



CIPR PRIDE AWARDS 2019 GOLD WINNER

Category: Public Sector Campaign

Company: 3x1 Group and Food Standards Scotland

Entry title: No To Upsizing

Brief and objectives:

Food Standards Scotland is Scotland's public body for food safety, standards, nutrition and labelling.

In June 2018 FSS launched an integrated campaign involving 3x1 Group, The Union and Republic of Media to tackle a hidden problem contributing to Scotland's obesity crisis.

"Fancy making it large?"

"Do you want to add onion rings for £1?"

Every day when we buy food and drink out of the home we're being upsold to. Most of the time we don't even know it. Upsizing has quietly become the norm. FSS's No To Upsizing campaign set out to change attitudes and behaviours by demonstrating that upsizing your order can lead to an upsized you.

Objectives/KPIs:

- Raise awareness of the daily issue and the term upsizing
- Demonstrate health impact of consuming unnecessary calories
- Encourage people to recognise when they're being upsold to and say no
- Generate 50 pieces of media coverage including six broadcast
- 90% key message penetration, 85% positive tone of voice
- FSS spokesperson quoted in 70% of coverage
- Increase FSS social media followers particularly Instagram - increase 10%
- 400 social media engagements
- Help drive people to FSS website (part of overall goal of 16,000 visits), encourage them to play online game

- Position FSS as a trusted voice, on the side of consumers when it comes to healthy eating.

The idea, research and planning:

Pre-campaign consumer research included qualitative focus groups and a quantitative survey to deepen understanding:

- 85% of our food choices are unconscious
- Only 13% of public were aware of upsizing
- Attitudes – industry tactics known/accepted, buying unhealthy food is justified but audience want to eat more healthily
- Apathy – upsizing not a recognised issue.

Our target audience was younger people, primarily C1C2DE females aged 16-34 who're 13% more likely than others to eat unhealthily when out. Price is important to 75% of them when eating out.

Campaign creative tapped into the fact consumer behaviour in these scenarios is unconscious. The campaign protagonist was The Hypnotist, found behind counters of the most common upsizing environments eg fast food outlets or coffee shops, luring consumers into buying more than they need.

Strategy, tactics, creativity and innovation:

Like any behaviour change campaign, No To Upsizing is the start of a long-term approach to changing out of home eating habits.

Our integrated campaign blended paid, earned, shared and owned media. Our target audience mainly consume online channels (social media, websites of major newspapers/magazines) so these were prioritised.

Calorie increases were calculated for typical offers to demonstrate the consequences of upsizing and challenge value for money and 'reward' perceptions. Is it worth saving a few £s to end up putting on lbs?

The PR campaign was delivered across two phases, amplifying TV advertising runs.

Phase one, June 2018:

Pre-launch

- Insight-gathering vox pops
- Pre-campaign media briefings
- Social media teasers.

Launch

- Media release/photocall/spokesperson interviews
- Feature placement
- Social media content
- Psychologist partnership.

Phase two, March 2019:

- Media release/photocall/spokesperson interviews
- Radio interviews
- Social media content
- Influencer engagement
- YoungScot/Which? Partnerships.

Delivery:

We knew we were starting with very low awareness levels. Pre-launch briefings with key media gauged their understanding and secured early campaign buy-in.

We asked our target market if they knew what upsizing was/how often it happened to them. Vox pops captured engaging real-life social content and showed the 'lightbulb' moment as people took stock of just how often they were upsold to.

Social media teasers started to dripfeed the terminology into the public consciousness.

We commissioned YouGov research for the launch release - almost half of people in Scotland have never considered the extra calories consumed when upsizing, a quarter regularly upsize. Giant food props made a striking photocall showing bigger isn't always better.

Features were placed with national media and an interview secured on STV.

We developed a month-long social media campaign, creating animated graphics showing products upsizing and associated calorie gains. Twitter/Instagram polls generated engagement while posts drove people to FSS's website to play the game.

We worked with Closer magazine psychologist Emma Kenny to resonate with our target demographic, creating tips for social media to support behaviour change.

In phase two we refreshed collateral with more eye-opening calorie calculations. For the release we added onion rings to an upsized cheeseburger meal and upsized from a small latte to large with a brownie, potentially an extra 1,500 weekly calories - equivalent to 10lbs annual weight gain.

Influencers are a powerful tool in engaging our target audience. We collaborated with two on a three-week #NoToUpsizing challenge. They kept a diary of how many times they were upsold to and their response. Their blogs, Instagram posts/Stories were an authentic way to address some of our target audience's barriers to behaviour change.

We secured a digital content partnership with YoungScot, the national youth organisation, including a website feature, social posts, Instagram and Snapchat stories.

A 'Which?' magazine online conversation with FSS's Head of Nutrition stimulated discussion and answered questions on eating out of home.

Social media content highlighted calorie gains and shared leaderboard scores, helping encourage c.19,000 people to play the game.

Measurement and evaluation:

OUTPUTS

- 100% key message penetration (+10% on KPI)
- 99% positive tone of voice (+14%)
- 90% of coverage featured FSS spokespeople (+20%)
- 63 (+26%) pieces of coverage, 18 broadcast (+200%)
- Reach: 14.9m.

OUTTAKES

- Helped drive 42,219 webpage visitors (+164%)
- Supported 18,853 game plays
- 12.8% increase in Instagram followers (+2.8%), Facebook: 2.8% increase, Twitter: 6.6% increase
- 2,224 social media engagements (+456%)
- Influencers:
 - 301 blog views
 - Instagram reach: 19,293
 - Instagram engagement: 8%
 - 941 Stories views.
- Young Scot partnership
 - 944 page views

- Social media reach: 54,000
- Instagram Stories/Snapchat views: 5,000.

OUTCOMES

Post-campaign research revealed:

Phase one

- Awareness of upsizing more than doubled to 30%
- 5% increase in people who found it very easy to say no to upsizing
- 68% of people who recognised the campaign were motivated to take action
- 28% said no to an upsizing offer as a direct result
- Trust in FSS rose to 81%.

Phase two

- 90% of people who'd seen the campaign took action
- 41% went on to refuse some/all upsizing offers.

Budget and campaign impact

- PR budget: £12,116
- 3x1 time within retainer
- Reached 1,236 consumers/£1 spent on PR.