



Brilliant Futures

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Makes it easier for our audience to make healthy choices...

Can highlight the healthier options in store, at the right price, in easy to find locations and co-create healthier products.

Provides an invaluable access point

Allows us to step into our audiences' world and reach them at the point of decision making.

Uses the right messenger

Our products and messages come from a brand that our audience trust, we borrow the 'buy-in' from our audience.

We can create a win:win

They want to increase sales too....

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Target Behaviour: _____

Make it easier for our audience to make healthy choices	
Use the right messenger	
Provide access at the point of decision making / behaviour	
An Obvious Win:Win	

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What?	For Example...
Customer Insight drives <u>product</u> and promotions.	Tesco Clubcard, baby and toddler club...
Targeted approach, the right thing for the right audience	Sainsburys Basics, Standard and 'Taste the Difference', Be Good to Yourself.... Waitrose 'Essentials'
Use environment design to drive extra sales and impulse purchase	Sweets and magazines at the checkout Milk at the back of the store Online 'have you forgotten?' Off fixture displays Kids cereals on promotion at kids eye level Point of sale at the point of decision making
Sales Promotions	Pricing – Roll Back, PriceCheck, Everyday low prices... Spend £25 to get x off, free gift....= overall sales Instant Win – stand out on shelf, switching BOGOF – incremental sales Category Management – drive need Sampling, Try Me Free.... – trial Collector – repeat purchase

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To reduce obesity by encouraging healthy lifestyles and creating an environment where healthy eating and physical activity choices are easier for families with children under 11



ASDA

- There is a major gulf between claimed and actual behaviour
- Problem eating behaviours are unhealthy snacking, fat-dense convenient food, take aways and portion size
- The importance of family structure in driving attitudes and behaviour towards healthy lifestyles and use of services
- Increasingly the child is making choices about food and fewer restrictions are placed on them by parents
- 'Health' is not selling
- Value and convenience are key – reliance on the freezer and 'heating up' seen as cooking
- Positioning is important to avoid stigma for some groups
- Retailers 'push' products as well as encourage customers to 'pull' them
- Local retailers influence ability

- People want to hear from a 'messenger' they respond to, we need to fit within our audience's existing world
- Social norms are crucial to enabling people to adopt healthier behaviours, we need to see others doing the behaviour before we will do it
- Need to make it easier for people by creating the right environment, the right products and good reasons for people to make healthier choices.
- We need to help people 'go with the flow' and make healthier options the convenient, obvious solution, not the difficult, boring alternative.

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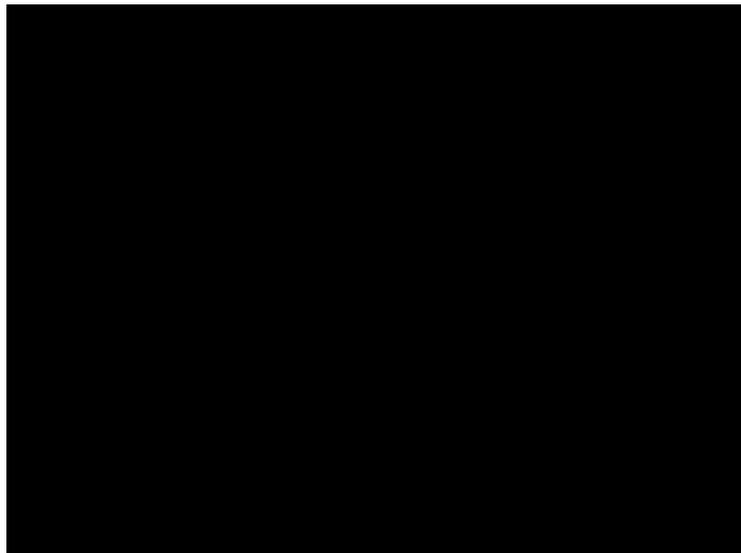
- Subconscious primes drive behaviour, we need to make sure we have a joined up, impactful message that cuts through the 'noise' of other messages.
- People are driven by desire to feel good, so we need to motivate them by offering ways to feel good about themselves
- Short term emotional responses overpower longer term rational ones, so we need to act at the point of impulse, making healthier food more attractive and appealing at the point of purchase and decision making.
- We need to make healthy eating *relevant_and attractive* to people if they are going to adopt this behaviour

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ASDA

- A multi-faceted piece of activity, based on our insights
- Stepping into our audiences' world
- Making it easier to choose healthy options
- Putting our product and communications at the point of decision making

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What?	For Example...
Customer Insight drives <u>product</u> and promotions.	An Insight Driven Approach... Want to to make it easy, hear from a commercial voice and rely on freezers
Targeted approach, the right thing for the right audience	Different activity for different segments: 'make your own ready meals' and 'easy freezy swaps'
Use environment design to drive extra sales and impulse purchase	Off fixture displays of freezer containers, pasta, sauce and recipe cards. Promotional freezer end at store entry, prominent positioning Point of sale at the point of decision making – shelf edge labelling
Sales Promotions	Promoted price on healthier frozen food items Make 3 healthy swaps and get £1 voucher Win a meal with Linvoy when review your recipe Free trial of recipes at 'Petes Café' in shopping centre

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Method	Rationale
Inform & Educate	
Recipe Cards in Store Point of sale in store to show healthier frozen options.	Puts recipes at point of decision making. Makes it easier to understand and quickly choose healthier options.
Support	
Easy Freezy Cookery Sessions Face to face 'simple supermarket swaps' support to swap for healthier options and receive £1 voucher towards cost of shop. Off shelf displays featuring recipe cards and products and storage containers to help make and freeze. Price promotions on healthier options including healthier convenience foods.	Increases ability to take action Makes it easier to choose healthier options and removes cost barrier. Makes it more convenient for customers. Removes cost and convenience barriers – overt and subconscious

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Method	Rationale
Design	
Healthier Frozen Foods Display	Put the healthier frozen foods display at prominent fixture end where people have to walk past it – at front of store.
Enforce	
Not just this programme..... Looking at planning guidelines for siting of takeaways Removal of transfats in convenience foods Propose grants or subsidies for set up of healthier foods businesses in Portsmouth	Make the healthier choice the default choice. Incentivise the production of healthier options by manufacturers and starting of new healthier businesses

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- The activity delivered education and support to the target audience when and where they are making food choices, shoppers were able to receive targeted support, helping them swap unhealthy frozen products in their trolley for healthy ones.
- A large number of recipe cards were distributed to the target audience at the point of purchase, encouraging them to make healthier options at home.
- The project ended up being very resource intensive as communications with ASDA were particularly difficult, with no email addresses and a lack of action on their part, despite assurances that action would be taken. In future, a dedicated project manager on both sides needs to be assigned to ensure consistency of approach.
- We need to be able to answer 'what's in it for me' to all parties – e.g. store colleagues tasked with replenishing stock in display freezers, recipe cards etc to ensure that actions are carried out.

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- Corporate activity is planned months in advance so liaison with ASDA at corporate level through DH would have helped facilitate easier fit with ASDA corporate activity.
- However, the activity has opened a door with ASDA and created a platform on which to build further activity – the General Manager of ASDA is keen for a longer term relationship.
- There is a real opportunity going forward as ASDA believe they can ‘help highlight foods that are healthier and promote healthy foods that are on special offer ‘Dean Glasspool, ASDA produce manager.
- As well as managing external partnerships, a joined up approach is needed internally to cut down on the ‘noise’ of different activity and many parties trying to achieve different objectives and communicating different messages.

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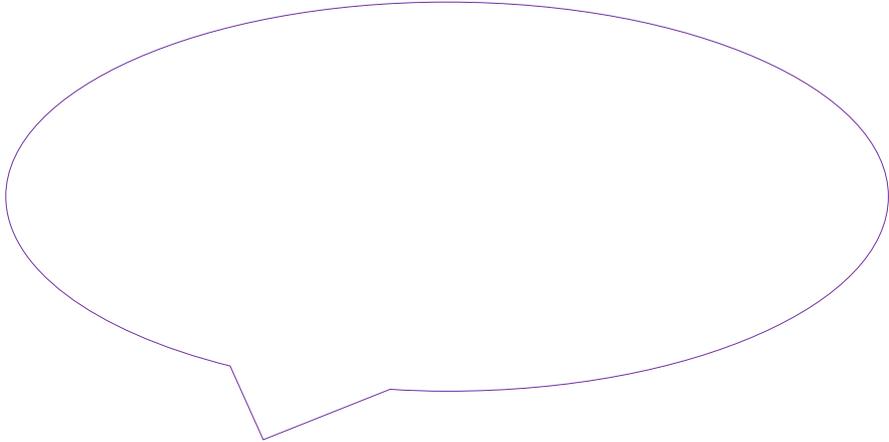
Asda Says (Dean Glasspool, Produce Manager)	Healthy Pompey says.... (Hannah Byrne, Social Marketing Lead)
Maximise staff involvement, using the opportunity to create inter-store rivalry	Start small.... Help people make small steps towards healthier eating – e.g. one simple swap
Do things at a regional level to be able to make more impact and get more buy-in from staff	Understand partners' different priorities, be prepared to meet them in the middle, always making sure everyone's a winner.
Don't assume anything – retail is a very busy environment so always need to check things are on track.	Understand the value of what the commercial partner is giving away
Ensure you have a strong contact in store and have a consistent approach with everyone you come into contact with	Use customer insight to leverage the relationship – show them what their customers want...
Be flexible, understand different ways of working and help plan by giving lots of notice	Start a relationship... start with face to face meeting and give them information their way

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To help ensure that you have the buy-in and involvement of your partners, it is useful to think about how you can know and offer them 'what they want'

Who?	Why? (What Do We want – What's In It for Us?)	What Do They Want?	How can we give it to them?

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Action I'll now take....