



Integrated Works

Maximising Reach through Integrated Campaigns

MARCH 2007

Since its inception as an all-island body under the Belfast Agreement in 1998, **safefood** has developed a range of campaigns to promote food safety and healthy eating among the population of the island of Ireland. To evaluate the effectiveness of our campaigns on an ongoing basis we developed *safetrak*, a consumer research programme that measures public awareness of **safefood** campaigns along with any food related concerns and their impact on consumer behaviour.

Methodology

The research is conducted every six months by Amárach Consulting. Interviews are conducted throughout the island of Ireland, with 800 participants, aged 15-74, on a face-to-face basis in their own homes. Interlocking quotas are implemented (where each participant reflects several variables, such as age, gender, socio-economic class and area) to ensure the sample is representative of the population.

Objectives of the *safetrak* research

- To explore current consumer concerns in relation to food safety and nutrition (fat, salt and sugar), and to gain a deeper insight into specific concerns about these issues.
- To measure consumer awareness of **safefood** campaigns and marketing activities.
- To gain an understanding of the impact of **safefood** campaigns and marketing activities on consumer behaviour.
- To gain a deeper understanding of consumer awareness of the **safefood** brand and perceptions of the brand attributes.

This briefing document explores how **safefood** has used fully integrated campaigns to maximise advertising success and ensure our messages reach all target audiences.

Brand Awareness

Overall, awareness of the **safefood** brand has grown significantly since it was launched three years ago, from five in ten adults recognising the logo in *safetrak* 1 (51%) to almost seven in ten adults in *safetrak* 7 (67%), a growth of almost 20% in a relatively short time.

This growth in brand awareness is driven by a highly co-ordinated integrated communication strategy, with a mixture of support spanning radio, television, press and outdoor advertising, helpline, direct mail, sponsorship, in-store leaflets, PR, sponsorship, syndicated content and web site.

Message dissemination

With over 40 agencies dealing with food and related public health issues, **safefood**'s approach has been to build a consistent, highly recognisable, and credible image in the public arena.

- Campaigns all revolve around a well-defined issue, with the core campaign messages built slowly over time.
- Simple one-message advertisements ensure maximum recall and avoid overloading the general public with information.
- Clear linkages between the **safefood** campaigns aid recognition and have helped reinforce the brand as an authoritative source of information and advice.

This briefing focuses two campaigns around the issue of food safety in the home: Fridge and Barbecue.



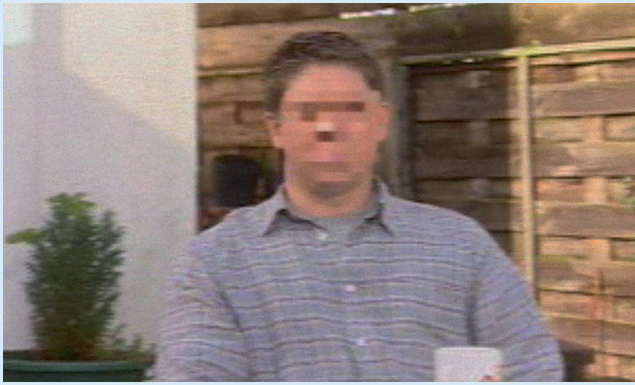
Food Safety in the Home campaign

These campaigns formed part of an overarching campaign with the core message of 'personal responsibility', expressed throughout the campaign with the tagline '**safefood** – It's in your hands'.

Built around the idea of 'shamefacedness', each advertisement showed the effects of food poisoning in the home and delivered simple advice on how to prevent this from happening. The desired response was that the target would weigh up the cost of not adopting the behaviour, realise the outcome was in their hands and adapt their actions accordingly. Amplifying the 'guilt and shame' theme we used the visual technique of pixellating faces, familiar from programmes such as *Crimewatch*.

Barbecue

Aired on radio and television in the summer months, the BBQ campaign concentrated on the importance of cooking food thoroughly. The key message was 'Be careful when you are barbecuing or you could be responsible for making someone ill'. The advice offered was to 'cook meat thoroughly until piping hot all the way through'.



Barbecue campaign

- At the end of the summer, more than three quarters (76%) of respondents recalled having seen the advertisement. (*safetrak 3*)
- Of those who had seen the television advertisement, 30% correctly recalled that the main message was to cook meat thoroughly.
- Almost six in ten (58%) people recalled the advertisements in all three channels.
- Of those, just under eight in ten (79%) correctly recalled the message.

The high recall achievement of the initial BBQ campaign was largely attributed to integrated nature of the campaign, combined with the extended reach achieved through the use of multiple media channels.

Fridge

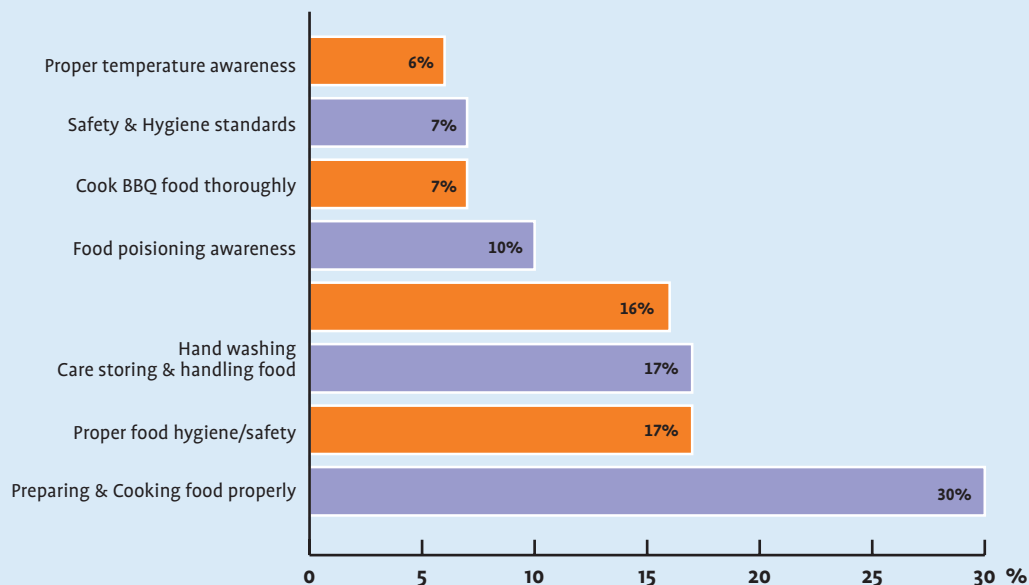
Research carried out by *safefood*'s scientists found that 4 out of 10 domestic fridges were contaminated with bugs that cause food poisoning.

The campaign had two phases: 1) Cleaning and 2) Correct fridge temperature.

The main message of the first phase was that the fridge should be cleaned regularly. This again was a fully integrated campaign, incorporating TV, outdoor, press and radio.

The second phase was a direct response radio campaign designed to raise awareness of the correct operating temperature of a fridge. This was supported by a helpline number to call for a free fridge thermometer and leaflet on the subject of fridge hygiene.

KEY MESSAGES CONVEYED BY *safefood* ADVERTISING



Base: Those respondents who were able to spontaneously recall *safefood*'s advertising - 195

safefood -commissioned research found that over half the domestic fridges surveyed were operating above the maximum recommended temperature of 5°C, contributing to the levels of dangerous pathogens found in domestic fridges.

- *safetrak 5* revealed that 59% of people who had seen the fridge hygiene ad had cleaned their fridges as a result.
- Within days of the campaign **safefood** distributed 50,000 fridge thermometers through the helpline.

Case study: Already salted campaign

Eating too much salt can lead to high blood pressure, which in turn causes heart disease and stroke. Research has revealed that people generally consume over double their recommended daily allowance (RDA) of salt. The objective of this campaign was to raise awareness that there is too much salt in our diets and most of this comes from processed foods



6 weeks to change your taste buds

We all know that too much salt is bad for our hearts. So what can we do to cut down?

Today's Taste Tip
Choose foods which have been flavoured with herbs and spices. They add lots of flavour to food so you shouldn't need to add any salt.

When you start reducing your salt intake food may seem a little bland at first. But after about 6 weeks you won't even notice the difference.

For more information visit www.safefoodonline.com. In association with the Irish Heart Foundation www.irishheart.ie



6 Weeks to Change Your Taste Buds campaign

In January 2005, *safetrak 4* found that 62% of people are unaware of the amount of salt they should be consuming in a typical day. The research also found that almost four in five people (79%) believed that adding less salt at the table would be an effective way of reducing their salt consumption. However, research shows that between 65% and 70% of the salt we eat actually comes from processed food, fast food, and canteen and restaurant food.

In May 2005 **safefood** launched a campaign with the key message that 'even if you completely stopped adding salt to your food you'd still be 100% over the recommended daily allowance'. The best way to cut down, we said, was to eat more fresh food, and check the labels on processed food to identify the lowest salt options.

'We all know that too much salt is bad for our hearts. So we just stop adding it to our food, what's the big deal?'

'The big deal is that even if you added NO salt whatsoever to your food, not a single grain, you'd still be one hundred per cent over the recommended daily allowance. Which is pretty hard to believe. But what can you actually do about it?'

'Read ingredients closely; eat fresh food whenever you can; And get loads of practical tips by calling our help line on 1850 40 45 67.'

safefood. It's in your hands. The Food Safety Promotion Board.

The key message was simply stated across press, radio and outdoor advertising, including a building wrap in Belfast. Visual media ran a campaign featuring a striking image of a human heart on a grey marble slab. Below the line activity included press release, syndicated articles, consumer leaflets, a helpline, and online materials such as a salt calculator and salt-free recipes.

- In June 2005 more than one in four adults (28%) recalled having heard the radio advertisement.
- When the campaign was repeated in November 2005, this had increased to more than two in five adults (43%) claiming that they had heard the advertisement.
- Between *safetrak 4* (February 2005) and *safetrak 5* (August 2005) the number of consumers reading food labels increased from 11% to 21%.
- By August 2006, *safetrak 7* revealed that one in four adults (25%) on the island of Ireland claimed they had changed their behaviour as a result of the salt radio campaign, while almost one in three (28%) said that they planned to change their behaviour.

safefood also ran a major workplace based salt reduction programme: 'Six Weeks to Change Your Taste Buds'. The programme, which involved over 40,000 employees from different sectors of business and the public service, resulted in a 64% of employees saying that they had reduced, or planned to reduce the level of salt in their diet, as a direct result of the campaign.

In December 2005, **safefood** launched a campaign to encourage adults not to wash poultry. Using Dustin, a well-known turkey puppet, the radio advertisement's message was not to wash

poultry as the splashes spread germs around the kitchen. The radio campaign was supported by an extensive PR campaign in the national and regional press as well as more than 100,000 leaflets distributed in the RTE Guide.

- Almost one in two (45%) people on the island of Ireland recalled having heard the advertisement.
- Those who recalled hearing the message correctly interpreted the message, with almost half (48%) saying that the main message was that it is safer not to wash poultry.
- Of those who recalled the ad, three out of four (75%) said it had told them something they didn't already know.

Implications for other marketers and advertisers

- A key reason for the growth in awareness of the **safefood** brand relates to the integrated communications mix, spanning PR and below the line activity to more traditional media such as TV, radio and outdoor messages.
- Communications directed at adults need to be clear, concise and relevant to the target audience intended. Research indicates single messages work best.
- The use of multiple media channels can increase cut through rates of public health messages.
- Brand awareness and campaign effectiveness are considerably enhanced when all aspects of marketing communications are designed to work together rather than in isolation.



Don't Wash Your Bird campaign

safetrak survey dates

Benchmarking	February 2003
safetrak 1	June 2003
safetrak 2	February 2004
safetrak 3	August 2004
safetrak 4	February 2005
safetrak 5	August 2005
safetrak 6	April 2006
safetrak 7	October 2006

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