

COI for Department of Health

Change4Life On-Pack Messaging Report

August 2009

Define Job Number: 1727

Table of Contents

I	Introduction	4
	A. Background	4
	B. Research Objectives.....	5
	C. Method and Sample	7
II	Management Summary	13
III	Detailed Findings.....	22
	1. Overview of Audience Context and Communication	22
	1.1 Awareness of Change4Life Campaign	22
	1.2 Attitudes towards C4L and Implications for On-Pack Messaging....	23
	2. Consideration Factors and Impact on Acceptability	27
	2.1 Overview of Endorsement	28
	2.2 Perceptions of Product Healthiness.....	31
	2.3 Current Behaviour and Knowledge	33
	2.4 Food Preferences and Issues.....	33
	2.5 Product Associations	34
	2.6 Food vs Activity Messaging.....	35
	2.7 Brand Issues.....	36
	3. Messages in Detail.....	37
	3.1 Overview.....	38
	3.2 Promotion Messages	39
	3.2.1 Promotion Messages – Free healthy products	40
	3.2.2 Promotion Messages – Activity incentives	43
	3.2 Switch Messages	45
	3.3.1 Switch Messages – Greater use of healthy version.....	47

3.3.2	Switch Messages – Match with healthy alternative.....	48
3.3.3	Switch Messages – Within same product category.....	50
3.3.4	Switch Messages – Limited or alternate consumption	51
3.3.5	Switch Messages – Out of product category.....	53
3.3	Tip Messages	55
3.4.1	Tip Messages – Ideas for 5 a day	57
3.4.2	Tip Messages – How to cook	58
3.4.3	Tip Messages – Portion size and moderation	59
3.4.4	Tip Messages – General information and raising awareness.	61
3.4.5	Tip Messages – Activity.....	63
3.5	Behaviour Messages	66
3.6	Other Channels	72
3.6.1	POS.....	73
3.6.2	Recipe Cards.....	74
3.6.3	Website.....	76
4.	Sub-brands	78
4.1	Overview	78
4.2	Sub-brands in Detail – Activity messages	78
4.3	Sub-brands in Detail – Food related messages	80
4.4	Alternate Sub-brands in Detail	81
5.	Executorial Factors	83
6.	Conclusions and Recommendations.....	85

Appendices

- Cluster Segment Description A
- Cluster Segment Description B
- Recruitment Questionnaire – General Public
- Recruitment Questionnaire – Mums
- Discussion Guide
- Stimulus Overview
- Examples of Stimulus

I Introduction

A. Background

The Department of Health (DH) is seeking to create a society wide shift in lifestyle in the UK from behaviours that lead to people being overweight or obese towards an environment where people seek to be healthier and make healthier choices for themselves and their families. The increases in childhood obesity mean that currently one-in-ten children in the UK are obese with a further 20–25% falling in the overweight category. Therefore, one of the central goals of DH is to instigate a shift in behaviour that will reduce the number of overweight and obese children to 2000 levels by 2020.

Marketing has been identified as one of the key means of achieving this goal, with £75 million allocated over the next three years. As part of this the Change 4 Life (C4L) campaign was launched in January 2009 with the aim of:

- a. Reframing obesity in terms of behaviours and their consequences rather than obesity as an outcome itself
- b. Increasing the number of people recognising that their own lifestyle choices (around diet and exercise) are threatening their own health and that of their children

- c. Increasing the desire amongst people to take steps to further improve their health
- d. Encouraging a significant number to seek further information or advice, either directly from the campaign or from the coalition partners
- e. Providing people with tips and strategies for achieving change
- f. Providing a definitive source of advice, back by sound science

To date the campaign components have been numerous and diverse. One significant aspect of the campaign has been partner activity. This has generally been at a brand level rather than a product level and has tended to be focused away from the retail environment, taking an informational rather than promotional focus. Indeed, partner activity has largely consisted of co-branded sponsorship activity (for example McCain Athletics4Life or the Flora marathon) in addition to the delivering of campaign messages through magazine editorials or websites. There have also been some instances of C4L being used at point-of-sale (POS), for example in Tesco, Co-Op and some convenience stores using the DH advertising assets or 5-a-day or behaviour change messages. However, an increasing number of partners are seeking opportunities to integrate C4L messaging and sub-brands within their promotional activities.

DH therefore commissioned research to understand consumer reactions to placing diet and activity messages that promote C4L directly on products (on-pack) through the use of sub-brands such as Breakfast4Life. Whilst placing messages directly on products could be a strong channel through which to

reach the target audience, DH was also aware that there are risks associated with connecting the C4L brand with commercial products and needed to ensure that any on-pack activity did not damage the reputation of the brand. DH also wanted to explore the impact of potential new sub-brands such as 'Switch4Life', 'Swap4Life' and 'Tips4Life' and their ability to deliver the C4L message on-pack.

This report details the findings of this research.

B. Research Objectives

The overarching objective of the research was to identify what messages and promotions 'work' with what products and categories of food and soft drinks. For the purposes of the research, 'work' was defined as:

- Being seen by consumers as credible, appropriate and compatible
- Not being interpreted by consumers as an endorsement of the product
- Either providing helpful information or, ideally, encouraging behaviour change

Within this overarching objective, the research aimed to clarify any rules or boundaries around on-pack advertising and understand the exact nature of any risks and how these could be minimised, in order to discover 'safe' territory for the C4L brand and sub-brands.

Specific research objectives for the research included the need to understand:

- How different combinations of message type, message 'wrapper' (e.g. sub-brand), vehicle, food category and product impact upon consumer perceptions of the C4L brand. Specifically:
 - what does the association between message and product give to the category?
 - what does the association between message and category bring to C4L?
 - what impact does this have on consumer behaviour both in terms of product purchase and use and in terms of engagement with C4L?
 - how do consumers understand the relationship between C4L brand, message and product? How top-of-mind is this? How is this relationship rationalised?
 - does the physical positioning on-pack make a difference to perceptions?
 - what is the impact of this on the C4L brand?

- Whether there are any rules or parameters which determine where particular food categories, products, message type, message 'wrappers' and vehicles and their various combinations are more or less acceptable territory for C4L messaging.
 - what are these?
 - what factors determine whether a particular combination or element 'works' or damages C4L?

- what is the specific role of perceived healthiness of a product in influencing the perceptions of acceptability?
- The potential for new sub-brands ‘Switch4Life’, ‘Swap4Life’ and ‘Tips4Life’
 - how the sub-brand is seen to relate to C4L
 - the impact of the sub-brand on the C4L brand
 - the expectation of the sub-brand in terms of what it delivers
 - the tone of voice that fits each of the sub-brands and how this differs from the C4L parent brand

C. Method and Sample

Method

The research involved:

- 12 group discussions with Mums covering the range of DH clusters (see appendix for description of clusters)
- 9 group discussions with the General Public split into four sub-segments of Young Independents, Young Family Dads, Older Family and Older Independents

Half of the Mums groups involved respondents who did not know each other. These groups allowed for a clearer picture about cluster behaviour as each of

the respondents were recruited by fit with a particular cluster. Friendship groups were also used alongside these groups to help overcome over-claiming in respect to healthy lifestyles and to capture perceptions of on-pack messaging within a social setting of friends, where positive and negative discussion could be more fully developed.

Groups consisted of 4–5 respondents and lasted between 2 and 2 ½ hours.

Discussion Approach

Discussion was structured using a discussion guide (see Appendix). To aid this, material based around potential on-pack, POS, recipe card and website communication was developed for exploration with respondents. The stimulus was shown alongside drawings of products rather than with photographs of real products in order to circumvent discussions about different brands. Each message shown was a combination of three elements: the behaviour messages as a lead message, an on-pack specific message and a sub-brand with a 'brought to you by' or 'A tip from' lead in, as detailed further below.

Each of the messages was led by one of the existing 8 C4L behaviour messages:

- Sugar Swaps
- Snack Check
- 5 a day
- Me Sized Meals

- Meal Time
- Cut Back Fat
- 60 Active Minutes
- Up and About

Overall, three types of specific on-pack messages were tested:

- Promotions and incentives (e.g. BOGOF, free or reduced price products, tokens for activity offer)
- Switches (e.g. suggestion to buy a healthier alternative)
- Tips and suggestions (suggestions about healthier ways of preparing food or tips about moderating consumption).

Each of the messages was also explored with a sub-brand. The Change4Life brand and its seven sub-brands were tested:

- Cook4 Life
- Breakfast4Life
- Play4Life
- Dance4Life
- Swim4Life
- Walk4Life
- Bike4Life

In addition, three new sub-brands were tested:

- Switch4Life
- Swap4Life

- Tips4Life

These message combinations were tested on-pack across a range of 22 unbranded food and drink product categories as follows:

- cereal packet, bread, milk carton, butter, fruit juice, yoghurt carton, pasta sauce jar, readymade meal, soup tin, cheese, frozen oven chips, frozen peas, fizzy drink can, crisp packet, cereal bar, chocolate bar, biscuit packet, bag of apples, bag of carrots, fish fingers, sausages, chicken nuggets

Three other potential channels were also tested – POS banner, recipe card and website. See Appendix for full details of all stimulus tested and examples.

Fieldwork took place between 19th May and 2nd June 2009 in the following locations: Leeds, Manchester, Leicester, Birmingham, Hemel Hempstead and London.

The research team comprised Claire Vernon, Karen Miller, Elodie Le Roux and Dominique Peters.

Sample

Mums Groups

The following table provides an overview of the sample composition for the Mums groups:

<i>Group</i>	1	2	3	4	5	6
<i>SEG</i>	BC1	C2DE	C2DE	BC1	C2DE	C2DE
<i>Cluster</i>	3	1	5	4 & 6	2	3
<i>Location</i>	North	North	North	Midlands	Midlands	Midlands
<i>Friendship or Don't Know each other</i>	DK	DK	Friendship	DK	DK	Friendship
<i>Group</i>	7	8	9	10	11	12
<i>SEG</i>	BC1	C2DE	C2DE	BC1	C2DE	C2DE
<i>Cluster</i>	3	3	1	4 & 6	5	2
<i>Location</i>	South	South	South	London	London	London
<i>Friendship or Don't Know each other</i>	Friendship	DK	Friendship	Friendship	DK	Friendship

In addition, the following further sampling criteria were included across all of the Mums groups:

- all had one child aged 2–11 at home (thorough spread across sample and spread of age of youngest child)
- spread of size of family
- range of living circumstances
- thorough spread of obesity clusters appropriate to SEG, with a bias towards the four target clusters identified by the DH as high risk in relation to childhood obesity issues.

General Public Groups

The following table provides an overview of the sample composition for the General Public groups:

<i>Group</i>	1	2	3	4
<i>SEG</i>	BC1	BC1	BC1	BC1
<i>Lifestage</i>	Young Independent	Young Family Dads	Older Family	Older Independent
<i>Gender</i>	Mixed	Male	Mixed	Mixed
<i>Location</i>	North	Midlands	South	London
<i>Trio</i>	5	6	7	8
<i>SEG</i>	C2DE	C2DE	C2DE	C2DE
<i>Lifestage</i>	Young Independent	Young Family Dads	Older Family	Older Independent
<i>Gender</i>	Mixed	Male	Mixed	Mixed
<i>Location</i>	London	South	Midlands	North

In addition, the following further sampling criteria were included across all of the General Public groups:

- Young Independent included a mix of single and partnered, aged 18–30, no children
- Older Independent/Empty nesters included a mix of single and partnered, aged 45–60, no children living at home (either without children or empty nest)
- Young Family Dads had at least one child aged 5–11 living at home
- Older Family had children aged between 12 and 18 living at home and none under the age of 12
- Where groups were mixed gender, a minimum of two of each gender

An additional group of Older Family (C1C2) was also conducted in the South for the purposes of providing a viewing opportunity of the research for the DH and client team.

Both Groups

There were a number of sampling criteria included across both groups as follows:

- All were responsible/had joint responsibility for shopping/eating decisions within the family/at home
- Ethnic minority representation was appropriate to fieldwork location
- None worked, or had close friends/relatives who work in the food sectors under research (i.e. for retailers or food manufacturers) and the usual marketing exclusions.

II Management Summary

Background and Research Objectives

- This summary focuses on the findings of a qualitative research project to understand consumer reactions to using food and soft drink products as a route for Change4Life (C4L) messaging about diet and activity.
- The overall objective of the research was to identify which messages and executions ‘work’ when combined with particular products in the food and soft drinks categories. That is, which combinations:
 - were perceived as **appropriate** (of *value* to target consumers while *compatible* with C4L aims and *acceptable* in terms of level of endorsement)
 - were perceived as **likely to have an impact on healthy eating behaviour** in a positive way
- The research was tasked with identifying whether there are any rules or parameters which determine whether particular food categories, products, messages, message ‘wrappers’ and vehicles (e.g. C4L sub-brands), or combinations thereof, are acceptable territory for Change4Life messaging. The research therefore looked at impact on Change4Life aims and brand.

Methodology and Research Approach

- 21 discussion groups were held with 4–5 respondents, lasting 2–2 ½ hours. The sample included two broad segments – Mums and the General Public (split into four sub-segments of Young Independents, Young Family Dads, Older Family and Older Independents). All were either responsible or had joint responsibility for shopping and eating decisions at home.
 - 12 groups were undertaken with Mums, 6 of which were friendship groups. All audience clusters were represented, however the sample was weighted towards core target clusters
 - 9 groups were undertaken with the General Public
- The research took place during May 2009.
- Three overall types of message were tested during groups: *promotions* (e.g. BOGOF, reduced/free associated product, tokens for activity offer), *switches* (e.g. suggestion to buy a healthier alternative) and *tips* (e.g. suggestion to prepare food in a specific way, or moderate consumption, etc). Each was linked to one of the eight C4L behavioural messages and a sub-brand (including the seven existing C4L sub-brands and the three new sub-brands) or the main C4L brand.
- These were tested ‘on-pack’ in unbranded mock ups, and also via three other channels (Point of Sale banner, recipe card and websites), in 22 food and drink product categories.

Key Findings

1. If messaging from C4L is placed on pack this is always perceived as *endorsement* of that product to some degree.

- As C4L is recognised as *promoting healthy lifestyles*, overt association with a product through the packaging is understood to be an endorsement of that product in some way.
- Endorsement is not necessarily rejected, however. The strength and acceptability of endorsement varies according to:
 - the *audience*
 - the *type of message* (and its content – which affects how explicit and direct the endorsement is perceived to be)
 - *the healthiness of the product*

2. The audience splits between those who feel ‘on pack’ messaging is an appropriate method for C4L to reach its audience with C4L aims and messages and those who don’t. The difference is rooted in the endorsement aspect.

- Many in the target clusters, and also some from General Public audiences (Young Family Dads and some Young Independents), were very **open to on-pack messaging** generally, seeing it as providing *useful reminders or new information/helpful solutions* in the quest to eat more healthily.
- In all cases, well received messages were endorsements: of a specific healthy product, of a better alternative within the category, a better

way of preparing the food, or limiting consumption of less healthy items.

- These respondents were much less focused on the endorsement itself, than the *benefit* highlighted by the endorsement.
- This indicates that on-pack messaging is potentially a useful facilitator for behaviour change, through influencing food choices, preparation and consumption.
- However, irrespective of the messaging content¹, presence on pack at all does legitimise use and consumption of that specific product (including less healthy ones – albeit in a ‘better’ way) to the target audience.
- Other respondents within the sample were less positive: notably the general public who considered themselves *not* to be the target audience.
- These respondents were far more discriminating about parameters for acceptability of endorsement, i.e. they were accepting of on-pack message on products which were perceived by all to be healthy (such as fruit and vegetables) but took issue with implied endorsement of less healthy foods (for example, through advice to cook the product more healthily, or messages around portion control).
- As these respondents did not see themselves as a C4L target, however, they were, as such, responding in a more theoretical or commentary role.

¹ With the exception of messages of negative endorsement (e.g. ‘don’t eat this’ on a particular product) but this was so counter-intuitive that respondents generally disregarded these messages as ‘not possible’

- While this highlights that other ‘commentators’ may criticise similarly and generate negative PR, it is possible that this group of consumers may well take little notice in reality since they are less connected to C4L.
- If evidence becomes apparent that on-pack messaging can make a positive difference, however, then such criticisms might also be assuaged.

3. Message type had some impact on strength of endorsement, highlighting that some types are safer territory than others generally.

- Messages that were positioned as *tips* were generally more widely accepted, as endorsement links were weaker (either not perceived by warmer/target audiences or seen as implicit rather than explicit by others). The tone of a *tip* was seen as suggestive rather than directive (more ‘optional’) which raised fewer other objections.
- *Switches* were typically seen as more explicit negative endorsement of a product, i.e. a warning, discouraging purchase of an item in favour of a healthier alternative. Acceptability very much depended on content of the suggestion, whether this was seen as credible or sensible. Switches out of a category or in relation to a neutral product tended to generate disagreement and resistance. More directive in tone than tips, switches are slightly less in keeping with the tone of the C4L brand. This doesn’t necessarily make them unacceptable, but care should be taken around balance within other types of messaging so as not to create an emphasis on this type of tone overall.

- *Promotion*, as a push to buy, was seen as a more explicit endorsement of the product, therefore the audience had tighter parameters here.

4. The *health status* of the product, however, emerged as the key factor in determining acceptability of messages.

- All respondents agreed that messages on products perceived by all to be healthy (e.g. fruit and vegetables) were acceptable and had value in encouraging consumption of such products.
- Many also accepted messages on healthier versions of certain products (e.g. cereal, bread) for the same reason.
- Those products perceived by all to be less healthy are contentious and polarising. While the target can see a role for limitation and switch messaging, others reject the notion of endorsement at any level.
- Neutral or mixed products (i.e. those with both positive and negative attributes) are also polarising through disagreement as to whether the endorsement is appropriate and useful.

5. Taking into account the considerations in 1–4 above, the safest on-pack messaging territory appears to be on *healthy* (and some ‘healthier’) products, via a *promotion or tip*.

- Whilst respondents saw these messages as signifying a positive endorsement of these products, they felt it entirely appropriate for C4L to indicate healthiness in this way.
- *Tips* messages on healthy or healthier products were particularly effective. Ideas for 5 a day were seen as useful solutions and ‘how to

cook' messages were welcomed as simple and easy to do. Activity ideas also appeared to have potential, but the messages used need to fit with people's routines to have an impact.

- *Promotions* on healthy or healthier products were both accepted and appreciated:
 - BOGOFs were most motivating as they offer the tangible benefit of cost saving
 - activity incentives also have potential to be motivating, as long as the mechanism for attaining the 'freebie' is simple and low effort
- Some *switch* messages about making swaps to healthier alternatives were also seen as acceptable. This included encouraging greater use of healthy options on products perceived to be healthy (e.g. yoghurt), messages on an associated product (e.g. bread) about healthier alternatives (e.g. low sugar jam) and swaps within the same product category to healthy alternatives on perceived less healthy versions of neutral products (e.g. low sugar cereal).
- Across the acceptable messages and products, however, there is some level of assumption that these will be applied across all brands of similar products (for both accessibility and fairness).

6. 'Mixed' or polarising messaging territory arises where there is disagreement about the use of products perceived by all to be *less healthy* as vehicles for messaging, or disagreement about the extent to which a product is healthy or not, i.e. a *neutral or mixed product*.

- As mentioned, warmer target clusters were more open to explicit ‘negative endorsement’ messages on less healthy products aimed at limiting consumption.
- However, non-target audiences were more cautious and tended to perceive these messages as implicit endorsement of the less healthy product which was seen to conflict with the campaign aims.
- Examples of messages which therefore received mixed responses on this basis (accepted by warmer target audiences but not by others) included:
 - combining a 5 a day offer with a perceived less healthy product
 - messages on limiting or alternating consumption on perceived less healthy ‘treat’ products
 - how to cook messages on perceived less healthy products, or products with a mix of both healthy and less healthy attributes
 - activity messages on perceived less healthy products
- Messages on perceived neutral products were also polarising because the audience found it difficult to evaluate appropriateness of positive endorsement:
 - promotions on perceived neutral products were considered not to be appropriate by some due to the perceived less healthy aspects/versions of these products
 - messages suggesting swapping to a healthy alternative on a perceived mixed product were accepted by some but resisted by others who felt there is not a need to switch from these products

(e.g. on dairy where full fat products were seen as healthy for children)

7. **Unsafe messaging territory** was identified when the message and its tone was seen as *conflicting with the campaign* aims and therefore the brand.

- Messages which were perceived as misleading and jarring with the campaign aims included:
 - promotional messages where the mechanism encouraged *repeat purchase of a less healthy product* (even for an activity incentive). This was seen as an explicit endorsement of and encouragement to purchase the less healthy product and was therefore perceived as inappropriate
 - messages that implied *negative endorsement of products perceived as healthy or neutral*, such as portion control advice on breakfast cereal, which made C4L appear misguided
 - switch messages where the *alternative suggested was outside the product category* (e.g. switching from a chocolate bar to an apple). Such messages, understood as warnings to encourage non-purchase/consumption of the whole product category were generally seen as too negative in tone (too directive, intrusive and judgemental) and unrealistic, as the switch was not seen as comparable (and was therefore rejected by the majority)

8. *Point of Sale* material also emerges as a safer channel for messaging on products and in store.

- Physical distance of POS from the pack itself reduces perception of explicit endorsement.
- This channel is also considered to bypass commercial considerations and sensitivities through being applicable to a ‘whole product category’ rather than individual products.
- Given the ‘distance’ from specific products, this may also offer an appropriate route for messaging on less healthy products.

9. The current C4L sub-brands help minimise endorsement perceptions and have the added value of increasing engagement with messages for the target clusters.

- The research suggests that using the main C4L brand for messaging would enhance endorsement perceptions, given the strength with which the main brand is associated with ‘promoting health’, and should therefore not be used directly on pack.
- In contrast, the current C4L sub-brands help to dilute endorsement perceptions and can also increase engagement with messages for the target clusters (through added interest in what the particular sub-brand is about). Some of the sub-brands worked particularly well.
- *Play4Life* has potential to work as an overarching sub-brand for activity messaging for young family audiences. There was also warmth

around other activity sub-brands when used in specific relevant executions (with the exception of Bike4Life).

- *Cook4Life* is able to cover most of the food related messages, aside from those that are clearly not related to cooking.
- *Breakfast4Life* generated a very positive response as it was seen as providing an encouraging and important message in its own right.
- Of the new sub-brands tested, *Tips4Life* appeared to have the most potential as it proved very flexible, working with most executions. It was also liked for having a perceived helpful and non-directive tone.
- *Swap4Life* was preferred to Switch4Life, as it was seen as suggesting taking small steps and was therefore more accessible and approachable.

10. Overall, use of on pack messaging appears to have potential to facilitate learning and behaviour change within the target although it does carry risks.

- The general acceptance of on-pack messaging from target audiences and those general public who see themselves as users of the information suggests that a broad range of product categories and messaging types can be used.
- It appears likely that having a range of messaging would facilitate greater behaviour change.
- Negativity amongst some towards endorsement of less healthy products does indicate a risk for negative PR, but it may be possible to mitigate this if appropriate evidence of behaviour change becomes available.

- The safest route, however, is to keep on-pack messaging in positive territory, that is, only on perceived healthy and some neutral products (depending on the emphasis of the messages) and on POS which reduces the perception of endorsement and allows messaging to be more general in relation to a product category.

* * * * *

III Detailed Findings

1. Overview of Audience Context and Communication

1.1 Awareness of Change4Life Campaign

Before detailed discussion of the stimulus, respondents' spontaneous awareness of the C4L campaign in general was explored in order to facilitate an understanding of the environment into which on-pack messaging will be delivered and to gain further insights into the responses themselves.

Awareness of the C4L campaign varied across the groups. Among the target clusters the majority were aware of the campaign and had good overall understanding about the overall message behind the campaign and its aims. The target clusters saw the campaign as being primarily about healthy lifestyles, both in terms of eating better and getting more exercise. There was also an awareness that C4L was aiming to prevent and reduce childhood obesity with a focus on children and families.

Despite general awareness of the campaign across the target clusters there were differences in the level of exposure and awareness within clusters from those who had engaged with the campaign by participating in the 'How are the kids?' campaign to those who had seen television advertising or posters and

other information around the community (e.g. schools, doctors' surgery, bus stops).

The general public and non-target clusters had a more mixed awareness of the campaign. Those members of the general public without children were the least aware of the campaign. Non-target clusters (i.e. women with children 2–11 but in clusters whose attitudes & behaviours mean they are not at high risk of obesity), those with older family and young family dads were the most familiar with C4L. Across the general public there were differences in the overall level of exposure; exposure mainly came through television advertising and some through posters (e.g. at the doctors' surgery).

1.2 Attitudes towards C4L and Implications for On-Pack Messaging

Attitudes towards C4L overall varied across clusters (and to some extent the general public) from those who held generally positive and accepting views of the campaign to those who were less accepting and less positive. As might be expected, these attitudes towards the campaign as a whole had an impact upon how on-pack messaging was then viewed and implications for perceptions of appropriateness. The audience was split between those who felt that on-pack messaging was an appropriate way of reaching its audience and those who were more discriminating about the parameters for acceptability of endorsement. Therefore much of this difference can be explained in terms of how each audience viewed product endorsement.

More Accepting of Change4Life

The more accepting clusters overall were the majority of the core target clusters (1, 2, 3 and 5s – see appendix for description of clusters) who were also more accepting of the campaign. Most of these clusters, except 3a (see appendix for description of cluster 3a), recognised that C4L was indeed aimed at them however cluster 1a were more negative about the campaign and therefore less accepting as they felt overtly targeted by the campaign and defensive (see below).

Some members of the general public, in particular, Young Family Dads and some of the less experienced Young Independents (mainly in the North) were also warm towards C4L.

Those who viewed C4L positively saw the campaign as assisting them by offering information and helpful advice in order to eat more healthily and increase activity levels.

“The whole thing has made me think, particularly that advert on telly about how much food they eat. I think it is brilliant. I know I give him [her son] too much”

[Cluster 5 Mum, Manchester]

“I think it reminds me to stop sitting on my computer and go for a walk or something”

[Young Independents, C2DE, Manchester]

“It’s for children but then your children will say ‘Mum, did I have my 5 a day? or ‘you should take me to the park’, so in the end it has an influence on you and your family”

[Cluster 1, Liverpool]

As a consequence of warmer, more accepting, attitudes these groups were more open to the possibility of C4L messaging appearing on-pack. On-pack messaging was seen by more accepting audiences as providing helpful reminders and new information and solutions that would enable them and their families to eat more healthily. This support in making healthier choices was well received.

Cluster 3a was often very warm and positive towards the campaign but tended to be disengaged with the messages which they saw as being targeted at others and not for them. Denial about their own eating and activity habits tended to lead to this audience being accepting but they struggled to see the importance and personal relevance of on-pack messaging. It may therefore have potentially little impact on their behaviour.

“It is a great campaign – really simple. I think it’s good to push those people to take responsibility but it is not really that helpful for me because I don’t have any problems getting my kids to eat healthily”

[Cluster 3 BC1, South]

The issues around messaging on-pack endorsing particular products or categories also appeared to be less contentious for this warmer audience. Many of the best received messages were seen at some level to be forms of endorsement. Endorsements of specific healthy products e.g. carrots, apples,

peas, were seen as most acceptable. Offering better ways of preparing food or cutting back consumption of less healthy products by offering an alternative healthier product within category or limiting quantity were also seen as helpful and appropriate to this audience.

Overall, the more accepting audiences were less focused on the issues around messaging endorsing particular products or categories; instead they focused on the benefit of the message itself. For example, a grilling rather than frying message on sausages was seen by less accepting audiences as condoning the purchase of sausages, but was understood by more accepting audiences as primarily helping them find practical ways of reducing fat consumption. However, for this audience, the presence of messaging on-pack does to some extent legitimise the consumption of that product including those products which are less healthy, albeit prepared in a more healthy way or consumed in smaller quantity.

More accepting audiences saw the presence of on-pack messaging as being useful in creating positive behaviour change by influencing not only what products they purchase, but also how these products were prepared in home and the levels of consumption.

Less Accepting of Change4Life

The less accepting audiences mainly consisted of general public groups and the non-high risk clusters (see appendix for description of cluster 4 and 6)

who considered themselves not to be the target audience for this campaign. These groups (general public but not 4s and 6s) were less familiar in general with the C4L campaign, but tended to be positive about its aims when they were introduced to them in the research process. Their lack of familiarity and/or low levels of connection with the campaign made them less accepting of on-pack messaging overall.

“It is just common sense. It’s trying to get people back out exercising, playing, instead of just sitting on computers all the time. And getting kids to eat a bit healthier, bit more fruit, bit more veg”

[Older Independents, C2DE, Leeds]

These less accepting audiences tended to be more sensitive to the parameters around what was or was not an acceptable level of endorsement of a particular product or category by the presence of on-pack messaging. They were generally accepting of all messaging on products that were widely perceived to be healthy, such as fruit and vegetables. However, these audiences had objections to the implied endorsement of less healthy foods through the presence of on-pack messaging, such as advice on less healthy products about healthier cooking messages. There was a tendency for these audiences to take on a commentary role regarding on-pack messaging as they perceived themselves as being outside the target and able, therefore, to view the subject theoretically. It is possible, however, that in reality they will take little notice of on-pack messaging since they are less connected with the C4L campaign generally and fall outside the core target.

Cluster 1b's (see appendix for description of cluster 1b) tended to resist the C4L campaign generally as they felt overtly targeted by it and as such felt defensive about messages which appeared critical of their lifestyle, and perceived them to be unrealistic. For this cluster, who can often feel highly pressured and guilty, C4L messages can feel unrealistic and hard to achieve. Therefore, when it came to C4L on-pack messaging this audience were sometimes quick to reject messages and very sensitive to the tone being overly directive or judgemental.

"I think they put lots of pressure on mums. They say your kids need to exercise but I can't afford to pay for dance lessons or a gym for my children and then you feel guilty"

[Cluster 1, Hemel Hempstead]

"I think it's a waste of time because even if it's a good idea, it is very difficult to do"

[Cluster 1, Liverpool]

Whilst much of the criticism of messaging in general came from those outside the target; the views held by the less accepting may give some indication about how other 'commentators' could generate negative PR about C4L on-pack. However, given the target audience's positive reaction to on-pack messaging, such criticisms may be dampened in the face of positive evidence.

2. Consideration Factors and Impact on Acceptability

2.1 Overview of Consideration Process

In order for the audience to reach a conclusion about the acceptability of on-pack messaging, a two stage process of consideration was often engaged in to help them understand why the message was there. There was initially a consideration of perceived appropriateness; firstly, does the message fit with the overall C4L's health lifestyle aims. This consideration was often linked to the healthiness of the product on to which the message was placed or the perceived healthiness of the alternative product when one was suggested. The perception of the appropriateness of any endorsement was largely linked to perceived healthiness of the product with which the message was combined.

Additionally, other factors played a role in influencing how acceptable messages were:

- current household food norms, e.g. for families who used a certain product e.g. oven chips regularly messaging on this product was seen as appropriate but for those who infrequently or never use oven chips such messaging was less acceptable
- the level of interaction between the child and the packaging e.g. certain messages felt less appropriate on products that children handled regularly (because the message was seen as targeted at the adult) but might feel acceptable on products that are handled mainly by adults

- whether the product itself is already associated with messaging, e.g. messaging about healthy lifestyles is well established on cereal packets and as such messaging on cereal was generally seen as more acceptable

Once appropriateness had been established, the audience then considered how much these messages would impact upon their own behaviour. In general, the audience only considered this if the message felt relevant and aimed at them (as opposed to overtly targeted at them). Therefore, the tone adopted in the message was very important to how likely the message was to be adopted. As such, tips were preferred due to being seen as less overtly directive and more suggestive. In addition, other factors also weakened impact on behaviour: high awareness of messages (e.g. grilling vs frying for some), concerns about taste being compromised by switching to healthier alternatives and concerns about greater cost associated with healthier foods.

2.2 Perceptions of Endorsement

Overall, for all audiences, all on-pack messages by C4L were seen as an endorsement of that product, albeit positive or negative. As C4L is recognised by all as about encouraging healthy living, these overt associations with products through its placement on packaging was always understood to be an endorsement of that product to some degree. However, endorsement itself does not necessarily lead to rejection of messaging. The level of acceptability

of a particular endorsement varies according to audience, the type of message and its content and the perceived healthiness of the product.

There was an overall understanding by the audience that the C4L campaign is primarily about promoting healthy lifestyles and giving help and advice in order for them to achieve this. Through the campaign's focus on healthier eating and increased activity, C4L is seen as a signifier of healthiness. It is not surprising therefore that when C4L messaging is seen on-pack there is an immediate expectation that its presence is acting as an indicator that this product is healthier or a 'good' choice irrespective of message.

For example, giving information about healthy levels of consumption was still sometimes seen as an explicit endorsement of the product by some. As such, all on-pack messaging was seen as either a positive or negative endorsement of the product. Dependent on the type of message itself, this may be either explicit or implicit. The level of appropriateness of a given endorsement is largely steered by perceptions of the healthiness of the product on which the message is placed. It is here that differences in audience continue to emerge with more accepting audiences being more open to endorsements and less accepting audiences who adopt a more theoretical or commentary role drawing stronger parameters around what is and is not permissible.

In this context:

- Explicit positive endorsement was perceived when a C4L message was clearly seen to signify approval/act as an indicator of the product being healthy/good for you
- Implicit positive endorsement was perceived when endorsement was less clear
- Negative endorsements were perceived when a C4L message was clearly seen to signify disapproval or indicate the product as being less healthy or not good for you – and therefore seen as something C4L says not to buy.

2.2.1 Link between Endorsement and Message Type

The type of message also played a significant role in shaping the audience's perceptions of level of endorsement. *Promotional* messages were often seen as the most overt endorsement of a product as they gave an incentive to buy the product. Promotions, therefore, were only acceptable in perceived healthier product categories. *Switch* messages were generally seen to be a more explicit negative endorsement of a given product as messages were seen to warn about a purchase or encourage a different purchase in favour of a healthier alternative. *Tip* messages, overall, were seen to be a more implicit form of endorsement, either positive or negative. For the target audience this weak endorsement was seen as far less obvious, but for other mainly non-target audiences that endorsement was still perceived.

2.2.2 Endorsement and Impact on C4L Brand

The perception of on-pack messaging being a form of endorsement (albeit explicit, implicit, positive or negative) impacted upon the way the audience viewed the C4L brand. Most felt that there were acceptable and appropriate territories for endorsement: to signify those products which are healthy, to encourage the consumption of healthier alternatives and to provide clear information about how to cook products in a more healthy way. These forms of endorsement were felt to be more in keeping with the overall aims of the C4L campaign and its remit in providing support and encouragement around healthy lifestyles and healthy choices.

There were far more mixed views about perceived negative endorsement. For the more accepting audiences these messages were useful in reminding them to limit consumption of less healthy products and increase or switch to the consumption of healthy products. These more 'negative' endorsements of the campaign were felt to be consistent with the overall aims of the C4L campaign by the core target audience. Rather than forbidding consumption, C4L was seen to be making more realistic and achievable suggestions taking into account current behaviour. Some of those outside the target saw this type of messaging as helpful for those who needed such advice, even if it was not directly for them.

However, for some of the non-target audience there were more negative responses towards these types of endorsements. For this group there was a

perception of implicit positive endorsement when messaging was placed on less healthy food even if the message did encourage reduction in consumption or healthier cooking techniques. These messages were viewed by some as still condoning the purchase and consumption of those products.

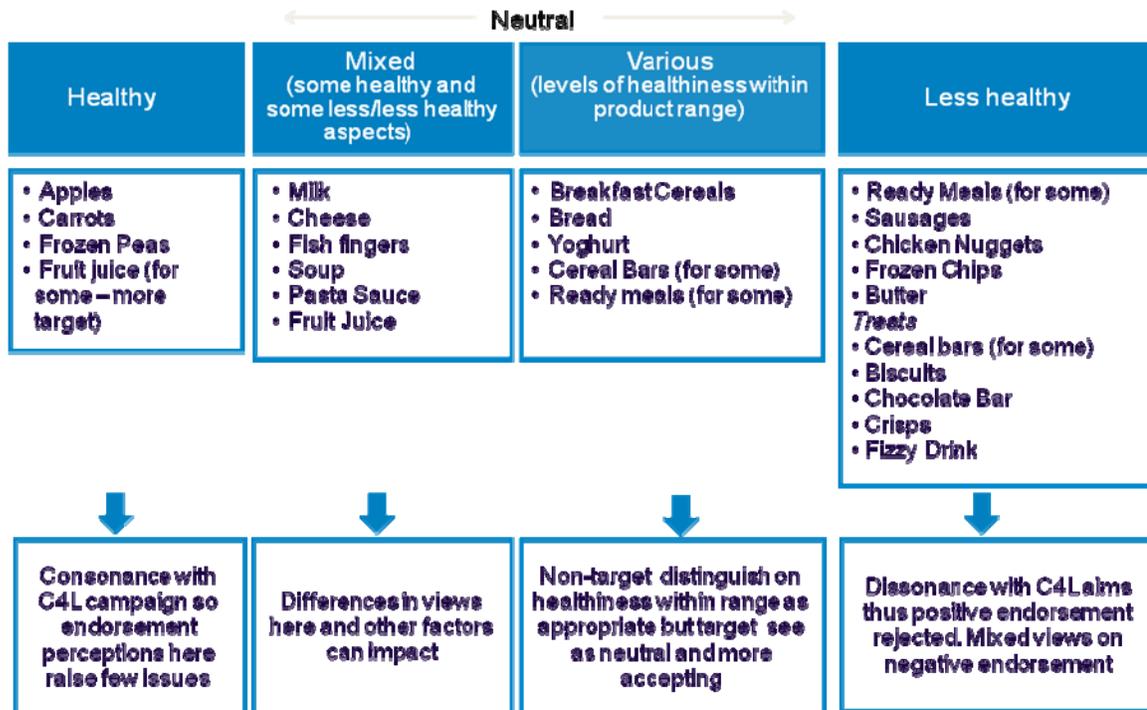
In addition, across all audiences, certain types of negative messages such as those encouraging switching across categories (e.g. from chocolate to an apple) were not seen as appropriate. These messages were viewed to be overly directive, judgemental and intrusive. They were also seen by the target to be unrealistic, which made C4L seem out of touch with their circumstances. For others, such directive messaging raised 'Big Brother' or Nanny State concerns which reflected unfavourably on the C4L campaign. Perceptions of prohibiting consumption also raised questions with all audiences about the relationship between C4L and product manufacturers and the potential for antagonism between the two.

Finally, some messages were viewed by all audiences as potentially misleading' in particular, when promotional messages were placed on less healthy products. These combinations were felt to be positive endorsements of these products and as such appeared to be at odds with the overall goals of C4L. Similarly, negative endorsements which appear on neutral or healthy products were resisted by all audiences (e.g. the suggestion of limiting quantities of breakfast cereal). These messages were seen as dissonant with the aims of the C4L as a whole and may make the campaign appear misguided, undermining its authority.

2.2 Perceptions of Product Healthiness

Overall, it was the health status of the products that emerged as the key factor in determining acceptability of the messages. All respondents agreed that messages on products perceived by all to be healthy, e.g. fruit and vegetables, were acceptable and had value in encouraging consumption of such products. Many also accepted messages on healthier versions of certain product categories, e.g. cereal and bread, for the same reason. However those products perceived by all to be less healthy were contentious and polarising. While the target could see a role for limitation and switch messaging, others rejected the notion of endorsement at any level. Neutral and mixed products (i.e. those with both positive and negative attributes) were also polarising through disagreement as to whether the endorsement was appropriate and useful.

Therefore the audience tended to group products according to perceptions of healthiness, from healthy products (fruit and vegetables) to less healthy products, via neutral products (those with mixed healthy and less healthy elements) and ‘various’ products (those with healthy and less healthy range within the category). The following table is a summary of how the 22 product categories tested were perceived and the impact of those perceptions on appropriateness of on-pack messaging:



In addition to healthiness, a variety of other factors also contributed to perceptions of appropriateness and level of motivation for behaviour change. Throughout the report, ‘healthy’, ‘mixed’, ‘various’ and ‘less healthy’ refers to this classification of products as understood by the respondents.

2.3 Other Factors Impacting on Perceptions

2.3.1 Current Behaviour and Knowledge

The types of food consumed and the frequency of consumption of less healthy (see page 32 for respondent classification of healthy vs. Less healthy products) foods varied across the sample. Therefore, reactions to the appropriateness of certain messages were linked to current consumption levels. Those, for

example, who were eating several packets of crisps per day responded positively to messages about limiting consumption to one pack per day; whereas those who were eating crisps infrequently saw this message as endorsing crisp eating and as such rejected it as inappropriate for the campaign.

“My son will eat like 3–4 packs a day... That’s good to say it should only be one”

[Cluster 5, C2DE, South]

“One packet of crisps a day is still one too many”

[Older Independents, Leeds]

Current levels of awareness also had an impact upon perceptions of messages. Those individuals who felt that they were being given new information were more interested and engaged than those who felt the information was old news. If the messages were already familiar then there was a risk that these messages could feel patronising, particularly to those outside the target audience. For example, the grill rather than fry messages were a new suggestion for some of the target audience (particularly in the North) whereas for others it felt like common sense.

2.3.2 Food Preferences and Issues

Some of the messages were rejected on the grounds that the alternatives suggested in the message lacked the same taste appeal as the original product, for example, low sugar versions and reduced fat versions. This concern about taste was stronger if the product was consumed in reasonably small quantity to begin with such as with butter or cheese. Similarly, when

high sugar products were consumed in small quantity, there was less likelihood of accepting alternatives due to perceived taste compromise.

“You hardly eat much butter do you so I’d rather have that and have it less often than go for something that tastes not so good”

[Older independents, ABC1, South]

“Going crazy trying to have less sugar in something you only eat a couple of teaspoons of a week seems a bit pointless”

[Cluster 2, C2DE, Leeds]

When lower fat or lower sugar options were offered as alternatives, some questioned the appropriateness of this suggestion due to concerns about the naturalness of the reduced variant. This was particularly true of lower sugar alternatives where concerns existed (particularly among non-target audiences) about sugar replacements. Additionally, healthier foods were often seen by the target audience as prohibitively expensive and, therefore, the likelihood of behaviour change in this area was reduced.

2.3.3 Child Interaction with Packaging

The level to which children interact with the packaging of a particular product had an impact on the way message appropriateness was perceived. Messaging aimed directly at children was more acceptable on products which were branded towards children e.g. yoghurts, breakfast cereals and treat foods such as biscuits. Messaging aimed at children was felt to be less appropriate on products with which children had very little interaction e.g. pasta sauce, oven chips and frozen peas.

Messaging specifically aimed at children fitted well with some of the behaviour messages such as Snack Check, Sugar Swaps and Up and About. Parents in the target audience found these messages particularly welcome as they could be used to modify their children's intake of less healthy food and were seen to work particularly well on treat foods that older children were buying for themselves e.g. crisps, chocolate, fizzy drinks.

"It'll help you tell them, you can show them the biscuit pack and say 'see it says you should only have 2 of these a day'"

[Cluster 5, C2DE, South]

"It's for children but then your children will say 'Mum, did I have my 5 a day? or 'you should take me to the park", so in the end it has an influence on you and your family"

[Cluster 1, Liverpool]

However, certain behaviour messages, particularly Cut Back Fat messages, were rejected on products that children interacted with, particularly when that product was seen as natural or fairly healthy (e.g. dairy). In addition, some raised concerns about raising issues of weight with children directly due to fears of making them overly concerned or sensitive about the subject and potentially contribute to eating disorders.

2.3.4 Product Associations

Audiences were less rejecting in general when the messages appeared on products where there was already established presence of promotions and

information. This was seen as particularly true to child branded products which frequently have information and activities aimed at children and butter/margarine where there is often adult targeted health information. Familiarity with promotions on these products raises overall appropriateness as a territory for C4L messaging particularly on neutral or various products.

2.4 Food vs. Activity Messaging

Behaviour messages that related directly to food – its purchase, preparation and consumption – were generally seen as appropriate territory in general for C4L on-pack messaging. The audience could for the most part understand that connection between the product and message.

However, when it came to activity messaging on food products (e.g. Up and About and 60 Active Minutes) the lack of connection between product and message led to confusion for many. Most tried to rationalise the placement of the message rather than simply accept the pack as a more general host for a message. As such there was a perception of greater congruence by some between healthier products and activity messaging. However, for others they could not make a connection as eating healthy food did not appear to necessitate doing more exercise. Activity messaging could have some impact on neutral products where the presence of on-pack messaging was seen as less of an endorsement of consumption and tended to be viewed as a suggestion.

"I just don't get what doing sports or going to the park has to do with anything – that is not what I am thinking about when I am cooking the tea"

[Older Family, Coventry]

On less healthy foods views about the acceptability of activity messages varied, but many saw it as a negative endorsement of the product (this is bad for you but it is okay to eat when combined with exercise), which legitimises purchase and consumption. Overall, activity messages were less motivating for the target audience than food related messaging and may lead to unhelpful take out in some circumstances.

2.5 Role of brand

In this research the role of brands was not explored directly. Therefore, issues relating to brands were rarely raised by the respondents. Brand issues only came up spontaneously in response to explicit negative endorsements and the relationship between product manufacturers due to a perception of potential conflict.

Across the acceptable messages and products, there was some level of assumption that these will be applied across *all brands of similar products*, for both accessibility and fairness. In fact, some of the audience raised questions about the relationship between C4L and brands if messaging appeared on certain brands and not on others. For example, when exploring ideas about own label products some respondents mentioned the need to include

messaging on value ranges as well as finest ranges in order to be as inclusive as possible and avoid the campaign looking overly niche or elitist.

The research indicated the need to look into the impact of brands more specifically. It also suggested that a spread of product categories (as explored) and range of manufacturers within product categories would be important not to raise relationship issues.

3. Message Types in Detail

3.1. Overview

Broadly speaking, responses to the C4L on-pack messages can be split into sub-categories within three main message types:

Promotional messages:

- Get the same product free
- Combine with a free or reduced cost healthy product
- Collect tokens to get an activity incentive

Switch Messages:

- Switch to healthier options within the same product category
- Switch to healthier options outside of the product category
- Match with a healthier alternative
- Limit consumption and alternate with a healthy option

Tip messages:

- Suggestions around activity, portion sizes and how to cook
- General information and awareness raising
- Ideas for 5 a day
- Moderate consumption

This section of the report will outline each of these sub-categories in detail looking at perceptions of endorsement, appropriateness, fit with behaviour message and likelihood of impacting on behaviour as indicated by the research. The specific messages tested within each category will be outlined in the 'overview section' for each and a summary table of how each message was received is included at the end of each section.

3.2 Promotional Messages

3.2.1 Overview

Overall, promotional messages were seen as appealing when they took the form of discounts, offers and incentives of interest to the audience. However, due to the explicit positive endorsement of a product inherent in this type of messaging, healthiness was key to perceptions of acceptability. Buy-one-get-one-free (BOGOF) offers were felt to work particularly well by fitting with the aims of the C4L campaign as they were seen to encourage the purchase and consumption of healthy products such as fruit and vegetables. Giving free or discounted healthy products with less healthy items was viewed as generally acceptable, particularly for the target audience, and is seen as motivating them to increase consumption of healthy foods. However, for some outside the target audience such messaging raised issues about inappropriate endorsement of less healthy products. Activity incentives raised a range of issues, but overwhelmingly their acceptability was dependent on the perceived

healthiness of the product that carries the message due to clear endorsement links.

A full list of behaviour messages and product combinations for promotional messages can be found in the table below.

Type	Behaviour	Messages	Products
Get same (healthy) product free	5 a day	A glass of fruit juice is one of your 5 a day - buy one get one free	Fruit Juice
		Apples are one of your 5 a day - buy one get one free	Apples
		Carrots are one of your 5 a day - buy one get one free	Carrots
Combine with free healthy option		Buy this product and get half price peas!	Ready Meal, Frozen Chips
Collect tokens to get activity freebie/ incentive	Activity	Collect tokens to get a free frisbee	Breakfast Cereal, Butter, Yoghurt, Soup, Chips, Peas, biscuits, fish fingers
		Collect tokens to get a free kite	Bread, Pasta Sauce, Cheese, Cereal bar, Apples, sausages,
		Collect tokens to get a free swimming lesson	Milk, fruit juice, crisps, carrots, chicken nuggets
		Collect tokens to get free dance lessons	Ready Meal, Fizzy drink, Chocolate bar

3.2.2 Promotional Messages – Free healthy products

Free healthy product messages were always combined with the 5 a day behaviour message focusing on BOGOF offers and half-price promotions with less healthy products. For example:

5 a day

Giving them their five portions of fruit and veg a day is easier than you think

A glass of fruit juice is one of your 5 a day, buy one get one free

Brought to you by Cook4Life

[On fruit juice]

Perceptions of Endorsement

Free healthy products promotions – those which give free healthy products when purchasing other healthy products – were seen by all audiences as an explicit positive endorsement of those products it was promoting. These messages were seen to be stating clearly that these products are good for you and that consumption is something that should be encouraged.

“This feels more like it. It is promoting good things by making it cheaper for everyone”

[Older Independents, Leeds]

However, when free healthy products were offered on purchase of less healthy products there was a perception of negative endorsement by the target audience, who saw it as C4L saying that the product was not healthy and, therefore, they should consume vegetables alongside. In contrast, some non-target audiences saw it as an explicit *positive* endorsement. For these groups, free healthy products with less healthy products were seen to be condoning the purchase and consumption of the less healthy product.

Perceptions of Appropriateness

When promotions were placed on healthy products they were perceived as appropriate territory for the C4L campaign and congruent with its overall aims. This messaging was universally acceptable on fruit and vegetables and on fruit juice for the majority, however, some of the non-target audience saw few fruit juice as a mixed category due to the range available and thus felt that messaging was only appropriate on sugar free and fresh versions (as opposed to those with added sugar or made from concentrates)

When these messages were placed on less healthy products perceptions of appropriateness varied across audiences. The target audience was more likely to see these promotion messages as both credible and appropriate. For this audience such messaging demonstrated that C4L was realistic and understanding of their current range of purchasing and were encouraging them to consume more healthy products alongside these less healthy products. However, there was an implication that eating these products was acceptable.

Non-target audiences were more likely to question the appropriateness of this messaging, raising concerns about C4L incentivising the purchase of less healthy foods. However, there was recognition that this may be appropriate for the target audience. Generally, these promotions were seen as more acceptable for some of the non-target when placed on healthier variants of less healthy food such as lower fat versions of ready meals or 5% fat oven chips.

Fit with Behaviour Message

There was a clear and positive connection between the 5 a day behaviour message and promotion messages. Stating that the product is one of their 5 a day helps to further reinforce this link and provides helpful information. The 5 a day message was familiar generally to all audiences and was seen as a familiar signifier of healthiness when it appears on products.

Whilst the overt 5 a day messaging was a good fit with BOGOF offers on healthy foods, the behaviour message was less appropriate on promotions linked to less healthy items. This behaviour message was seen to imply that the product carrying the message is part of 5 a day. This perception was strengthened by a message execution that leads with the 5 a day behaviour message and is further reinforced by the strap line “getting 5 a day is easier than you think”. Such confusion raised issues as to how appropriate it is to place 5 a day messages on products not containing one of 5 a day and how this can be dealt with executionally.

Impact on Behaviour

BOGOF healthy product promotion messages were seen to be highly motivating. Getting offers on healthy products was something welcomed by all particularly as fruit and vegetables were seen as expensive particularly for the target clusters. In order to increase uptake of these offers, promotions were preferred across a range of products – such as free carrots with peas – rather than two of the same product, increasing variety and reducing potential wastage.

"I think it's very good. I would definitely buy more apples for the kids to have as snacks"

[Cluster 3 South]

A free healthy product with a less healthy product was seen as motivating for the target and was seen as likely to motivate behaviour change through the increased consumption of vegetables alongside their current purchasing and consumption repertoire.

"I could use any veg really, it's offering a healthy thing to go with chips, we always have chips"

[Cluster 2 Leeds]

3.2.2 Promotional Messages – Activity Incentives

Promotional messages focused on the Up and About behaviour and were placed on all products explored offering free activity incentives via a token collection mechanism. For example:

Up and about

Why kids shouldn't veg out, and how to get them up and about

Collect tokens to get a free Frisbee

Brought to you by Play4Life

[On Fish Fingers]

Perceptions of Endorsement

Promotional messages focused around collecting tokens to get activity incentives were seen as an explicit positive endorsement of the product on which the message is placed. It was seen by the audience as C4L implying that

these products were healthy and encouraging purchase through a token collection mechanism.

“It should not be on a pack of sausages because it encourages you to buy more of this product to get the tokens, when this product is not very good for you”

[Cluster 3, Leicester]

Perceptions of Appropriateness

A number of factors influenced perceptions of appropriateness. Some could not connect activity incentives with food products, however this was easier to understand when messaging was placed on products commonly associated with incentives such as breakfast cereal. In order for activity incentives to feel appropriate the healthiness of the carrier product was vital. These promotion messages were seen as generally appropriate on healthy products where it was acceptable to encourage consumption and encourage activity, but it was seen inappropriate to do this on less healthy products. The suitability / practicality of token collection was also a significant factor in influencing appropriateness; token incentives were viewed as a better fit with products that are already purchased frequently (e.g. bread, milk, cereal) and less so on products which are only purchased occasionally (e.g. pasta sauce, frozen peas).

Fit with Behaviour Message

The audience saw these promotional messages as being a good, clear fit with the Up and About behaviour message.

Impact on behaviour

There was mixed levels of interest across the audience about these promotional messages. For some there was interest for activity based freebies for their children, particularly for the target. However, for others the effort of collecting tokens was seen as off-putting and was not seen as worth the incentives offered. Interest could be increased by keeping the numbers of tokens required low and ensuring the item offered appears to be of value, for example free Frisbees are not as motivating as free kites or free lessons. There was a perception that the children would be the ones who pushed to collect the tokens and, therefore, tokens were seen to have a greater impact on products with which children had a high level of interaction such as breakfast cereal.

The acceptability and impact of the promotional messages explored is summarised in the following tables:

Message type	Behvr mess		Healthy	Mixed	Various	Less healthy
Get same product free	5 a day	<i>Endorsement</i>	Explicit positive	Explicit positive	Not tested	Not tested
		<i>Appropriateness</i>	✓Carrot ✓Apple ✓Peas	✓Fruit Juice		
		<i>Motivation</i>	✓✓✓	✓✓✓		
Combine with free healthy option	5 a day	<i>Endorsement</i>	Not tested	Not tested	Not tested	Implicit negative for most but positive for some
		<i>Appropriateness</i>			✓/* Ready meal	✓/* Chips
		<i>Motivation</i>			Not tested	✓✓✓
Collect tokens to get incentive	Up and about	<i>Endorsement</i>	Explicit positive	Explicit positive	Explicit positive	Explicit positive
		<i>Appropriateness</i>	✓Carrot ✓Apple ✓Peas	✓/* Milk ✓/* Soup ✓/* Fish fingers * Pasta Sauce * Cheese	✓/* Breakfast cereals ✓/* Bread ✓/* Yoghurt * Cereal bars ✓/* Ready meals	* Sausages * Chicken Nuggets * Crisps * Chips * Fizzy Drink * Chocolate bar * Biscuits ✓/* Butter
		<i>Motivation</i>	✓**	✓**	✓**	✓**

Appropriateness:

- ✓ = appropriate, * = inappropriate and ✓/* = mixed views

Motivation

- ✓ = interest and * = disinterest
- More ticks or crosses signify stronger responses

3.3 Switch Messages

3.3.1 Overview

Switch messages were generally more complex than other types of messages tested. This was largely due to many of the messages being seen as negative endorsements. The level of acceptance varied greatly according to type. On the whole there was less acceptance of those messages which appeared to suggest non-purchase of a whole product category as this was felt to be too directive and in some cases was seen to be 'unfair' (because the switch is not seen as equitable).

Those messages that were seen as overt warnings were viewed particularly negatively and could potentially have a harmful impact on C4L brand perceptions. There was greater acceptance of those messages that suggested a switch within a category but this is somewhat dependent on the perceived healthiness of the suggested alternative. The highest level of acceptance was for those switch messages that encouraged limiting or alternating consumption of less healthy products. Whilst, these moderation messages were particularly appealing for the target, some outside the target audience raised concerns that these messages could endorse less healthy products.

Switch messages, on the whole, worked better when they were seen as a clear negative endorsement placed upon a less healthy product, where the message makes more sense; they worked less effectively on mixed products where

there is a perception of conflict between the healthier aspects of the product and the negative endorsement.

The target audience was particularly sensitive to tone when it comes to switch messages, hence the wording needed convey a suggestion ‘why not try’ as opposed a command ‘why not switch to’ in order to have impact.

A full list of behaviour messages and product combinations for switch messages can be found in the table below.

Type	Behaviour	Message	Product
Greater use of healthy option	Sugar swaps	Why not try yoghurt as a less sugary dessert option?	Yoghurt
Match with healthy alternative	Sugar swaps	Why not try a low sugar jam on your toast?	Bread
	Cut back fat	Why not switch to semi skimmed milk as a healthier alternative?	Breakfast Cereals
To healthier option within same product category	Sugar swaps	Switch to a low sugar cereal instead?	Breakfast Cereal
		Why not try unsweetened fruit juice?It's just as nice	Fruit Juice
		Why not try a low sugar drink instead?It's just as tasty!	Fizzy drink
	Cut back fat	Why not switch to semi skimmed milk as a healthier alternative?	Milk
		Why not switch to a low fat version for a healthier option?	Butter, Cheese

Type	Behaviour	Message	Product
Limit consumption and alternate with healthy option	Snack check	Why not switch to a fun size portion?	Choc bar
	5 a day	Why not make your next snack a piece of fruit?	Crisps
To healthier option out of product category	Sugar swaps	Why not switch to fruit for a healthier snack?	Chocolate Bar
	Snack check 5 a day	Why not switch to fruit juice for a healthier drink? Why not switch to fruit juice?It's one of your 5 a day	Fizzy Drink
	Cut back fat	Why not switch to fruit for a healthier snack?	Cereal Bar, Crisps
	Sugar swap	Why not try yoghurt as a less sugary dessert option?	Yoghurt

3.3.2 Switch Messages – Greater use of healthy version

The greater use of healthy versions message was combined with the Sugar Swap behaviour looking at extending the use of healthier versions in order to reduce the use of less healthy alternatives. For example:

Sugar swaps

Simple ways to help kids eat less sugar

Why not try yoghurt as a less sugary dessert option?

A tip from Switch 4 Life

[On yoghurt]

Perceptions of Endorsement

These switch messages tended to be viewed by the audience as a positive endorsement as they sit on the healthier alternative.

Perceptions of Appropriateness

The messaging was seen to be appropriate across all the neutral categories explored, particularly when the message is on low fat/low sugar versions.

Fit with Behaviour Message

These switch messages were seen to fit well with under Sugar Swaps by all audiences.

Impact on behaviour

The behaviour impact of these messages may be slight as they appear on healthier variants, so some in the target may miss them if not currently using. They may have some impact on those already using these products to extend their use, for example having yoghurt instead of a more sugary dessert more frequently. In order to have greater impact, these messages may need to be more explicit in recommending replacements and providing specific solutions.

"I don't see the point of putting the message on yoghurt because you are already doing the right thing if you buy the healthier option. No I think it should be on a pack of ice-cream"

[Cluster 3, Leicester]

3.3.3 Switch Messages – Match with Healthy Alternative

Healthy alternative messages were combined with Cut Back Fat and Sugar Swap behaviours focusing on purchasing a healthier variant of a matching product. For example:

Cut back fat

*Easy ways to lower the fat in your family's diet**Why not switch to semi skimmed milk as a healthier alternative?**A tip from Switch4Life*

[On Cereal]

Perceptions of Endorsement

Overall, perceptions of endorsement on healthy match messages were low, particularly for the target audience who tended to see these as a tip or suggestion. The message was seen to relate to a related product which weakens the sense of endorsement by not sitting on the product directly. Some of those outside the target, however, did see this type of messaging as a form of positive endorsement of the product on which the messaging is placed.

Perceptions of Appropriateness

Matching messages were seen as appropriate territory for mixed and various product categories in general, however there were some issues with specific products particularly relating to milk (on cereal) due to ambiguity around the use of whole milk versus semi-skimmed milk and age of child. On matches where the suggested product was a low-sugar variant (such as low sugar jam on bread), questions were raised about the both the taste implication and in terms of naturalness and the presence of artificial sweeteners, which made the message feel less appropriate for some. For those outside the target, given the implicit positive endorsement, there was a perception that these messages were only appropriate when they appeared on a healthier variant, for example

wholemeal bread as opposed to white bread for low-sugar jam match messages.

Fit with Behaviour Message

The matches were felt to be a clear fit with the behaviour message (Sugar Swaps for jam / bread; Cut Back Fat for milk / cereal) and were seen to be simple ways of achieving behaviour change.

Impact on Behaviour

Match messages were seen as potentially motivating as matching products creates consideration of healthier alternatives consumed in combination. For some, concerns about taste and issues around milk and age of child may reduce the impact of some of these messages.

"I am not sure about that one, because I prefer giving my children full fat milk. I will have semi-skimmed milk but I want them to get all the calcium from the full fat milk"

[Cluster 1, Liverpool]

3.3.4 Switch Messages – Within Same Product Category

Switch within the same category messages were found under the Sugar Swap and Cut Back Fat behaviour umbrellas and focused on encouraging greater use of healthier variants within a product category. For example:

Cut back fat

Easy ways to lower the fat in your family's diet

Why not switch to a low fat version for a healthier option?

A tip from Switch4Life

[On butter]

Perceptions of Endorsement

These messages were seen as an explicitly negative endorsement whereby C4L was suggesting that there are healthier versions of the product which are better to eat. There were also some perceptions of these messages endorsing the suggested alternative.

Perceptions of Appropriateness

Switch messages within the same product category were viewed as generally appropriate as they highlighted healthier options. However, on mixed categories this messaging felt more ambiguous as the product had both healthy and less healthy elements. Again, questions about the appropriateness of reduced-fat dairy for children were raised. Overall, these messages felt more appropriate on Sugar Swaps as there were fewer concerns for the target audience about health benefits. For non-target audiences the issue of natural versus artificial sweeteners created uncertainty about appropriateness.

"I am not sure about cheese...I mean it's full of calcium and it's really good for children, for their bones and their development"

[Dads, Young family, Midlands]

Fit with Behaviour Message

Switch within the same category messages were felt by the audience to be a good fit with the behaviour messages and were seen to represent simple ways of achieving those behaviours. Sugar Swap messages were easier to understand than Cut Back Fat due to greater awareness and understanding of the negative health effects of excessive sugar consumption

“Is unsweetened fruit juice something you can buy? It’s difficult to distinguish”

[Young Independent, C2DE, South]

Impact on behaviour

These messages were more motivating for Sugar Swaps where there was less ambiguity about the health benefits of switching vis-a-vis dairy where there was great ambiguity about whether switching would reduce the healthy aspects of the products. Some respondents were unsure about switching due to a perceived taste compromise, although this was seen as less problematic when the product was specifically aimed at children, for example children’s cheese products.

3.3.4 Switch Messages – Limit or Alternate Consumption

Limiting or alternating consumption messages were combined with Snack Check and 5 a day messages, looking at ways of cutting down on less healthy snacking and increasing the consumption of fruit and vegetables. For example:

5 a day

Giving them their 5 portions of fruit or veg a day is easier than you think

Why not make your next snack a piece of fruit?

A tip from Swap4Life

[On crisps]

Perceptions of Endorsement

These messages on-pack were seen as an explicit negative endorsement; C4L implying that the product's consumption should be limited. However for some outside the target, these messages were seen as positive endorsements as they still allowed the consumption of less healthy products, albeit in more limited quantities.

Perception of Appropriateness

For the target, these messages were seen as appropriate and helpful as they felt realistic and did not totally forbid consumption. Whilst reducing portion size was acceptable in principle, in reality it was felt by some that there was a need for certain quantities in order to feel satisfied e.g. a fun sized chocolate bar might not sate a craving. In addition, there were concerns about controlling consumption of smaller versions when they were sold in multipacks. For the non-target audience, these message were sometimes seen to be condoning consumption of less healthy products.

“Eating a smaller bar is a good idea but I find that once the fun-sized bag is open they are gone in five minutes or the kids want two instead of just one”

[Older Family, Coventry]

Fit with Behaviour Message

Overall, the limiting consumption switch messages were seen as a good fit with the umbrella behaviours particularly Snack Check. However, the 5 a day message on crisps could be misleading and suggest the vehicle product is one-of-5 rather than the suggested alternative.

Impact on behaviour

The messages were seen by the target audience as likely to have some impact on behaviour by reminding them to limit their consumption of less healthy product and switching to healthier snacks instead. Whilst the non-target audience felt these messages may condone purchase there was little evidence that this was the case from the target.

“It feels reasonable, you know? It isn’t that you can’t have it at all – you just need to think about having some fruit next time. It would make you think”

[Cluster 2 Leeds]

3.3.5 Switch Messages – Out of Product Category

Out of product category switch messages were combined with Sugar Swap, Snack Check, Cut Back Fat and 5 a day behaviour messages and focused on encouraging swapping from a less healthy product (on to which the message was placed) to a healthy product outside of the product category. For example:

Sugar swaps

Simple ways to help kids eat less sugar

Why not switch to fruit for a healthier snack?

A tip from Swap4Life

[On biscuits]

Perceptions of Endorsement

These switches were generally seen to be an explicit negative endorsement when positioned on less healthy products, implying that they were not good products to consume.

Perceptions of Appropriateness

When positioned on less healthy treat food, out of category switches were seen as less appropriate and can raise negative perceptions of the C4L brand for some. For those who are less accepting of C4L overall, these messages can feel overly directive and even for those who are warmer to the campaign these messages may appear un-realistic making the brand feel out of touch with their current circumstances. Switching between a less healthy treat food and

healthier options (such as fruit) was felt to be a big change and the swap itself was seen to be less satisfying. However, these messages did work to some degree on switches from fizzy drinks to fruit juices where the swap was seen as more equal.

"It wouldn't make me swap. Crisps are better than fruit"

[Young Independents Manchester]

Fit with Behaviour Message

The switch messages were a better fit with Snack Check messages than Cut Back Fat messages. Some raised issues, however, about the appropriateness of Sugar Swap messages when switching from one high sugar product to another e.g. from fizzy drinks to fruit juice. Again, 5 a day messages were sometimes viewed as inappropriate on fizzy drinks as they may be misleading and imply the vehicle produce contained one of five.

Impact on Behaviour

These messages were seen to have negligible impact particularly on less healthy snack foods where switches did not seem equitable in terms of satisfaction and fairness. To some extent this may be because there was a projection of adult cravings onto children, particularly around 'needing' a chocolate or crisp 'fix' that made some resistant to these messages. In addition, the tone adopted on some less healthy products can be alienating for some of the target who perceive the messages as overly directive and unrealistic.

The acceptability and impact of the promotional messages explored is summarised in the following tables:

			Healthy	Mixed	Various	Less healthy	
Greater use of healthy option	Sugar Swap	Endo	Not tested	Not tested	Positive as message sits on suggested healthy alternative	Not tested	
		Approp			✓Yoghurt (on low fat version)		
		Motiv.			✓/*		
Match with healthy alternative	Sugar Swap Cut Back Fat	Endo		Not tested	Not tested	Suggestion for target. Implicit positive endorsement for others	Not tested
		Approp				✓Bread ✓Breakfast cereals Need be on healthier versions for some	
		Motiv.				✓✓	
Within same product category	Sugar Swap Cut Back Fat	Endo		Not tested	Explicit Negative Positive re alternative	Explicit Negative Positive re alternative	Explicit Negative Positive re alternative
		Approp			✓/* Milk ✓/* Butter ✓/* Cheese ✓ Fruit Juice	✓Breakfast cereals	✓ Fizzy Drink (?depends on how alternative perceived)
		Motiv.			✓/* Dairy products ✓✓ Fruit Juice	✓✓	*✓✓ (rejected by a minority, who disliked low sugar version)

			Healthy	Mixed	Various	Less Healthy	
Limit/ alternate consumption	Snack Check 5 a day	Endo	Not tested	Not tested	Not tested	Implicit Negative Implicit Positive for non- target	
		Approp				✓/* Crisps ✓/* Chocolate bar	
		Motiv.				✓/*	
Out of product category	Sugar Swap Snack Check 5 a day	Endo		Not tested	Not tested	Explicit Negative Positive re alternative	Explicit Negative for target Implicit Positive for non- target Positive re alternative
		Approp				* Cereal Bar	* Crisps * Chocolate bar ✓/* Fizzy Drink
		Motiv.				***	***

Appropriateness :

- ✓ = appropriate, * = inappropriate and ✓/* = mixed views

Motivation

- ✓ = interest and * = disinterest
- More ticks or crosses signify stronger responses

3.3 Tips Messages

3.4.1 Overview

Tips messages were, overall, more acceptable than other types of messaging. These messages had lower endorsement associations and were particularly popular with the target audience who saw these messages as C4L giving helpful ideas and suggestions and highlighting healthier options. For some,

particularly those outside the target, there were still concerns about implicit positive endorsement when tip messages were placed on less healthy products.

Some of the tips messages were particularly successful in engaging with the target audience and helping to motivate behaviour change. Particularly strong were those messages that gave cooking tips and ideas, those which offered advice on cooking more healthily, messages that focused on limiting the number of snacks consumed, information of moderating portion size and tips around walking to school. Other tips had less impact but had potential to be improved, for example activity messages needed to be made more general in order to be considered and those messages that were raising awareness needed to be more specific in order to be perceived as meaningful.

A full list of behaviour messages and product combinations for tips messages explored can be found in the table below.

Type	Behaviour	Messages	Products
Ideas for 5 a day	Snack check	Kids love carrot sticks - why not chop them up for a healthy snack	Carrots
	5 a day	Why not add fresh vegetables to your sauce for a tastier healthier meal?	Pasta sauce
	5 a day	Why not have some chopped up fruit on your cereal instead of sugar?	Breakfast Cereal
Suggestions around how to cook	Cut back fat	Rather than fry, why not grill these instead?	Fish finger, sausages
Moderate consumption	Snack check	Try not to have more than a packet of crisps a day	Crisps
	Snack check	Sometimes it's useful to set a limit for the number of snacks a day - try to limit to 2 snacks max	Biscuits, Chocolate bar, Cereal bar, Crisps
	Meal time		

Type	Behaviour	Messages	Products
Suggestions around portion sizes	Me sized meals	This is an adult sized portion - why not try dividing it out between children?	Ready Meal, Soup,
		Remember kids need smaller portions than adults - give them a small portion first and if they're still hungry, they can have seconds	Breakfast Cereal, Cheese, Chips
		Remember kids need smaller portions than adults - they don't need as many as you	Fishfingers, Sausages, Chicken Nuggets
Information / raising awareness	Sugar swaps	Have you checked how much sugar there is in this?	Cereal Bar
	Snack check	If you make sure your children have breakfast, they're less likely to snack	Breakfast Cereal
	Cut back fat	Why not have a dollop of yoghurt rather than ice cream?	Yoghurt
Suggestions around activity	60 minutes	Have you thought about getting the kids to walk to school today?	Cereal packet, Bread, Milk, Butter
		After they've finished their meal, why not take the kids to play in the park for an hour?	Yoghurt, Fizzy Drink, Crips, Cereal bar, Chocolate bar, Biscuits, Apples
		After they've finished their meal, why not take the kids on a bike ride?	Pasta Sauce, Ready Meal, Chips, Peas

3.4.1 Tips Messages – Ideas for 5 a day

Ideas messages were combined with Snack Check and 5 a day messages and offered tips for increasing fruit and vegetable consumption. For example:

5 a day

Giving them their 5 portions of fruit or veg a day is easier than you think

Why not add fresh vegetables to your sauce for a tastier healthier meal?

A tip from Cook4Life

[On pasta sauce]

Perceptions of Endorsement

These messages were generally seen as a positive endorsement when positioned on healthy products and were seen to be an encouragement to purchase and consume more of these products. On neutral products perceptions of positive endorsement were still present but much weaker, so the message tended to be viewed as a suggestion rather than a specific endorsement by most.

Perceptions of Appropriateness

Five a day tip messages were viewed as appropriate across all product types explored. These messages tended to be viewed by the target as a suggestion to help increase their consumption of healthy food rather than as an endorsement of the product. When endorsement was perceived it tended to be seen as weak and as such these messages were seen as appropriate on neutral products. However, on some mixed products these message were seen to be more appropriate on healthier variants, for example tomato based pasta sauces as opposed to cheese based sauces. Overall, however, the weak sense of endorsement makes these suggestion based messages safe territory for C4L.

Fit with Behaviour Message

Ideas messages were felt to be a good fit with Snack Check messages and were seen to be providing helpful solutions to help get kids eating more fruit and vegetables. There were some concerns, again, about the 5 a day behaviour

message appearing on items appearing on items that did not contain 1 of 5 as this could be misinterpreted.

Impact on Behaviour

These messages were seen by the target as likely to motivate an increase in consumption of fruit and vegetables by providing simple, practical advice that was seen to take into account current consumption behaviour and move it towards healthier practices. In addition, the suggestions were seen by the audience to demonstrate C4L's understanding of their circumstances.

3.4.2 Tips Messages – How to Cook

How to cook messages came under the Cut Back Fat behaviour message and looked at ways of encouraging healthier cooking methods. For example:

Cut back fat

Easy ways to lower the fat in your family's diet

Rather than fry, why not grill these instead?

A tip from Cook4Life

[On sausages]

Perceptions of Endorsement

The perceptions of endorsement for 'how to cook' messages were mixed across the audience. For much of the target audience the messages were viewed as a tip with little sense of any endorsement. However, for some (mainly outside the target) the message has an implied positive endorsement

in that it condones consumption of the product if it is cooked in a more healthy way.

Perceptions of Appropriateness

For the target audience, cooking tips were seen to be appropriate and helpful. The messages helped them to improve healthiness of their existing behaviours and purchasing habits without demanding unrealistic radical changes. Some (largely non-target) saw the messages as old news or simply common sense and, as such, were not necessary. For a minority of the non-target audience the positive endorsement made the messages feel less appropriate as it could condone the consumption.

Fit with Behaviour Message

The messages explored were seen to be a very good fit with Cut Back Fat and helped the behaviour feel more obtainable.

Impact on behaviour

How to Cook messages were highly motivating for the target who were still cooking in this way (frying), however the majority were already grilling these products (fish fingers, sausages). However, extending these cooking suggestions on a wider range of frequently fried products such as eggs or bacon may work to improve healthier consumption of these products.

3.4.3 Tips Messages – Portion size and moderation

Portion size and moderation messages were combined with Me Sized Meals, Snack Check and Meal Time behaviour messages looking at reducing portion sizes and ensuring children were eating appropriately sized meals. For example:

Me size meals

How to make sure kids eat the right sized portions for their age

This is an adult sized portion – why not try dividing it out between children?

A tip from Cook4Life

[On ready meal]

Perceptions of Endorsement

Moderation messages were met with mixed perceptions of endorsement. There was a perception of negative endorsement (mainly by the target audience) when the message was seen to be saying that the product is unhealthy and, therefore, consumption should be limited. For some of the less accepting audience, the message was viewed as a positive endorsement which condones consumption of less healthy products, albeit in smaller quantities.

Perceptions of Appropriateness

The Target group generally saw moderation messages as appropriate on less healthy food that was seen as easy to give too much of to children, for example sausages, oven chips and chicken nuggets. However, on mixed and various products there was some resistance to moderation messages as they

appeared less relevant or in some cases inappropriate. For example, quantity limitation messages on cereal were not seen as acceptable due to the perceived importance of children eating a large breakfast. Some (mainly outside of target) saw these messages as not so appropriate on less healthy foods (particularly on treat foods) as the message appeared to condone consumption of these foods. Moderation messages were viewed as particularly inappropriate, for example limiting the number of bags of crisps to one per day or having a maximum of two unhealthy snacks could be seen as legitimising any consumption of these products.

"I know this is a big problem for me -I give her as much as I have myself. It would help me think about it a bit more"

[Cluster 5, Manchester]

Fit with Behaviour Message

On less healthy products there was seen to be a very clear fit between the behaviour message and tip. However, the fit was less clear in neutral products where questions existed about the appropriateness of limited quantities.

Impact on behaviour

Moderation messages on less healthy products were seen as particularly motivating for the target audience and acted as a useful reminder to consider the portion sizes they were offering to their children and the quantities of snacks and treats they were giving. However, on neutral products these messages were not so motivating as there was less overall concern about these products being unhealthy and therefore less concern about over-

consumption. For the messages to be more helpful for the target there needed to be more information available to clear up confusion about portion sizes and what constitutes a child's portion of a given product.

3.4.5 Tips Messages – General Information and Raising Awareness

Information messages were positioned under the Sugar Swaps, Cut Back Fat and Snack Check messages to raise awareness and knowledge about the products on to which the messages were positioned. For example:

Sugar swaps

Simple ways to help kids eat less sugar

Have you checked how much sugar there is in this?

A tip from Cook4Life

[On cereal bars]

Perceptions of Endorsement

General information messages carried mixed perceptions of endorsement depending on the product on which they are placed. On less healthy products these messages tended to be seen as a negative endorsement, while on healthy products these messages were generally regarded as a positive endorsement.

Perceptions of Appropriateness

Overall, this type of tip message was seen to be appropriate, particularly Snack Check messages which supported the audience's existing view that a good breakfast could help reduce less healthy snacking. For some (mainly non-target and less accepting clusters) the 'Have you checked how much sugar is in this?' message on cereal bars was less appropriate. This was because of an implied negative endorsement which suggested the product contained a lot of sugar and should not be consumed. There was also some confusion when these messages appeared on various products due to a general lack of clarity about whether these items were healthy or less healthy variants.

Fit with Behaviour Message

Information tip messages were felt to be a clear fit with Cut Back Fat, Snack Check and Sugar swap behaviour messages. However, there was a less clear fit with Meal Time messages which was not generally connected with snacking habits.

Impact on Behaviour

The messages were viewed as motivating by the target. Sugar Swap messages on cereal bars was likely to motivate them to check the nutritional information before purchase, but there was some confusion about how then to interpret this information to see if the sugar levels were high or low. With clarification, however, these information messages could be helpful for the target audience. Other message combinations felt less realistic and, therefore, less motivating; for example purchasing yogurt instead may not be as satisfying as the product it replaces.

"I would have a look on the back and see how much sugar there is in it. But I am not sure I would get what the number meant – what is good and what is bad?"

[Cluster 2 Leads]

3.4.6 Tips Messages – Activity

Activity messages were combined with the 60 Active Minutes behaviour looking at ways of increasing the activity levels. For example:

60 active minutes

Do your kids get theirs every day?

After they've finished their meal, why not take the kids to play in the park for an hour?

A tip from Play4Life

[On fruit juice]

Perceptions of Endorsement

Overall, the audience had very mixed perceptions of endorsement with Activity tip messages on-pack. For some it was a positive endorsement on healthy products as there was consonance between the product and the suggestion. Whilst for others there was a neutral endorsement with the product being a carrier of the message rather than there being any relationship between the product and the tip. Others saw the messages as a negative endorsement on less healthy product implying that the item was bad for you and, therefore, necessitating exercise.

Perceptions of Appropriateness

There was some difficulty across all audiences in understanding the connection between activity messaging and the product and as such these messages felt less appropriate due to lack of fit. On mixed, various and healthy products fewer issues around appropriateness existed. On less healthy products these messages were not seen to be as appropriate as they can appear to condone consumption or give permission to eat these items if done so in conjunction with exercise. Activity messages felt most appropriate on breakfast cereals due to familiarity with these types of messages on pack already, the time of consumption (allowing the whole day for activity to be completed) and the message type.

Fit with Behaviour Message

The general lack of clear connection between the 60 Active Minutes message and the product caused the audience to create explanatory links both positive and negative to make sense of the combination. A better fit was perceived between the messages when combined with breakfast foods where there is a whole day to fit in 60 minutes of activity.

Impact on Behaviour

Activity messages were not seen as motivating on most product categories. On those food consumed in the evening messaging felt unrealistic due to the time constraints on fitting in activity after dinner. There were also concerns raised that the messages may encourage children to nag to be taken out when

parents didn't have the time to do so. On breakfast food, activity messages felt motivating and walking to school messages can be easily fitted into existing routines. Currently, the messages talk about doing activity after meals, but this may be more motivating and feel more obtainable if activity was encouraged during the day in general rather than at a particular time.

The acceptability and impact of the promotional messages explored is summarised in the following table:

			Healthy	Mixed	Various	Less healthy
Ideas for 5 a day	5 a day Snack check	Endo	Positive	Suggestion but the headline '5 a day' can suggest implicit positive endorsement	Suggestion	Not Tested
		Accept	✓Carrots	✓ Pasta Sauce	✓Breakfast Cereals	
		Impact	✓✓✓	✓✓✓	✓✓✓	
How to cook	Cut back fat	Endo	Not tested	Suggestion (Implied positive for some)	Not tested	Suggestion or Implicit negative for some or Implicit positive for some
		Approp		✓Fish fingers		✓/* Sausages
		Motiv		✓✓		✓✓
Moderation	Snack check Meal time	Endo	Not tested	Not tested	Negative but can be seen as implicit positive for some	Negative but can be seen as implicit positive for some
		Accept.			✓/* Cereal Bar	✓Biscuits ✓/* Crisps ✓/* Chocolate bar
		Impact			✓	✓

			Healthy	Mixed	Various	Less healthy
Portion sizes	Me size meal	Endo	Not tested	Negative	Negative	Negative but can be seen as implicit positive for some
		Approp		✓/× Soup × Cheese ✓ Fish fingers	×Breakfast Cereal <i>Not appropriate as breakfast is perceived as an important meal</i>	✓/× Chips ✓/× Sausages ✓/× Chicken nuggets
		Motiv		✓✓	✓/× Ready meal ××	✓✓
Info/raising awareness	Sugar swaps Meal time Cut back fat	Endo	Not tested	Positive as message sits on suggested healthy alternative	Negative /Suggestion depending on messages	Not tested
		Accept		✓ Yoghurt	✓Breakfast Cereals ✓/× Cereal bar	
		Impact		✓/×	✓✓ Sugar swaps × Meal time/Snack check	
Activity	60 Active Minutes	Endo	Positive	Suggestion?	Suggestion?	Negative but can be seen as implicit positive for some
		Approp	✓Apples ✓Peas	✓Milk ✓Butter ✓Pasta sauce	✓Cereals ✓Bread ✓Cereal bar ✓Yoghurt ✓/× Ready meal	✓/× Fizzy drink ✓/× Chips ✓/× Chocolate bar ✓/× Biscuits ✓/× Crisps
		Motiv	✓××	×× ✓ (Milk/Butter)	✓ Breakfast products ×× Cereal bar (snack)	××× Evening meals ×× Snacks

Appropriateness :

- ✓ = appropriate, × = inappropriate and ✓/× = mixed views

Motivation

- ✓ = interest and × = disinterest
- More ticks or crosses signify stronger responses

3.5 Behaviour Messages

The overall acceptability and appeal of message combinations also relied on the 8 C4L behaviour messages and their reception by the audience.

Sugar Swaps

Overall, the name Sugar Swaps was catchy and understood clearly by the majority of the audience. The strapline assisted with the overall message and the use of the word 'simple' helped the message feel acceptable. In addition to the combinations shown, there was interest in more information about 'hidden' sugars in certain foods. So messages that drew attention to this were felt to be particularly helpful e.g. on cereal bars and drawing attention to low sugar jam as an alternative.

However, the Sugar Swap messages raised concerns: for lower SEGs there were concerns about the cost of lower sugar versions of products; whilst for others concerns were focused more around a perceived taste compromise e.g. on fizzy drinks. For some (mainly non-target) there were questions about the appropriateness of Sugar Swap messages that suggested reduced sugar variant due to concerns around the healthiness of artificial sweeteners.

Some of the Sugar Swap messages had less impact overall and felt unappealing for some because they feel unrealistic, for example switching from chocolate to fruit has implications in terms of taste and satisfaction as well as cost.

"If you want a chocolate bar, you want a chocolate bar. Having an apple just aint the same, is it?"

[Young Independents, C2DE, Manchester]

Snack Check

The name Snack Check was seen by the audience as catchy and simple to remember and with the help of the strapline was easy to understand. It received a warm response, particularly from the target, who welcomed guidance around the area of snacking as it was an issue that caused concern. However, whilst the focus on 'reducing unhealthy snacking' was seen as generally helpful; there was some resistance to reducing 'treats' which were imbued with greater emotional significance.

"The kids always seem to be constantly munching when they are at home. I've had to move the bad stuff up a shelf"

[Cluster 4 and 6, South]

The messages worked well with healthy snacks such as apples, but also had some appeal on products like chocolate bars when the message was focused on limiting quantity rather than denying consumption. Messages that focused on ways of reducing snacking (like those on breakfast cereal) were also well received due to there also being an emphasis on the importance of breakfast

Messages were less effective on switches outside of categories for example fizzy drink swaps being rejected on taste grounds and cereal bar swaps being rejected due to weak perceptions of a lack of healthiness. Moderation messages were more effective, particularly for the target who saw them as useful reminders. However, for some outside the target, moderation messages

appeared to condone consumption of less healthy products albeit in smaller quantity.

5 a day

The 5 a day concept was familiar to the majority and was widely accepted and understood. The strapline was felt to be encouraging with the phrase ‘it is easier than you think’ being particularly appealing. However, it is this familiarity that may undermine its impact as it may lack standout. Currently, 5 a day messages on products only appear on items that contain 1 of 5 (e.g. on fruit and vegetable packaging) – consequently when the researched messages were placed on items that did not contain 1 of 5 there was confusion. For some of those in lower SEGs the emphasis on fruit and vegetable consumption seemed unrealistic due to the cost implications. Therefore, promotional messages were seen as helpful in allowing the behaviour to become more accessible. However, some expressed concerns that this could lead to wastage so preferred offers that gave a different healthier product free, to increase variety alongside reducing waste. The 5 a day messages also worked well as recipe tips and suggestions (such as adding extra vegetables to pasta sauce) as these were seen as helpful and realistic ways of increasing the consumption of fruit and vegetables. The messages had less appeal on less healthy items such as fizzy drinks and crisps, which suggested switches outside of the product category, as the alternatives offered were seen to be less tasty and satisfying and often costing more.

“I think it’s boring because you see 5 a day everyday on everything!”

[Cluster 1, C2DE, Liverpool]

"I don't even notice those 5 a day signs anymore. You see it so often it is like I have become blind to them"

[Cluster 3, BC1, South]

Me Sized Meals

The behaviour name instantly prompts interest, which is clarified by the strapline. The focus on portion size was seen as an original and appealing idea that has good initial impact as it can help the audience to reflect on their current behaviour. A minority of the non-target audience tend to see the behaviour message as too obvious, discounting portion sizing reminders as commonsense.

The Me Sized Meals message works well on products where portion sizes can be easily defined, such as on fish fingers, sausages and chicken nuggets. Equally, on those less healthy products messaging was seen as a helpful reminder to moderate portion sized due to the lower health status of the product. The messages were less effective on products with mixed healthiness such as soup, cheese and cereal where controlling portion sizes was seen as less important. In addition, there were issues raised about moderating consumption on products where portion size was less clear or intuitive (again, such as cheese, soup and cereal). In terms of the wording of these messages, offering seconds was seen as impractical on products that required cooking e.g. oven chips.

"It really makes you think about the portions you give to your children"

[Cluster 3, Midlands]

"It is just too easy to give them loads because you think it'll do them good and you expect them to clear their plates. It is not good really."

[Cluster 5, Manchester]

Meal Time

The name was not instantly clear and required the strapline to clarify its meaning. The idea of meal times is not always spontaneously linked with a healthy lifestyle; as such the 3 meals a day behaviour message had less appeal than some of the other messages. Meal Time messages were seen to be more appropriate for main meal foods (although these were not tested) but worked less well on breakfast products (as breakfast was not seen as a meal) and on 2 Snacks Max messages (which were seen a better fit with Snack Check).

"I don't really think of a cereal bar or whatever as a meal. It is a snack. It doesn't go"

[Older Family, Midlands]

Cut Back Fat

The name Cut Back Fat was seen to be clear and easily understood. It was viewed as a familiar and highly acceptable message that was a health goal for all. The message was less appealing for some due to concerns about the taste compromise associate with switching to lower fat variants. There was also some concern about explicit messages around fat being placed on products

that were handled by children, as some fat was seen as essential to children's growth and development and due to fears of making children overly anxious about weight issues.

"My 6 year old daughter is already getting really worried about her weight. She came home from school the other day and said one of the other kids in her class had said she was fat. I think having Cut Back Fat on her food would make it worse. She would probably end up getting anorexia. There is too much pressure on girls already"

[Cluster 5, Manchester]

The messages explored showed that Cut Back Fat works particularly well with cooking tips (grill rather than fry), particularly for the target, and on those messages that encouraged switching from full-fat milk to semi-skimmed milk (for adults) or that suggested using yogurt instead of ice-cream. However, on other switch messages Cut Back Fat was less effective in encouraging the audience to choose lower alternatives: semi-skimmed milk for children, low-fat cheese or butter, for example. These switches were rejected on taste grounds, as well as due to concerns about children getting the correct nutrition for reduced fat versions. Cut Back Fat messages were least credible on switch messages that suggested alternatives outside of the product category (switch to fruit) on less healthy items as the suggested products were often seen to be less tasty, less satisfying and more expensive.

60 Active Minutes

The term 'active' and the name overall were clearly associated with a healthy lifestyle. The strapline further added meaning and engaged the audience by asking them a direct question. However, for some of the target the idea of 60 minutes of activity felt somewhat overwhelming and difficult to achieve. There was some resistance to the content of the messages tested which may have influenced the reaction of the audience to the concept as a whole, but does not necessarily suggest that the behaviour message can have no impact in other combinations.

60 Active Minutes worked well of healthier products where there is a perceived connection between the message and the product as they both formed part of a healthy lifestyle. There was also good appeal on breakfast products where there was a better fit between messages and time of day (e.g. how about walking to school) and because there was the whole day ahead to get active. The message was not as effective on less healthy products as it appeared to condone consumption as long as it is accompanied by exercise.

"There is no way I will take my kids on a bike ride for that long, I usually had a busy day and I am too tired to go out for 60 minutes"

[Dad young family, Leicester]

Up and About

The message name had good appeal and was viewed to be upbeat, energetic and positive in tone. The offer of incentives also increased its appeal for many in the target clusters. For some the use of 'veg out' in the strapline was

confusing and unfamiliar. For those outside the target, freebie promotions were viewed with less overall warmth and, therefore, influenced their perception of the concept.

“Up and About – I like it. It says don’t just sit around in front of tele or Playstation and get moving”

[Cluster 2, Leeds]

Up and About worked well on healthy products due to the perceived synergy between healthier products, activity and C4L promoting a healthy lifestyle generally. It also worked well on breakfast products due to familiarity of promotions of these products already and due to the fit between the term Up and About and getting started for the day. Messages were least effective on less healthy products where the token promotions were seen to be encouraging and rewarding purchase and increased consumption.

3.6 Other Channels

In addition to testing message combinations on-pack; research also explored the potential for messaging to be positioned in other locations, specifically focusing on point-of-sale (POS), recipe cards in supermarkets and supermarket and product manufacturer websites. These other channels all were helpful in reducing endorsement perceptions, but remained impactful for the target audience.

3.6.1 Point of Sale (POS)

POS messages were positioned under the Sugar Swaps, 5 a Day and 60 Active minutes and looked at increasing the consumption of healthy products and increasing activity. For example:

Sugar swaps

Simple ways to help kids eat less sugar

If you're craving sugar, why not try a piece of fruit?

A tip from Cook4Life

Perceptions of Endorsement

The physical distance between the product and the message helped to diminish a sense of endorsement and as such the message was seen as a helpful 'prompt' rather than relating to a specific item or brand

"Not so in your face as it being on the actual wrapper, is it? I don't feel like they are making me do something"

[Cluster 2, Leeds]

Perception of Appropriateness

The weak sense of endorsement connected to POS made messaging in this way seem highly appropriate to the audience. In addition, POS messaging is already a familiar format and helped to reduce potential commercial sensitivities when the message is applied to a whole category rather than a particular product. A

more removed approach further increased the appropriateness for some of those who felt on-pack messaging was too direct and helped reduce perceptions that C4L was being overly heavy handed.

Fit with Behaviour Message

POS was seen to be seen as a good fit with 5 a day behaviour message which was seen as a helpful reminder whilst actually shopping. It was a reasonable fit with Sugar Swap messages as it provided suggestions but in a less direct way than messages on-pack. However, activity messages were seen as a poor fit with POS due to a perceived lack of connection between the message and shopping.

Impact on behaviour

POS messaging has good potential for impact as it was felt to have the ability to intervene before the item has been picked off the shelf. However, positioning was seen as important; Sugar Swap messages, for example, are more effective in the fruit aisle than the confectionary aisle where the messaging appears more positive and, therefore, more motivating. There was some indication that there is lower resistance to out of category messages (e.g. switching from chocolate to fruit) when the message is not directly on-pack as it feels less directive, in general. The activity 'walk home' message was felt to have the least potential to impact behaviour change as it was rejected as unrealistic.

“It feels more helpful because once I have picked something off the shelf I am not gonna put it back so easily. If I saw it before I had picked what I wanted, that would be better”

[Cluster 2, Leeds]

3.6.2 Recipe Cards

Recipe card messages came under the Sugar Swaps, 5 a day, Meal Time and Cut Back Fat behaviours, encouraging the preparation of healthier meals and encouraging activity. For example:

Cut back fat

Easy ways to lower the fat in your family's diet

Try this low fat recipe to help you cut back fat

A tip from Cook4Life

Perceptions of Endorsement

The audience did not perceive endorsement when C4L messages were placed on recipe cards as the message could be attributed to a wide range of products and product categories.

Perception of Appropriateness

Recipe card messages were seen as highly appropriate across all audiences and were seen as a very positive positioning for C4L in providing practical, everyday solutions to enable healthier eating. This positivity only increased when the recipe was viewed as easy to make and good for the whole family.

Recipe cards were popular and familiar and the audience welcomed additional resources in this area.

Fit with Behaviour Message

In general, Recipe cards were felt to be a good fit with most of the behaviour messages explored, although some questioned the need to have a recipe for fruit salad. Perceptions of Meal Time messages were more mixed, reminding some of the importance of having regular meal times whilst others saw these messaged as unrealistic or confusing.

Impact on behaviour

Messaging on recipe cards may have the potential to influence eating behaviour by providing useful, easy to follow, practical ways of accessing a healthy diet. The message has the potential to impact behaviour in the long term if the recipe is liked and adopted into their cooking repertoire. Recipe cards have the potential to influence purchasing behaviour across a range of product categories simultaneously. Due to the focus of recipe cards, messages had greater impact when they appeared to be talking about the ingredients rather than focusing on the act of eating a meal in general.

"I always get them up by the door when I go in. I think it'd be a great idea to give tips and things on them"

[Older Family, Coventry]

3.6.3 Website

Website messages were combined with Me Sized Meals and 60 Active Minutes behaviour messages and looked at portion sizes and encouraging activity. For example:

Me size meals

Remember kids need smaller portions than adults – give them a small portion first and if they're still hungry, they can have seconds

A tip from Cook4Life

Perceptions of Endorsement

There was little perception of endorsement by C4L of the retailer websites. Some, however, some raised questions about manufacturer websites; how and why particular manufacturers were selected and the relationship between these and C4L. Messages on-pack directing consumers to the C4L website that contained tips and advice to help children stay fit and healthy did not raise endorsement issues for the majority so long as the message was placed on healthy and neutral products.

Perception of Appropriateness

Whilst website was seen as an appropriate channel for messages, it was seen as most appropriate on the C4L website where there was an expectation that there would be tips and solutions that would be useful for the target.

Retailer websites were also appropriate territory, however most visited retailer sights when online shopping and, therefore, did not see a fit here due the emphasis on speed and convenience.

"It aint really a problem, I suppose. I just wouldn't see it - I don't go on there"

[Cluster 5, Manchester]

"When I am doing my shopping online it has to be quick; I don't want to be looking at messages - I am just trying to get it done and get on with whatever"

[Cluster 4 and 6, Birmingham]

Fit with Behaviour Message

Website messaging was felt to have the potential to work across a wide range of behaviour messages. There appeared to be opportunities beyond the specific messages and information tested. There was also some suggestion that websites could be a good channel for advertising incentives and promotions to the widest possible audience.

Impact on behaviour

Whilst the C4L website was generally unfamiliar to the audience, there was interest in visiting the site to get information, tips, advice, solutions and direct links to promotions online. Therefore, on-pack messaging that links to the C4L website was felt to be likely to increase visitor traffic. Other websites were

viewed as lower impact and relevance to the target due to infrequency of visiting. There were also doubts as to whether consumers actually pay attention to messaging when they are in the online shopping rather than browsing mindset. Manufacturer's websites were least frequently visited and, therefore, were believed to have the lowest impact of all potential web locations.

4 Sub-brands

4.1 Overview

The research suggested that using the main C4L brand for messaging could potentially enhance endorsement perceptions, given the strength with which the main brand is associated with promoting a healthy lifestyle. The presence of the main C4L branding on-pack was seen to instantly signify healthiness for some parts of the audience.

Overall, all the C4L sub-brands appeared to be able to dilute endorsement perceptions by creating some helpful distance from the main C4L brand, as well as helping to increase levels of engagement for the target clusters by adding an extra layer of information that may aid connection with the overall message. The sub-brands helped imply smaller steps in creating a healthy lifestyle rather than an immediate, wholesale change.

4.2 Sub-brands in Detail – Activity related

Play4Life

Overall the Play4Life sub-brand had wide appeal due to its flexibility. The sub-brand was seen as able to relate well to general activity and so works well

across a range of different activity messages. The term ‘play’ also had strong appeal as a child appropriate term, which made it feel fun and accessible particularly for the target audience.

However, the sub-brand felt less appropriate for older children and for some had an association with less active pastimes such as playing computer games.

Dance4Life

Dance was generally viewed as an appealing activity, which offered something exciting and new. However, it was generally seen as being more appropriate for girls than boys.

“My girls would love that. They’d love to try dancing but it’s really expensive”

[Mums, Clusters 3, London]

Walk4Life

The Walk4Life sub-brand was particularly appealing as it was felt to be an accessible, everyday activity that was inclusive and achievable across all clusters. For some, the familiarity of walking as an activity caused the sub-brand to lack excitement and, as such, reduced appeal.

“Anything that promotes exercise has got to be a good thing and everyone can walk can’t they?”

[Older Independent, Leeds]

Swim4Life

Swimming was widely viewed as an activity that kids enjoyed and with the increase in free under 16s swimming sessions across the country, it was felt to

be accessible to most. However for some of the target audience, particularly those in lower SEGs, swimming is still seen as an expensive pastime and possibly too specific to be appealing as a sub-brand.

“Free adult entrance to swimming would be better, it’s too expensive for us”

[Cluster 2 North]

Bike4Life

The Bike4Life sub-brand had very limited appeal across audiences. It was seen by many as too niche and expensive as not every child has access to a bike. Bike4Life relates to a specific activity which is not universally available and, therefore, can alienate those who cannot access bikes or can lead to perceptions of C4L being elitist or overly middle-class.

“I don’t like it, it is more for the ones who love cycling and ‘Bike4Life’”

[Cluster 3, Leicester]

4.3 Sub-brands in Detail – Food related

Cook4Life

The Cook4Life sub-brand was seen as being an excellent fit when placed on products that require cooking and when used on recipe cards or relating to cooking tips. It was seen to have a positive emphasis on healthier cooking and cooking from scratch. The sub-brand, in these combinations, reinforces the wider message and drives home the importance of healthier cooking.

“I like the idea of cooking everything from scratch, it’s very positive”

[Dads, young family, Leicester]

“Cooking4Life feels strong. It is not just optional. It is life or death”

[Older Independents, Birmingham]

When the Cook4Life sub-brand was placed on ready to eat produce, such as apples, it became less relevant. In addition, Cook4Life was not viewed as appropriate for some on things like ready meals which did not necessitate cooking from scratch.

“The point of a ready-meal is that you don’t want or you don’t have time to cook!”

[Cluster 3, Leicester]

Breakfast4Life

The Breakfast4Life sub-brand was very well received both in terms of the message and the underlying sentiment. It was seen as both recognising the importance of breakfast and encouraging breakfast eating. It also connected strongly with obvious breakfast products and helped to reinforce messages on these items.

“Having breakfast every day is important for you to be healthy, you have breakfast for life and you’ll live longer, it’s brilliant”

[Dads, young family, Leicester]

4.4 Alternative Sub-brands in Detail

Tips4Life

The Tips4Life sub-brand was seen as versatile and worked across a range of tip based messages and additionally with some promotion and switch messages. The term 'tip' was viewed as having a helpful tone which implied a useful suggestion or piece of advice without appearing overly directive or unrealistically demanding. However, because of this it risked appearing too optional and as such was believed to lack significant impact. If the sub-brand became over-used across a range of messages; it could quickly become 'old news'.

"Giving you ideas like adding vegetables is really useful"

[Cluster 2, North]

Switch4Life

As a sub-brand Switch4Life does have impact. However, it was often perceived to be more directive and permanent than swapping which can feel daunting to some clusters and can risk making C4L appear unrealistically demanding.

"Switch is just a bit much. Swap is better, it's step by step"

[Older Independent, Leeds]

Swap4Life

The swap sub-brand was more appealing to all audiences than the Switch4Life sub-brand. Swapping was seen to be a more child friendly term than switching and generally felt like a more appropriate word for use with food messaging. It

was perceived to be a more temporary change that might encourage the audience to trial a healthier behaviour. However, because of the sub-brand feeling more optional and less pushy, it may lack overall impact and could easily be ignored.

“Oh yes, kids love swapping. It’s really kid’s friendly”

[Cluster 3, Leicester]

An overview of the optimal sub-brands summarised in the following table:

Message Focus	Message Type	Optimal sub-brand(s)
Activity	Promotions	Play4Life Dance4Life - free dance lesson
	Tips	Play4Life Walk4Life - walking based messages
Food	Promotions	Tips4Life Cook4Life – only where product requires cooking
	Switches	Swap4Life Breakfast4Life – only when linked to breakfast product
	Tips	Tips4Life Cook4Life - on suggestions around how to cook, recipe cards, or where message is linked to a main meal (not breakfast) as long as product requires cooking Breakfast4Life - when linked to breakfast messages/product

5. Executional Factors

In addition to the messages themselves, the *positioning* of the messages on the pack and the *size* of the messages may also have an implication for both impact and perceived levels of acceptability.

5.1 Positioning on pack

Broadly speaking the messages included in the research can be split into two categories which each were seen to have different positioning needs. Consumption messages that focus on the way the product is consumed and prepared felt most appropriate positioned on the back of the pack alongside cooking instructions or recipe ideas. Cut Back Fat messages relating to cooking methods and tips about moderating consumption were felt to fit particularly well next to information about cooking times and would have impact there. 5 a Day tips to increase consumption of fruit and vegetables worked well on the backs of jarred products like pasta sauces where recipe ideas frequently appear. However, for those messages that relate directly to purchasing, the message needed to be on the front of pack in order to have the necessary impact, particularly for those who tended to do their shopping on auto-pilot and were unlikely to look at the backs of packs. Buy one get one free promotions needed to be displayed prominently on the fronts of promoted items and be highly

visible in order to be effective. Similarly, those messages that may influence the outcome of shopping had to be displayed clearly in order to influence purchasing. For example, combination switch messages that suggest trying low sugar jam needed to be eye-catching to have any impact in store.

Overall, messages placed on the back of packs had lower endorsement perceptions and were likely to be seen at the right time i.e. when actually cooking as opposed to in the supermarket. As such, back of pack messaging was believed to be generally safer and impactful territory but did not fit will all types of messaging.

"I always turn the jar round to see if there are any recipes on it, so that would be a good place to put stuff"

[Cluster 5, Manchester]

5.2 Sizing of messages

The necessary sizing of messages beyond legibility was dependent on the type of message and its positioning. On the back of packs messaging was seen as needing to be kept small but noticeable in order to have impact without raising endorsement issues. It was felt by the audience that a colourful message would be most engaging irrespective of position. For promotional messages large and eye-catching messages in line with current brand and retailer marketing were seen as likely to have most impact. On some products, such as cereals messaging could be very large on back of pack in order to achieve maximum standout.

The executions tested raised issues about the relative size of the component parts of the overall message. The main message needed to stand out more clearly to increase impact. Similarly, the behaviour name message was seen as too dominant and as such could lead to confusion and misunderstanding, particularly with 5 a day messages. The sub-brand did stand out well on packaging due to its bright and varying colours and characters. In order to balance the messages and create a more equal emphasis; it was seen as optimal to make all message components similar in size.

6. Conclusions and Recommendations

Audience Differences

Overall, the audiences differed in their reactions to on-pack messages:

- Many in the target clusters and some wider audiences (young family dads and some young independents) were more accepting of on-pack messaging seeing them as useful reminders or helpful solutions
- Most audiences were accepting of more positive messaging/information or promotional messaging
- These more accepting target audiences tended to be more accommodating overall and have fewer concerns about endorsement implications
- They were also open to messaging on products perceived to be less healthy that suggest a swap to a healthier alternative within the same product category or were about limiting or reducing their consumption levels (messages that can have a greater impact on their behaviour)
- The less connected (non-target) audiences however perceived more issues in terms of endorsement on less healthy products

Messaging Territory

Safe Messaging Territory

1. Messages on healthier products were acceptable to all
 - on products perceived to be healthy (e.g. fruit and vegetables) for all
 - on healthier versions of ‘various’ category (breakfast cereals, bread etc)

However, the impact of these messages varied according to audience.

2. Messages that were positioned as tips/suggestions were generally more accepted as
 - a. endorsement links were weaker (not perceived by warmer/target and implicit for others)
 - b. tone was seen as less directive and more optional which raised fewer other objections (even for colder)
3. Messages that worked for the majority on products perceived to be healthy or neutral (mixed and various) were:
 - a. *Promotional/incentive messages*
 - BOGOFs were most motivating as they offer the tangible benefit of cost saving
 - activity incentives could be motivating but the mechanism for attaining the freebie needs to be simple and low effort
 - b. *Tips messages*
 - ideas for 5 a day were seen as useful solutions
 - how to cook messages were welcomed as simple and easy to do

- activity ideas also can be used but types of activity / message and fit with routines needs to be noted
- c. *Some messages about making swaps to healthier alternatives were also acceptable*
 - encouraging greater use of healthy options on products perceived to be healthy
 - messages on an associated product (bread) about healthier alternatives (jam)
 - swaps within the same product category to healthy alternatives on perceived unhealthy versions of neutral products (breakfast cereal)

Mixed Messaging Territory

4. The more accepting target were open to explicit negative endorsement messages on unhealthy products (for limiting consumption)
5. But non-target audiences were more cautious and tended to perceive these messages as implicit endorsement of the perceived unhealthy product which was seen to conflict with the campaign aims
6. Messages that therefore received mixed responses (so were accepted by warmer target but not by others) were:
 - a. Combining a 5 a day offer on a perceived less healthy product
 - b. Limiting or alternating consumption on perceived unhealthy treat products
 - c. How to cook messages on perceived unhealthy and mixed products
 - d. Activity messages on perceived unhealthy products

7. Other messages that received mixed responses across audiences were those on perceived neutral products
 - a. Either for incentives/promotions on perceived neutral (mixed and various) products – where a positive endorsement may not be appropriate due to the perceived unhealthy aspects/versions of these products
 - b. Or messages suggesting swapping to a healthy alternative on a perceived mixed product – because there is disagreement about whether there is a need to switch from these products (e.g. on dairy where full fat products are seen as healthy for children)

Less Safe Messaging Territory

8. Switch messages where the alternative suggested is outside the product category (e.g. switching from a chocolate bar to apples) were seen as warning messages implying non-purchase/consumption of the whole product category. This type of negative endorsement was generally seen as too negative, as the switch was not seen as equitable and therefore rejected by the majority.
9. This type of overt warning from C4L on products tends to impact negatively on C4L brand perceptions (as being too directive, intrusive and judgemental) for most.
10. Some messages were perceived as misleading and dissonant with the C4L campaign aims:

- a. Promotional/incentive messages where the mechanism encourages repeat purchase of the item (even for an activity incentive) on less healthy products was seen as an explicit endorsement of/encouragement to purchase the unhealthy product and therefore perceived as inappropriate
- b. Plus messages that implied negative endorsement of products perceived as healthy or neutral e.g. Portion control of breakfast cereal. These tended to make C4L appear misguided

Sub-brands

11. The research suggests that using the Change4Life brand would enhance endorsement perceptions and is therefore probably best avoided.
12. In contrast the current Change4Life sub-brands helped to distance endorsement perceptions and can have the added value of increasing engagement with messages for the target.
13. Play4Life has potential to work as an overarching sub-brand for activity messaging for young family (but there was also warmth around other activity sub-brands when they were used in specific relevant executions with the exception of Bike4Life for some).
14. Cook4Life can cover most of the food related messages (but not those that are not related to cooking e.g. apples) and Breakfast4Life generated a very warm response so is probably worth retaining.
15. Tips4Life had the most potential from the new sub-brands tested as it can work with most executions (highlighted by a clear preference for ‘a

tip from' vs 'brought to you by') – though with the possible risk of appearing too optional which might limit impact

16. Swap4Life was preferred to Switch4Life as it suggested small steps.

Way Forward

17. Overall, the use of on-pack messaging appeared to have potential to facilitate learning and behaviour change within the target although it does carry risks. The general acceptance of on-pack messaging from target audiences and those general public who see themselves as users of the information suggested that a broad range of product categories and messaging types can be used.
18. It appeared likely that having a range of messaging would facilitate greater behaviour change, although some of those messages which are likely to have the most impact on behaviour are more risky in terms of universal appropriateness so additional care may be needed.
19. Negativity amongst some (particularly non-target audiences) towards endorsement of less healthy products did indicate a risk for negative PR, but it may be possible to mitigate this if appropriate evidence of behaviour change becomes available.
20. The safest route, however, would be to keep on-pack messaging in positive territory, that is, only on perceived healthy and some neutral products (depending on the emphasis of the messages) and on POS

which reduces the perception of endorsement and allows messaging to be more general in relation to a product category.

* * * * *

Appendices

Cluster Segment Descriptions A

CLUSTER	Pressured Cluster 1	Inexperienced Cluster 2	Treating Cluster 3	Engaged Cluster 4	Traditional Cluster 5	Active Cluster 6
CLUSTER DESCRIPTION	Parents who struggle because they lack time and money	Parents who are enthusiastic about being 'a good parent' but lack knowledge and skills to implement a healthy lifestyle	Families who enjoy indulgent food and prioritise this in life	Families with strong focus on healthy eating and activity; spend time planning these things	Strong family values and parenting skills but often unhealthy diet (or eat too much) and low exercise levels	Plenty of exercise but potentially too many bad foods
DEMOGRAPHIC	Low income, varied household size	All ages (may well have had children quite young) Any income but often low, varied household size	All ages, any income but often affluent, varied household size	All ages, any income but often affluent, varied household size	All ages, any income but often mid to low income, varied household size	Average incomes, varied household size

SEG	C2DE	C2DE	BC1C2		C2DE	
FAMILY DIET	Many convenience and treat foods for ease and/or comfort eating, not really cooking from scratch	Many convenience foods because children are fussy eaters with a limited 'repertoire' and parents lack cooking skills	Enjoy food and cooking rich food from scratch, high levels of snacking on both healthy and unhealthy treat foods, parents watching weight	Strong interest in healthy diet and specifically healthy foods (e.g. brown rice, salad), lots of food and drinks 'banned' including juice.	<u>Strong parental control</u> but diet very rich in meat and potatoes, portion sizes tend to be too large for children	Eating motivated by taste, healthy foods included but so are many unhealthy – concern around eating is low because activity levels are so high
PHYSICAL ACTIVITY	High levels of sedentary behaviour. Don't like physical activity because it's costly, time consuming and not enjoyable.	No interest in increasing activity levels because perceive children to be active	Believe family is active, no barriers to child's activity except confidence	Family active although believe child not confident doing exercise	Know they need to do more activity but time and money, seen as barriers	Activity levels are high, particularly in mothers
WEIGHT STATUS	Mother may well be overweight or obese	Parents and children may be overweight or obese Fact that child is overweight likely to be <u>unrecognised</u> by parents	Parents and children likely to be overweight or obese Fact that child is overweight likely to be <u>unrecognised</u> by parents	Very low likelihood of either child or parent being overweight	Parents might be overweight Children might be overweight	Parents unlikely to be overweight Children possibly overweight

Cluster Segment Descriptions B

Cluster 1 appeared to divide into:

- *Cluster 1a 'Pressured'*: These parents tended to be single parents (from a spread of socio-economic groups), or parents from two-parent households (often lower SEG) where both parents were generally working (and could be shift-workers). These respondents tended to be anxious, and felt guilty or stressed about not delivering to the real needs of their children. Although they usually possessed some degree of cooking skills, they lacked the time and energy to deploy these, and looked for realistic, easy solutions on a budget. Cluster 1a 'Pressured' types were most apparent in the HTK sample, and possibly aspired to the less 'militant' end of Cluster 4.
- *Cluster 1b 'Disengaged'*: These parents tended to have higher resistance to the programme and in shifting to a healthier lifestyle more generally. This sub-cluster had a vague interest in 'doing the right thing' because they 'cared' for their children, but fundamentally lacked the desire to change because of their perceptions of high effort for low/no benefits (resulting in negative trade-off).

Cluster 3 appeared to similarly divide into sub-types, based largely on SEG:

- Cluster 3a: Generally higher SEG (usually BC1), these respondents were keen to be 'do the right thing' in terms of diet, activity and parenting generally, but were in denial about many behaviours.
- Cluster 3b: Generally lower SEG (C2DE), and likely to be working single parents, this sub-group also aspired to the less 'militant' end of Cluster 4. They were also more likely to overtly recognise their inappropriate treating behaviour (versus their 3a counterparts). As such, they shared some key characteristics in attitude and behaviour with Cluster 1a above.

Job Number 1727

RECRUITMENT QUESTIONNAIRE : C4L Pack Promotions

General Public

CONTACT DETAILS

Interviewer: _____

Respondent _____

Address: _____

_____ Post Code: _____

Tel. _____ (Hm) _____ (Wk) _____ (Mobile)

Please note method of recruitment: (tel/f2f/snowballing/list) _____

INTRODUCTION

Good morning/afternoon/evening. My name is (...) from **Define Research and Insight**. We are an independent market research company. We are looking for **members of the general public** to take part in an informal market research discussion to find out what they think about food shopping choices.

We will be giving everyone who takes part a 'thank you' of £50 (£40 for coming to a group discussion for about 2 ½ hours and £10 for filling in a simple questionnaire in advance to bring with you). Any discussion will be completely confidential.

So I need to ask you a few simple questions first to see if you are right for our study – this will only take about 5 minutes. Please do answer all the questions honestly, we don't mind what your responses are as long as you say what you feel. This questionnaire is totally confidential and details of who you are won't be passed on to anyone else. **RECRUITER, ENSURE THAT**

RESPONDENT UNDERSTANDS THAT THE INCENTIVE RELATES TO ATTENDING A GROUP DISCUSSION NOT COMPLETION OF THIS TELEPHONE INTERVIEW.

RECRUITER:

Please ensure that the respondent understands that anything they say in the discussion will not be used with their name attached and their name will not be passed on to anyone other than the researchers working on the project.

QUOTA SUMMARY

8 groups - 4 - 5 respondents per group (32-40 respondents in total) at 2.5hrs per group:

<i>Group</i>	1	2	3	4
<i>SEG</i>	BC1	BC1	BC1	BC1
<i>Lifestage</i>	Young Independent	Young Family Dads	Older Family	Older Independent
<i>Gender</i>	Mixed	Male	Mixed	Mixed
<i>Location</i>	North	Midlands	South	London

<i>Trio</i>	5	6	7	8
<i>SEG</i>	C2DE	C2DE	C2DE	C2DE
<i>Lifestage</i>	Young Independent	Young Family Dads	Older Family	Older Independent
<i>Gender</i>	Mixed	Male	Mixed	Mixed
<i>Location</i>	London	South	Midlands	North

- 6 of 8 groups to be of mixed gender (minimum 2 of each gender)
- 2 of 8 groups to be Young Family Dads only
- Ethnic minority representation where appropriate to location
- **Young Independent** - 18-30, no children, single and partnered mix
- **Older independent** - 45-60, no children living at home, or no children at all, single and partnered mix
- **Older Family** - 45-60, children aged between 12-18 living at home and no children under 12
- **Young Family Dads** - at least one child aged between 5 and 11
- All to be responsible/have joint responsibility for shopping/eating decisions within the family/at home
- None to work, or have close friends/relatives who work in the food sectors under research (i.e. for retailers or food manufacturers) and the usual marketing exclusions

SCREENING

Q.1 Have you ever taken part in a market research group discussion or depth interview on any subject?

- | | | | |
|-----|-------|---|-----------------|
| Yes | | 1 | GO TO Q2 |
| No | | 2 | |

Q.2 When did you last take part in a market research group discussion/depth interview?

- In the last 6 months 1 **CLOSE**
- More than 6 months ago 2 **GO TO Q3**

Q.3 How many times have you taken part in a market research group discussion/depth interview?

- 1-3 1 } **GO TO Q5**
- 4-6 2 } **GO TO Q4**
- More than 6 3 **CLOSE**

Q.4 When was the last time you took part in a market research group discussion/depth interview?

- In the last year 1 **CLOSE**
- 1-3 years ago 2 **CLOSE**
- Over 3 years ago 3 **GO TO Q5**

IF RESPONDENTS HAVE TAKEN PART IN MORE THAN 3 GROUP DISCUSSIONS/ DEPTH INTERVIEWS, THEIR LAST GROUP/DEPTH MUST BE MORE THAN 3 YEARS AGO.

Q.5 What subjects have you been interviewed on before? (PLEASE WRITE IN)_____

WITHOUT PROMPTING DIRECTLY, CHECK RESPONDENT HAS NOT BEEN INTERVIEWED ON HEALTHY LIFESTYLES OR HEALTHY EATING ('Have you done any research on Food and Drink – like what? Health and social issues – like what? Transport?')

Do not recruit if have been interviewed on diet/fat/salt/sugar consumption/diet foods, drinking alcohol (alcohol brands OK), living a healthy lifestyle or food labelling

Q.6 Please tell me if: a) you; or b) any of your friends/relatives; work or have ever worked in any of the following trades/professions or for any companies mentioned here?

- | | a) | b) |
|-----------------------|--------------------------|--------------------------|
| Market Research | <input type="checkbox"/> | <input type="checkbox"/> |
| Marketing | <input type="checkbox"/> | <input type="checkbox"/> |

- | | | |
|--------------------------------|--------------------------|--------------------------|
| Journalism | <input type="checkbox"/> | <input type="checkbox"/> |
| Advertising | <input type="checkbox"/> | <input type="checkbox"/> |
| Public Relations | <input type="checkbox"/> | <input type="checkbox"/> |
| Medical professionals | <input type="checkbox"/> | <input type="checkbox"/> |
| Food retail/manufacturing..... | <input type="checkbox"/> | <input type="checkbox"/> |
| Government bodies | <input type="checkbox"/> | <input type="checkbox"/> |

IF ANY OF THE ABOVE TRADES/PROFESSIONS MENTIONED – CLOSE

Q7. Gender

Male	Code 1
Female	Code 2

Minimum of 2 from each gender per mixed group.

Group 2 and 6 ALL to be male

Q8. How old are you?

Under 18	CLOSE
18-30	Code 1
31-44	Code 2
45-60	Code 3

Groups 1 and 5 to code 1

Groups 2 and 6 to code 1 or 2

Groups 3, 4, 7 and 8 to code 3

Q9. Are you :

Married	Code 1
Living with a partner	Code 2
Single	Code 3

Include mix of responses for Groups 1, 4, 5 and 8

Q10. Do you have children?

Yes	Code 1
No	Code 2

Groups 1 and 5 all to code 2 - no children

Groups 2, 3, 6 and 7 all to code 1 - all to have children

Groups 4 and 8 to code 1 or 2

If respondent has children ask questions 11 and 12. If not go to question 13:

Q11. What age is each of your children, and can you tell me which live with you in your household?

Child	Age	Live in household (y/n)
1		
2		
3		
4		
5		
6		

CHECK QUOTA for youngest child, ages and spread of ages of children in the household

If respondent only has children between 0–4 CLOSE

Group 2 and 6 must have at least 1 child between 5 – 11 living at home

Group 3 and 7 must not have children under 12, and others to be aged 12–18 and living at home

Group 4 and 8 to have no children living at home

Q13. Who is responsible for the food shopping and eating decisions (i.e. what the family eats) in your family/household:

Me	Continue
I have joint responsibility with my partner/wife/husband/other	Continue
My wife/husband/partner (not me)	CLOSE

All must have responsibility or have joint responsibility for food purchasing and eating decision making

Q14. SEG: OCCUPATION/WORKING STATUS OF H.O.H

.....

(Please circle as appropriate)

A B C1 C2 D E

Q15. Ethnicity

White	Code 1
-------	--------

Black (African/Afro-Caribbean)	Code 2
Mixed Race	Code 3
Asian	Code 4
Other (specify)	Code 5

CHECK QUOTA SPECIFICATION FOR REQUIREMENTS

Thank you and close

I confirm that this interview was administered according to the MRS Code of Conduct.

Signature of Recruiter:

Date of recruitment:.....

Job Number 1727

RECRUITMENT QUESTIONNAIRE: C4L Pack Promotions

Mums

CONTACT DETAILS

Interviewer: _____

Respondent _____

Address: _____

_____ Post Code: _____

Tel. _____ (Hm) _____ (Wk) _____ (Mobile)

Please note method of recruitment: (tel/f2f/snowballing/list) _____

INTRODUCTION

RECRUITER SCRIPT: Good morning/afternoon/evening. My name is (...) from **Define Research and Insight**. We are an independent market research company. We are looking for **members of the general public** to take part in an informal market research discussion to find out what they think about food shopping choices.

We will be giving everyone who takes part a ‘thank you’ of £50 (£40 for coming to a group discussion for about 2 ½ hours and £10 for filling in a simple questionnaire in advance to bring with you). Any discussion will be completely confidential.

So I need to ask you a few simple questions first to see if you are right for our study – this will only take about 5 minutes. Please do answer all the questions honestly, we don’t mind what your responses are as long as you say what you feel. This questionnaire is totally confidential and details of who you are won’t be passed on to anyone else. **RECRUITER, ENSURE THAT**

RESPONDENT UNDERSTANDS THAT THE INCENTIVE RELATES TO ATTENDING A GROUP DISCUSSION NOT COMPLETION OF THIS TELEPHONE INTERVIEW.

RECRUITER SEE DETAILED INFORMATION SHEET AT END OF QUESTIONNAIRE.

Please ensure that the respondent understands that anything they say in the discussion will not be used with their name attached and their name will not be passed on to anyone other than the researchers working on the project.

SPECIFICATIONS

12 groups – 2.5 hours with 4 – 5 respondents (48 – 60 respondents in total) per group, with Mums:

<i>Group</i>	1	2	3
<i>SEG</i>	BC1	C2DE	C2DE
<i>Cluster</i>	3	1	5
<i>Location</i>	North	North	North
<i>Friendship or Don't Know each other</i>	DK	DK	Friendship

<i>Group</i>	4	5	6
<i>SEG</i>	BC1	C2DE	C2DE
<i>Cluster</i>	4 & 6	2	3
<i>Location</i>	Midlands	Midlands	Midlands
<i>Friendship or Don't Know each other</i>	DK	DK	Friendship

<i>Group</i>	7	8	9
<i>SEG</i>	BC1	C2DE	C2DE
<i>Cluster</i>	3	3	1
<i>Location</i>	South	South	South
<i>Friendship or Don't Know each other</i>	Friendship	DK	Friendship

<i>Group</i>	10	11	12
<i>SEG</i>	BC1	C2DE	C2DE
<i>Cluster</i>	4 & 6	5	2
<i>Location</i>	London	London	London
<i>Friendship or Don't Know each other</i>	Friendship	DK	Friendship

Further Criteria:

- **All to be Mums of at least one child aged 2-11 at home** (thorough spread across sample and spread of age of youngest child)
- **Spread of size of family**

- **Spread of living circumstances** – on own, with partner, with adult family (i.e. living with own parents through and through versus living as head of own household)
- Thorough **spread of clusters appropriate to SEG**
- **All to be responsible/have joint responsibility for shopping/eating decisions within the family/at home**
- **Ethnic minority representation appropriate to location**
- None to work, or have close friends/relatives who work in the food sectors under research (i.e. for retailers or food manufacturers) and the usual marketing exclusions

SCREENING

Q.1 Have you ever taken part in a market research group discussion or depth interview on any subject?

- | | | | |
|-----|-------|---|-----------------|
| Yes | | 1 | GO TO Q2 |
| No | | 2 | |

Q.2 When did you last take part in a market research group discussion/depth interview?

- | | | | |
|------------------------|-------|---|-----------------|
| In the last 6 months | | 1 | CLOSE |
| More than 6 months ago | | 2 | GO TO Q3 |

Q.3 How many times have you taken part in a market research group discussion/depth interview?

- | | | | |
|-------------|-------|---|-------------------|
| 1-3 | | 1 | } GO TO Q5 |
| 4-6 | | 2 | } GO TO Q4 |
| More than 6 | | 3 | CLOSE |

Q.4 When was the last time you took part in a market research group discussion/depth interview?

- | | | | |
|------------------|--|---|-----------------|
| In the last year | | 1 | CLOSE |
| 1-3 years ago | | 2 | CLOSE |
| Over 3 years ago | | 3 | GO TO Q5 |

IF RESPONDENTS HAVE TAKEN PART IN MORE THAN 3 GROUP DISCUSSIONS/DEPTH INTERVIEWS, THEIR LAST GROUP/DEPTH MUST BE MORE THAN 3 YEARS AGO.

Q.5 What subjects have you been interviewed on before? (PLEASE WRITE IN) _____

WITHOUT PROMPTING DIRECTLY, CHECK RESPONDENT HAS NOT BEEN INTERVIEWED ON HEALTHY LIFESTYLES OR HEALTHY EATING ('Have you done any research on Food and Drink - like what? Health and social issues - like what? Transport?')

Do not recruit if have been interviewed on diet/fat/salt/sugar consumption/diet foods, drinking alcohol (alcohol brands OK), living a healthy lifestyle or food labelling

Q.6 Please tell me if: a) you; or b) any of your friends/relatives; work or have ever worked in any of the following trades/professions or for any companies mentioned here?

- | | a) | | b) |
|-----------------------|--------------------------|--|--------------------------|
| Market Research | <input type="checkbox"/> | | <input type="checkbox"/> |
| Marketing | <input type="checkbox"/> | | <input type="checkbox"/> |

- Journalism
- Advertising
- Public Relations
- Medical professionals
- Food retail/manufacturing.....
- Government bodies

IF ANY OF THE ABOVE TRADES/PROFESSIONS MENTIONED – CLOSE

Q.7 Occupation of head of household (write in:)

SEG (please tick):

A	B	C1	C2	D	E
CLOSE					

CHECK QUOTAS

Q.8 How old are you? _____

RECORD - NO QUOTE

Q.9 How many children do you have?

1	1	
2-3	2	
4-5	3	
6+	4	

PLEASE RECRUIT SPREAD OF SIZE OF FAMILY ACROSS GROUPS AND ACROSS CLUSTERS. PLEASE AIM TO RECRUIT AT LEAST 1 OF EACH CODE (1, 2, 3, 4) PER CLUSTER (1, 2, 3, 5) ACROSS GROUPS.

Q.10 What age is each of your children, and can you tell me which live with you in your household?

	Age	Live in household (Y/N)
Child 1		
Child 2		
Child 3		
Child 4		
Child 5		
Child 6		

CHECK QUOTA for youngest child, ages and spread of ages of children in the household
All to have at least one child aged 2-11 in household: does not have to be biological child (can be step, adopted, foster, etc)

Q11. Who is responsible for the food shopping and eating decisions (i.e. what the family eats) in your family/household:

Me	Continue
I have joint responsibility with my	Continue

partner/wife/husband/other	
My wife/husband/partner (not me)	CLOSE

All must have responsibility or have joint responsibility for food purchasing and eating decision making

CLUSTER ALLOCATION QUESTIONNAIRE

INSTRUCTIONS:

For each of the questions 12 to 27 below:

- tick as applies in first column
- at end of questionnaire, go back over questions to circle all numbers in the row
- tally up all numbers at Q28 to determine cluster

Example:

	Tick if applies	C1	C2	C3	C4	C5	C6
Asda	<input type="checkbox"/>	1	2	3	-	-	-
Budgen	<input type="checkbox"/>	1	-	-	-	-	-
Holland and Barratt	<input type="checkbox"/>	-	-	-	4	-	-

At Q31, scores will be tallied against each number to determine the cluster.

I'd like to ask you some questions about food shopping ...

Q.12 Which of the following food shops do you shop at regularly? (ASK FOR ALL STORES, EVEN IF NO CODES)

	Tick if applies	C1	C2	C3	C4	C5	C6
Asda	<input type="checkbox"/>	1	2	3	-	-	-
Budgen	<input type="checkbox"/>	1	-	-	-	-	-
Holland and Barratt	<input type="checkbox"/>	-	-	-	4	-	-
Iceland	<input type="checkbox"/>	1	2	-	-	-	-
Lidl	<input type="checkbox"/>	1	2	-	-	-	-
Local shop	<input type="checkbox"/>	-	-	-	-	-	-
Marks & Spencer food	<input type="checkbox"/>	-	-	3	4	-	-
Morrisons	<input type="checkbox"/>	-	-	-	-	-	-
Netto	<input type="checkbox"/>	-	-	-	-	-	-
Sainsbury's	<input type="checkbox"/>	-	-	-	-	-	-
Somerfield	<input type="checkbox"/>	-	-	-	-	-	-
Tesco	<input type="checkbox"/>	-	-	-	-	-	-
Waitrose	<input type="checkbox"/>	-	-	-	4	-	-

Q.13 And which of the following food shops would you never shop at? (ASK FOR ALL STORES, EVEN IF NO CODES)

	Tick if applies	C1	C2	C3	C4	C5	C6
Asda	<input type="checkbox"/>	-	-	-	-	-	-

Budgen	<input type="checkbox"/>	-	-	-	-	-	-
Holland and Barratt	<input type="checkbox"/>	1	2	-	-	5	-
Iceland	<input type="checkbox"/>	-	-	-	4	-	-
Lidl	<input type="checkbox"/>	-	-	-	-	-	-
Local shop	<input type="checkbox"/>	-	-	-	-	-	-
Marks & Spencer food	<input type="checkbox"/>	1	2	-	-	-	-
Morrisons	<input type="checkbox"/>	-	-	-	-	-	-
Netto	<input type="checkbox"/>	-	-	-	-	-	-
Sainsbury's	<input type="checkbox"/>	-	-	-	-	-	-
Somerfield	<input type="checkbox"/>	-	-	-	-	-	-
Tesco	<input type="checkbox"/>	-	-	-	-	-	-
Waitrose	<input type="checkbox"/>	1	2	-	-	-	-

Q.14 When thinking about shopping for your children/family, which of the following foods do you buy regularly at least once a week? (ASK FOR ALL FOODS, EVEN IF NO CODES)

	Tick if applies	C 1	C2	C3	C 4	C5	C6
Meat or chicken pies or pie fillings	<input type="checkbox"/>	1	2	-	-	5	-
Dairylea Dunkables, Cheese Strings or similar	<input type="checkbox"/>	1	-	3	-	-	-
Organic meat, fruit or vegetables	<input type="checkbox"/>	-	-	3	4	-	-
Joints of meat for roasting	<input type="checkbox"/>	-	-	3	-	5	6
Chicken Kiev's or Nuggets (any brand), or Ready Made Burgers (any brand)	<input type="checkbox"/>	1	2	-	-	-	6
Skinless Chicken breasts	<input type="checkbox"/>	-	-	3	-	5	6
Fresh/raw fish for cooking at home	<input type="checkbox"/>	-	-	-	4	5	6
Fresh fruit juice/smoothies	<input type="checkbox"/>	-	-	-	4	-	6
Fruit squash (dilutable fruit drinks, inc Ribena)	<input type="checkbox"/>	1	2	-	-	-	6
Non-diet Fizzy Drinks	<input type="checkbox"/>	1	2	-	-	-	-
Diet Fizzy Drinks	<input type="checkbox"/>	-	-	3	-	-	6
Diet/reduced calorie products (any)	<input type="checkbox"/>	1	-	3	-	-	6
Virgin Olive oil	<input type="checkbox"/>	-	-	3	-	-	-
Savoury snacks (crisps, cheddars, etc - any brand)	<input type="checkbox"/>	1	2	3	-	5	6
Sweet snacks (biscuit bars, small cakes, confectionary, etc)	<input type="checkbox"/>	1	2	3	-	5	6
Ready meals (and) convenience foods (e.g. noodles)	<input type="checkbox"/>	1	2	3	-	-	6
Wholemeal or granary bread/rolls	<input type="checkbox"/>	-	-	3	4	-	6
Diet or probiotic yoghurts	<input type="checkbox"/>	-	-	3	-	-	-

Q.15 And which of the following foods do you just keep in for weekends or occasional treats for the children? (ASK FOR ALL FOODS, EVEN IF NO CODES)

	Tick if applies	C1	C2	C3	C4	C5	C6

Dairylea Dunkables, Cheese Strings or similar	<input type="checkbox"/>	-	-	3	-	-	-
Chicken Kiev's or Nuggets (any brand), or Ready Made Burgers (any brand)	<input type="checkbox"/>	1	2	3	-	-	-
Fresh fruit juice/smoothies	<input type="checkbox"/>	-	-	3	-	-	-
Fruit squash (any dilutable drink, inc Ribena)	<input type="checkbox"/>	-	-	3	-	-	-
Non-diet Fizzy Drinks	<input type="checkbox"/>	1	2	-	-	-	-
Diet Fizzy Drinks	<input type="checkbox"/>	1	2	3	-	-	-
Diet/reduced calorie products (any)	<input type="checkbox"/>	-	-	-	-	-	-
Savoury snacks (crisps, cheddars, etc - any brand)	<input type="checkbox"/>	1	2	3	-	5	6
Sweet snacks (biscuit bars, small cakes, confectionary, etc)	<input type="checkbox"/>	1	2	3	-	5	6
Ready meals (and) convenience foods (e.g. noodles)	<input type="checkbox"/>	1	2	3	-	-	6

Q.16 And which do you very rarely/never buy for the children? (ASK FOR ALL FOODS, EVEN IF NO CODES)

	Tick if applies	C1	C2	C3	C4	C5	C6
Meat or chicken pies or pie fillings	<input type="checkbox"/>	-	-	-	4	-	-
Dairylea Dunkables, Cheese Strings or similar	<input type="checkbox"/>	-	-	3	4	-	-
Organic meat, fruit or vegetables (any)	<input type="checkbox"/>	1	2	-	-	5	-
Joints of meat for roasting	<input type="checkbox"/>	1	-	-	-	-	-
Chicken Kiev's or Nuggets (any brand), or Ready Made Burgers (any brand)	<input type="checkbox"/>	-	-	3	4	5	-
Skinless Chicken breasts	<input type="checkbox"/>	1	-	-	-	-	-
Fresh/raw fish for cooking at home	<input type="checkbox"/>	1	-	-	-	-	-
Fresh fruit juice/smoothies	<input type="checkbox"/>	1	2	3	-	5	-
Fruit squash (any dilutable drink, inc Ribena)	<input type="checkbox"/>	-	-	-	4	5	-
Non-diet Fizzy Drinks	<input type="checkbox"/>	-	-	-	4	5	-
Diet Fizzy Drinks	<input type="checkbox"/>	-	-	-	4	-	-
Diet/reduced calorie products (any)	<input type="checkbox"/>	-	2	-	4	-	-
Virgin Olive oil	<input type="checkbox"/>	1	2	-	-	5	-
Savoury snacks (crisps, cheddars, etc - any brand)	<input type="checkbox"/>	-	-	-	4	-	-
Sweet snacks (biscuit bars, small cakes, confectionary, etc)	<input type="checkbox"/>	-	-	-	4	-	-
Ready meals (and) convenience foods (e.g. noodles)	<input type="checkbox"/>	-	-	-	4	-	-
Wholemeal or granary bread/rolls	<input type="checkbox"/>	1	2	-	-	5	-
Diet or probiotic yoghurts	<input type="checkbox"/>	-	-	-	-	5	-

Q.17 Who are all the people you shop for in your household?

	Tick if applies	C1	C2	C3	C4	C5	C6
Just me and the children	<input type="checkbox"/>	1	-	-	-	-	-
Me, my partner and my children	<input type="checkbox"/>	-	-	-	4	5	-

Q.18 Who normally eats main evening meals at the same time in your household? (ASK RESPONDENT TO CODE ONE, BUT IF FEELS MORE THAN ONE APPLY THEN CODE ALL THAT APPLY)

	Tick if applies	C1	C2	C3	C4	C5	C6
a) Children eat together, I tend to eat separately	<input type="checkbox"/>	-	-	3	-	-	-
b) Children and I eat together (no partner, partner eats separately)	<input type="checkbox"/>	1	2	-	-	-	-
c) Children and both adults mostly eat together	<input type="checkbox"/>	-	-	3	4	5	-
d) Children tend to eat at different times from each other/family	<input type="checkbox"/>	-	2	-	-	-	-

Q.19 And how do YOU (adult) have most afternoon/evening meals? (ASK RESPONDENT TO CODE ONE, BUT IF FEELS MORE THAN ONE APPLY THEN CODE ALL THAT APPLY)

	Tick if applies	C1	C2	C3	C4	C5	C6
a) At home - TV off	<input type="checkbox"/>	-	-	3	4	5	-
b) At home - TV on	<input type="checkbox"/>	1	2	-	-	-	-
c) Outside the house/On the move	<input type="checkbox"/>	-	-	-	-	-	-

Q.20 Which of the following statements is closest to how you feel/your experience of eating out in restaurants or pubs these days? (ASK RESPONDENT TO CODE ONE, BUT IF FEELS MORE THAN ONE APPLY THEN CODE ALL THAT APPLY)

	Tick if applies	C1	C2	C3	C4	C5	C6
a) Generally we don't eat out because it's so expensive	<input type="checkbox"/>	1	2	-	-	-	-
b) Generally we don't eat out - we prefer home cooking	<input type="checkbox"/>	-	-	-	4	5	-
c) We're quite choosy - we need to know there's going to be some healthy options	<input type="checkbox"/>	-	-	3	4	-	-
d) Eating out is a treat, the whole point is to have something indulgent/that you really enjoy	<input type="checkbox"/>	1	2	3	-	5	-

Q.21 Which of the following statements is closest to how you feel/your experience of buying and eating take-aways these days? (ASK RESPONDENT TO CODE ONE, BUT IF FEELS MORE THAN ONE APPLY THEN CODE ALL THAT APPLY)

	Tick if applies	C1	C2	C3	C4	C5	C6

a) We have take-aways quite regularly	<input type="checkbox"/>	1	2	-	-	-	-
b) We have take-aways on the very odd occasion but generally try to eat home-prepared food instead	<input type="checkbox"/>	-	-	-	4	5	-
c) Take-aways are a treat, it's only every now and again, and the whole point is to have something indulgent/that you really enjoy	<input type="checkbox"/>	1	-	3	-	-	-
d) It's very unusual for us to eat takeaway and then we're always worried what to choose because of what might be in it	<input type="checkbox"/>	-	-	-	4	-	-
e) Generally we don't have lots of takeaways as it's too expensive for what it is	<input type="checkbox"/>	-	-	-	4	5	-

Q.22 FOR ANY EATING TAKE-AWAY FOOD Which of the following **types of take-away foods** does your family enjoy most? (CODE ALL THAT APPLY)

	Tick as applies	C1	C2	C3	C4	C5	C6
a) Chinese	<input type="checkbox"/>	1	2	3	-	-	-
b) Indian / curry	<input type="checkbox"/>	1	2	3	-	-	-
c) Thai/Japanese	<input type="checkbox"/>	-	-	3	4	-	-
d) Fish and chips/pie and mash	<input type="checkbox"/>	1	2	-	-	5	-
e) Southern Fried Chicken/KFC style	<input type="checkbox"/>	1	2	3	-	-	-
f) McDonalds or Burger King	<input type="checkbox"/>	1	2	3	-	-	-
g) Dominos Pizza	<input type="checkbox"/>	1	2	3	-	-	-

Q.23 Which of the following statements about **food budget** best fits with your experience?

	Tick as applies	C1	C2	C3	C4	C5	C6
We are on a tight budget and we need to stick to it	<input type="checkbox"/>	1	2	-	-	-	-
We are pretty flexible about food and probably spend quite a lot compared to a lot of other people	<input type="checkbox"/>	-	-	3	-	-	-
Budget is not so much of an issue as the right kind of food; we spend to make sure we have met our particular nutrition needs or rules	<input type="checkbox"/>	-	-	-	4	-	-

Q.24 Thinking about **exercise** which of the following statements do you **AGREE** with (quite to very strongly)?

	Tick as applies	C1	C2	C3	C4	C5	C6
Most people in UK do enough exercise	<input type="checkbox"/>	1	2	-	-	-	-
My child(ren) are not confident doing exercise/sport	<input type="checkbox"/>	1	2	-	4	-	-
My kids do more TV and playstation than sports	<input type="checkbox"/>	-	-	-	-	-	-
Watching too much TV and playing video games is damaging the health of British children	<input type="checkbox"/>	-	-	-	4	-	-
Exercise is too expensive	<input type="checkbox"/>	1	2	-	-	5	-
My kid(s) love sports out of school	<input type="checkbox"/>	-	-	-	-	-	6
We don't have time to exercise as a family	<input type="checkbox"/>	1	-	-	-	5	-
It isn't safe for kids to play outside anymore	<input type="checkbox"/>	1	-	-	-	-	-
I regularly swim, jog or cycle	<input type="checkbox"/>	-	-	-	-	-	6
I feel self-conscious exercising in public which can stop me doing it	<input type="checkbox"/>	1	-	3	-	5	-
I find it hard to get the kids to play outside	<input type="checkbox"/>	-	2	-	4	5	6

Q.25 And which do you **DISAGREE** with quite to very strongly?

	Tick as applies	C1	C2	C3	C4	C5	C6
Most people in UK do enough exercise	<input type="checkbox"/>	-	-	-	4	-	6
My child(ren) are not confident doing exercise/sport	<input type="checkbox"/>	-	-	-	-	-	6
Watching too much TV and playing video games is damaging the health of British children	<input type="checkbox"/>	1	-	3	-	-	-
Exercise is too expensive	<input type="checkbox"/>	-	-	3	4	-	-
My kids do lots of sports outside of school	<input type="checkbox"/>	1	2	-	-	-	-
We don't have time to exercise as a family	<input type="checkbox"/>	-	-	-	4	-	6
It isn't safe for kids to play outside anymore	<input type="checkbox"/>	-	2	-	-	-	-
People like me like to do sport/exercise	<input type="checkbox"/>	1	-	3	-	5	-
I feel self-conscious exercising in public which can stop me doing it	<input type="checkbox"/>	-	-	-	4	-	6
I find it hard to get the kids to play outside	<input type="checkbox"/>	1	-	-	-	-	-

Q.26 Thinking about **diet and healthy eating** which of the following statements do you **AGREE** with quite to very strongly?

	Tick as applies	C1	C2	C3	C4	C5	C6
I would pay to make life easier	<input type="checkbox"/>	1	-	3	-	-	-
Reduced calorie foods taste as good as regular foods	<input type="checkbox"/>	1	-	3	-	-	-
I find it is difficult to buy and cook healthy foods	<input type="checkbox"/>	1	2	-	-	-	-
I'm really interested in information about nutrition and always on the look out for it	<input type="checkbox"/>	-	-	-	4	-	-
I am on a diet	<input type="checkbox"/>	1	-	3	-	-	-
We do love our snacks - the kid have to ask first of course	<input type="checkbox"/>	1	2	3	-	-	-
My kids are fussy eaters and avoid healthy foods	<input type="checkbox"/>	1	2	-	-	-	-
It's worth paying more for organic food	<input type="checkbox"/>	-	-	-	4	-	-
I / My partner and I detox regularly	<input type="checkbox"/>	-	-	-	4	-	-
I believe children should eat what they are given and clear their plates	<input type="checkbox"/>	-	-	-	-	5	-
I avoid food with saturated fats (prefer polyunsaturated)	<input type="checkbox"/>	-	-	-	4	-	-
I always buy free range where possible	<input type="checkbox"/>	-	-	-	4	-	-
I check everything I buy to see what's in it	<input type="checkbox"/>	-	-	-	4	-	-
I generally don't allow my children have crisps/sweets/treat foods	<input type="checkbox"/>	-	-	-	4	-	-
I think health foods are only bought by fanatics	<input type="checkbox"/>	-	2	-	-	5	-

Q.27 Thinking about **diet and healthy eating** which of the following statements do you **DISAGREE** with quite to very strongly?

	Tick as applies	C1	C2	C3	C4	C5	C6
I would pay to make life easier	<input type="checkbox"/>	-	-	-	4	-	-
Reduced calorie foods taste as good as regular foods	<input type="checkbox"/>	-	-	3	4	-	-
I find it is difficult to buy and cook healthy foods	<input type="checkbox"/>	-	-	3	4	5	-
I'm really interested in information about nutrition and am always on the look out for it	<input type="checkbox"/>	1	2	-	-	-	-
I am often on a diet	<input type="checkbox"/>	-	-	-	4	-	6
Snacks are some of my favourite foods	<input type="checkbox"/>	-	-	-	4	-	-
My kids are fussy eaters and avoid healthy foods	<input type="checkbox"/>	-	-	-	4	5	6
It's worth paying more for organic food	<input type="checkbox"/>	1	2	3	-	5	-
I avoid food with saturated fats (prefer polyunsaturated)	<input type="checkbox"/>	1	2	3	-	-	-

I always buy free range where possible	<input type="checkbox"/>	1	2	3	-	-	-
I always check the ingredients of foods to avoid certain ingredients	<input type="checkbox"/>	1	2	3	-	-	-
I generally don't let my children have unhealthy treat foods/snacks	<input type="checkbox"/>	1	2	3	-	-	6
I think health foods are only bought by fanatics	<input type="checkbox"/>	-	-	-	4	-	-

Q.28 RECRUITER: Tally up times respondent has scored the following numbers (i.e. it has been circled)

		If highest number of scores:
1		Cluster 1
2		Cluster 2
3		Cluster 3
4		Cluster 4
5		Cluster 5
6		Cluster 6

PLEASE VERIFY AGAINST PEN PORTRAITS ATTACHED. IF IN DOUBT/ANY CONFLICT – PLEASE CALL OFFICE.

DEMOGRAPHICS

ETHNICITY: (please circle) – CHECK

White	1	
Black African	2	
Black Caribbean	3	
Mixed Race	4	
Bangladeshi	5	
Pakistani	6	
Indian	7	
Other	8	CHECK WITH OFFICE

PLEASE INCLUDE ETHNIC MINORITIES APPROPRIATE TO REGION IF POSSIBLE.

RECORD:

WORKING STATUS: (Please circle as appropriate)

- CURRENTLY/SOON A FULL TIME WORKER 1
- CURRENTLY/SOON A PART TIME WORKER 2
- WAS/AM ON MATERNITY LEAVE UNTIL BABY IS ONE YEAR OLD 3
- NO LONGER WORKING OUTSIDE HOME but consider myself ‘on a working break’ 4
- ALWAYS HOME MAKER (never worked outside home) 5

LIVING CIRCUMSTANCES (Please circle as appropriate)

- LIVING ALONE (NO PARTNER) 1
- LIVING WITH PARTNER 2
- LIVING WITH OWN PARENTS 3
- OTHER 4

PLEASE AIM FOR A MIX OF LIVING CIRCUMSTANCES ACROSS GROUPS

PROPERTY: (please circle)

Tenant	1
Homeowner	2

Thank you very much for taking the time today to help us

FOR RESPONDENT FOR GROUPS 3, 6, 7, 9, 10 and 12 (friendship groups)

We very much hope you can take part in a group discussion. If respondent is candidate for key respondent then explain:

We'd really like the group to include *3 of your close friends*. It will last for about two hours and we'll be asking you some general questions about what you think of some new ideas and your experience as a Mum. Those friends do also need to have a child *aged 2-11*. We can either arrange for the group to be hosted by someone who lives near to you, or we can give an extra thank you payment if one of you or your friends are willing to be the host.

If you are happy to nominate some friends, and for us to contact them, we would also run through this questionnaire with them but once we've done that, we would be happy for them to come along too.

I confirm that this interview was administered according to the MRS Code of Conduct.

Signature of Recruiter:

Date of recruitment:.....

REFERENCE SHEET ONLY: PEN PORTRAITS

USE KNOWLEDGE OF RESPONDENT AND INFORMATION GATHERED AT QUESTION 12 ABOVE TO CATEGORISE RESPONDENT. IF IN DOUBT WHICH CLUSTER, PLEASE CALL OFFICE.

CLUSTER	Pressured Cluster 1	Inexperienced Cluster 2	Treating Cluster 3	Engaged Cluster 4	Traditional Cluster 5	Active Cluster 6
CLUSTER DESCRIPTION	Parents who struggle because they lack time and money	Parents who are enthusiastic about being 'a good parent' but lack knowledge and skills to implement a healthy lifestyle	Families who enjoy indulgent food and prioritise this in life	Families with strong focus on healthy eating and activity; spend time planning these things	Strong family values and parenting skills but often unhealthy diet (or eat too much) and low exercise levels	Plenty of exercise but potentially too many bad foods
DEMOGRAPHIC	Low income, varied household size	All ages (may well have had children quite young) Any income but often low, varied household size	All ages, any income but often affluent, varied household size	All ages, any income but often affluent, varied household size	All ages, any income but often mid to low income, varied household size	Average incomes, varied household size
SEG	C2DE	C2DE	BC1C2		C2DE	
FAMILY DIET	Many convenience and treat foods for ease and/or comfort eating,	Many convenience foods because children are fussy eaters with a	Enjoy food and cooking rich food from scratch, high levels of snacking	Strong interest in healthy diet and specifically healthy foods (e.g. brown	<u>Strong parental control</u> but diet very rich in meat and potatoes, portion	Eating motivated by taste, healthy foods included but so are

	not really cooking from scratch	limited 'repertoire' and parents lack cooking skills	on both healthy and unhealthy treat foods, parents watching weight	rice, salad), lots of food and drinks 'banned' including juice.	sizes tend to be too large for children	many unhealthy – concern around eating is low because activity levels are so high
PHYSICAL ACTIVITY	High levels of sedentary behaviour. Don't like physical activity because it's costly, time consuming and not enjoyable.	No interest in increasing activity levels because perceive children to be active	Believe family is active, no barriers to child's activity except confidence	Family active although believe child not confident doing exercise	Know they need to do more activity but time and money, seen as barriers	Activity levels are high, particularly in mothers
WEIGHT STATUS	Mother may well be overweight or obese	Parents and children may be overweight or obese Fact that child is overweight likely to be <u>unrecognised</u> by parents	Parents and children likely to be overweight or obese Fact that child is overweight likely to be <u>unrecognised</u> by parents	Very low likelihood of either child or parent being overweight	Parents might be overweight Children might be overweight	Parents unlikely to be overweight Children possibly overweight

REFERENCE SHEET ONLY: PEN PORTRAITS

AS A GUIDE, PEOPLE IN DIFFERENT CLUSTERS MIGHT TALK ABOUT FOOD AND EXERCISE ALONG THE FOLLOWING LINES. USE THIS AS A GUIDE ONLY/TO HELP YOU ALLOCATE TO THE PEN PORTRAITS – DO NOT SHOW DIRECTLY TO RESPONDENTS.

<i>Cooking from scratch really isn't a priority for me – and it isn't that necessary. There's plenty of good, more convenient foods when life is pressured. Plus some of the fresh ingredients work out very expensive.</i>	C1
<i>I'd like to cook more but I don't know how to cook that many things. I don't feel very experienced in the kitchen. I also really worry that if I try something it will be a disaster or the kids just won't eat it – mine are quite fussy.</i>	C2
<i>My children aren't difficult to feed, they like all sorts of foods including lots of healthy stuff. They are also very active. As they have such good diets I don't think it's a problem that they eat treat food too, as long as it's not totally out of control.</i>	C3
<i>I always think about the health benefits of our food and meals, and overall I would say that my family's food is very healthy. Sweets and things like that, crisps and lots of drinks are pretty much banned in our house. I make sure we all get exercise too.</i>	C4
<i>I would say that we are very traditional. I like to make sure my family eats proper meals with meat or fish and veg in, and I make sure we sit down to eat together as much as possible. We're not big into exercise although the kids do sport at school</i>	C5
<i>My family and I are both <u>very</u> physically active. We do so much exercise we can pretty</i>	C6

<p><i>much eat what we like. Of course you need some healthy food but you might as well have what you enjoy too if you can.</i></p>	
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Stimulus Overview

DISCUSSION GUIDE: Change4Life On-Pack Promotions Groups

N.B. This Guide indicates the areas to be explored in the discussion, the likely order in which topics will be covered and the kinds of questions and techniques which may be used. However, as this is qualitative research, the approach will be flexible depending on the dynamics of each group/interview.

Moderator Notes

Stimulus list:

- Change4Life logo
- Change4Life concept description
- Change4Life Wall-charts (instead of tips leaflet)
- Mock up illustrations of on-pack products (22 food categories, mostly illustrations of front of pack, but 3–4 also a view of the back of pack)
- Mock up illustrations of other channels – website, POS and recipe card
- 3 sets of messaging
 - Behaviour names and straplines (x8)
 - Promotional messages (x46)
 - Sub-brands (7 sub-brands, Switch4Life, Swap4Life, Tips4Life and Change4Life)

INTRODUCTIONS & WARM UP

Introductions

Moderator: Introduce self, explain the process of market research to respondents – format of the discussion, MRS code of conduct and data protection requirements re recording.

Explain need for honesty to help us understand how to make good choices when we take the work forward and **reassure on confidentiality**.

Explain the **topic of discussion** is about food shopping and food products and we have a lot of ideas to show them and get their views on these – this will become clearer as we progress through the discussion.

Stimulus Overview

Respondents: Individual introductions as appropriate – first name, brief background details to include occupation, family (including children where relevant), living circumstances and hobbies/interests.

Warm up

Discussion of pre-task (food and shopping diary)

- How did you get on with the pre-task? Was anything interesting or surprising about doing it?
- Anything you realised you eat more/less of than you thought from doing the diary?
- How typical was this week? If not, what was different?
- What factors affected your decisions about the items purchased in your weekly shopping this week?
- What factors affected your decisions about meals/eating this week?

AWARENESS AND PERCEPTIONS OF CHANGE 4 LIFE

Brief exposure to Change4Life logo to understand spontaneous awareness and existing knowledge, expectations, pre-conceptions in terms of what the campaign is about (and if there is any spontaneous awareness of associations with partners).

Show C4L logo.

- Have you heard of this/seen this before?
- Where? When? [*Explore all associations and channels*]

Building on responses:

- What have you heard about C4L?
- What is it about?
- Where else have you seen it?
- How would you describe it?
- What is the point of C4L – what is it trying to achieve?
- How do you feel about it?
- Who is it for?

Stimulus Overview

- Have you/anyone you know done anything differently as a result of C4L? What, who and why?

If awareness and knowledge of C4L is low, set the context of the campaign via a concept (READ OUT CONCEPT) and adapt questioning to elicit their initial thoughts.

C4L MESSAGES AND EXECUTIONS

Explain we will now show them some other places where they could see C4L in the future. Explain we want to look at a range of different places and need their help to decide if any of these are a good idea or not and why. Explain we will show lots of different examples and that they might feel some are a good idea and some are not but that we want to understand what makes the difference between these.

Throughout discussion seek to understand:

- *Impact of specific message and anticipated behavioural response*
- *Take out about relationship with C4L/sub-brand and product (what does the association give to the product/category i.e. is there perception of endorsement and what does it give to the C4L brand?)*

Responses to the stimulus material

Rotate order of how all stimulus is shown (see [separate rotation sheet](#)):

Combinations of behaviour message, promotional message and sub-brand will be shown together. This will be done in a mix and match approach following the guidelines set out in the grid of which messages and sub-brands can be shown for each product.

We will cover all products and categories and show all appropriate messages for each product (including sub-brand variations).

Discussion will become more comparative over time, as respondents see different combinations.

- **Vehicle/channel** (order rotated between on-pack, POS, recipe cards and website)
- **For on-pack:** (22 food categories order rotated – clustered in different ways across sessions – e.g. dairy, frozen, snacks, packets etc)

Stimulus Overview

- **Sub-brands** (7 sub-brands, plus Switch4L and Swap4L and Tips4Life and C4L)
- **Behaviour Messages** (8 behaviour names and strap-lines)
- **Promotional Messages** (46 messages split into 3 types – tip (19), switch proposition (15) or incentive to purchase (11), plus generic (1))

For On-pack

Show first piece of product stimulus e.g. cereal packet or frozen peas (check rotation)

Show one of the appropriate message combinations for that product (check rotation)

Then ask all general and probe questions below as required.

Following this explore other message combination options for that product as comparisons.

Then explore other products in that category (e.g. if category is dairy and led with cheese then do milk, yoghurt then butter etc)

Then move to different category (e.g. meat/fish i.e. chicken nuggets, sausages and fish fingers) and repeat.

Concept of C4L branding/messaging on-pack – *In some groups explore upfront (if they are struggling to understand the concept move to showing examples) and in others go straight into looking at stimulus*

- What do you think about the idea of seeing any C4L message or logo on food products?
 - How appropriate/relevant is it to put C4L messages on food products? Why?
 - How if at all do you think it might influence what you buy? Why? When would it and when wouldn't it do you think? Why?
 - How likely do you think you would be to notice and respond to a C4L message that is put on-pack? How might that be different for different products? Why/why not?
 - What would you assume about the relationship between C4L and the product? What makes you say this?
 - How would you feel about that? Why?
 - What does it say about the C4L brand?
 - What does it say about the product? (*Check for any endorsement perceptions and reasons for these*)

Stimulus Overview

For each combination explore:

General:

- Explore spontaneous reactions to C4L message on product
- What is this message saying/asking you to do? How clear is it? Please describe it in your own words
- What is your response to this message?
- How new/interesting/different is this message?
- Who is this message aimed at?
- Who is this message coming from? (*Explore extent seen from sub-brand/C4L vs product and impact this has*) What do you think about that? Why?
- How would you describe this message? What is it? (*See if spontaneously seen as endorsement or warning etc*)

Show relevant placement and sizing visuals as appropriate by product type

- What do you think of this message being on the front/back of the pack?
 - What does that say to you? How important is it?
 - What does it say about the relationship between C4L and the product?
 - How would it be different if it was on the back/side/front or in the pack? Why?
- What difference does it make if the message is larger or smaller? Why?

Probe as required:

- Explore behaviour message – what do you think of the name [insert behaviour name e.g. Snack Check] and the message attached to it? What is that saying?
- Explore tip/switch/promotion message – what do you think of this?
- How, if at all, do you think you would respond to this message?
 - Think differently?
 - Do anything differently?
 - For Switch propositions: How likely are you to try what it suggests/switch to an alternative? Why/why not?
 - For Incentives: What do you think of this offer/promotion? (Explore specific type e.g. BOGOF, collecting tokens, getting free item e.g. Frisbee etc.) How motivating is it? Why? How likely do you think you would be to buy this as a result? Why/why not?
- What does [insert sub-brand] say/add to this message?

Stimulus Overview

- Explore understanding and impact of sub-brand or C4L brand. What is [insert sub-brand]? What do you expect this to be about? *Explain context of these sub-brands if required*
 - *Show alternative sub-brands as appropriate* – what difference does this make?
 - What tone of voice do/should they have?
 - Explore impact of ‘tip from’ or ‘brought to you by’ – what difference do these phrases make?
 - Explore impact of sub-brand on perceptions of C4L
 - What else might be better?
- What do you think about seeing this message on this product/ category or this vehicle/channel?
 - How appropriate/relevant is this message here? Why? (*Explore impact of type of product e.g. healthiness and type of message e.g. about this product, unrelated to product e.g. about activity etc*)
 - What does it say about the relationship between C4L/sub-brand and the product/category? What makes you say this?
 - How do you feel about this relationship? Why?
 - How do you imagine the two are working together?
 - What does it say about the sub-brand/C4L brand?
 - What does it say about this product? (*Check for any endorsement perceptions and reasons for these*)
 - What does this make you think and feel about the C4L campaign overall?
 - Would it make a difference if any element (product, category, sub brand, message etc) was different? Why and how?
 - What other product(s) could you/could you not put this message on? Why?

REPEAT *for other message combinations*

Show other message options for that product

- Repeat message questions and explore differences with first message tested
- How would it be different for the different types of products in this category (e.g. for breakfast cereal) – which product types would this message be more/less suitable for (e.g. muesli vs cornflakes vs chocolate flakes)? Why?
- What about if these messages were on own label products – how would that be different at all?

Stimulus Overview

REPEAT *for other category areas*

For Other Channels/vehicles (Website/ POS / recipe cards)

(Show relevant visual)

Explain website could be a food manufacturers website or the C4L website or a retailer website

Explain POS would be a banner on shelf covering a range of food items

Explain recipe card would be found in-store (probably on shelf near food products it contains) and could be for any range of products

Explore messages as on-pack plus

For website

- What do you think of this message being on a website like this?
- How helpful is this message here? Why?
- Do you ever visit manufacturer or retailer websites?
- Would you ever visit a website like this? When? What for?
- If you did visit a website like this – what would you think if you saw this message there?
- How if at all would it make you feel differently?

For POS or recipe card

- What do you think of this message being on POS or a recipe card?
- How is this different to it being on the pack? Why?
- How often, if at all, do you use recipe cards like this? When? Where from? What for? What would you think of a message like this being on there? Why? How is it different to being on the food products themselves?

MAPPING AND PRIORITISING

Mapping and prioritising the different components to understand how any principles they are talking about, e.g. perceived healthiness of the product, are seen to prioritise and where activity is acceptable/unacceptable.

In this section note BUT DO NOT PROMPT on whether other food labelling is mentioned e.g. health claims (low fat, contains whole-wheat etc), traffic lights or GDAs etc

From what you have seen and what we have just been discussing:

Stimulus Overview

What factors are important in deciding how these messages can or can't be used on products? (*List out all factors/dimensions seen to be important – write them onto cards*)

- Prioritise the factors by mapping out cards – are these as important as each other? Which are most important? Why? Which are less important why?

What is the most important thing(s) for C4L to bear in mind to make this a success/have the most impact?

What should C4L definitely do in terms of putting messages on products in this way?

Is there anything C4L should definitely avoid/not do in relation to this kind of activity?

Are there any concerns, risks or dangers about this which you have not already mentioned?

SUMMING UP

- How do you feel overall as a result of discussion? Why?
- How if at all have your perceptions of C4L changed? Why?
- What other advice would you give to the people behind C4L?
- Any other comments?

Thank respondents

Stimulus Overview

Stimulus Overview

Product	Behaviour Message															Extra ideas		
	Sugar Swaps	Sub brand	Snack check	Sub brand	5 a day	Sub brand	Me size meals	Sub brand	Meal time	Sub brand	Cut back fat	Sub brand	60 active minutes	Sub brand	Up and about			Sub brand
Cereal packet	Why not switch to a low sugar cereal instead?	Switch4Life	If you make sure your children have breakfast, they're less likely to snack	Breakfast4Life	Why not have some chopped up fruit on your cereal instead of sugar?	Breakfast4Life	Remember kids need smaller portions than adults - give them a small portion first and if they're still hungry, they can have seconds	Breakfast4Life	If you make sure your children have breakfast, they're less likely to snack	Breakfast4Life	Why not switch to semi skimmed milk as a healthier alternative?	Switch4Life	Have you thought about getting the kids to walk to school today?	Walk4Life	Collect tokens to get a free frisbee	Play4Life	Why not have some chopped up fruit on your cereal instead of sugar?	Breakfast4Life
Bread	Why not try a low sugar jam on your toast?	Swap4Life	N/A		N/A		N/A		N/A		N/A		Have you thought about getting the kids to walk to school today?	Walk4Life	Collect tokens to get a free kite	Play4Life	Why not have some chopped up fruit on your toast instead of jam?	Breakfast4Life
Milk carton	N/A		N/A		N/A		N/A		N/A		Why not switch to semi skimmed milk as a healthier alternative?	Swap4Life	Have you thought about getting the kids to walk to school today?	Walk4Life	Collect tokens to get free swimming lesson	Swim4Life		
Butter / margarine pack	N/A		N/A		N/A		N/A		N/A		Why not switch to a low fat version for a healthier option?	Switch4Life	Have you thought about getting the kids to walk to school today?	Walk4Life	Collect tokens to get a free frisbee	Play4Life		
Fruit juice	Why not try unsweetened fruit juice? It's just as nice!	Cook4Life	N/A		A glass of fruit juice is one of your 5 a day - buy one get one free	Cook4Life	N/A		N/A		N/A		After they've finished their meal, why not take the kids to play in the park for an hour?	Play4Life	Collect tokens to get free swimming lesson	Swim4Life		
Yoghurt carton	Why not try yoghurt as a less sugary dessert option?	Switch4Life	N/A		N/A		N/A		N/A		Why not have a dollop of yoghurt rather than ice cream?	Swap4Life	After they've finished their meal, why not take the kids to play in the park for an hour?	Play4Life	Collect tokens to get a free frisbee	Play4Life		
Pasta sauce jar	N/A		N/A		Why not add fresh vegetables to your sauce for a tastier healthier meal?	Cook4Life	N/A		N/A		N/A		After they've finished their meal, why not take the kids on a bike ride?	Bike4Life	Collect tokens to get a free kite	Play4Life		
Ready made meal	N/A		N/A		Buy this product and get half price peas!	Cook4Life	This is an adult sized portion - why not try dividing it out between children?	Cook4Life	N/A		N/A		After they've finished their meal, why not take the kids on a bike ride?	Bike4Life	Collect tokens to get free dance lessons	Dance4Life		
Soup tin	N/A		N/A		The vegetables in this make up 1 of your 5 a day - buy one get one free	Cook4Life	This is an adult sized portion - why not try dividing it out between children?	Cook4Life	N/A		N/A		After they've finished their meal, why not take the kids on a bike ride?	Bike4Life	Collect tokens to get a free frisbee	Play4Life		
Cheese	N/A		N/A		N/A		Remember kids need smaller portions than adults - give them a small portion first and if they're still hungry, they can have seconds	Cook4Life	N/A		Why not switch to a low fat version for a healthier option?	Switch4Life	N/A		Collect tokens to get a free kite	Play4Life		
Frozen oven chips	N/A		N/A		Buy this product and get half price peas!	Cook4Life	Remember kids need smaller portions than adults - give them a small portion first and if they're still hungry, they can have seconds	Cook4Life	N/A		N/A		After they've finished their meal, why not take the kids on a bike ride?	Bike4Life	Collect tokens to get a free frisbee	Play4Life		
Frozen peas	N/A		N/A		1 of your 5 a day - buy one get one free	Cook4Life	N/A		N/A		N/A		After they've finished their meal, why not take the kids on a bike ride?	Bike4Life	Collect tokens to get a free frisbee	Play4Life		
Fizzy drink can/bottle	Why not try a low sugar drink instead? It's just as tasty!	Swap4Life	Why not switch to fruit juice for a healthier drink?	Switch4Life	Why not switch to fruit juice? It's one of your 5 a day	Switch4Life	N/A		N/A		N/A		After they've finished their meal, why not take the kids to play in the park for an hour?	Play4Life	Collect tokens to get free dance lessons	Dance4Life		
Crisp packet	N/A		Try not to have more than a packet of crisps a day	Cook4Life	Why not make your next snack a piece of fruit?	Swap4Life	N/A		Sometimes it's useful to set a limit for the number of snacks a day - try to limit to 2 snacks max	Switch4Life	Why not switch to fruit for a healthier snack?	Swap4Life	After they've finished their meal, why not take the kids to play in the park for an hour?	Play4Life	Collect tokens to get free swimming lesson	Swim4Life		

Stimulus Overview

Cereal bar	Have you checked how much sugar there is in this?	Cook4Life	Why not switch to fruit for a healthier snack?	Swap4Life	N/A		N/A		Sometimes it's useful to set a limit for the number of snacks a day - try to limit to 2 snacks max	Switch4Life	N/A		After they've finished their meal, why not take the kids to play in the park for an hour?	Play4Life	Collect tokens to get a free kite	Play4Life
Chocolate bar	Why not switch to fruit for a healthier snack?	Switch4Life	Why not switch to a fun size portion?	Switch4Life	N/A		N/A		Sometimes it's useful to set a limit for the number of snacks a day - try to limit to 2 snacks max	Switch4Life	Why not switch to fruit for a healthier snack?	Switch4Life	After they've finished their meal, why not take the kids to play in the park for an hour?	Play4Life	Collect tokens to get a free dance lessons	Dance4Life
Biscuit packet	Why not switch to fruit for a healthier snack?	Swap4Life	Sometimes it's useful to set a limit for the number of snacks a day - try to limit to 2 snacks max	Cook4Life	N/A		N/A		Sometimes it's useful to set a limit for the number of snacks a day - try to limit to 2 snacks max	Switch4Life	Why not switch to fruit for a healthier snack?	Switch4Life	After they've finished their meal, why not take the kids to play in the park for an hour?	Play4Life	Collect tokens to get a free frisbee	Play4Life
Bag of apples	N/A		Apples are a great snack for your kid's lunch box - buy one get one free	Cook4Life	Apples are one of your 5 a day - buy one get one free	Cook4Life	N/A		N/A		N/A		After they've finished their meal, why not take the kids to play in the park for an hour?	Play4Life	Collect tokens to get a free kite	Play4Life
Bag of carrots	N/A		Kids love carrot sticks why not chop them up for a healthy snack	Cook4Life	Carrots are one of your 5 a day - buy one get one free	Cook4Life	N/A		N/A		N/A		After they've finished their meal, why not take the kids to play in the park for an hour?	Play4Life	Collect tokens to get a free swimming lesson	Swim4Life
Fishfingers	N/A		N/A		N/A		Remember kids need smaller portions than adults - they don't need as many as you	Cook4Life	N/A		Rather than fry, why not grill these instead?	Cook4Life	After they've finished their meal, why not take the kids on a bike ride?	Bike4Life	Collect tokens to get a free frisbee	Play4Life
Sausages	N/A		N/A		N/A		Remember kids need smaller portions than adults - they don't need as many as you	Cook4Life	N/A		Rather than fry, why not grill these instead?	Cook4Life	After they've finished their meal, why not take the kids on a bike ride?	Bike4Life	Collect tokens to get a free kite	Play4Life
Chicken nuggets	N/A		N/A		N/A		Remember kids need smaller portions than adults - they don't need as many as you	Cook4Life	N/A		N/A	After they've finished their meal, why not take the kids on a bike ride?	Bike4Life	Collect tokens to get a free swimming lesson	Swim4Life	
POS banner	If you're craving sugar, why not try a piece of fruit?	Cook4Life	N/A		How many of your 5 a day have you had?	Cook4Life	N/A		N/A		N/A		Why not walk home from the shops today?	Walk4Life	N/A	
Recipe card	Try this easy peasy fruit salad recipe	Cook4Life	N/A		Try this easy peasy fruit salad recipe	Cook4Life	N/A		Try this easy recipe to help you make time for meal time	Cook4Life	Try this low fat recipe to help you cut back fat	Cook4Life	N/A		N/A	
Website	N/A		N/A		N/A		Remember kids need smaller portions than adults - give them a small portion first and if they're still hungry, they can have seconds	Cook4Life	N/A		N/A		After they've finished their meal, why not take the kids to play in the park for an hour?	Play4Life	N/A	
Own label	N/A		N/A		N/A		Remember kids need smaller portions than adults - they don't need as many as you	Cook4Life	N/A		N/A		After they've finished their meal, why not take the kids to play in the park for an hour?	Play4Life	Collect tokens to get a free frisbee	Play4Life

Examples of stimulus



5 a day

Giving them their 5 portions of fruit or veg a day is easier than you think

a glass of fruit juice is one of your 5 a day – buy one get one free

Brought to you by
cook 4 life

[On fruit juice]



60 active minutes

Do your kids get theirs every day?

Have you thought about getting the kids to walk to school today?

A tip from
walk 4 life

[On milk]

me size meals

How to make sure kids eat the right sized portions
for their age

**Remember kids need smaller portions
than adults - they don't need
as many as you**

A tip from
cook 4 life

[On chicken nuggets]

snack check

Why it's important to reduce unhealthy snacking

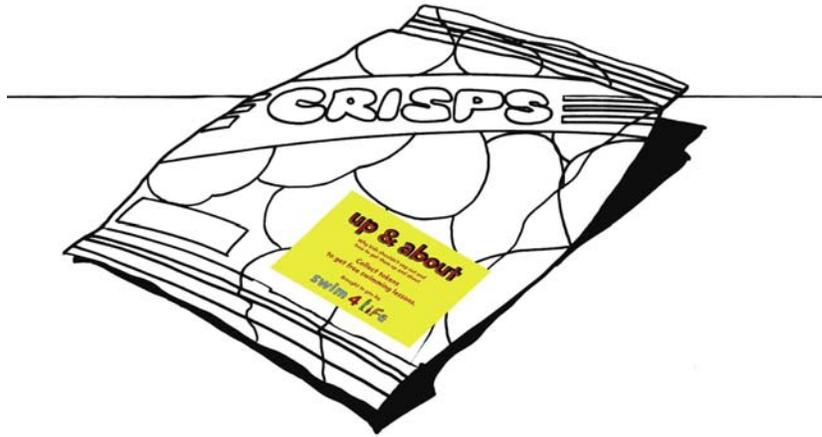
**Why not switch to fruit juice for
a healthier drink?**

A tip from
switch 4 life

[On fizzy drink]



[On recipe card]



[Positioning on-pack]