Building Health into a Brand Ideal: A Case Study in Singapore

Vernon Vasu
Outline

- Health as a brand
- Multiple discrete campaigns
- Healthy Together movement
- Brand Activation
Multiple discrete campaigns
1 in 10 Singaporeans are obese

• Obesity in Singapore has increased to 10.8 per cent, up from 6.9 per cent in 2004*
• A 0.65% annual increase over the last six years.
• Failing to address the obesity issue now can result in severe consequences for public health.

*National Health Survey 2010
Health as a brand

- Build
- Protect

HEALTH
Brand Activation

People

Public

Private

Whole of Singapore
Youtube Link
http://www.youtube.com/watch?v=kUZfmdgJjXg
Eating out refers to eating at hawker centres, food courts, coffee shop stalls, restaurants or coffee houses as the usual meal venue.

Source: Singapore National Nutrition Survey 2004 & 2010
The hawker centre
• National Environment Agency & Health Promotion Board – an Evolving Partnership
Supporting the Healthier Food Commitment in reducing 25 billion calories in our national food supply in three years.
Healthier Ingredients

- IPOH KWAY TEOW
- ROUND HOKKIEN NOODLE
- LAKSA BEE HOON
- BROWN RICE VERMICELLI
- THAI Organic Fragrance Red Brown Rice
- BLENDED VEGETABLE OIL
- OKI BLENDED VEGETABLE OIL
Social Responsibility → Business Case

- Customer Selection
- Value Proposition
- Unique Activities

- Value Network
- Stakeholder Support
- Value Capture

Public People

Private

HealthPromotionBoard
Bringing it together
Whole of Singapore

Lead Demand

Private

Economy of Scale (Supply)

People

Public

Promoting a Healthy Ecosystem

Catalyst for Change

Catalyst for Change

Lead Demand

Private

Economy of Scale (Supply)

People

Public

Promoting a Healthy Ecosystem

Catalyst for Change

Catalyst for Change
Building health into a brand ideal

• Brands can embody multiple behaviours and behaviour change messages
• Building positive associations with healthy behaviours and lifestyle choices
• Building a positive relationship between consumers and desired health behaviours