

FOOD STANDARDS SCOTLAND

CHRISTMAS FOOD SAFETY – DECEMBER 2016

NOVEMBER 2016

PROPOSITION

DO Wash Hands



DON'T Wash Turkey



If you don't wash your hands and wash poultry, you might add food poisoning to your Christmas list

STRATEGY

Target people when they are planning Christmas meals, searching for inspiration, budgeting, planning what ingredients are needed and where they are going to shop

PLANNING

01

02

PURCHASING

Target people when they are in the process of buying ingredients for Festive meals in-store or online

Target people during the actual process of preparing their festive meals – as close as possible to the time they are actively carrying out the targeted dangerous behavior

PREPARATION

03

FACEBOOK & INSTAGRAM

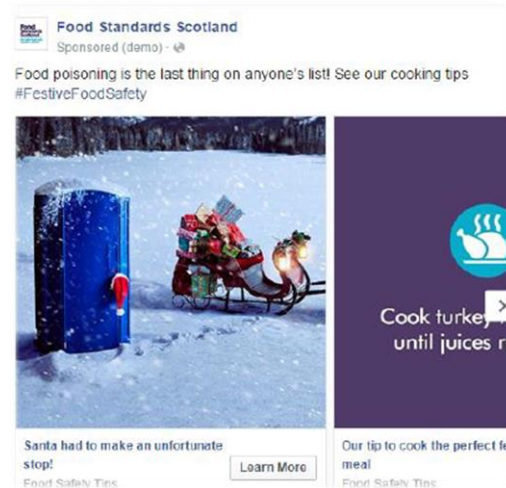
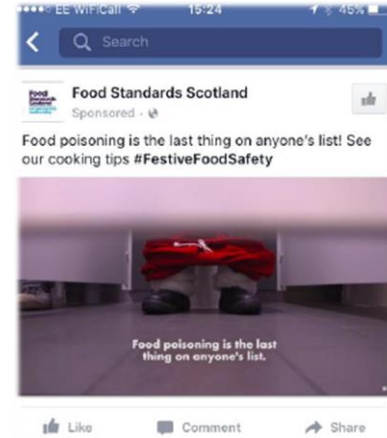


★ Formats across both FB and Instagram:

- **Video** – engaging the target audience using video. Subtitles are recommended for this platform as sound is user initiated
- **Carousel** – showcase 3-5 images and copy within a single ad unit with links to direct people to website
- **Call-to-action** standard image posts to amplify content

★ Targeting

- Aged 26+



YOUTUBE

★ Format

- TrueView skippable pre-roll & companion banner where a charge is only incurred when a user watched to 30 seconds or the end of the video if shorter than 30 seconds
- In-search & companion banner

★ Targeting

- Women with children, Topic: food & drink, Channel: Jamie's FoodTube, BBC Good Food, etc. Keyword: 'cooking turkey', 'Christmas recipes', etc.

