

Vitamin D
Campaign Evaluation

Research carried out by JRS



**Just 10 micrograms
of vitamin D can help
you stay healthy.**

Background & Research Methodology

- FSS ran a campaign to encourage people in Scotland to take Vitamin D supplements over winter.
- 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 and social media / online.
- Campaign evaluation research was commissioned to evaluate campaign effectiveness.
- Data is shown for previous waves of the campaign where relevant with statistically significant differences highlighted using arrows.



Online survey
Post campaign only



Sample size: n=1009



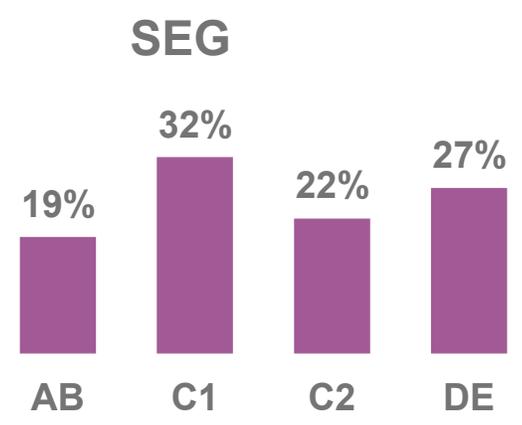
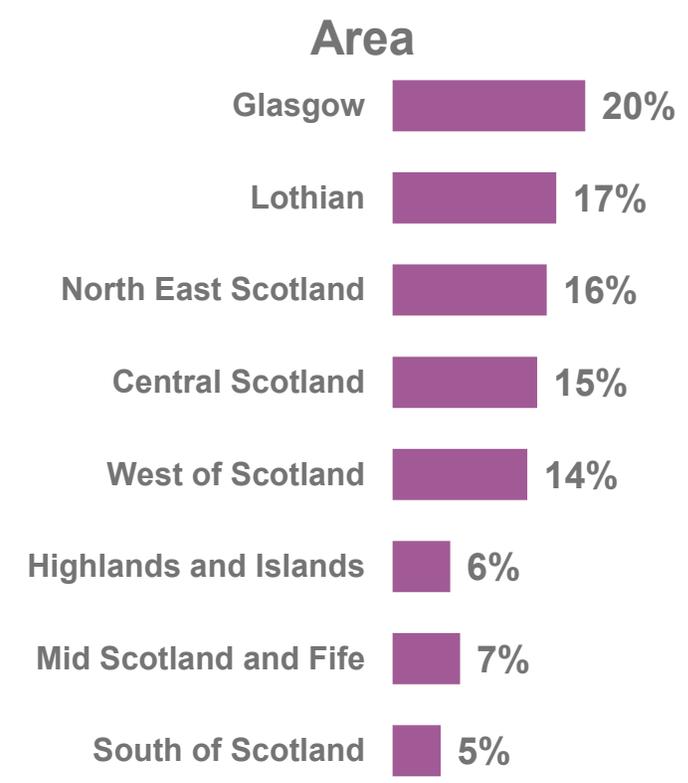
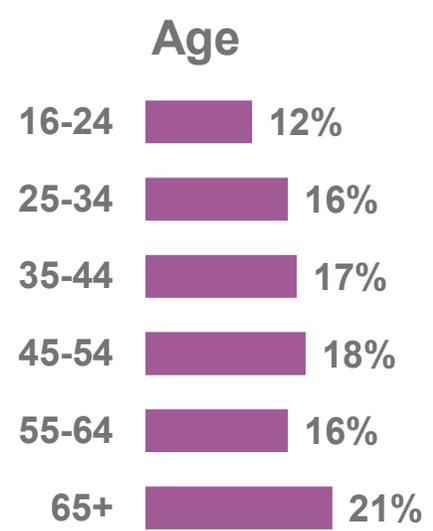
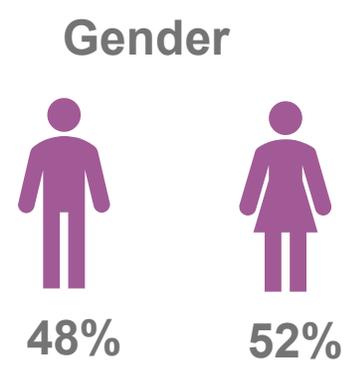
Questionnaire length: 15 mins



1st – 14th March 2023

All research undertaken in strict accordance with MRS Code of Conduct and GDPR legislation

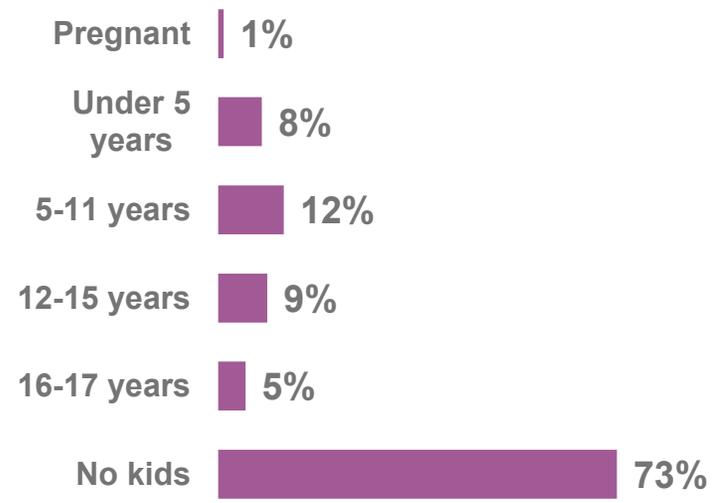
Data was weighted on key demographics to ensure sample was representative of the Scottish public.



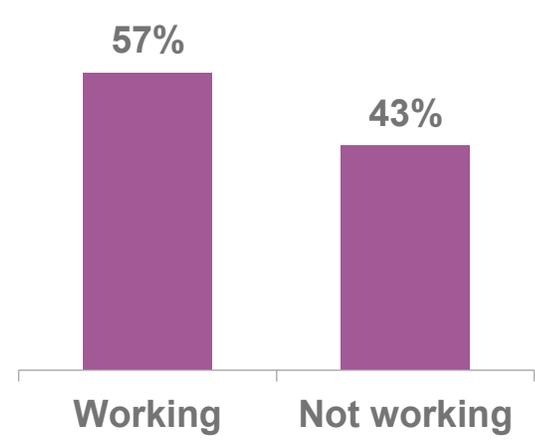
Base: All respondents All 1009

Just over a third of the sample (34%) were in higher risk groups.

Kids in Household



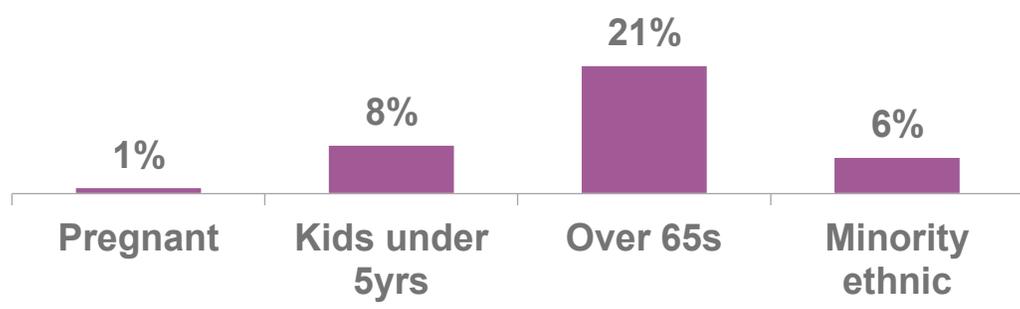
Working Status



Ethnic Group

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

Higher Risk Groups

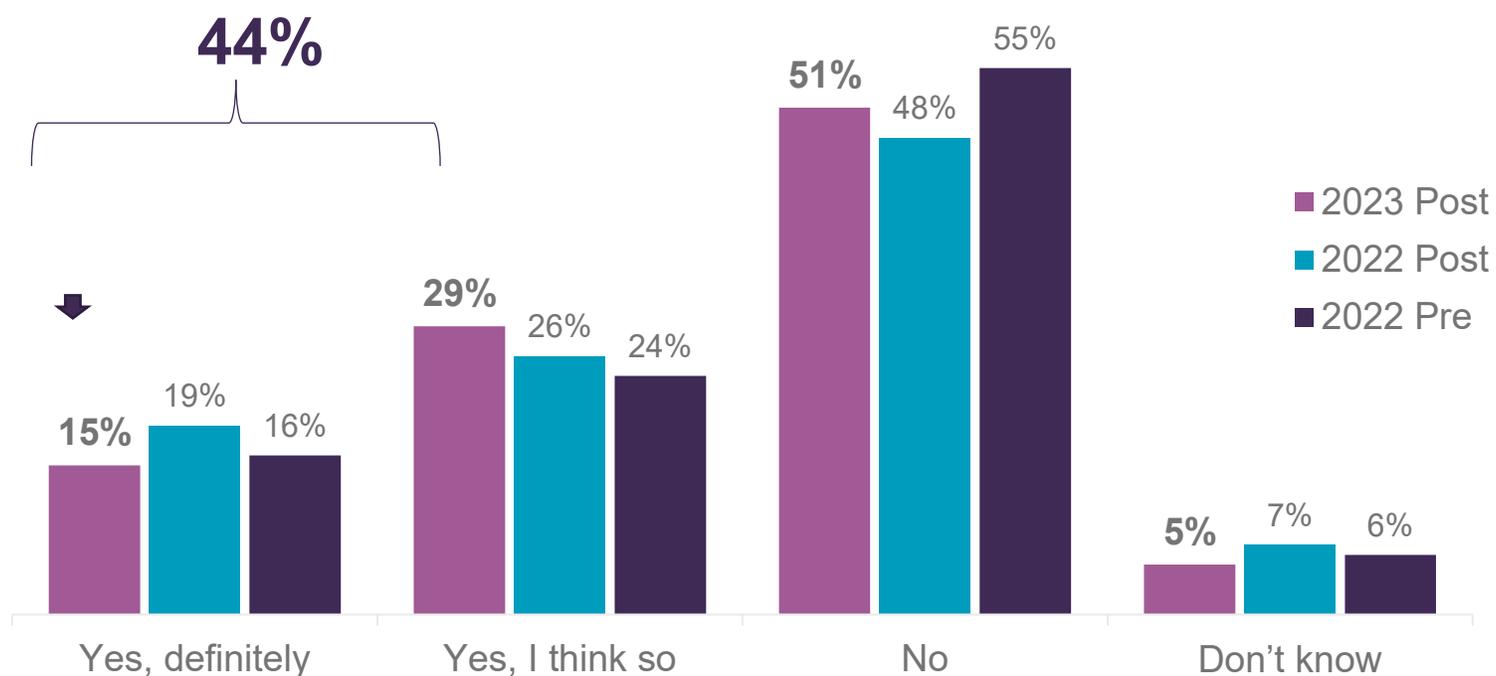




Campaign Awareness & Reach

Almost half of adults across Scotland spontaneously remembered seeing or hearing advertising about vitamin D recently, consistent with 2022.

Spontaneous Recall of Advertising about Vitamin D



Definite recall was higher amongst:

- Campaign recognisers (33%)
- Younger age groups (16-24yrs 24%)

Most of those who recalled advertising about vitamin D attributed it to TV or online advertising – the latter coming through more strongly this year. Consistent with last year, 7% thought FSS was responsible for the ads.

Who is Responsible for the Advertising



29% (25%)



11% (15%)



7% (7%)

Campaign recognisers (11%) were significantly more likely to mention FSS



Charity/other health org

4% (4%)

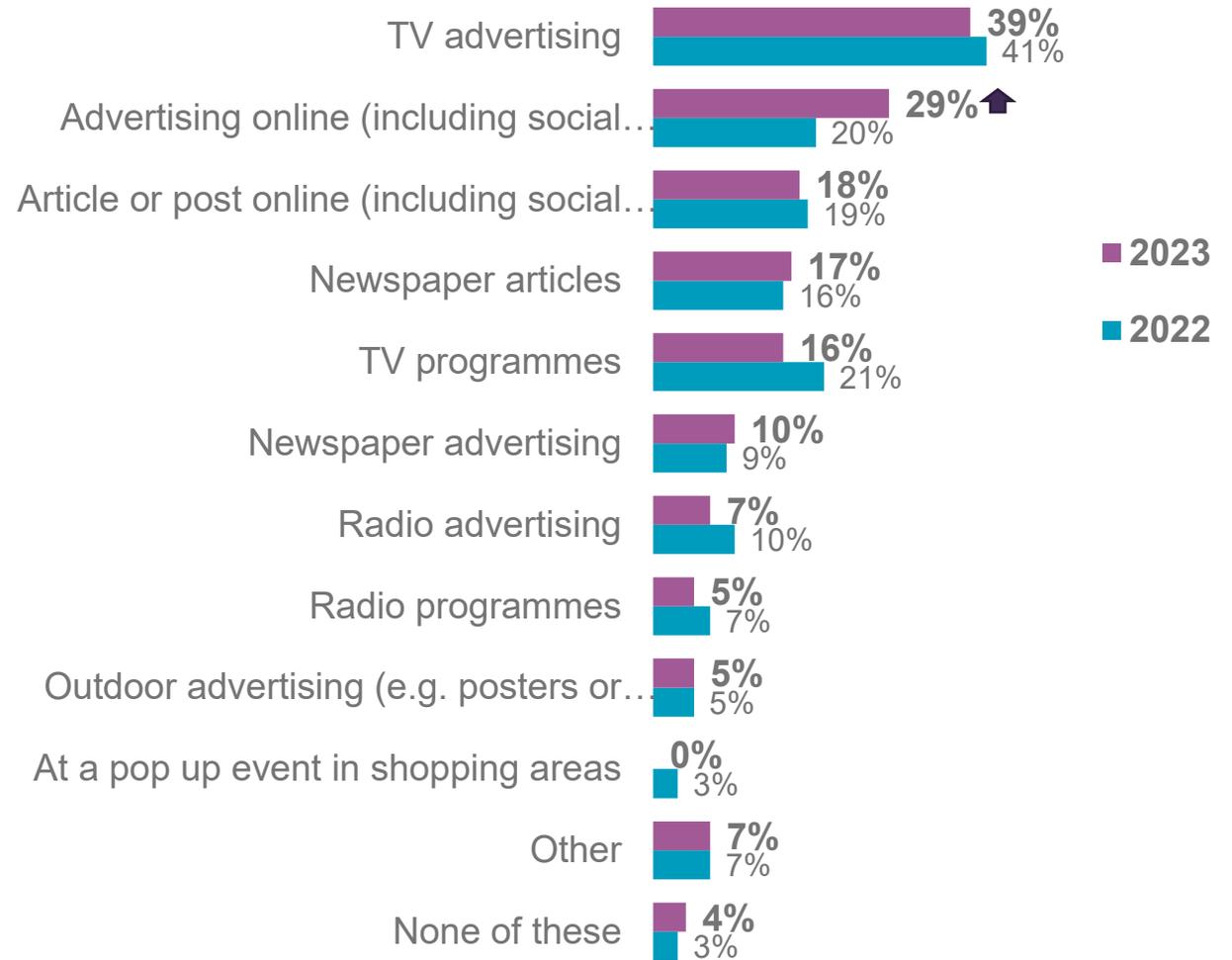


Local authority

2% (1%)

Don't Know 38%

Where Advertising Seen



Those who recalled advertising / publicity about vitamin D mentioned a range of messages and sources, with 30% of them correctly describing the FSS campaign – equating to a cut through figure of 12%, consistent with 2022.

30% were able to correctly describe an element of the campaign

Need to take vitamin D in winter months	15%
Lack of sunlight in Scotland	9%
Described look / campaign imagery	3%
Advising / encouraging you to take vitamin D	5%
Advert about vitamin D	3%
Other correct recall	4%

12% cut through

“Dr John Campbell had his own channel on YouTube and advocates for the use of Vit D every day if you live in the UK”

“I think I saw something from the Food Standards Agency around the importance of taking Vit D supplements during winter.”

“From Holland and Barratt advising taking these vitamins.”

“The advert reminded Scots that we get very little sunshine and that taking vitamin D supplements is necessary to stay healthy.”

“Someone on TikTok saying we should be taking vitamin D all year round”

“Need to take vitamin D to help build up your immune system”

“The advertisement was on the importance of supplements and it was an influencer who was selling the product”

“Vitamin D supplements helps absorb calcium and is essential for strong bones and teeth”

Q8 Please describe this advertising in as much detail as you can remember. Base: All aware 2023 444



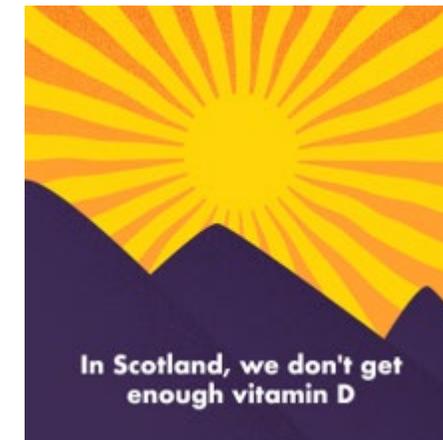
Prompted Advertising Recall

Stimulus Shown

Social media graphics



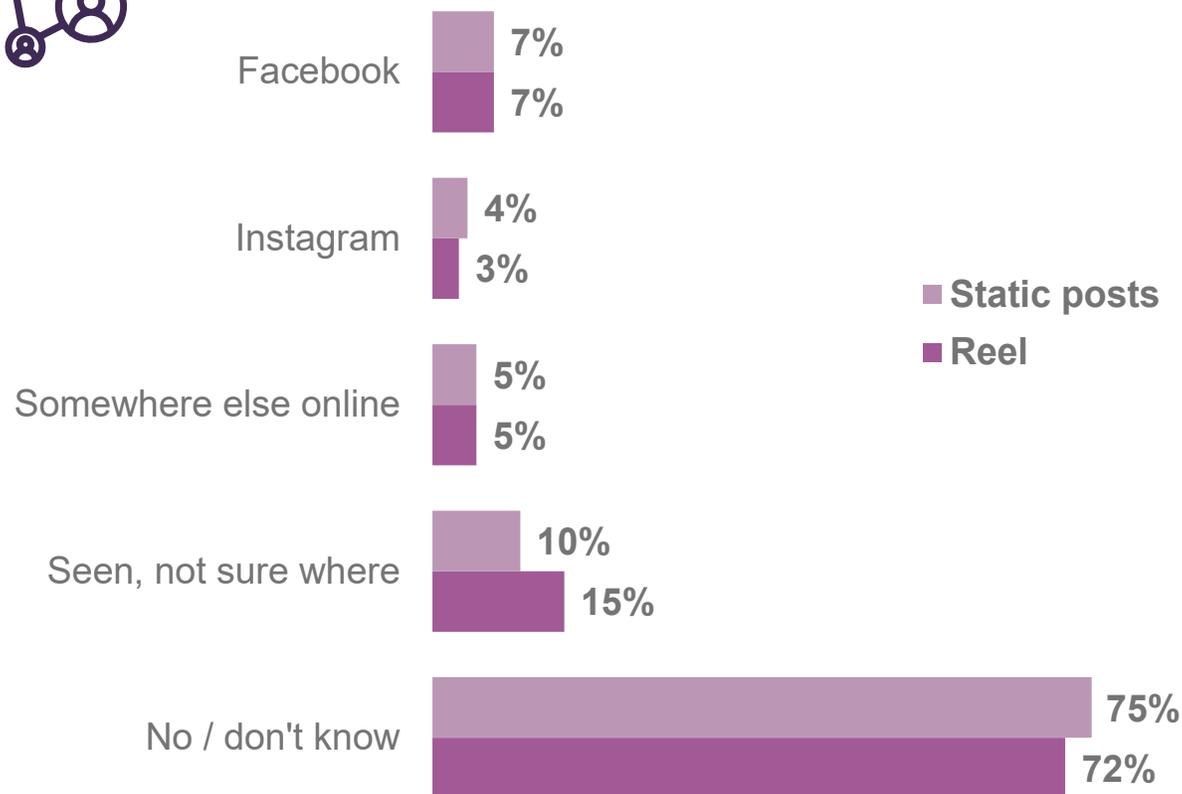
digital film



28% recalled the digital reel and 25% the static posts. While Facebook and Instagram were mentioned, it was more common for those who had seen the ads to be unsure where.



Online / Social Media Prompted Recall



Younger age groups (16-44yrs) were more likely to recall both static posts and digital

33%
saw at least one element of the campaign

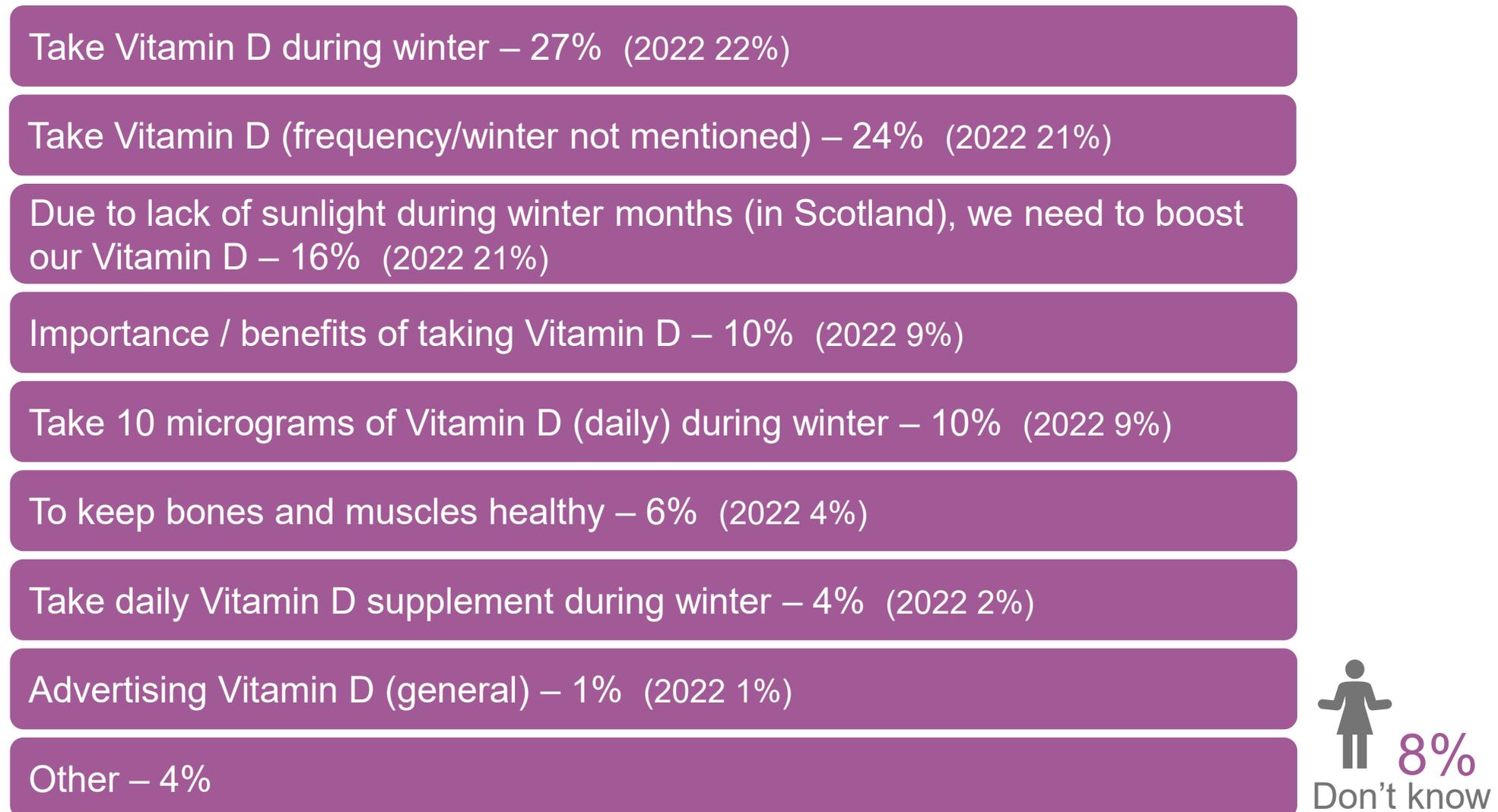
vs 37% post 2022 where TV and field marketing also featured

Overall awareness 2023 highest amongst younger age groups:

- 16-24 = 55%; 25-34 = 47%
- 65-74 = 24%; 75+ = 18%

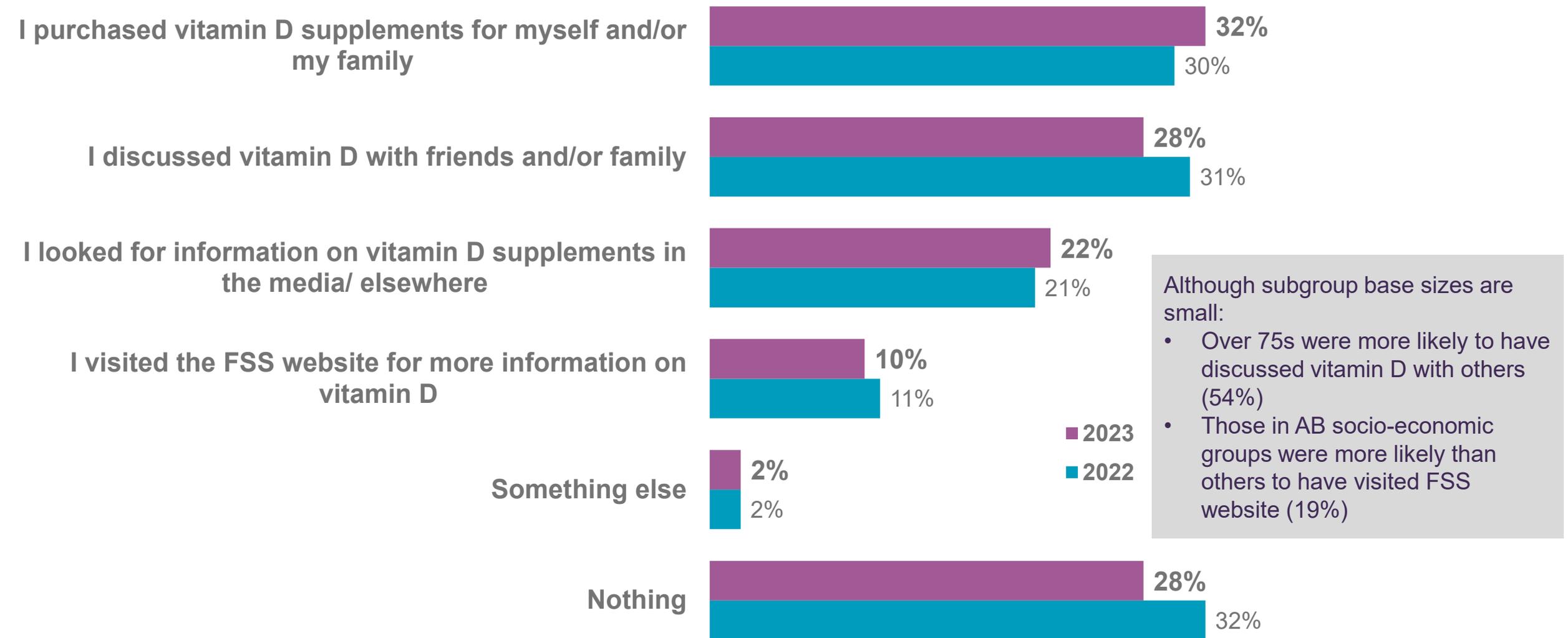
Q14, Q15 Have you seen these, or similar, ads online or on social media recently? Base: 2023 1009

Message takeout from the ads was clear – take a vitamin D supplement (during winter). Beyond this a reasonable number were able to recall reasons for taking vitamin D and the benefits. Data is similar to last year.



 8%
Don't know

More than 7 in 10 of those who recalled seeing the ads took some kind of action – a third purchased vitamin D supplements and 28% discussed vitamin D with friends/ family. Others looked for more information including on FSS website. Data is broadly consistent with last year.



- 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

Most felt the message was clear, and the ads present the idea of taking a daily vitamin D supplement in winter as being achievable. In addition, finding information about taking vitamin D is expected to be easy.

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?



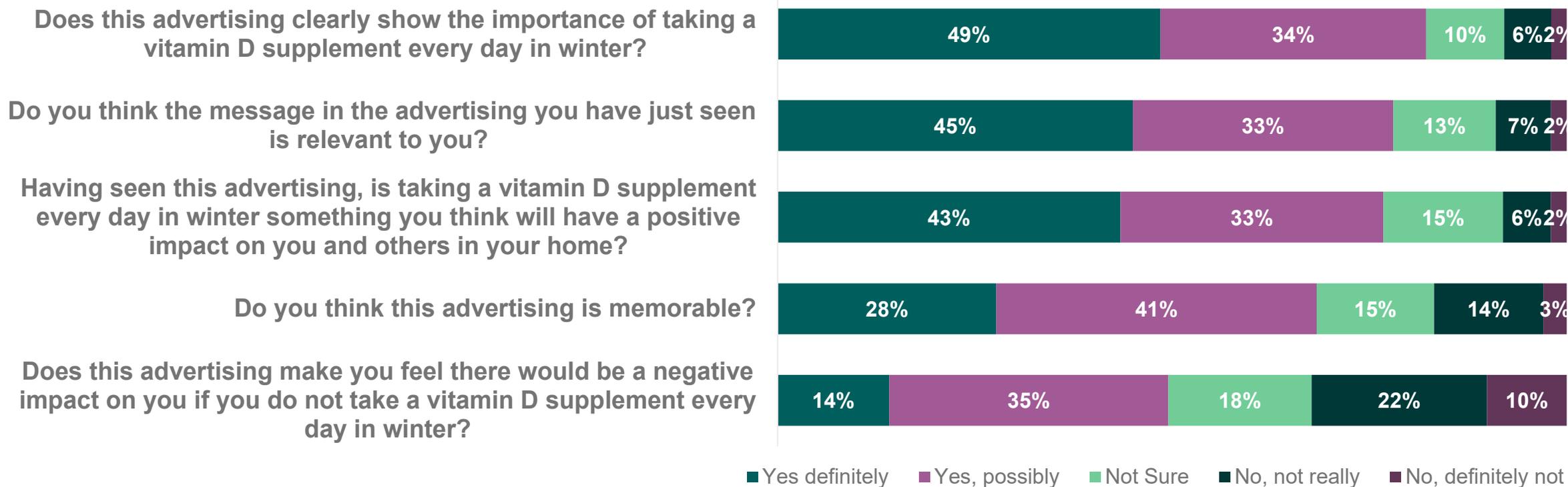
■ Yes definitely
 ■ Yes, possibly
 ■ Not Sure
 ■ No, not really
 ■ No, definitely not

- Women were more likely than men to definitely agree with all statements
- Campaign recognisers were more likely to definitely think it would be easy to take a daily supplement and find more information
- But there was no difference in views regarding clarity of message
- Older age groups were more likely to think it would definitely be easy to take a daily supplement in winter

Base: 2023 1009

The campaign was considered relevant by most, and clearly communicated the importance and positive impacts of taking a daily vitamin D supplement. Fewer definitely felt the ads were memorable.

ATTRACTIVE



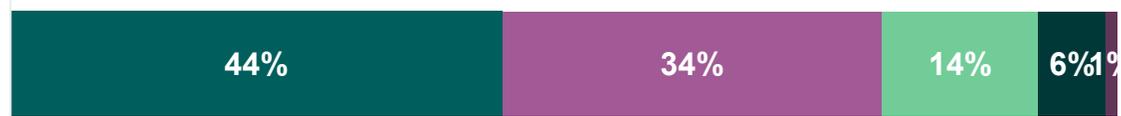
- Women and campaign recognisers were more likely to say 'yes definitely' across all ATTRACTIVE statements

Base: 2023 1009

The advertising clearly communicates the importance and benefits to the individual and others of taking a daily vitamin D supplement, however people are not wholly convinced others will actually do it.

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?



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?



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

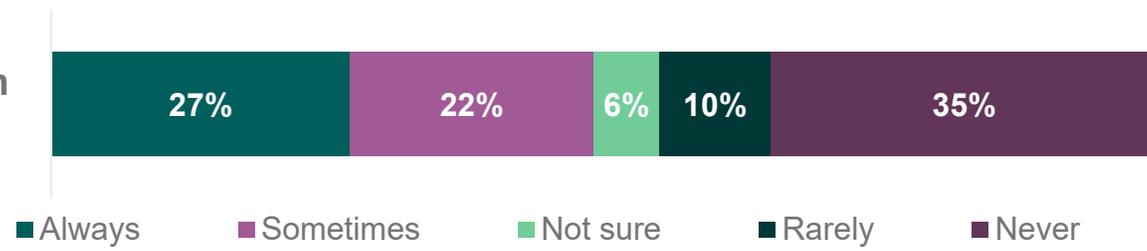
- Women and campaign recognisers were more likely to definitely feel family / friends would say it's important for them to take a supplement in winter and that other people should do it too

Base: 2023 1009

More than a quarter were already taking a daily vitamin D supplement prior to seeing the advertising. The ads clearly do motivate people to take vitamin D in future.

TIMELY

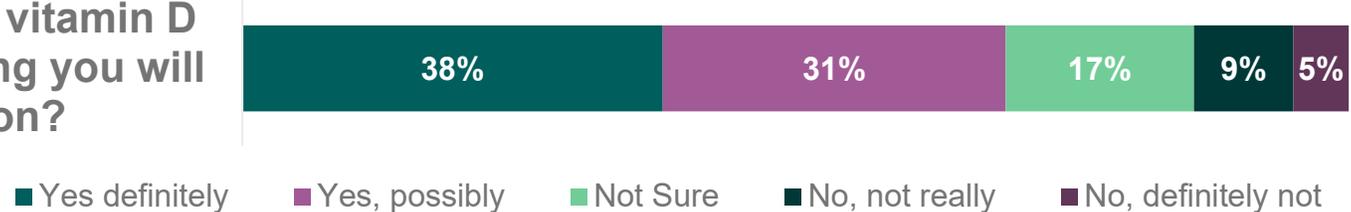
Did you already take a vitamin D supplement every day in winter before seeing this advertising?



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



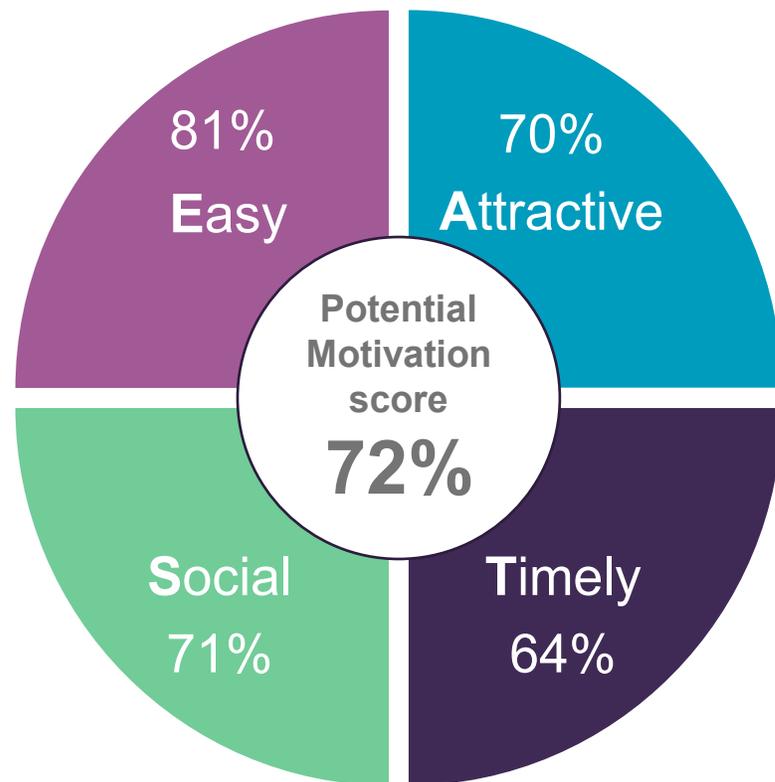
Having seen this advertising, is taking a vitamin D supplement every day in winter something you will be committed to doing from now on?



- 65+ age groups and AB socio-economic groups were most likely to already always be taking vitamin D
- Women and campaign recognisers were more likely than others to signal definite intent to take vitD in future.

Base: 2023 1009

The campaign performed very similarly to last year with a POMO score of 72%. All aspects performed well.



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%	Diet & Nutrition
Vitamin D 2022	72%	82%	71%	73%	65%	Diet & Nutrition

Vitamin D 2023 PoMo scores were highest amongst:

- Campaign recognisers = 80%
- Those with kids <5yrs = 77%
- Minority ethnic groups = 79%
- Females = 77%

EAST in brief :

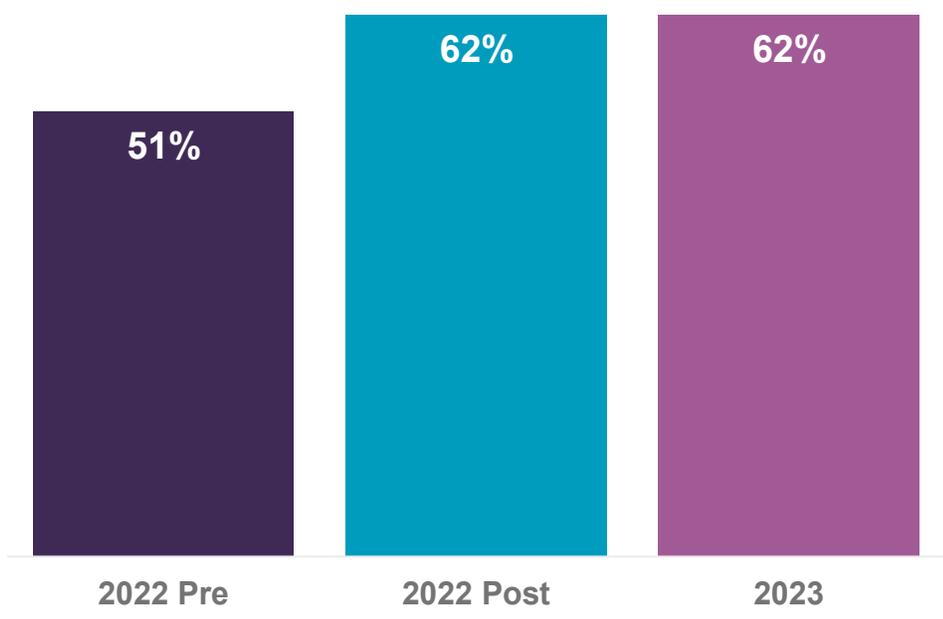
- Easy – reduce the hassle factor of taking something up / harness the power of defaults
- Attractive – attract attention, state rewards for maximum effect
- Social – show that most people perform the desired behaviour / use the power of networks
- Timely – prompt people when they are likely to be most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



Vitamin D

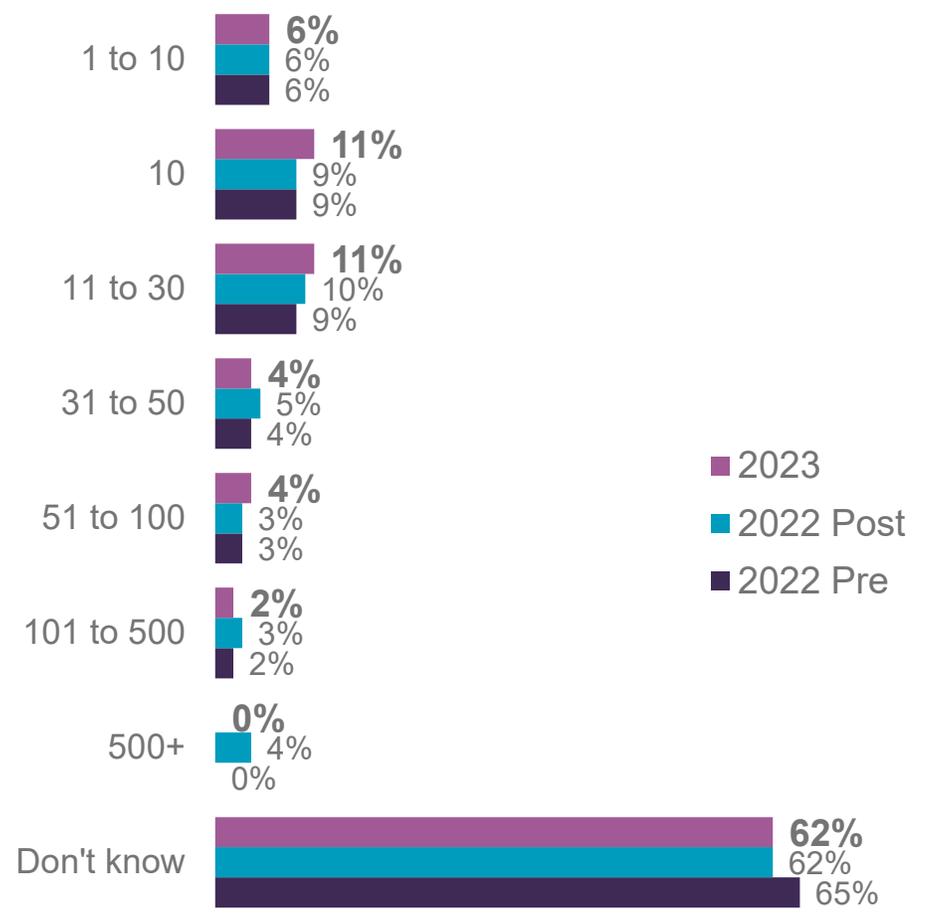
More than 6 in 10 said they were aware of the recommendation to consider taking a vitamin D supplement in winter, consistent with last year. Most don't know the recommended dosage, although there has been a slight increase in those giving the correct answer.

Aware of recommendation to take vitamin D



- Highest awareness amongst:
- Campaign recognisers (78%)
 - AB socio-economic groups (69%)
 - Women (67%)
 - Those in higher risk groups (67%)

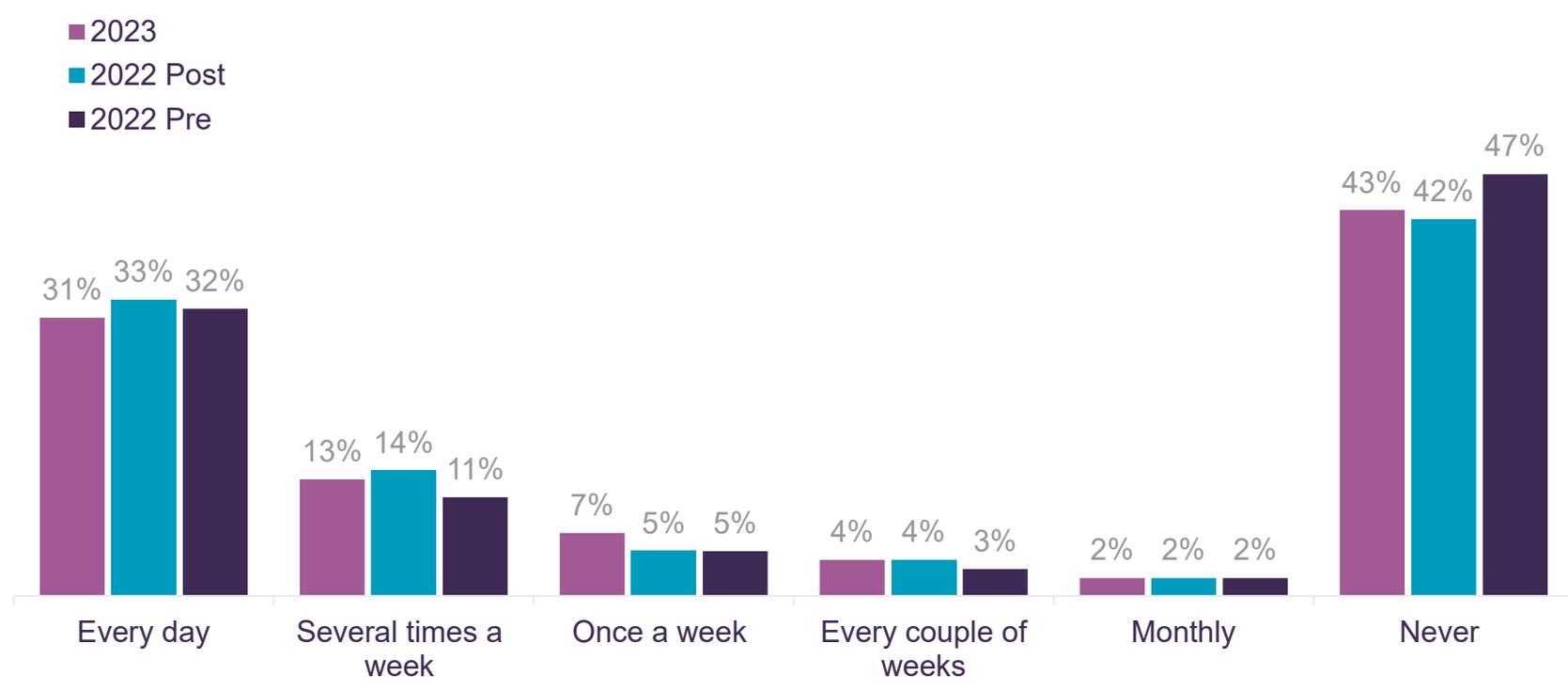
Micrograms you should take daily (10)



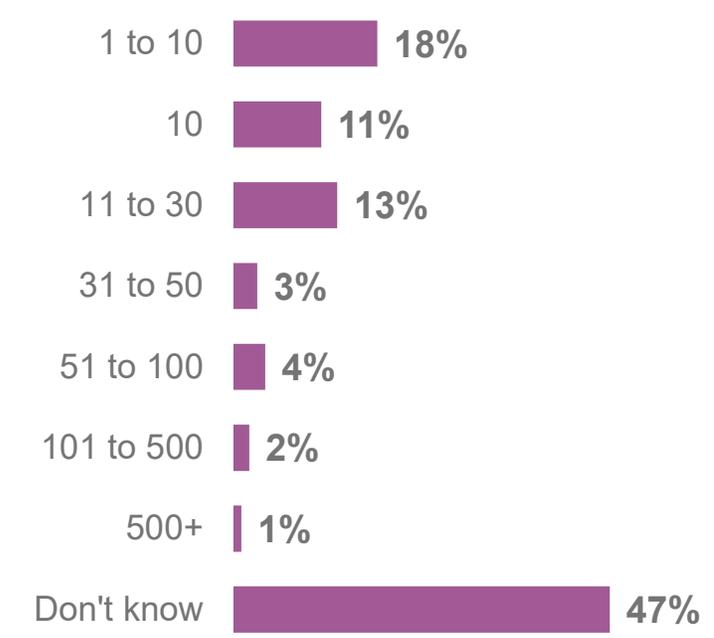
Q10 Are you aware of the recommendation to consider taking a daily vitamin D supplement between October and March each year? Base: 2023 1009, 2022 Pre: 1028, Post 1041
 Q13 How many micrograms of vitamin D should you take as a daily supplement? Base: 2023 1009; 2022 Pre: 1028, Post 1041

Around a third said they take vitamin D every day in winter and a further fifth take a supplement at least once a week. 4 in 10 never take a vitamin D supplement. Data is very consistent with this time last year. Even those regularly taking vitamin D are unsure of the dosage.

Frequency of taking Vitamin D in winter



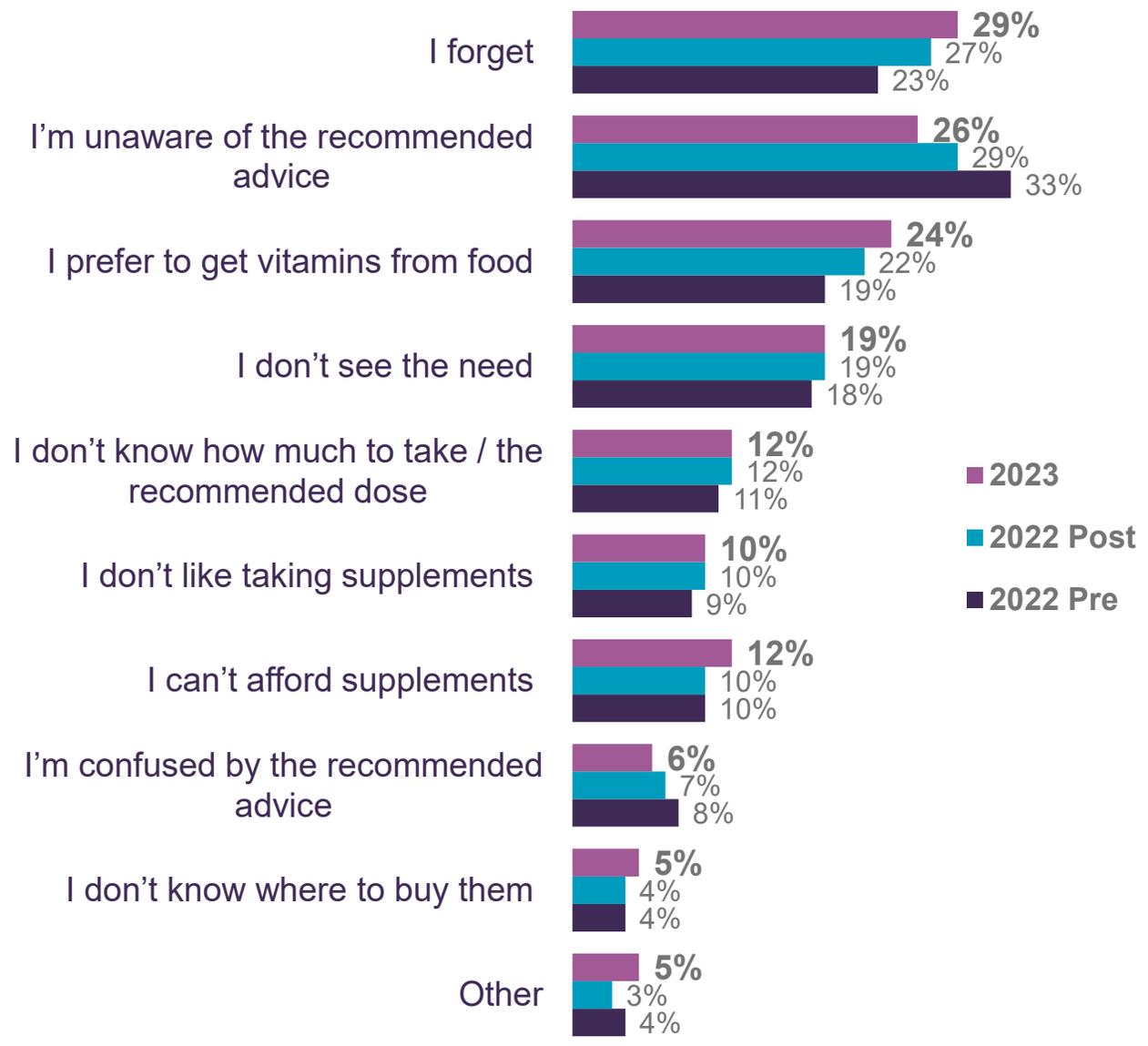
Dosage taken



- Over 65yrs (43%), campaign recognisers (37%), those at higher risk (36%) and AB socio-economic groups (37%) were more likely than others to take a **daily** vitamin D supplement
- However, 45% of 65-74 year olds and 50% of over 75s said they never take vitamin D

Forgetting, lack of awareness and preferring to get vitamins from food are the key reasons given for not taking a daily vitamin D supplement. Data is largely consistent with last year, although positively the number unaware of recommended advice is reducing.

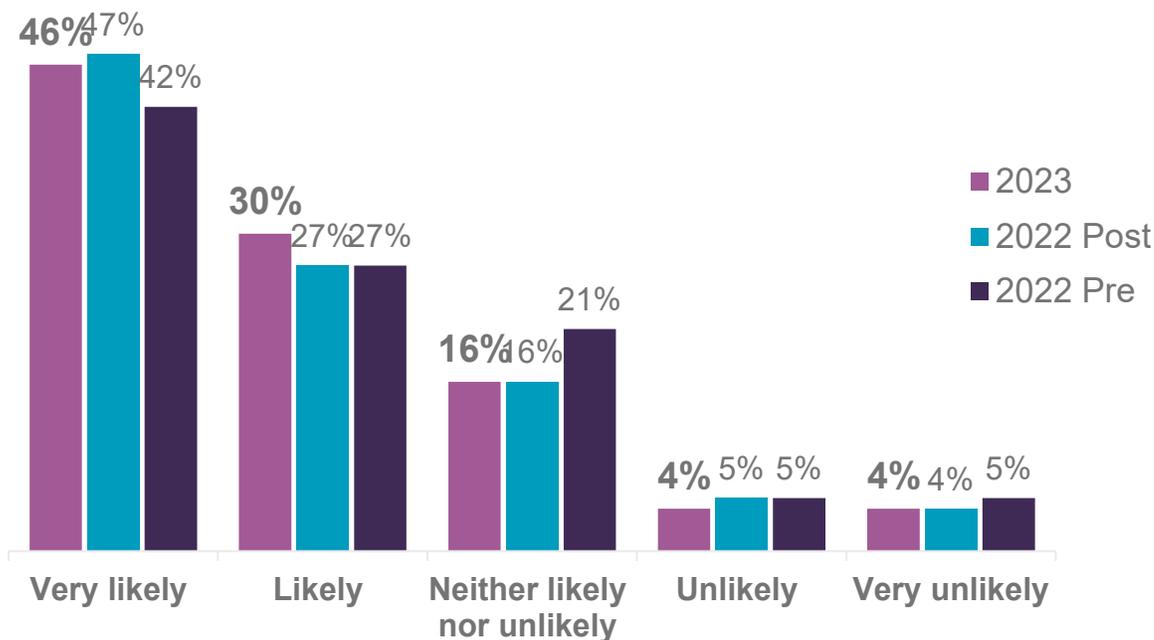
Reasons for not taking daily vitamin D



- Males were more likely to say they didn't see the need (26%) or were unaware of the recommendation (30%)
- While women cited forgetfulness (35%) and affordability (16%)
- Over 75s were more likely than others to say they didn't see the need (37%), or don't like taking supplements (22%).

Three quarters said they were likely to consider taking a daily vitamin D supplement after finding out the benefits; and two thirds would recommend family / friends take vitamin D.

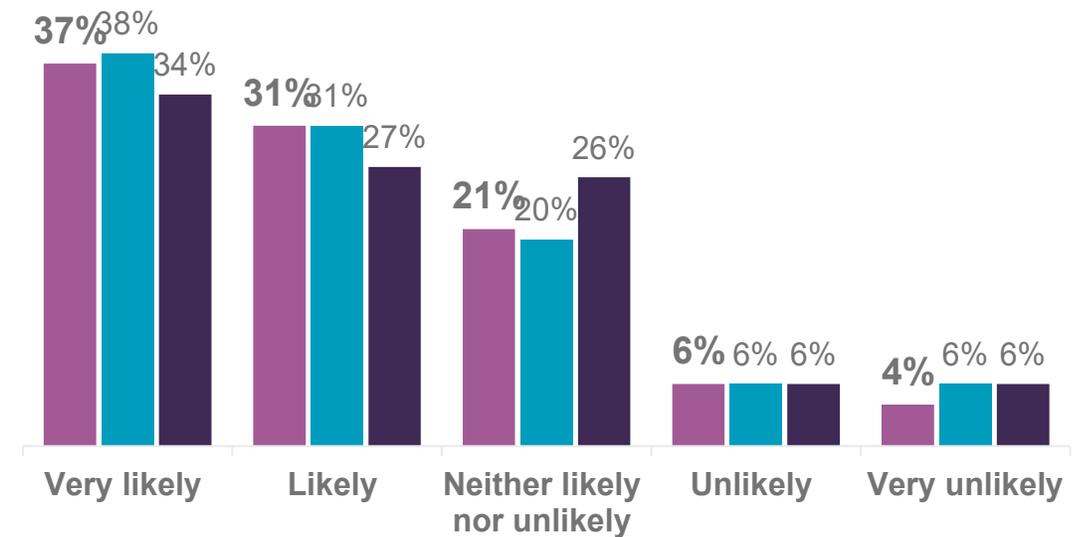
Likelihood to consider daily vitamin D, after finding out the benefits



Those saying very likely:

- Campaign recognisers (53%)
- Women (53%)

Likelihood to recommend taking vitamin D to family/friend

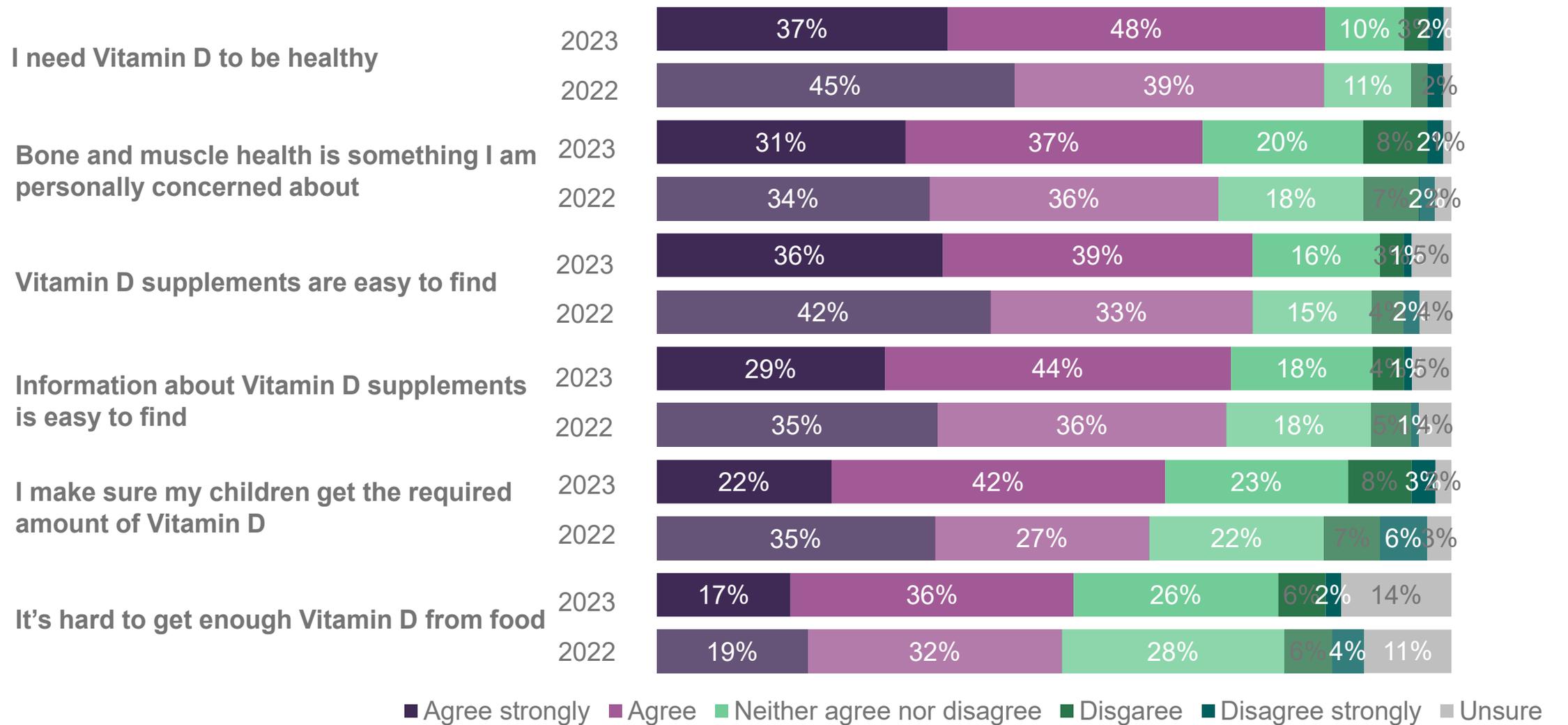


Those saying very likely:

- Campaign recognisers (47%)
- Women (43%)

Q32 Knowing these benefits now, how likely are you to consider taking a daily 10 microgram vitamin D supplement between October and March? Base: 2023 1009, 2022 Pre: 1028, Post 1041
 Q33 And how likely are you to recommend that a friend or family member takes a daily vitamin D supplement between October and March? Base: 2023 1009, 2022 Pre: 1028, Post 1041

Most recognise they need vitamin D, think supplements (and information about them) are easy to find, and are generally concerned about bone and muscle health. Strength of agreement with all statements is slightly lower than post 2022 campaign, although the total numbers agreeing are similar.



Q35 To what extent do you agree or disagree with the following statements about Vitamin D? Base: 2023 1009, 2022 Post 1041



Conclusions

Conclusions

- The campaign has performed well at an overall level this year, particularly in light of a lower media spend
- Given the focus on online advertising, it is perhaps not surprising that awareness is stronger in younger rather than older age groups
- The creative itself is well liked and key messages come through clearly, although recall of the correct dosage is still low
 - However that's the case even for those already taking a supplement, so may be more a function of this not being considered important information to retain
- POMO scores are strong highlighting that the campaign is engaging and has the potential to motivate behaviour change
- There are no real signs of wear out suggesting the campaign can run again in future
- And given the lower levels of recall amongst key older age groups, consideration of media specifically targeting that audience could be beneficial.