**Category:** Best Use of Social Media

**Company:** 3x1 Group, Food Standards Scotland, The Union and Republic of Media

**Entry title:** Don’t Let Pink Chicken Spoil Summer

**Brief and objectives:**
Food Standards Scotland (FSS) is Scotland’s public food body responsible for food safety and standards, nutrition and labelling.

In 2016 FSS ran a successful campaign to educate consumers on food safety practices when BBQing meats to tackle the rise in incidences of food poisoning over the summer months. One of the key causes of this is campylobacter, a bacteria which can be present in raw and undercooked chicken. In 2017, the organisation decided to rerun the campaign and required a fresh approach to bring new appeal to the existing creative.

**Campaign objectives:**

- **The how:** Encourage uptake of the key food safety rules to follow when cooking poultry on the BBQ
- **The why:** Educate consumers on the potentially serious consequences of undercooking chicken to reduce complacency
- **Raise awareness of FSS as a trusted voice when it comes to food safety**

The campaign was delivered between 30 June and 19 August 2017.

**Rationale behind campaign, including research and planning:**
50-70% of campylobacter infections in Scotland are attributed to a chicken source. During the summer, there are dramatic increases in cases of food poisoning linked to eating outdoors, BBQs and increased chicken purchase/consumption.

Pre-campaign research conducted by Kantar identified that BBQ foods are more likely to be eaten by more affluent males aged 16-34 in Scotland.

There are more cases of campylobacter reported by men and 56% of males state that they are the main BBQ cook, compared to only 21% of females. This insight helped clarify the campaign target audience as ABC1 males, aged 16-34.
Checking the temperature of meat and poultry is the accepted way of being certain it is cooked, but one of the key research findings was that very few people use a thermometer – particularly this target audience and particularly at barbecues. With this in mind, to provide a simple route to behaviour change, FSS identified a set of realistic and actionable hygiene messages as an alternative. These were delivered throughout the campaign.

**Strategy and tactics, including creativity and innovation:**
An integrated approach blending paid, earned, shared and owned activity was developed with social media at its heart. A teaser campaign ran with posts reintroducing our Pink Chicken protagonist to the public on FSS’s social media accounts during National BBQ Week at the beginning of June. The core campaign ran from the end of June across the core BBQ months of July and August.

All content was developed with a tongue-in-cheek approach to appeal to the younger, predominantly male target audience. A refreshed video creative was produced showing Pink Chicken ‘ruining people’s days’ with a few well-targeted water balloons on a busy city centre street.

A two month social media content calendar was created incorporating bold imagery and light-hearted posts:

- Tapping into sporting events like Wimbledon, rugby and football matches as occasions when the target audience are likely to be BBQing
- Upweighting social media activity when the weather forecast was promising
- Using humour to drive home consequences with Pink Chicken puns
- Weaving in BBQ hints and tips to deliver key behaviours in an accessible way and driving traffic to the FSS website for more information

The campaign hashtag #PinkChicken and FSS food safety hashtag #forsafefood were used throughout to reinforce FSS’s position to protect the public in relation to food safety.

**Implementation of tactics:**
Social media content on FSS’s own channels (Facebook, Twitter and Instagram) was supported by a paid for campaign which allowed the organisation to extend its reach and test platforms used most heavily by the target audience.

Paid for social media activity was upweighted from Thursday to Saturday to tie in with the times people would most likely be BBQing, and during periods when the forecast promised that the sun would shine.

The new video content was run across YouTube (the full 30 second piece plus specially created 6 second bumpers) as well as revisiting the original ads from the 2016 activity. The campaign tapped into relevant search topics such as sports, hobbies & leisure, food & drink and games to ensure maximum cut through with our target audience.
Facebook advertising used sporting posts and cheeky topical puns such as Game of Thrones ‘toilet humour’ to engage young males. Video content was also seeded out on this channel.

The water balloon video was perfect fodder for Instagram and Snapchat stories and was the first time that FSS had run a longform video ad on Snapchat.

To support the campaign, a press release was issued to traditional and online media highlighting the key messages and the new video creative. Campaign video content was sold into online targets such as Glasgow Live and STV.tv. New press photography was produced with two blokes BBQing in the park before being disturbed by an unwanted guest in the form of the Pink Chicken, to ensure coverage resonated with the target audience.

Media drops with portable BBQ kits were issued to radio presenters on key target stations eg Talk Sport, Capital FM to increase talkability.

**Measurement and evaluation:**

**OUTPUTS/OUTTAKES**

**YouTube**
- 2,508,216 impressions
- 291,031 views
- 7,344 click-throughs
- 27% view through rate

**Snapchat**
- 2,515,839 impressions
- 196,839 views
- 11,158 swipes

**Facebook**
- 4,251,080 impressions
- 1,791 click-throughs
- 81,894 video views
- 4% view through rate

**Instagram**
- 1,284,650 impressions
- 97,633 video views
- 54,307 story views
- 3,297 link clicks

**Media relations**
- Reach: 5,600,227 (Target: 5m)
- 43 pieces of proactive coverage (Target: 6)
- Proactive coverage achieved 100% positive ToV (Target: 90%)
- FSS spokesperson quoted in 81% of coverage (Target: 50%)

**OUTCOMES**

Post-campaign research by Kantar TNS revealed positive attitude and behaviour change:
94% of those who saw the campaign took positive action compared (2016: 84%)
90% of those who saw the campaign checked chicken was thoroughly cooked (2016: 77%)
85% of 16-34 males are confident they have the knowledge and information to avoid food poisoning when barbecuing (2016: 76%)
Awareness of campylobacter among 16-34 males rose by 13% YOY

Budget and cost effectiveness:
- Budget: £25,048
- 3x1 time delivered within normal retainer
- 645 consumers reached for every £1 spent on PR and social media