

Food Standards Scotland Vitamin D Campaign Evaluation

Debrief

March 2022



Background & Research Methodology

- FSS ran a campaign over winter to promote the benefits of taking Vitamin D supplements.
- The campaign objectives were to:
 - Encourage people to take a vitamin D supplement throughout the winter.
 - Provide the “why” people of Scotland should take vitamin D supplements and break down key barriers
 - Position FSS at the heart of the diet and nutrition landscape in Scotland
- Creatives were developed by The Union and media planned and bought by Carat.
- The primary target audience was the general population in Scotland
 - With a secondary audience of those most at risk of vitamin D deficiency, defined as: pregnant/breastfeeding women, infants and those under 5yrs, the elderly, people from minority ethnic groups with dark skin and those covering their skin for cultural reasons
- The campaign ran on TV, social media / online, and pop-up field marketing across Scotland.
- Campaign evaluation research was commissioned to measure performance against objectives and identify any potential improvements to optimise the assets for use again in the future.



Online survey
Pre and post campaign



Sample:
Pre n=1028
Post n=1041



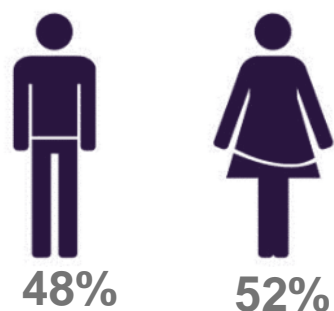
Questionnaire length
Pre 10 mins
Post 15 mins



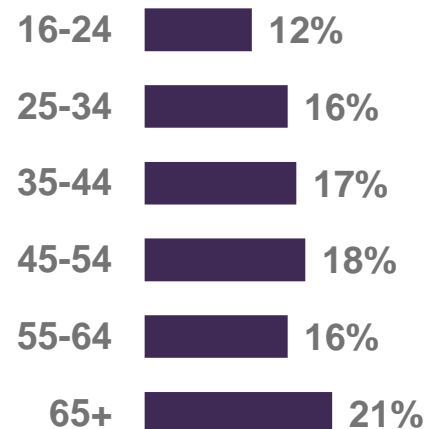
Pre 1st – 10th October 2021
Post 1st – 10th March 2022

**Sample is representative of the Scottish public.
Data was weighted on key demographics to ensure pre and post matched samples.**

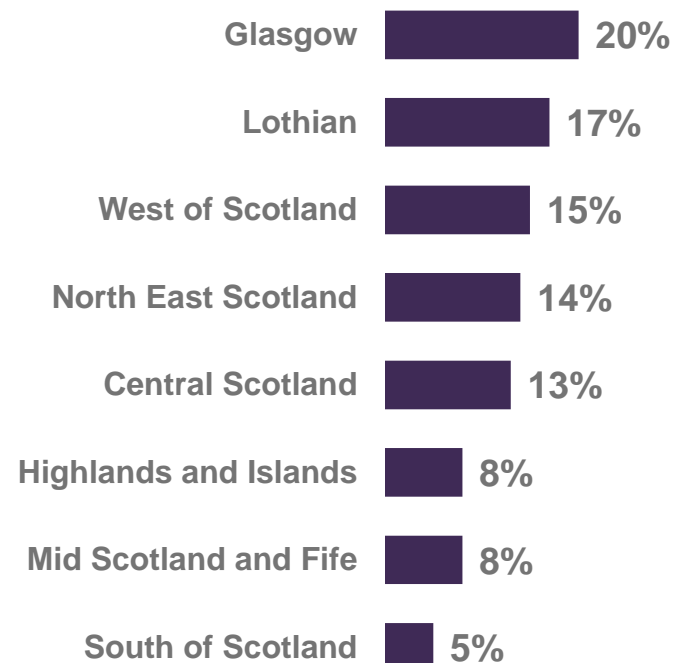
Gender



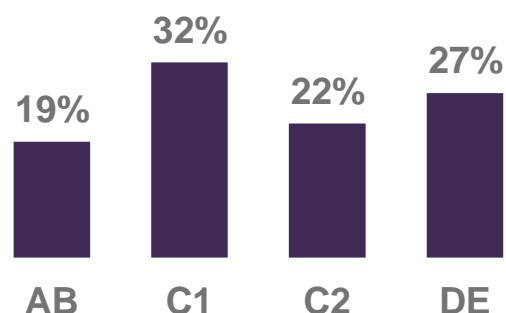
Age



Area

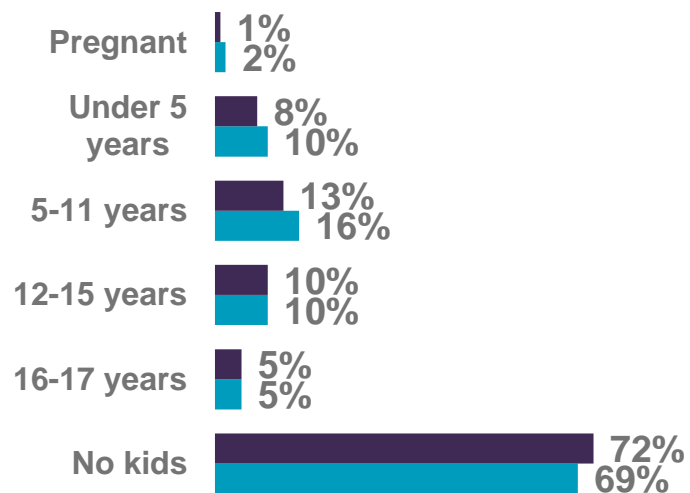


SEG

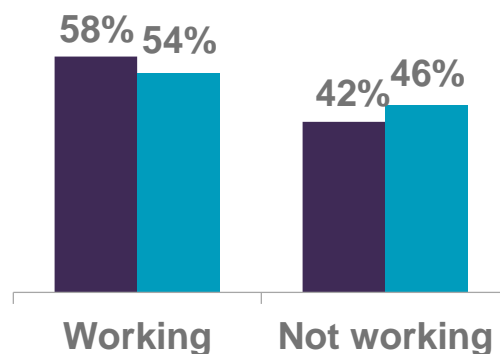


Just over a third of the post stage sample (36%) fell into the higher risk group.

Kids in Household



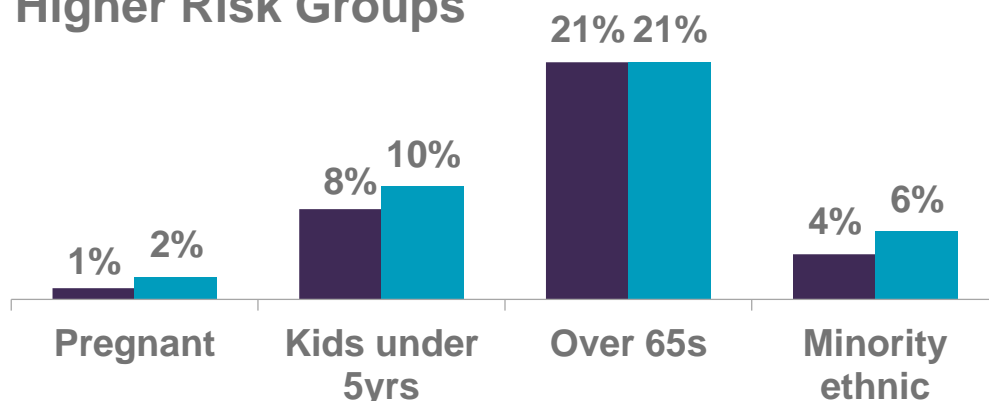
Working Status



Ethnic Group

	Pre	Post
Net: White	96%	93%
Net: Mixed or Multiple	1%	0%
Net: Asian	1%	4%
Net: African	1%	2%
Net: Caribbean or Black	0%	0%
Net: Other ethnic group	0%	1%
Would prefer not to say	0%	0%

Higher Risk Groups



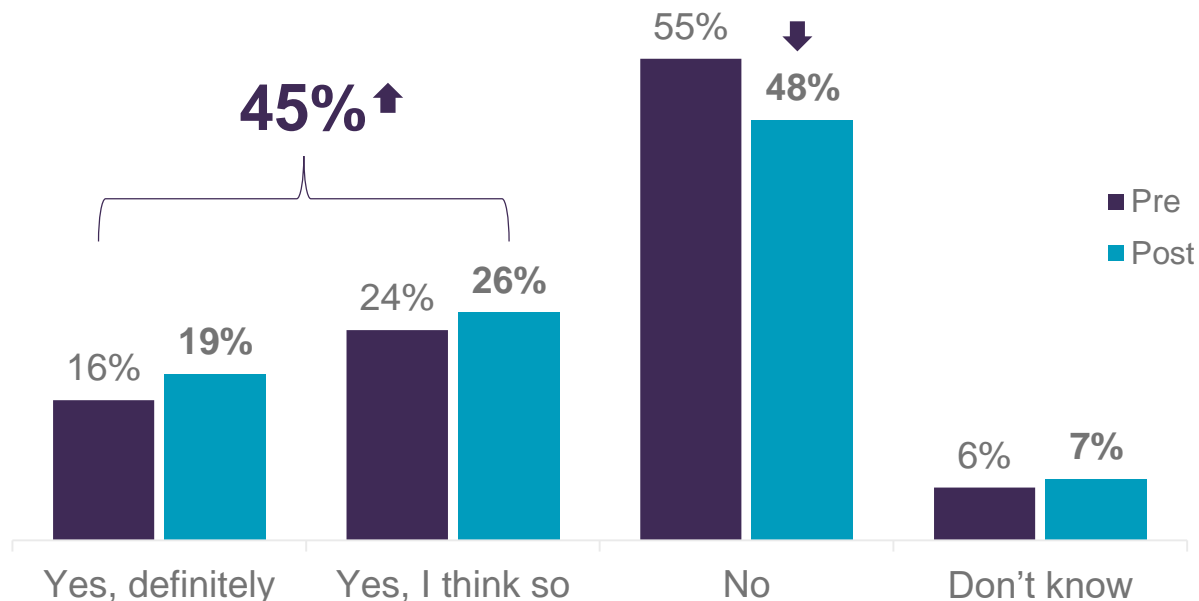
Base: All respondents Pre: 1028, Post 1041



Campaign Awareness & Reach

Almost half of the target audience spontaneously recalled seeing recent advertising or publicity about taking a vitamin D supplement.

Spontaneous Recall of Advertising about taking Vitamin D



Definite recall was higher amongst:

- Campaign recognisers (38%)
- Those in the higher risk group (25%)

Most awareness was attributed to TV or online advertising or programming / articles. Most were unsure who was responsible, just 7% mentioning FSS.

Who is responsible for the advertising



25%



15%



7%



4%

Charity/other health org



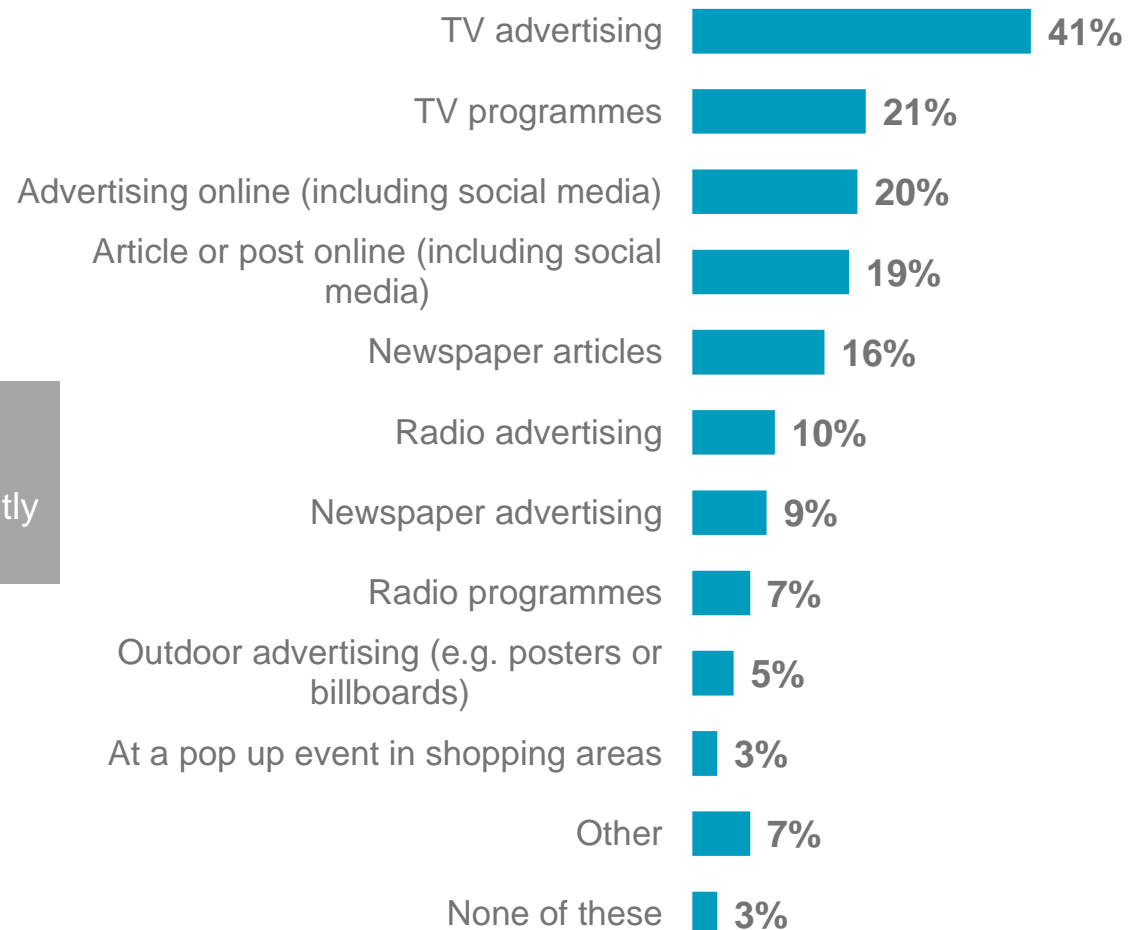
Local authority

1%

Campaign recognisers (9%) - especially those aware of field marketing (16%) were significantly more likely to mention FSS

Don't Know
37%

Where Advertising Seen



Q7 In which of these places did you see or hear advertising or publicity about this recently? Base: All aware Post 468

Q9 Who was responsible for this advertising or publicity? Base: All aware Post 468

A wide range of answers were given, highlighting the various different sources of advice on vitamin D supplements. A quarter of those who had seen advertising / publicity were able to describe an element or key message from the FSS campaign.

27% were able to correctly describe an element of the campaign

Need to take vitamin D in winter months	16%
Lack of sunlight in Scotland	7%
Described look / campaign imagery	4%
Advising / encouraging you to take vitamin D	3%
Advert about vitamin D	2%
Other	4%

12%
cut through

"Was an article in "Age UK" also in the Sunday paper regarding the lack of Sunlight and the need for a vitamin D supplement"

"Advice to take (free) Vitamin D supplements as I have been shielding since the start of the pandemic."

"Discussed on a section of This Morning the importance of Vitamin D"

"Daily Express health supplement"

"I think it was for Holland and Barrett and it was for their penny sale on supplements"

"I saw something from the Scottish foods standard agency stating that in winter it is as equally important to get vitamin D as it is in the summer"

"it was saying that in Scotland with the shorter daylight hours in winter, combined with perhaps staying in more because of covid, it is a really good idea to take vitamin D."

"that taking vitamin d is good for your immune system"

"Advert states we do not have much sun in Scotland so we need a top up of vitamin d"



Prompted Advertising Recall

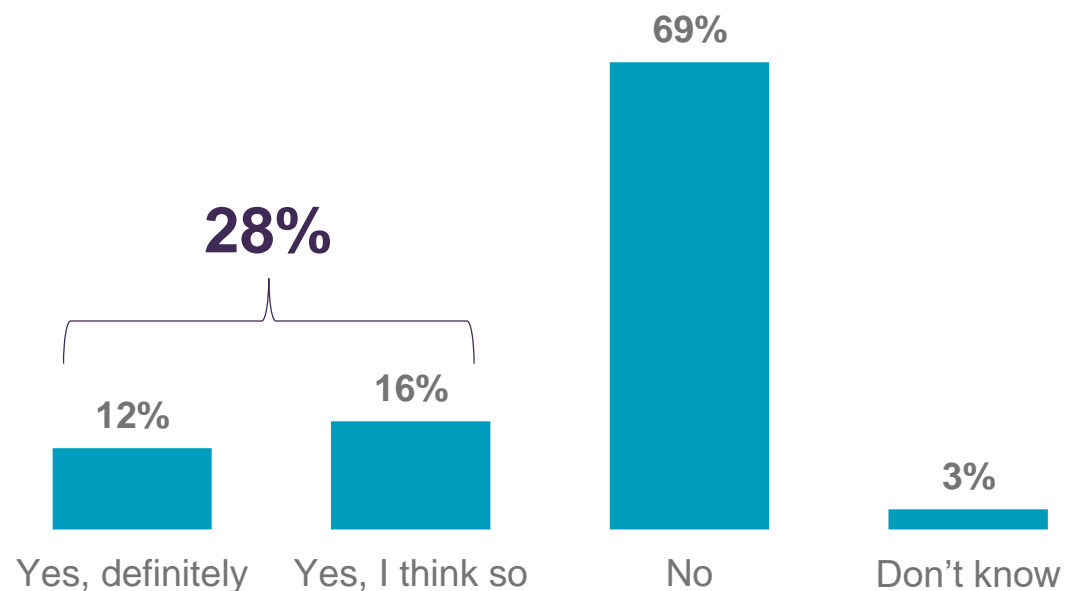
Campaign Stimulus – 3 x social/online; 1 x event ; 1 x TV



Just over a quarter recalled seeing the TV ads. TV worked particularly well for lower socio-economic groups.



TV ad recall

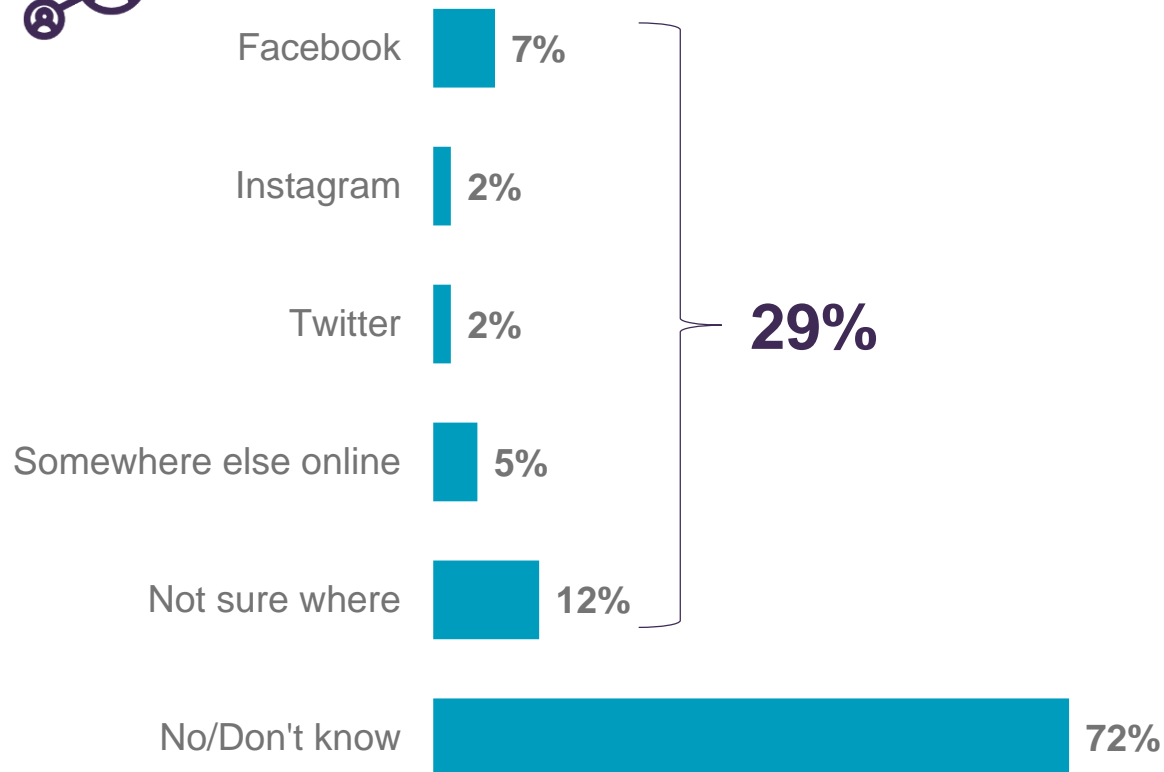


- Recall was highest among lower socio-economic groups:
 - C2 – 34%
 - DE – 33%
- Those who recalled the campaign on other media were also more likely to recall the TV
 - Online / social media – 69%
 - Pop-up event – 84%

Just over a quarter recognised the online / social media ads. Facebook was the most cited source; however a significant proportion of those who saw the online ads could not recall exactly where.



Social media ad recall

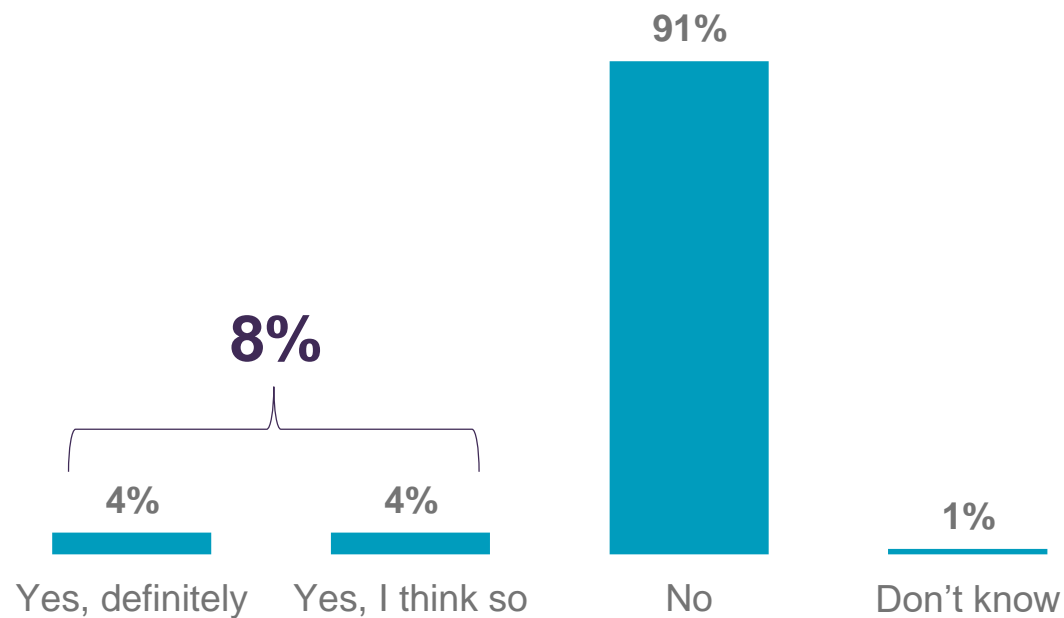


- Facebook was mentioned more by 16-34yr olds (13%);
- Instagram more by 16-24yr olds (6%)
- Over 75s were least likely to have seen online / social media ads (80%)

Just under 1 in 10 had seen the field marketing.



Pop-up event recall



Recall was higher in the following areas:

- Lothian (15%); Glasgow (13%); Mid Scotland & Fife (13%); North East Scotland (10%)

Those who were aware of the TV (25%) or online (27%) ads were also more likely to remember the field marketing.

Advertising Awareness – Summary

Spontaneous



45%

Prompted

TV



28%

Social media /
online



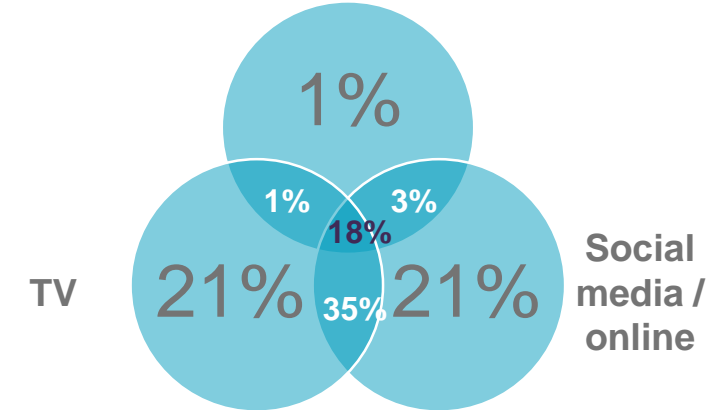
29%

Event



8%

Media Crossover Event



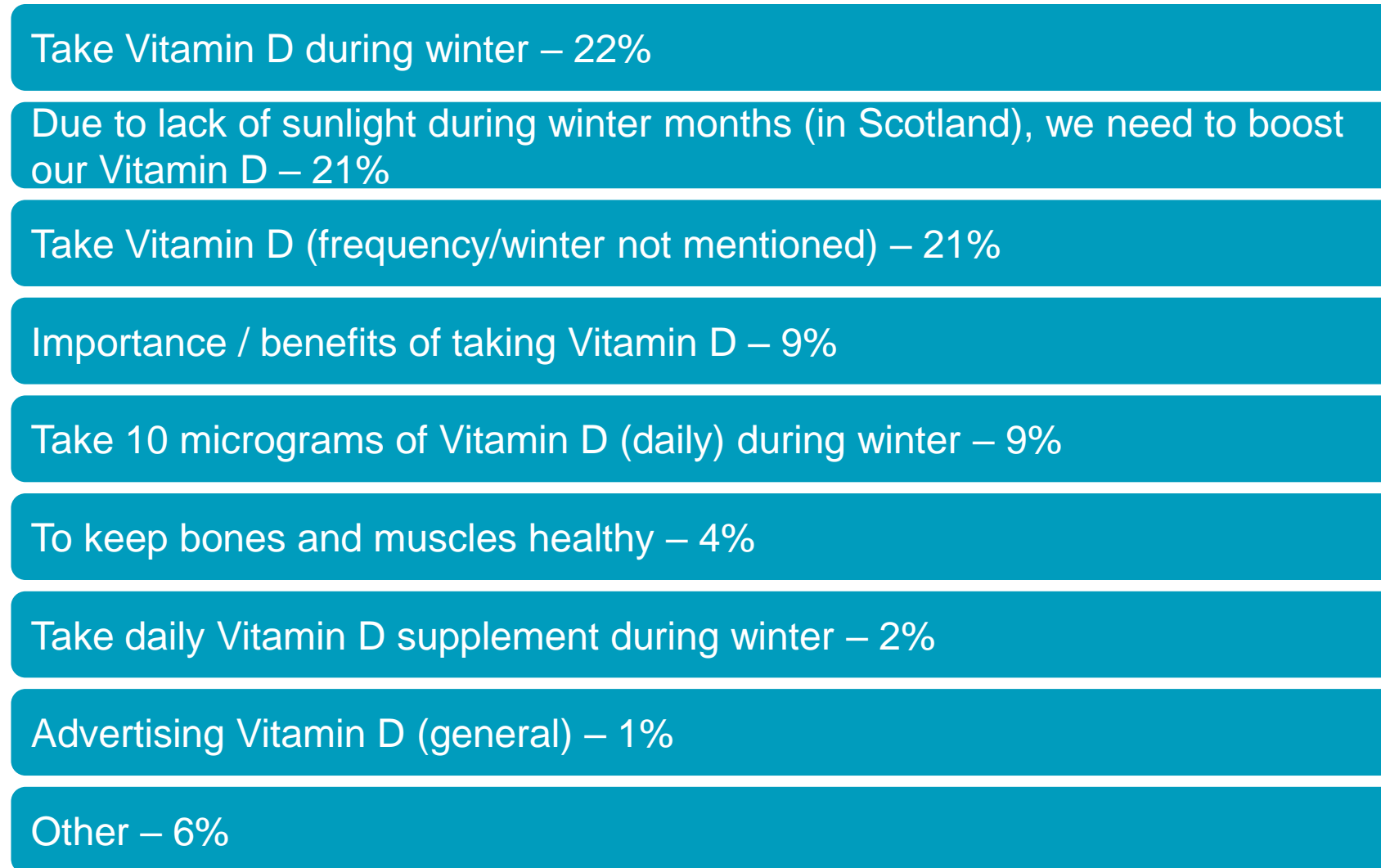
Total ad
awareness



37%

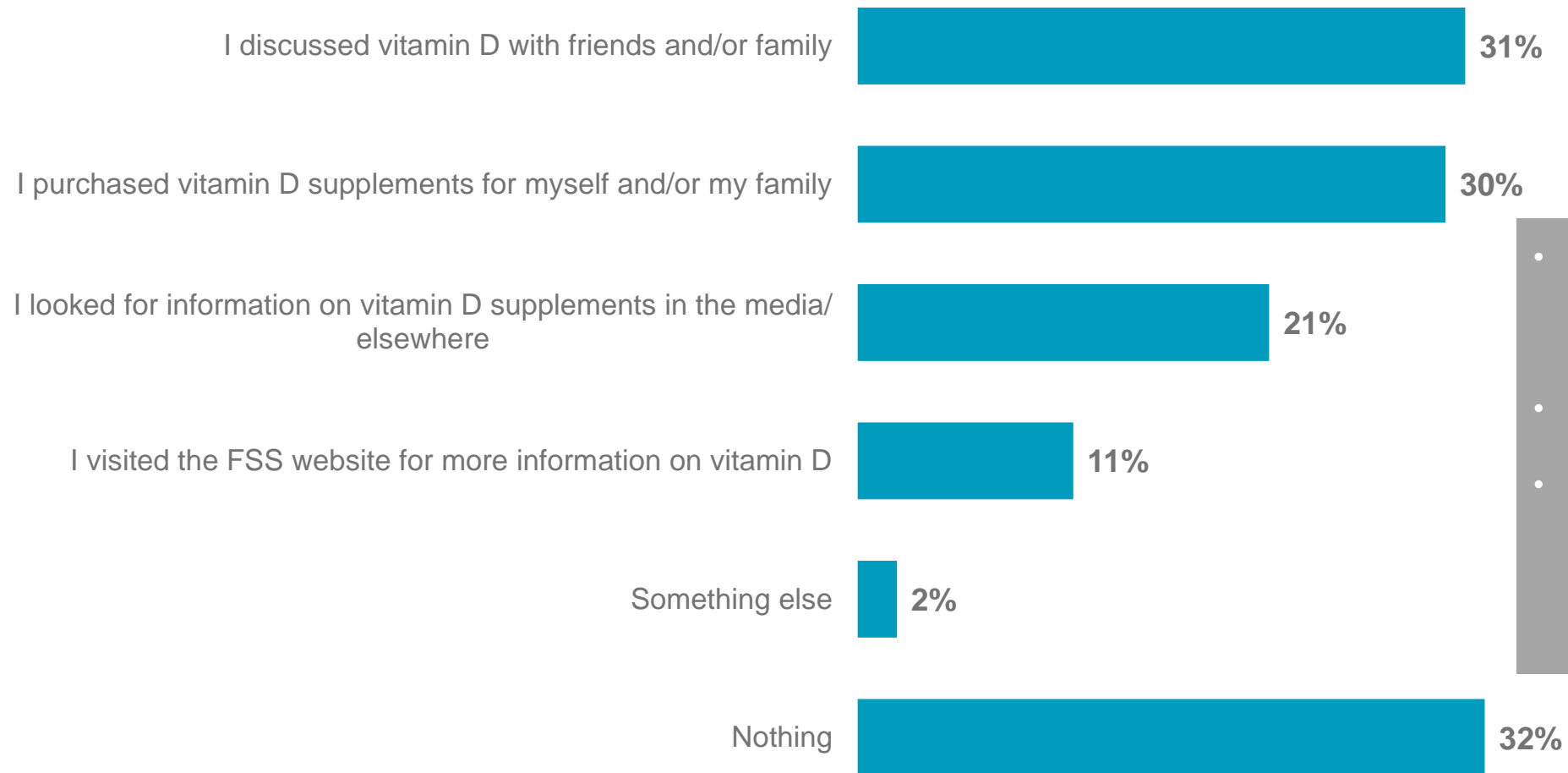
- Just under two fifths recognised the campaign
- Recall was highest amongst younger age groups (16-24 60%; and lower SEGs 42%)
 - Lowest amongst over 65s (31%)
- TV and social / online ads contributed equally to overall awareness
- Most were exposed to more than one element of the campaign, with 18% aware of TV, online and field marketing
- Although not directly comparable, 2020/21 total ad awareness was 7%.

The main message takeout was clear – take a vitamin D supplement in winter.¹⁵ Various different elements such as the reasons, dosage, frequency and benefits were also mentioned by some.



 9%
Don't know

Two-thirds of those who saw the advertising took action as a result. 30% bought vitamin D supplements, and 31% discussed vitD with friends/family. Those exposed to the field marketing were particularly motivated to take action.



- Those in the higher risk group were more likely than others to have purchased vitD supplements (36%)
- Females were more likely to have looked for info in the media (25%)
- Those who recalled field marketing were more likely to have discussed vitD (45%); bought supplements (47%) or visited FSS website (34%).

PoMo / ABI Model – Calculating Campaign Behaviour Change Potential

- A bespoke model created by JRS to measure the behaviour change potential of FSS campaigns
 - Based on asking 14 consistent questions designed around the EAST behaviour change framework
 - Scores calculated for each pillar: Easy, Attractive, Social and Timely, and an overall PoMo / ABI score derived
- What this tells us
 - The Potential Motivational value of the campaign
 - A PoMo score of 0% means the audience has no motivation to change behaviour as a result of the campaign; a score of 80% means the audience is highly motivated to change their behaviour as a result of the campaign
 - It also gives guidance on which elements of the EAST model are working best / not as well
 - And from this, allows different media or creative strategies to be developed
 - There is scope to look at how the campaign performs with different parts of the target audience, where there is a robust sample
 - Over time it should be possible to build a database of PoMo Scores from different campaigns, allowing benchmarks and targets to be developed

The message came across clearly and presented the idea of taking a vitamin D supplement and finding out more information as being easily achievable.

EASY

Is it clear what the advertising is asking you to do?



Having seen this advertising, do you think it would be easy to take a vitamin D supplement every day in winter?



Having seen this advertising, do you think it will be easy for you to get any information you need about taking a vitamin D supplement every day in winter?



■ Yes definitely ■ Yes, possibly ■ Not Sure ■ No, not really ■ No, definitely not

- Campaign recognisers were more likely to say 'yes, definitely' to each of these statements
- Women felt the message was particularly clear
- Higher risk group were more likely to think it would definitely be easy to take a daily supplement in winter

The campaign clearly communicated the importance and positive impacts of taking a vitamin D supplement in winter, in a relevant way. However, relatively few were left feeling that not taking vitamin D would have a negative impact on them.

ATTRACTIVE

Does this advertising clearly show the importance of taking a vitamin D supplement every day in winter?



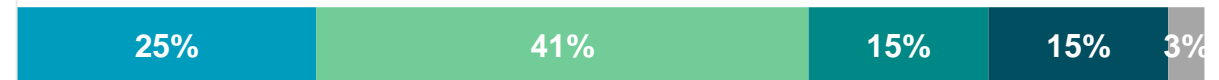
Do you think the message in the advertising you have just seen is relevant to you?



Having seen this advertising, is taking a vitamin D supplement every day in winter something you think will have a positive impact on you and others in your home?



Do you think this advertising is memorable?



Does this advertising make you feel there would be a negative impact on you if you do not take a vitamin D supplement every day in winter?



■ Yes definitely ■ Yes, possibly ■ Not Sure ■ No, not really ■ No, definitely not

- Women were more likely to feel the message was definitely relevant, clearly showed the importance of vitamin D supplements, and that taking a supplement would have a positive impact
- Those in higher risk groups felt the message was particularly important
- Campaign recognisers were more positive about every statement

While the importance of taking a vitamin D supplement is recognised both at an individual and societal level, just under a fifth believe others will definitely take a daily supplement in winter.

SOCIAL

Based on this advertising, would your family / friends agree it's important FOR YOU to take a vitamin D supplement every day in winter?

■ Yes definitely ■ Yes, possibly ■ Not Sure ■ No, not really ■ No, definitely not



Having seen this advertising, and forgetting about yourself for just now....is taking a vitamin D supplement every day in winter something you feel other people SHOULD do?

■ Yes definitely ■ Yes, possibly ■ It's up to the individual ■ No, not really ■ No, definitely not



Having seen this advertising, and forgetting about yourself for just now....is taking a vitamin D supplement every day in winter something you feel other people WILL do?

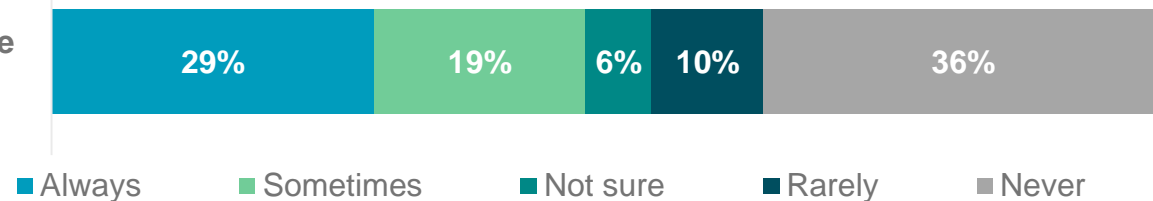


- Women and those in higher risk groups were more likely to definitely feel family / friends would say it's important for them to take a supplement in winter
- Campaign recognisers were more positive about each statement

Just under a third were already taking a daily vitamin D supplement, but levels of commitment to taking a supplement now, and in the future, were reasonably high.

TIMELY

Did you already take a vitamin D supplement every day in winter before seeing this advertising?



Having seen this advertising, is taking a vitamin D supplement every day in winter something you will do at the next relevant time?

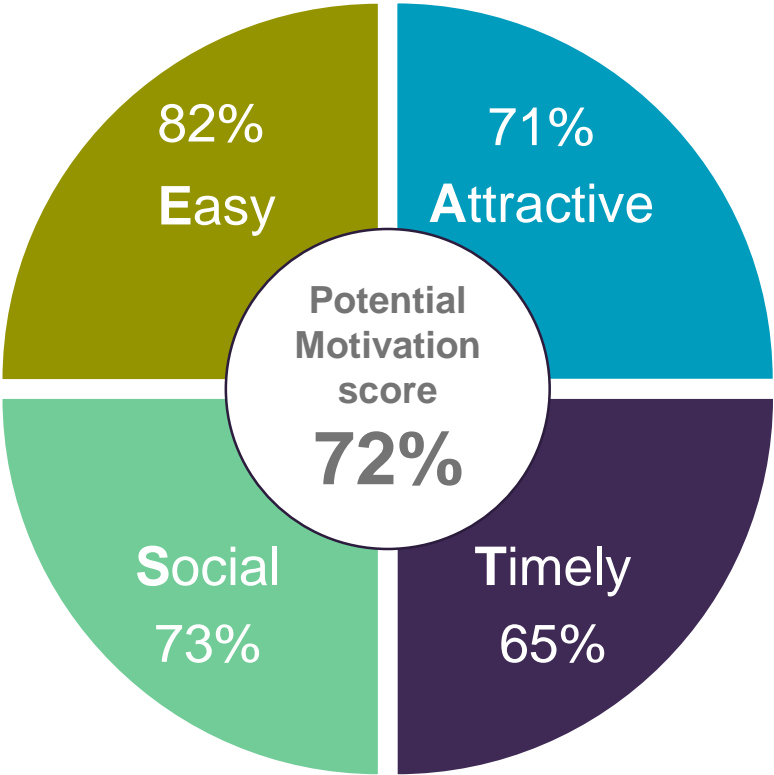


Having seen this advertising, is taking a vitamin D supplement every day in winter something you will be committed to doing from now on?



- Those in the higher risk groups, particularly over 65s, were more likely to already always take a daily vitamin D supplement
- These groups were also most likely to be definitely motivated to take a vitamin D supplement now and in future
- Campaign recognisers were more positive about each statement

The Vitamin D campaign performed well, with a Potential Motivation score of 72%. Key higher risk audiences were particularly motivated by the campaign.



Benchmarks

	PoMo	E	A	S	T	Type
Christmas	85%	88%	82%	84%	87%	Food Safety
Kitchen Crimes	73%	71%	80%	82%	21%	Food Safety
Upsizing	65%	68%	70%	67%	33%	Healthy Eating

Vitamin D PoMo scores were highest amongst:

- Campaign recognisers = 81%
- Those with kids <5yrs = 79%
- Minority ethnic groups = 78%
- Females = 76%
- Higher risk groups = 74%

EAST in brief :

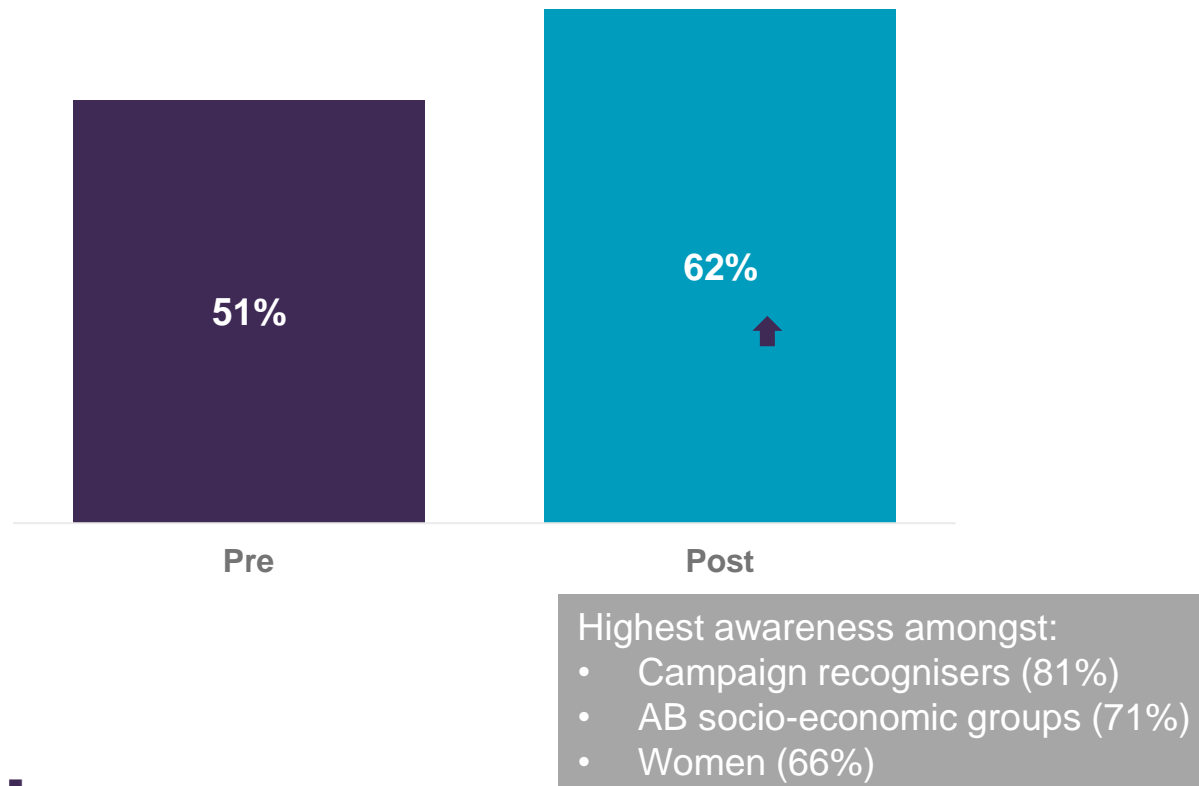
- Easy – reduce the hassle factor of taking something up / harness the power of defaults
- Attractive – attract attention, state rewards for maximum effect
- Social – show that most people perform the desired behaviour / use the power of networks
- Timely – prompt people when they are likely to be most receptive / consider the immediate costs and benefits of the action



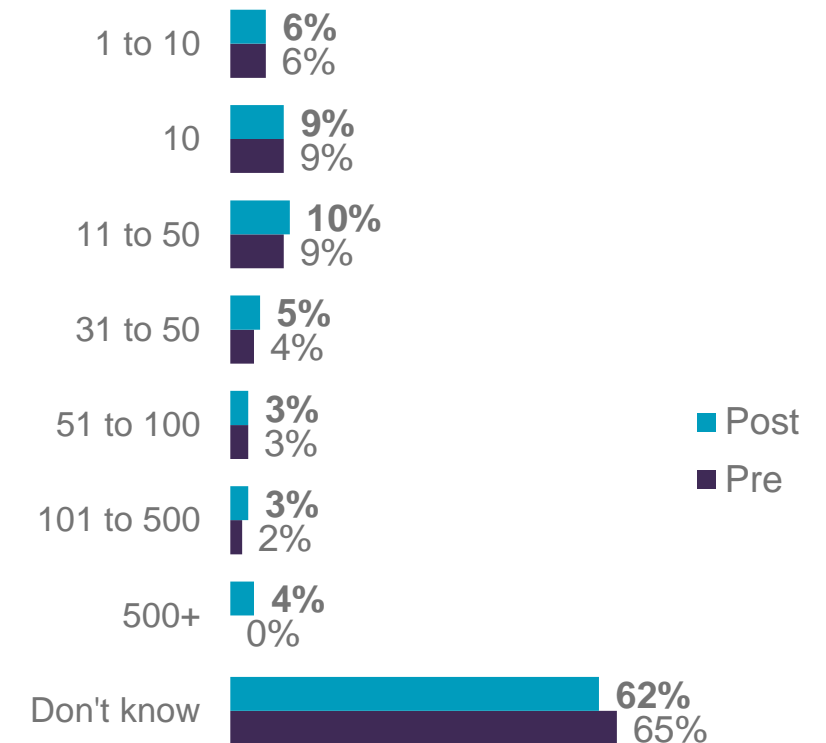
Vitamin D

More than 6 in 10 are aware of the recommendation to consider taking a vitamin D supplement in winter, a significant increase compared to pre campaign. Knowledge about the dosage remains lacking.

Aware of recommendation to take vitamin D

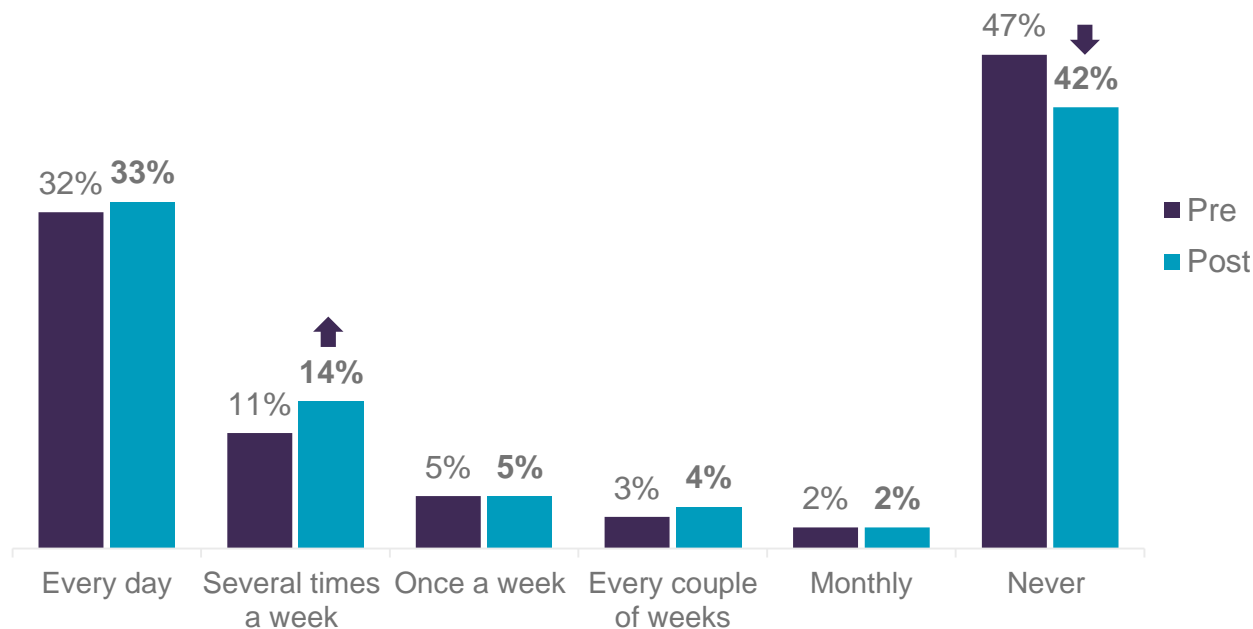


Micrograms you should take daily (10)



At the post stage, significantly fewer said they never take a vitamin D supplement, and just over half take vitamin D at least once a week. Over 65s either take a supplement daily or not at all.

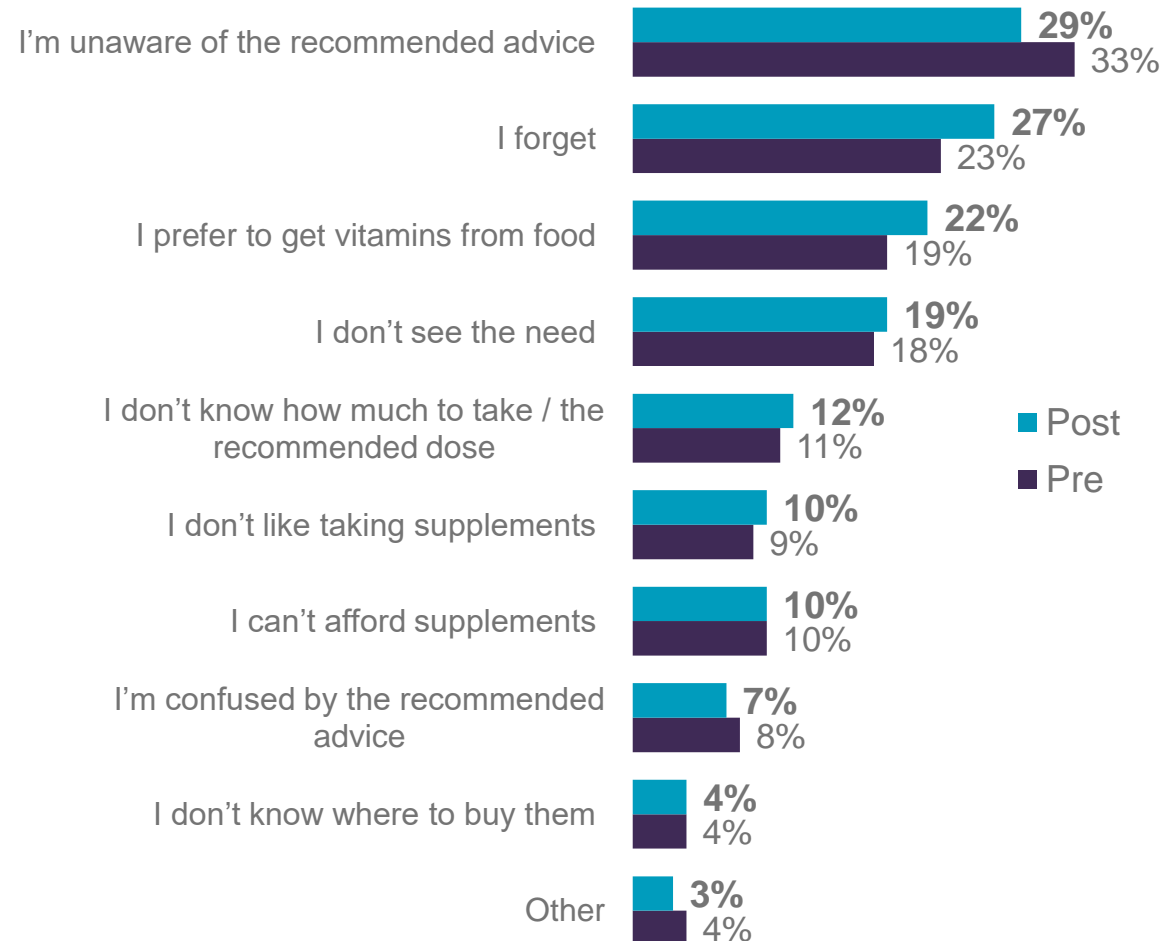
Frequency of taking Vitamin D in winter



- Over 65yrs (45%), campaign recognisers (40%), those at higher risk (38%) and women (36%) were more likely than others to take a daily vitamin D supplement
- However, 43% of over 65s said they never take vitamin D
- Men were also more likely to never take vitamin D (46%)

Key reasons for not taking a daily vitamin D supplement are lack of awareness of the recommendation and forgetting.

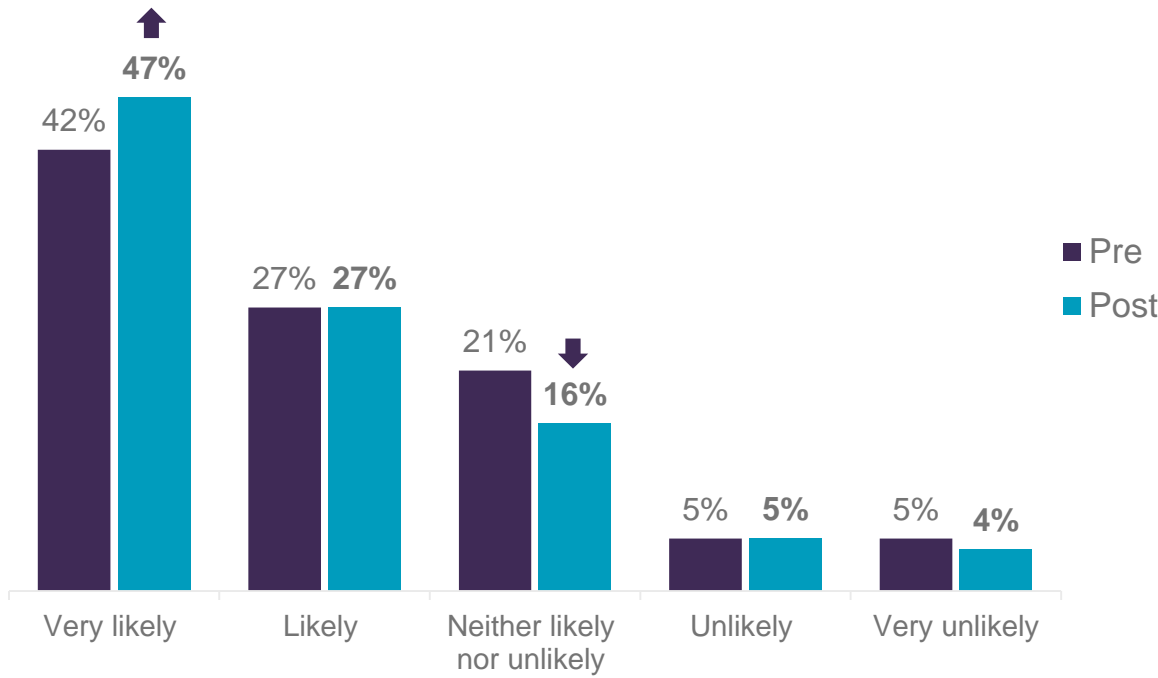
Reasons for not taking daily vitamin D



- Males were more likely to say they didn't see the need (24%) while women cited forgetfulness (36%)
- Those in the youngest age group weren't sure where to buy supplements (13%); while 25-34 year olds were more likely to say they couldn't afford supplements (17%)

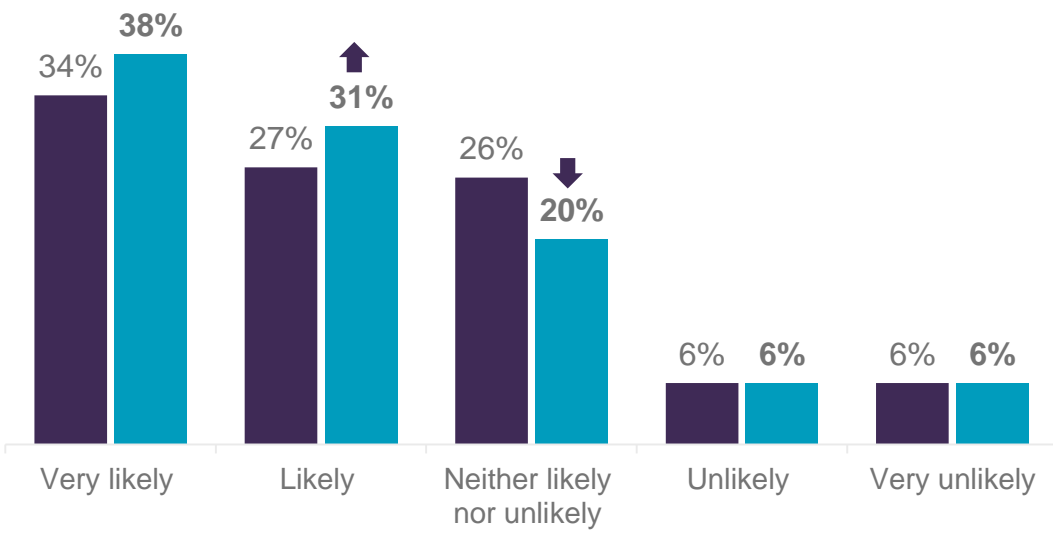
After seeing the advertising, almost half said they were very likely to consider taking a daily vitamin D supplement between October and March, a significant uplift on the pre stage. Two-thirds were very/likely to recommend vitamin D to others.

Likelihood to consider daily vitamin D, after finding out the benefits



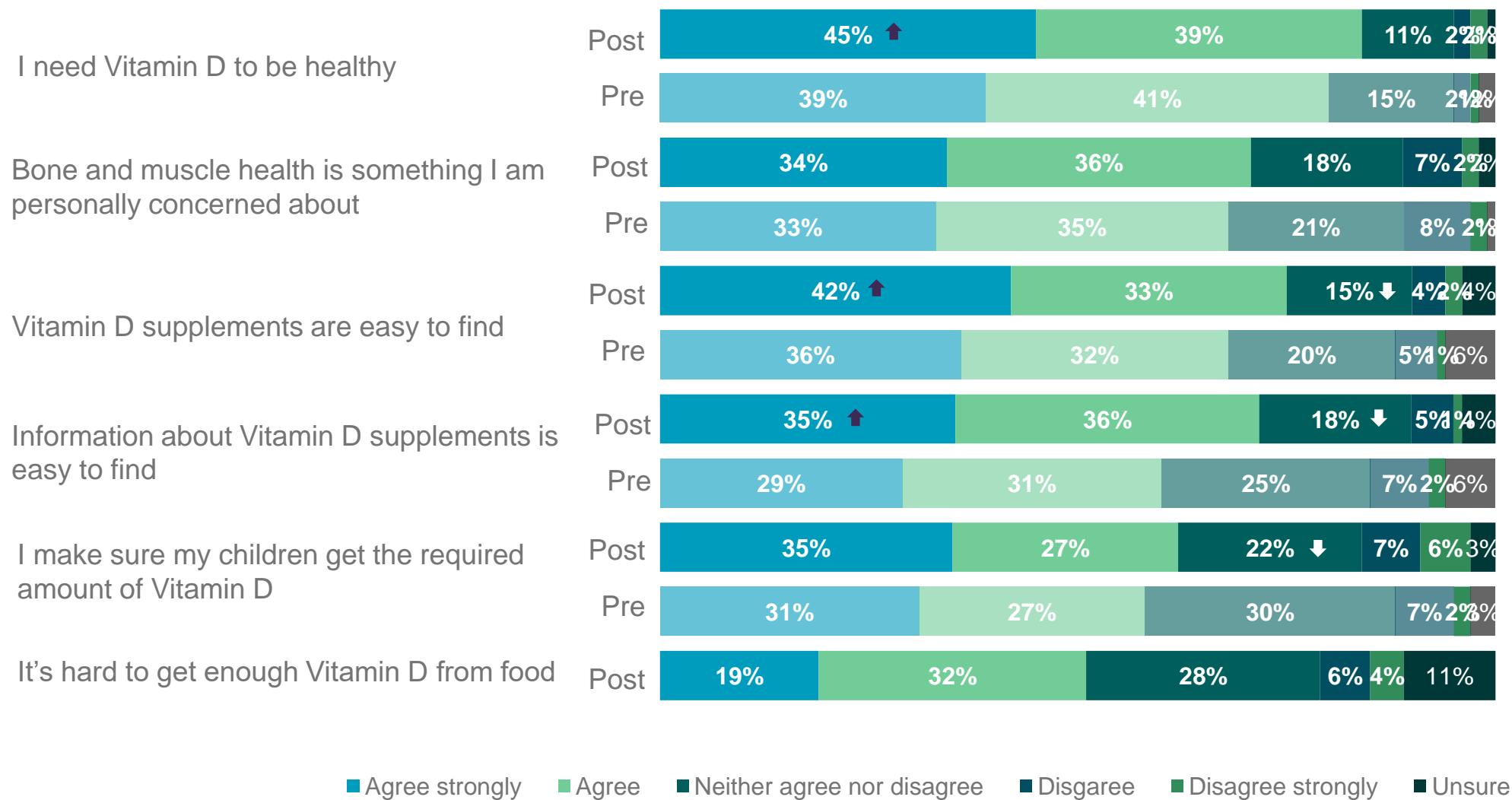
- Those saying very likely:
- Campaign recognisers (57%)
 - Over 65yrs (56%)
 - High risk group (54%)
 - Women (54%)

Likelihood to recommend taking vitamin D to family/friend



- Those saying very likely:
- Campaign recognisers (50%)
 - Women (45%)

Post campaign, the audience is more likely to strongly agree that it's easy to find vitamin D supplements and information, and that vitamin D is needed to be healthy. The campaign impact is clear, with recognisers agreeing strongly to each statement.





Conclusions & Future Considerations

Conclusions

- The FSS Vitamin D campaign performed well, particularly within the context of information on the topic coming from a range of different sources
- While FSS did not register as being the main source of information on Vitamin D, once shown, almost two-fifths recognised the campaign
- Campaign awareness levels were significantly higher than in 2020/21
- The media mix was effective, with TV and online / social media driving awareness
 - And a significant proportion of the audience being exposed to multiple channels
- The field marketing element was particularly effective in driving action
- The campaign delivered a strong motivation score overall, and performance was good across all elements of the EAST framework
- Direct action was evident both in terms of driving uptake of vitamin D supplements and in encouraging the audience to discuss vitamin D or find out more information
- And consideration of taking a daily supplement significantly increased amongst key subgroups.

Future Considerations

- Two potential areas of improvement were identified:
 - Memorability
 - particularly in the context of significant information provision on the topic from a range of different sources – FSS did not necessarily stand out as the key source of advertising
 - and, relative to other measures, the campaign did not score as well on being memorable
 - Awareness
 - At a total level, but also particularly amongst older age groups who are more at risk – over 65s had much lower recall across all media



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