigns?

3. How successful was the campaign in influencing knowledge and encouraging better behaviours when cooking chicken outdoors, and where is there still a need for further action?

# Sample and method



- A sample of 200 adults was interviewed across Scotland following the conclusion of the main activity: 9-21<sup>st</sup> August

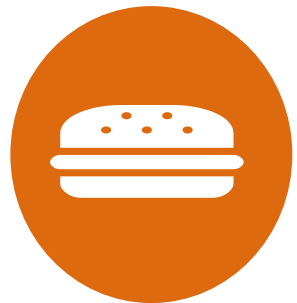


- To ensure a robust sample size, sample expanded beyond the campaign target (16-44, rather than 16-34; males **and** females; ABC1s)



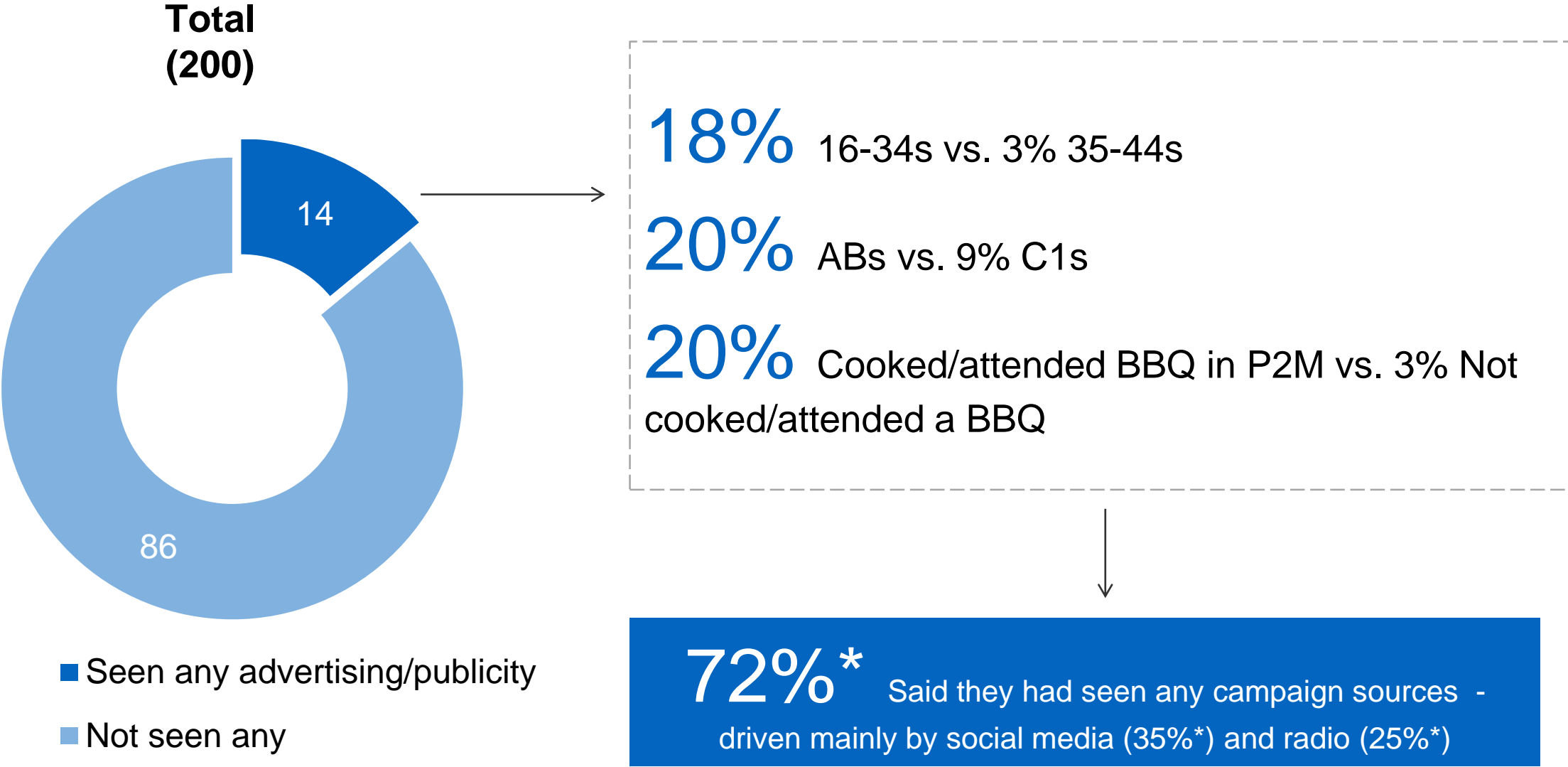
- The data was weighted to 50%/50% gender split

- 78% of total sample had cooked or attended a BBQ, rising to 83% among 16-34s – the bullseye audience



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

For low budget campaign a reasonable level of cut-through achieved; higher awareness among 16-34s and ABs highlights good use of media channels and targeting



\* caution low base

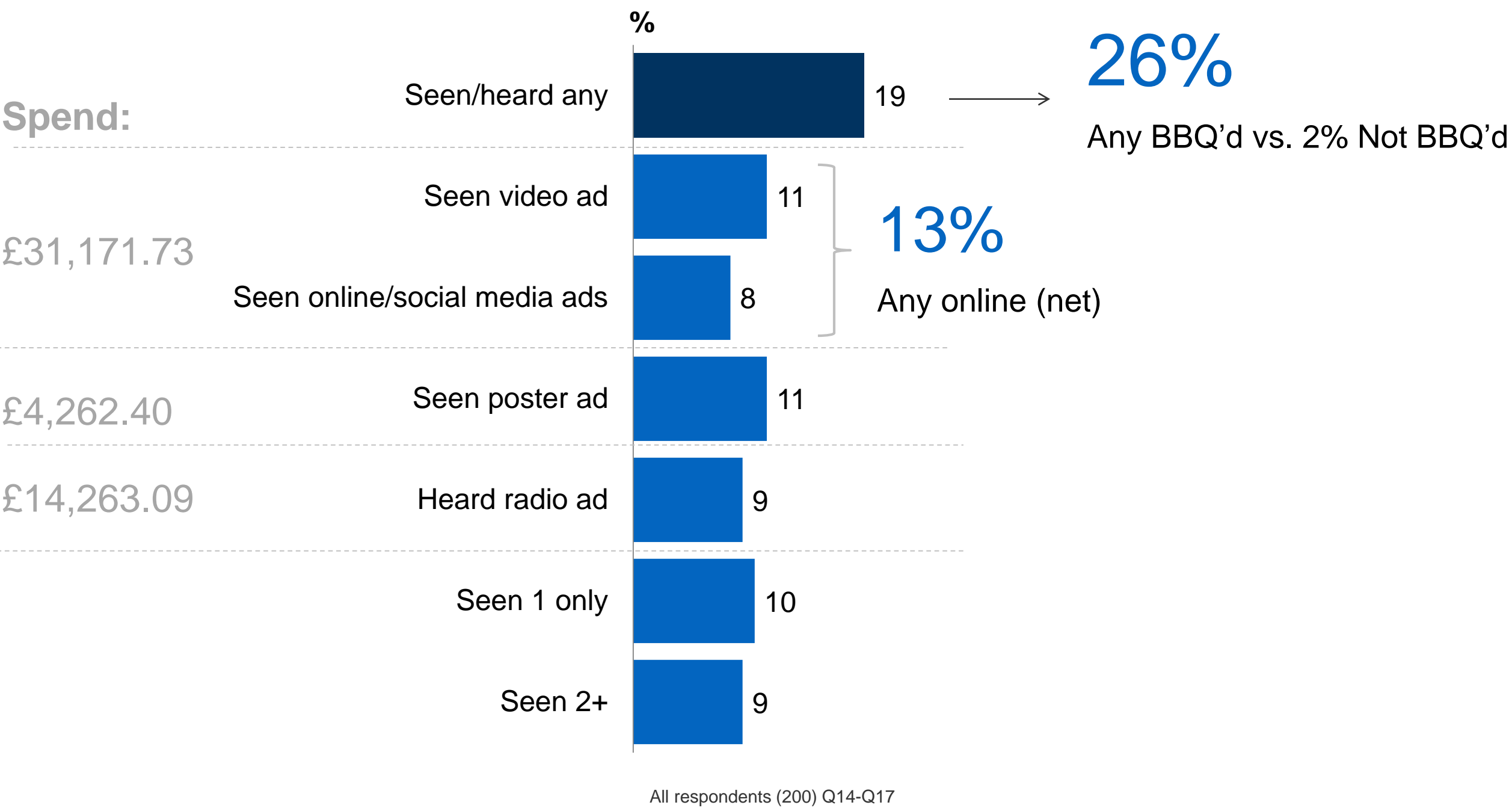
Base: All respondents (200)

Q9. Have you seen or heard any advertising or publicity recently on the subject of how to prevent food poisoning when barbecuing chicken?

Base: All who claimed to have seen any advertising or publicity (26\*)

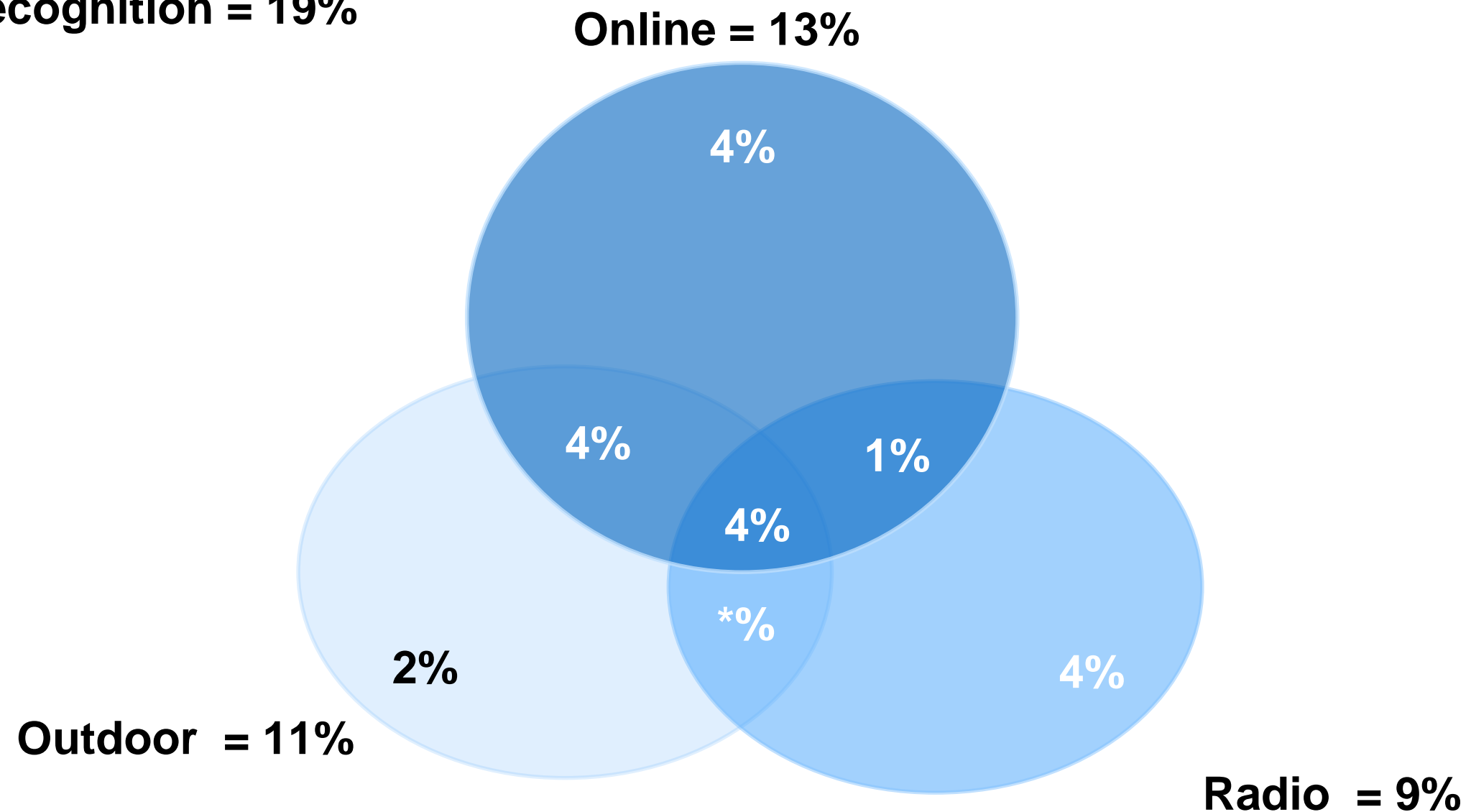
Q10. Where did you see or hear this advertising or publicity?

# Given spend, there is a good level of recognition and cross-channel integration

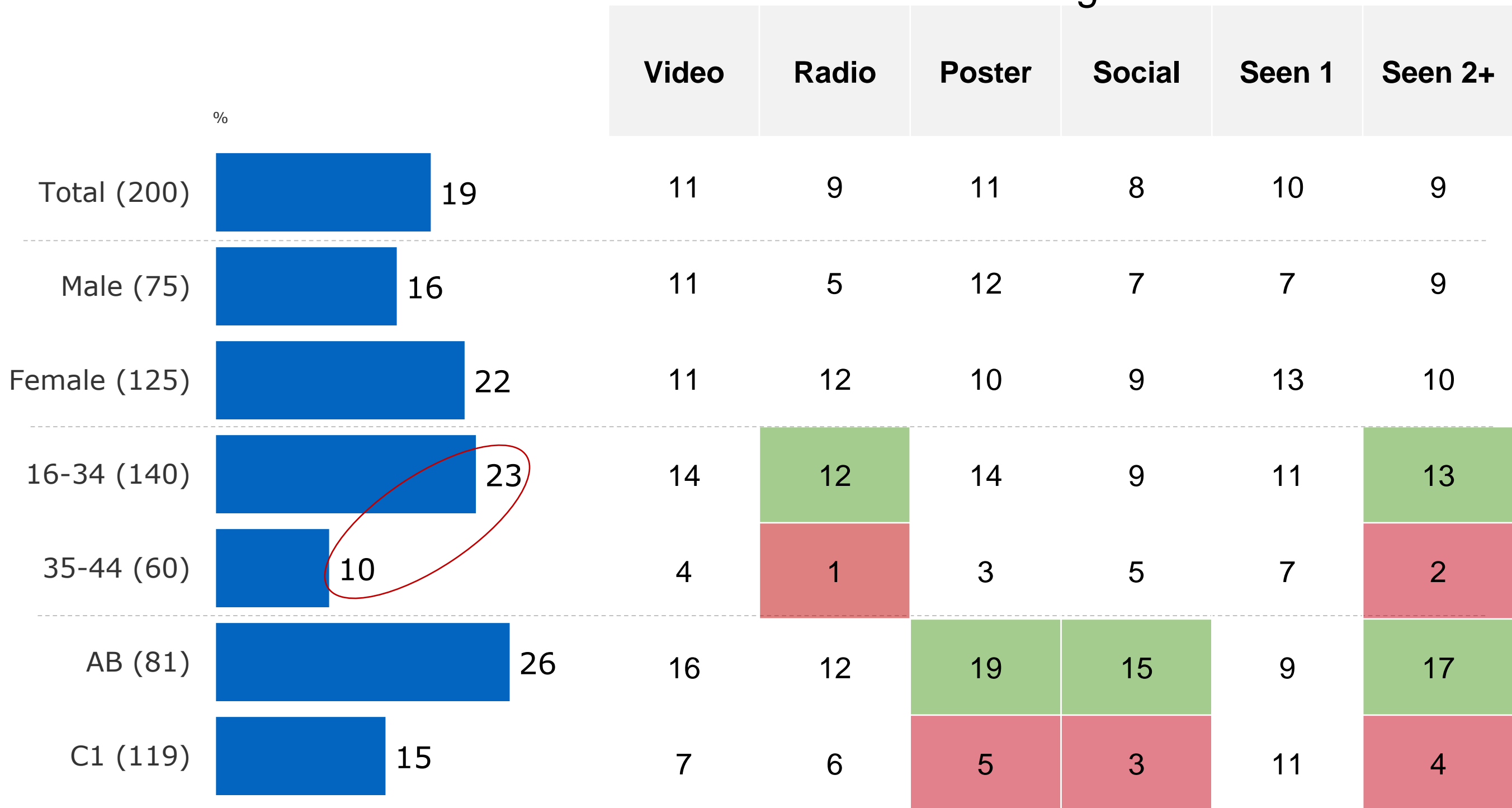


All channels make equal contribution, highlighting good synergy across the different media – outdoor benefiting in particular from digital

**Total recognition = 19%**



All media have worked better among core target of 16-34s suggesting that age targeting has worked well, but radio not working particularly well with men and all media at lower levels among C1s



All respondents (200) Q14-Q17

Very good level of campaign understanding highlights clarity of messaging in creative; more so cook thoroughly / don't eat pink rather than 75° message

% Spontaneous

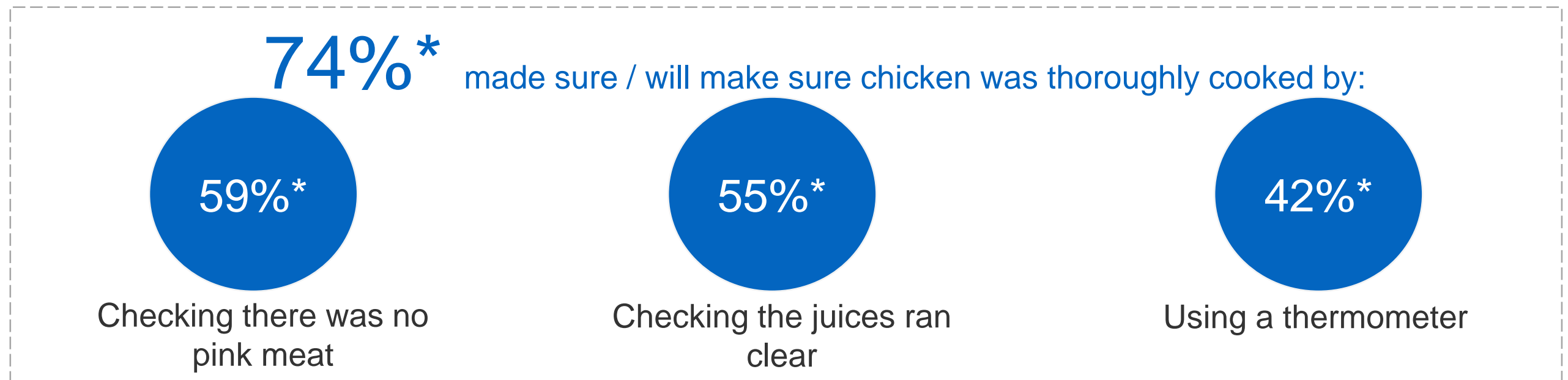
86% described any possible campaign messages



Base: All respondents (200)  
Q18. Thinking about all the advertising you have just seen, what do you think the main message of this advertising is? What is it saying to people?



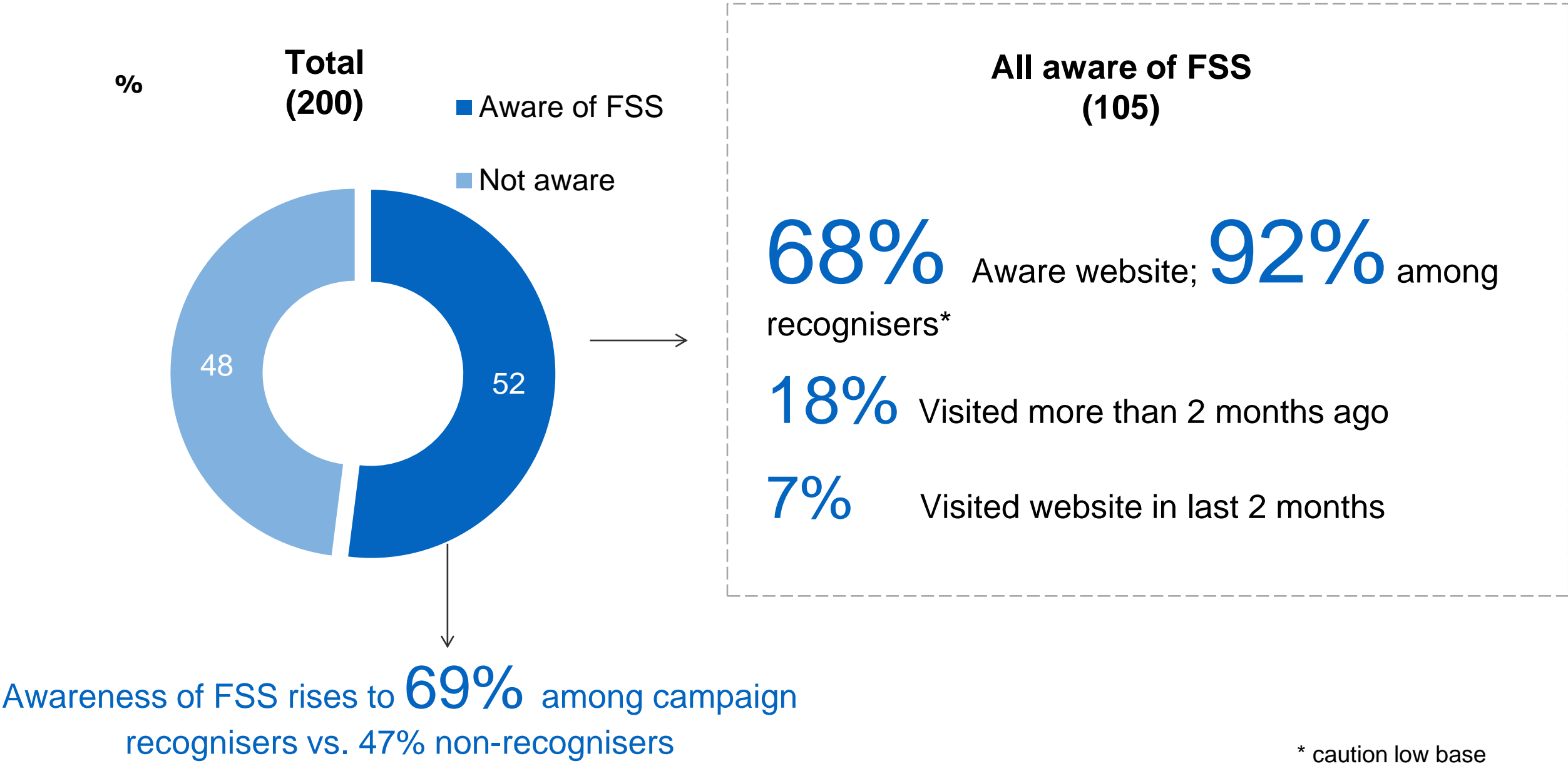
Good levels of claimed action, particularly making sure chicken is cooked thoroughly, suggests that those seeing/hearing the campaign are engaging with it



All campaign recognisers (40)

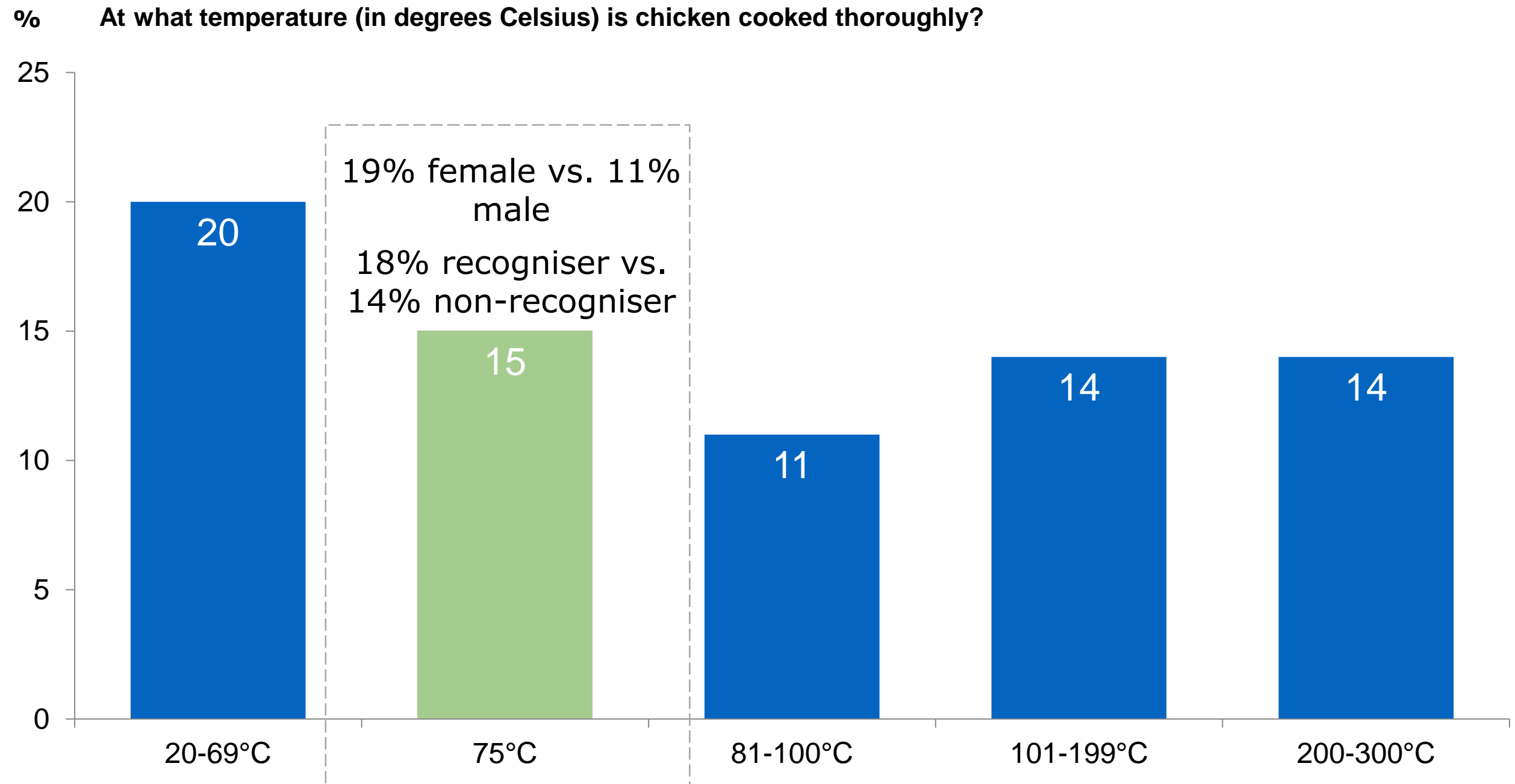
Q19. Thinking about the advertising you said you have seen, so any of the video, radio, posters, online or social media ads, what, if anything, have you done or intend to do as a result of seeing this advertising?

Good brand awareness generally, but also strengthened by campaign



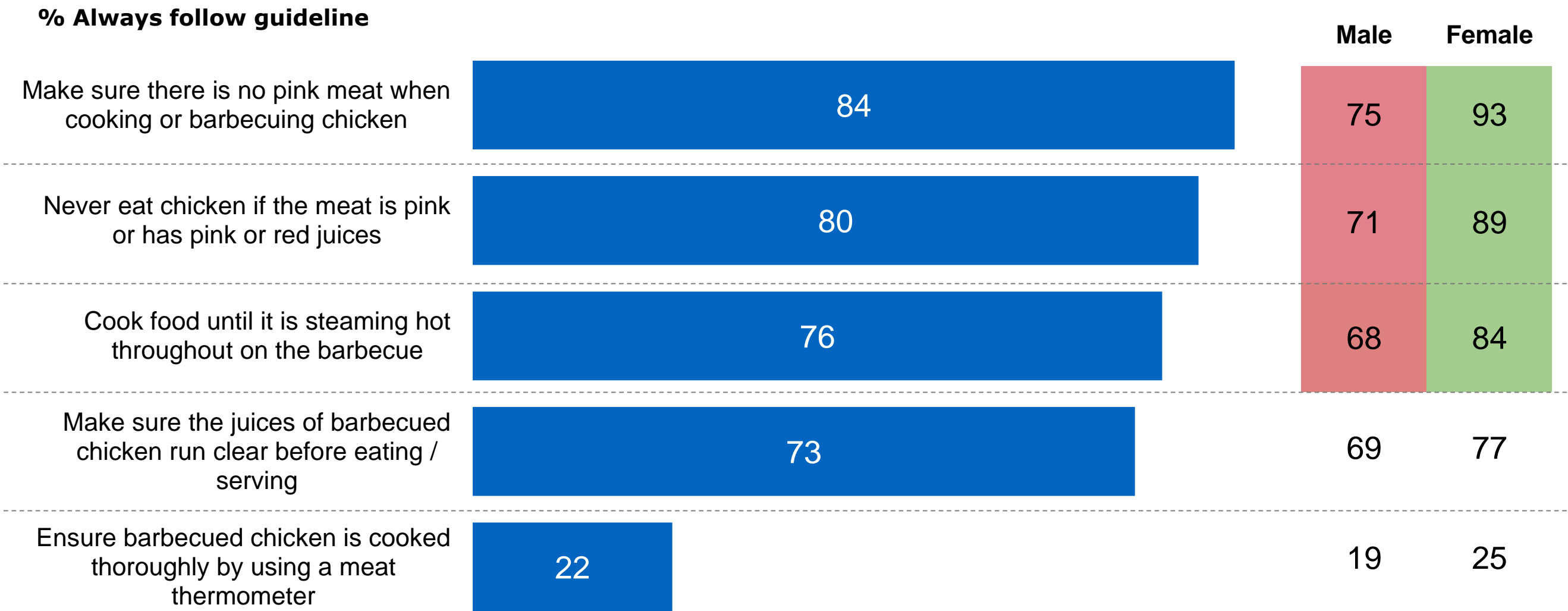
Base: All respondents (200), All aware of FSS (105)  
Q12. In Scotland, 'Food Standards Scotland' has replaced 'Food Standards Agency' as the organisation responsible for making sure people eat healthily and safely. Had you heard of Food Standards Scotland before today?  
Q13. Had you visited the foodstandards.gov.scot website before today?

# Significant confusion around what temperature chicken should be cooked to suggests that it is better to focus on not pink and clear juices messaging



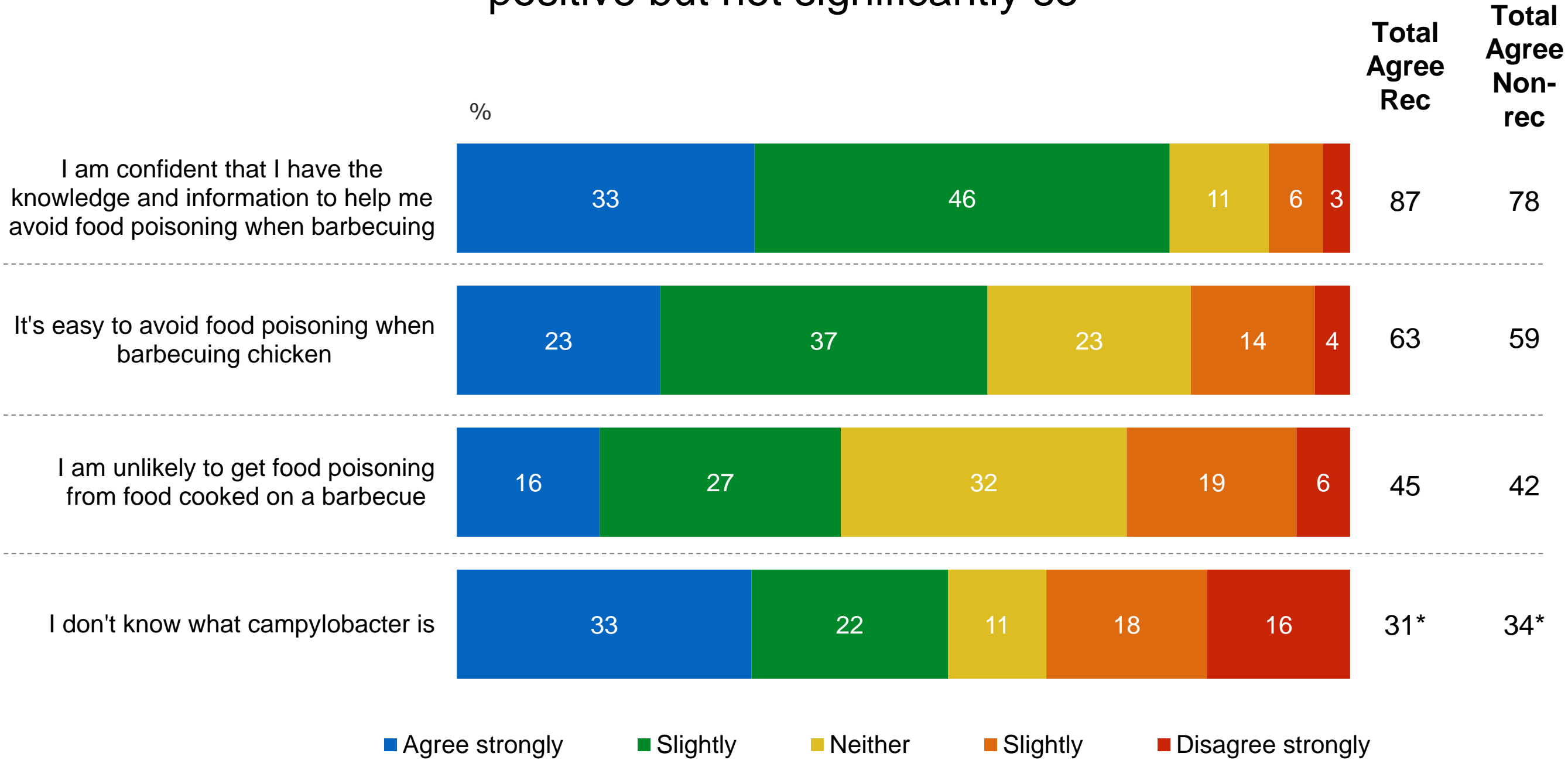
All respondents (200)  
Q8. At what temperature is chicken cooked thoroughly?

“Making sure there’s no pink meat” and “never eating pink meat” are the most followed guidelines, especially by females, but no evidence of campaign impact on behaviours



Base: All respondents who gave an answer  
Q6. How often do you do each of the following

# Current attitudes demonstrate that there is still work to do to improve awareness and understanding of risks: campaign recognisers are more positive but not significantly so

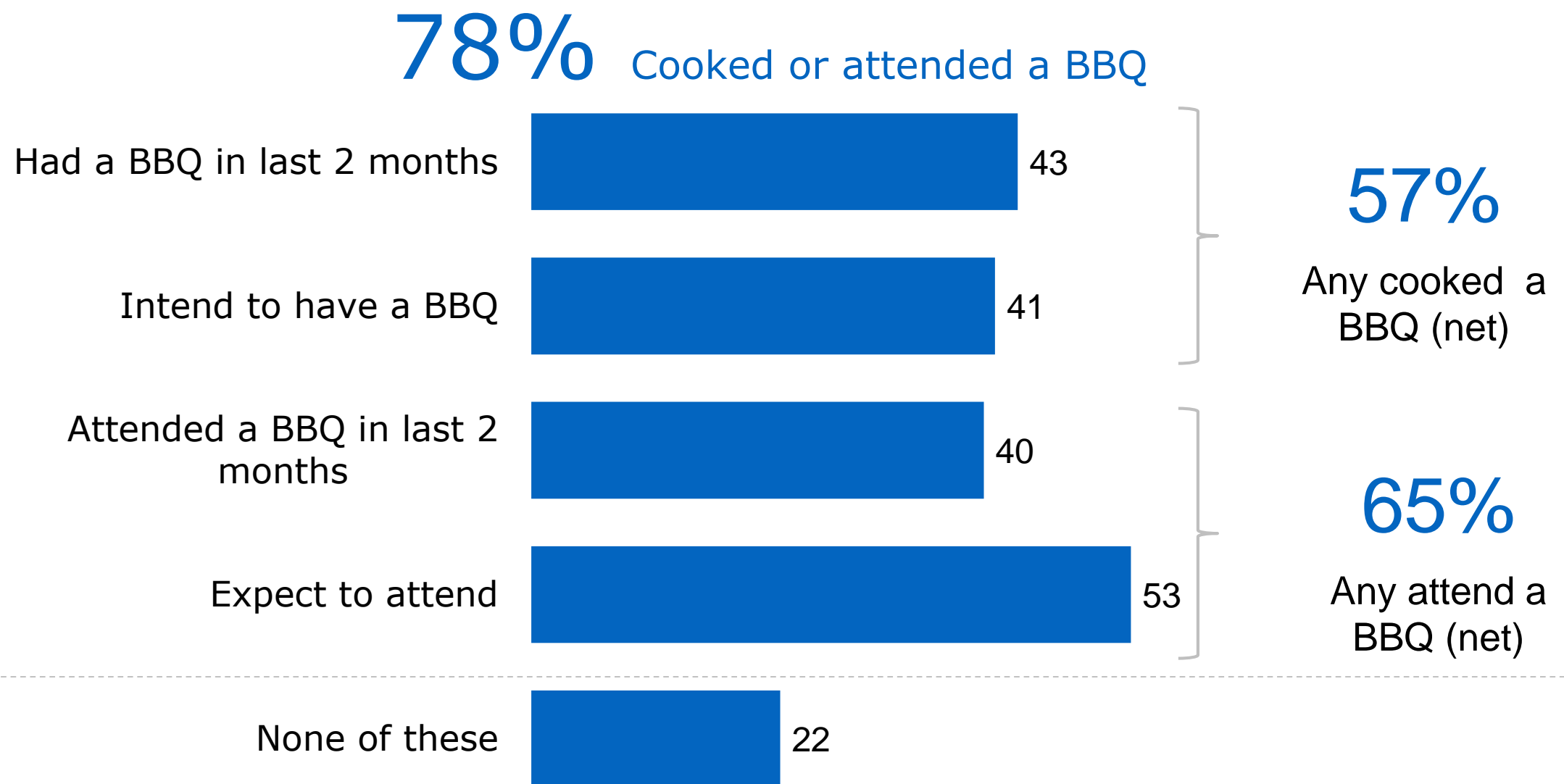


\* Total disagree

Base: All respondents (200), Campaign recognisers (40), Non-recognisers (160)  
 Q7. How much do you agree or disagree that ?

# Appendix

The majority of respondents had cooked or attended a BBQ this summer with no evidence to support gender differences in cooking

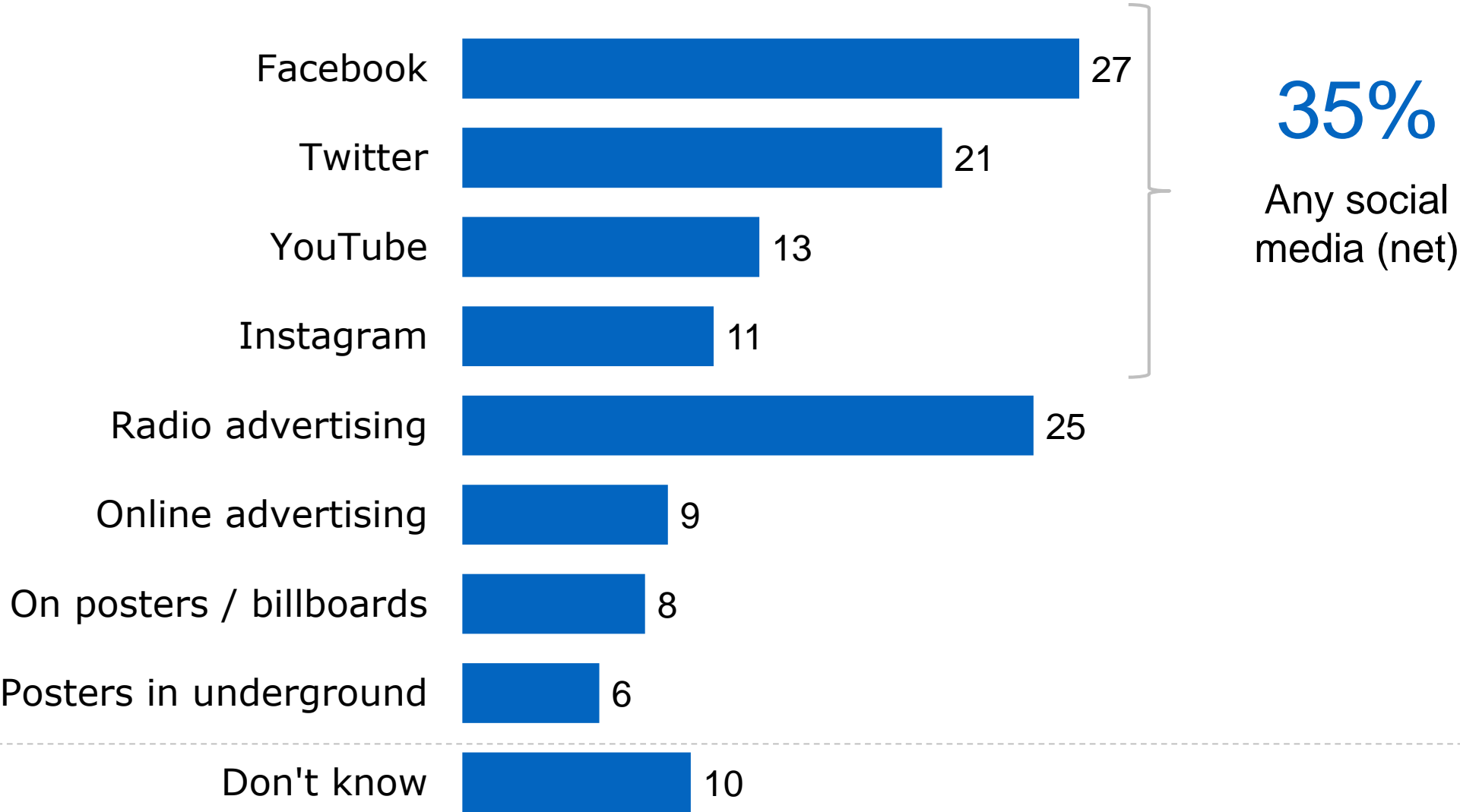


Base: All respondents (200)  
Q5. If barbequed. Which of the following apply to you?

Good level of awareness, with social media and radio advertising the most mentioned sources

% Spontaneous

72% mentioned any campaign sources

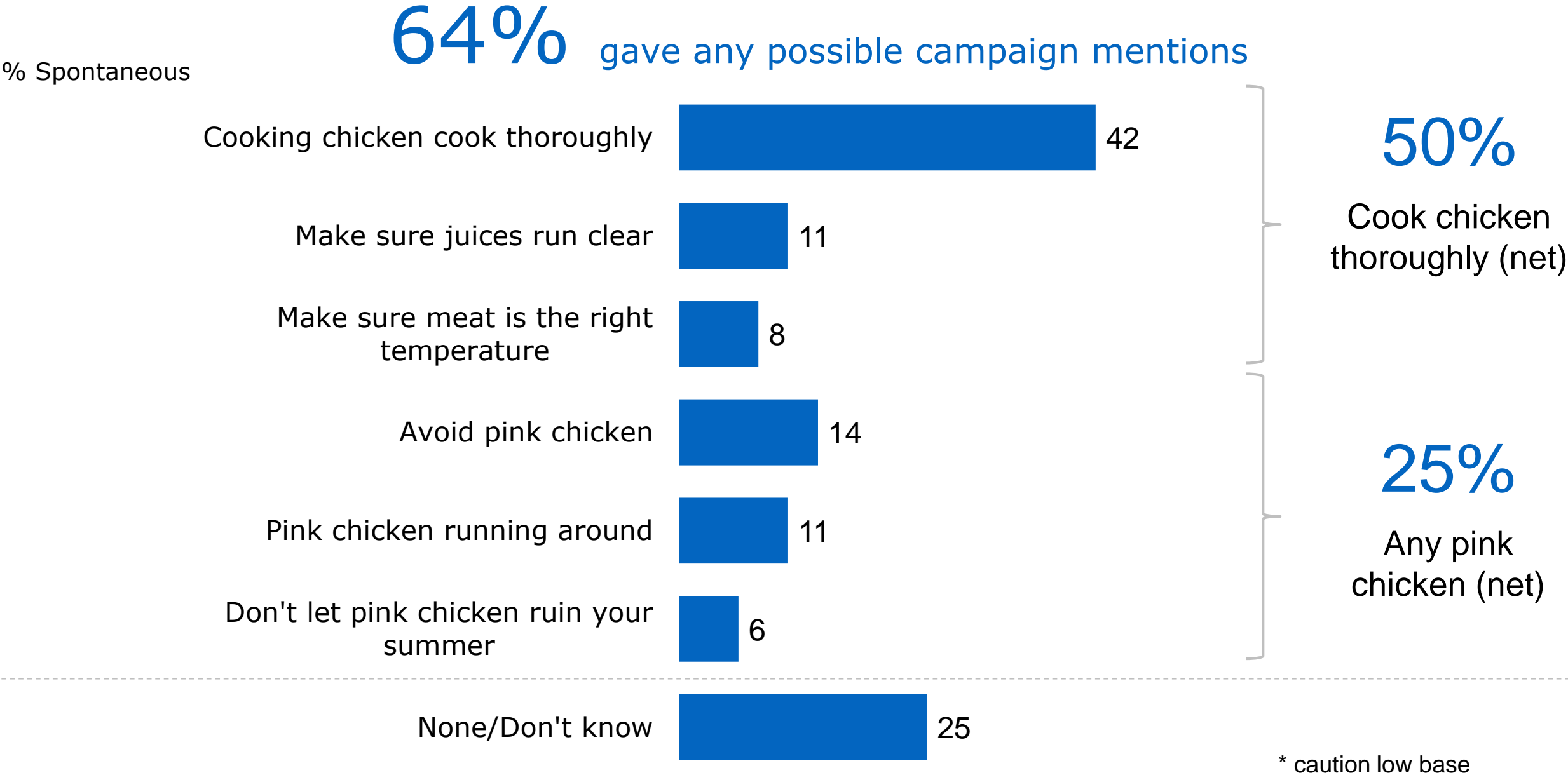


\* caution low base

Base: All who claimed to have seen any advertising or publicity (26\*)  
Q10. Where did you see or hear this advertising or publicity?



Good level of campaign cut-through (in context of spend) highlights clarity of messaging



Base: All who claimed to have seen any advertising or publicity (26\*)  
Q11. Please describe the advertising or publicity you saw / heard about how to prevent food poisoning when barbecuing chicken. What did it show and what did it say?