

SANTA'S HO-HO-HORRIBLE CHRISTMAS!



How Food Standards Scotland and Republic of Media interrupted festive preparations for a safer Christmas.

Marketing Society Star Awards 2016: 3.6. Media



Dear Food Standards Scotland,

I am compelled to express my Ho-Ho-Horror and embarrassment at seeing pictures of myself being 'caught short' plastered all across Scotland during my 2015 gift run. The events pictured were from the unfortunate Christmas of 2014 when a guilty looking Mrs Claus explained that she didn't defrost or cook our turkey thoroughly. Unpleasant doesn't cover it.

Clearly, if this can happen to me it can happen to anyone. May I strongly suggest that rather than humiliate me at this most wonderful time of the year that you focus on the following:

- Raising awareness of the risks of food poisoning in the home at Christmas, particularly when catering for large gatherings
- Encouraging uptake of specific food hygiene actions and motivate behavioural change amongst ABC1 mums

These are changes I am implementing in the North Pole, I suggest you do the same for the people of Scotland.

Yours Furiously,

Santa







Dear Mr Claus,

On behalf of Food Standards Scotland I would like to sincerely apologise for any embarrassment caused. However, please be comforted in the knowledge that by highlighting your unfortunate experience we were able to avoid the same thing happening to thousands of others in Scotland. **We know that food poisoning cases spike during the festive period** and so the campaign, in which you featured, addressed those same suggestions offered in your letter.

Following some research we carried out, we identified **ABC1 mums** as a key audience and asked our media agency to devise a strategy to reach them cost effectively. With a budget of just **£70,000** we needed every penny to work as hard as possible for Scottish tax payers.

Who were we targeting? Republic of Media began to build a picture of our audience from a number of sources:

-  Qualitative focus group held with ABC1 Mums
-  Media consumption profiling (IPA Touchpoints)
-  Media Relationship profiling (YouGov)
-  Secondary research on Christmas habits

As I'm sure Mrs Claus will appreciate, this is a very busy time for ABC1 Mums. Between Christmas shopping, Christmas parties, preparing for visitors and planning the Christmas dinner- it's easy to let good food safety and hygiene practice slip...




A busy time for mums.



Our work provided a key insight – in the weeks running up to Christmas our mums were so busy that their usual media habits and consumption were significantly affected.

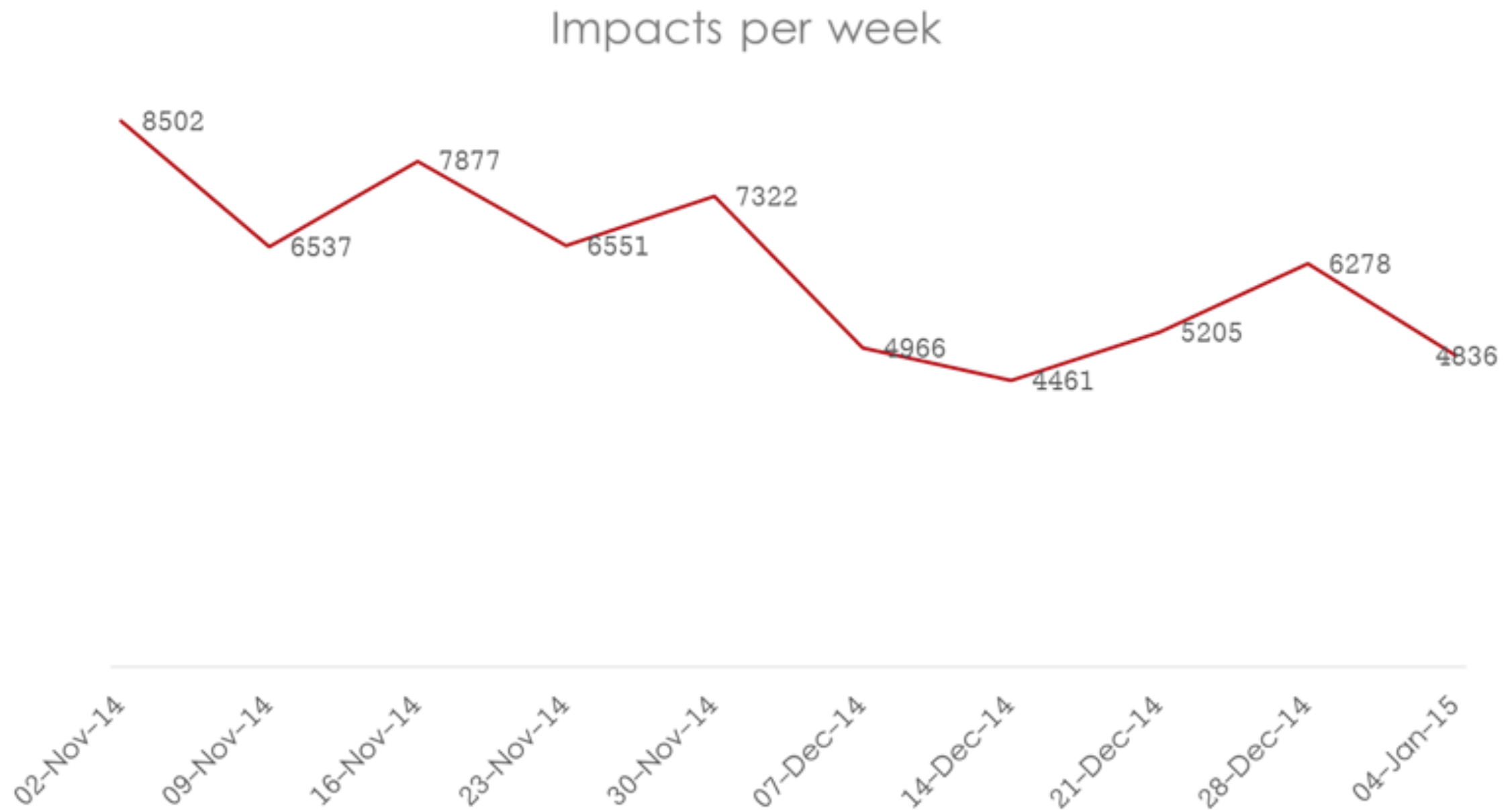
'Leisure time' media suffered.

Media requiring 'leisure time' particularly suffered with audiences spending less time with their normal suite of digital and traditional media:

-  In December 2014 all newspaper group news sites such as mailonline, Telegraph and Guardian fell by 2.3-6% against November 2014 (unique reach)
-  Regional news sites such as Eveningstandard, Manchestereveningnews.co.uk and Dailyrecord.co.uk fell by at least 12% versus November¹
-  December TV viewing for ABC1 women changes - higher at the end of the month but considerably lower than average earlier as our audience focus on preparing for Christmas

1. Source: ABC1 2014 figures

'Leisure time' media suffered.



ABC1 Women in Scotland impacts per week on Channel4 Scot (BARB)

Media strategy.

Our media planning had to reflect our audience behaviours in those few critical weeks before Christmas. The recommended Media Strategy involved 2 key stages: Planning and Interruption.

Planning

Key places our audience were actively looking for inspiration for Christmas Dinner such as recipe books, Christmas food specials in Magazines and foodie websites. Relevant environments provide the ideal platform to remind people of the food safety messages.

Interruption




Interruption - reaching our target audience in the critical days just before they start to prepare food over the Christmas period, when the chance of the message changing behaviour is greatest. Media is required to reach large numbers of our target audience over a short, sharp burst of activity.

To bring this to life we need the right media channels at each stage of strategy implementation...

Planning - Media Selection

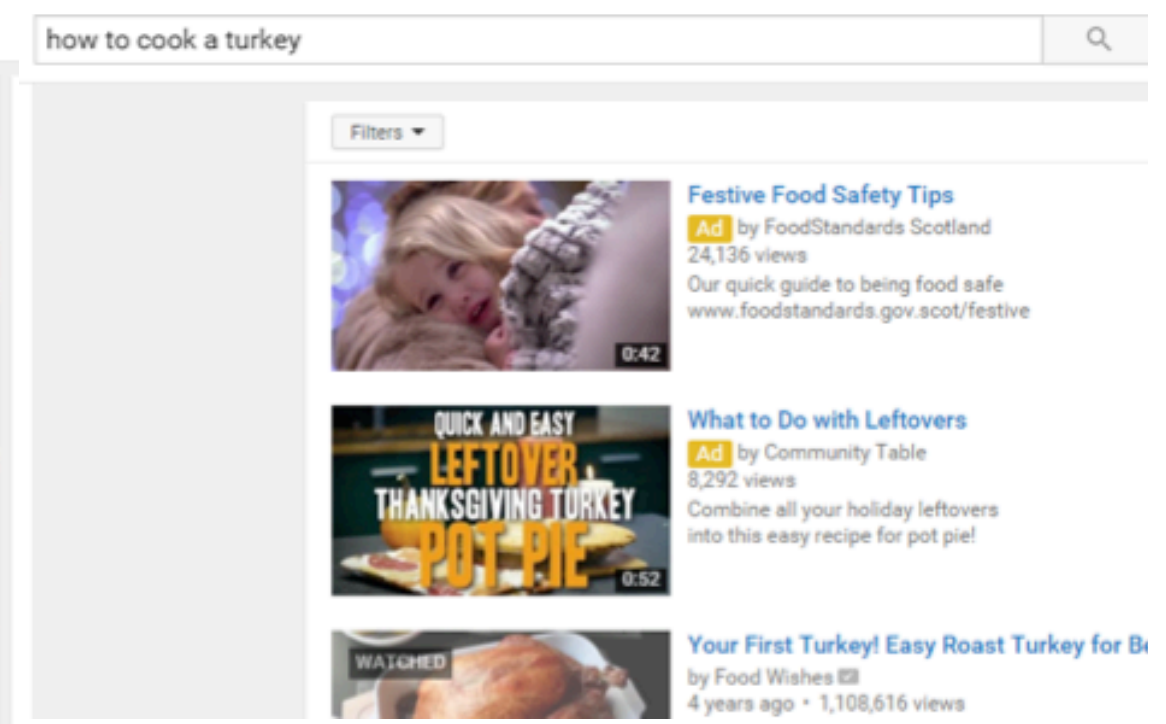
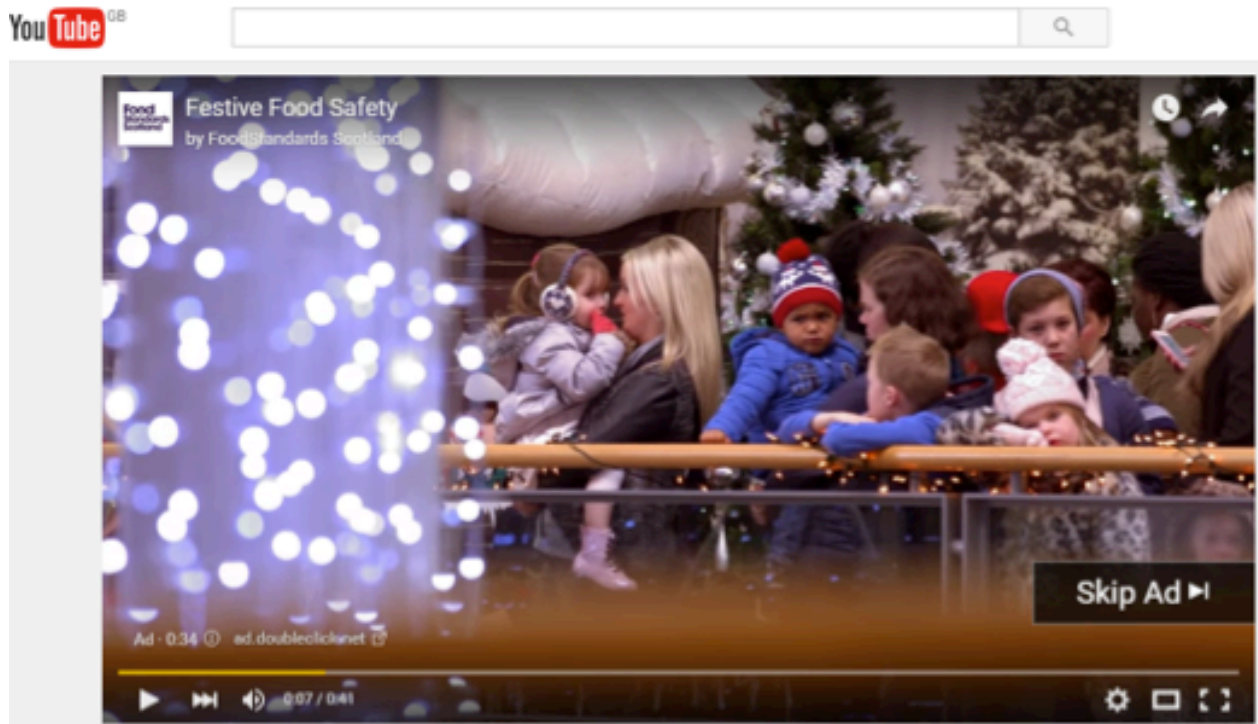
Digital Display & Video

The internet is increasingly important for ABC1 mums for inspiration and recipe ideas. Food is the fastest growing genre on YouTube and in 2014 'food and recipes' saw 59% growth y.o.y. Three targeting strategies were adopted:

-  Topic – where users were specifically watching content classed under the 'food and drink' category
-  Channel – ads were run across the most popular foodie channels including Jamie's FoodTube, Food Network, Sorted Food, BBC Food, etc.
-  Keyword – targeting users searching for specific festive food and recipe terms

Digital Display & Video, cont'd.

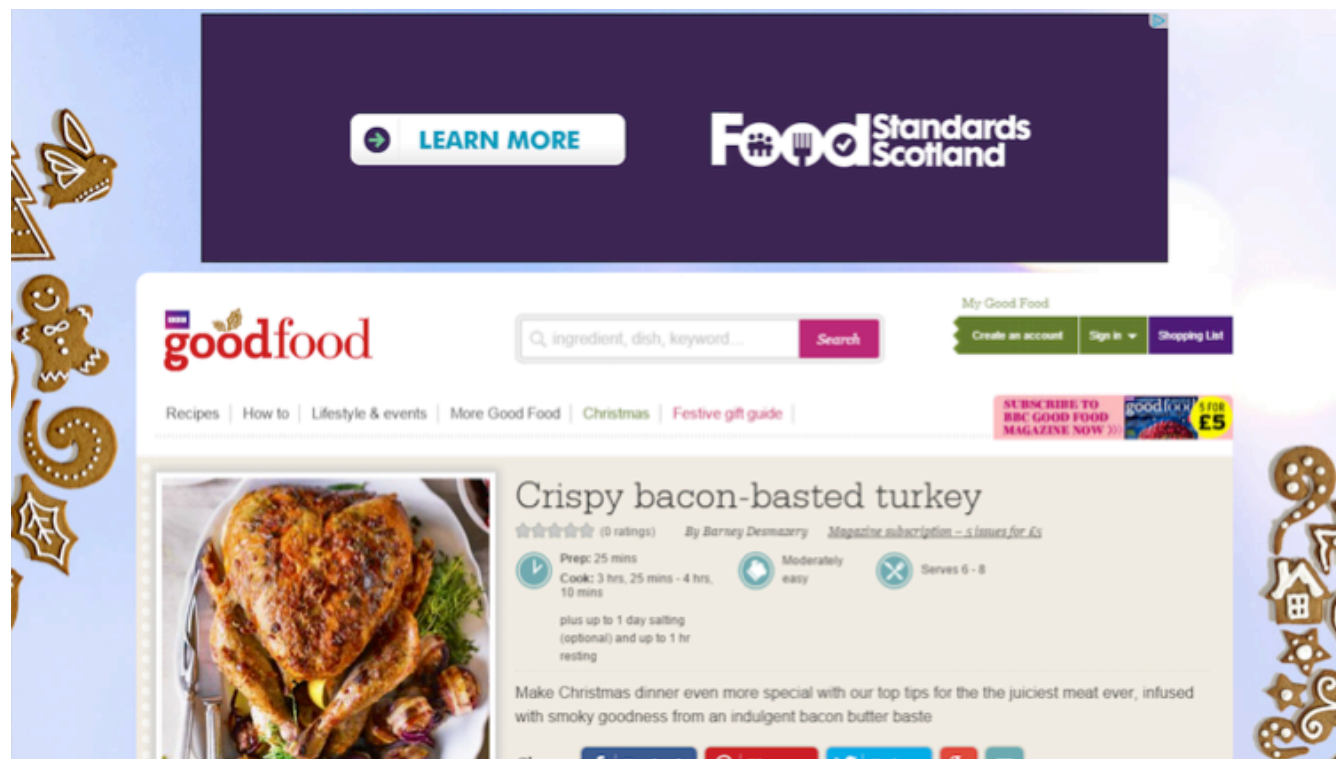
In-Stream and In-Display ads were used – the first of which would play automatically and give the user the option to skip if they weren't interested, incurring no cost for the client. The second was a user-initiated ad where a cost was only incurred when a user deliberately clicked to watch the content.



Planning - Media Selection

Premium food websites




Achieving contextual relevance through buying ad space on relevant foodie sites is relatively simple. However, this direct to publisher approach is expensive and not achievable within the budget. Premium foodie sites were nonetheless deemed a worthwhile approach to reach our target audience so steps were taken to access these quality environments at a substantially lower cost. Working closely with a programmatic supplier, a private marketplace was set up which gave us access to premium sites such as Jamie, Delia, Nigella, BBC Good Food and All Recipes. From this, we were able to buy the same inventory at a 37% reduction against dealing directly. Within these sites only users who were researching and browsing festive foods and recipes were targeted, with a range of standard formats to achieve reach and large formats to attain impact.



Interruption - Media Selection

Outdoor

Having ruled out leisure media such as TV, Cinema and Press, knowing that our audience were consuming less here, we identified Outdoor as being a key channel. In the run up to Christmas town centres get busier with Christmas shoppers (late-night opening hours) and Christmas parties. City centre outdoor formats provided the ideal opportunity to reach high numbers of our target audience during the crucial 2 week period before Christmas. Capitalising on this we ran a 48 sheet campaign in the major Scottish cities and upweighted for added impact with premium scrollers and backlights, important in the darker months and for brand strength. Activity was also upweighted in Glasgow and Edinburgh with premium digital sites that allowed:

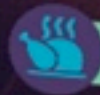
-  Access to the highest profile outdoor sites in Scotland
-  Access to city centre Christmas Shoppers
-  Premium production quality, delivering impact

Cost-effective targeting by upweighting at weekends for shopping and from 4-8pm during the week to catch the key commuter audience, late night shoppers and people going into town for Christmas festivities.

  foodstandards.gov.scot/festive



Food poisoning is the last thing on anyone's list.



Cook turkey through until juices run clear. Make sure it's not pink.

**Food
Standards
Scotland**
For safe food and
healthy eating

Interruption - Media Selection

The best bit was that Republic of Media were able to secure 3 weeks of advertising for the price of 2, resulting in an extra £15,482 of overshoot and effectively increasing the budget by 22%.



Interruption - Media Selection

Field

To compliment this activity the Union Connect field team set up stands in shopping centres and train stations in Edinburgh, Glasgow, Aberdeen, Stirling and Dundee. The field staff dressed as your elves, handing out 4,340 branded toilet rolls and Christmas cards featuring the campaign key messages. People loved this, the reaction was universally positive and the humour arising from the gift of a toilet roll was memorable!



***"Brilliant campaign!
It's something that a
lot of young people
don't really think
about when it
comes to this time
of year!"***

***"I honestly didn't
know that you
shouldn't wash your
turkey! When I've
cooked chicken
before I've washed
it, I'm so glad I
didn't get food
poisoning."***



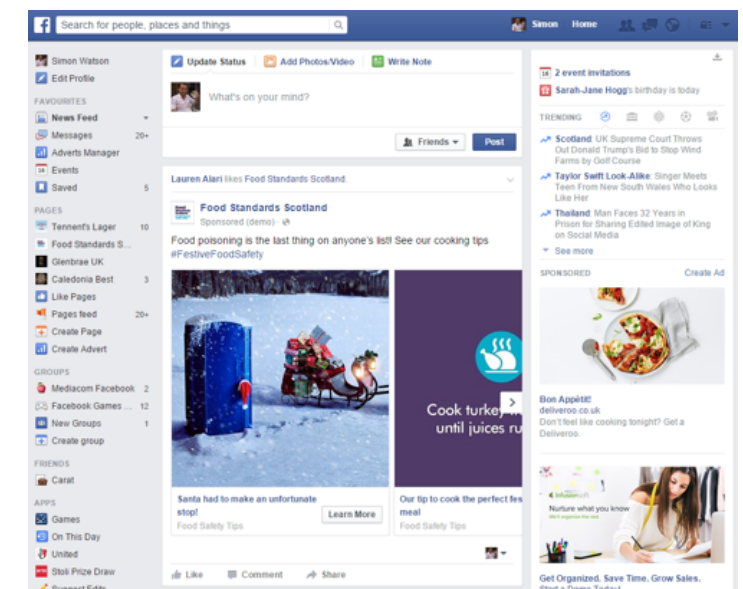
Interruption - Media Selection

Social Media

Unlike other leisure media, Social Media sees an uplift during December² with our ABC1 mums typically posting pictures of their Christmas Trees, the kids opening presents on Christmas day or an office party night out. Facebook was selected as it delivered the best profile and numbers of ABC1 women.

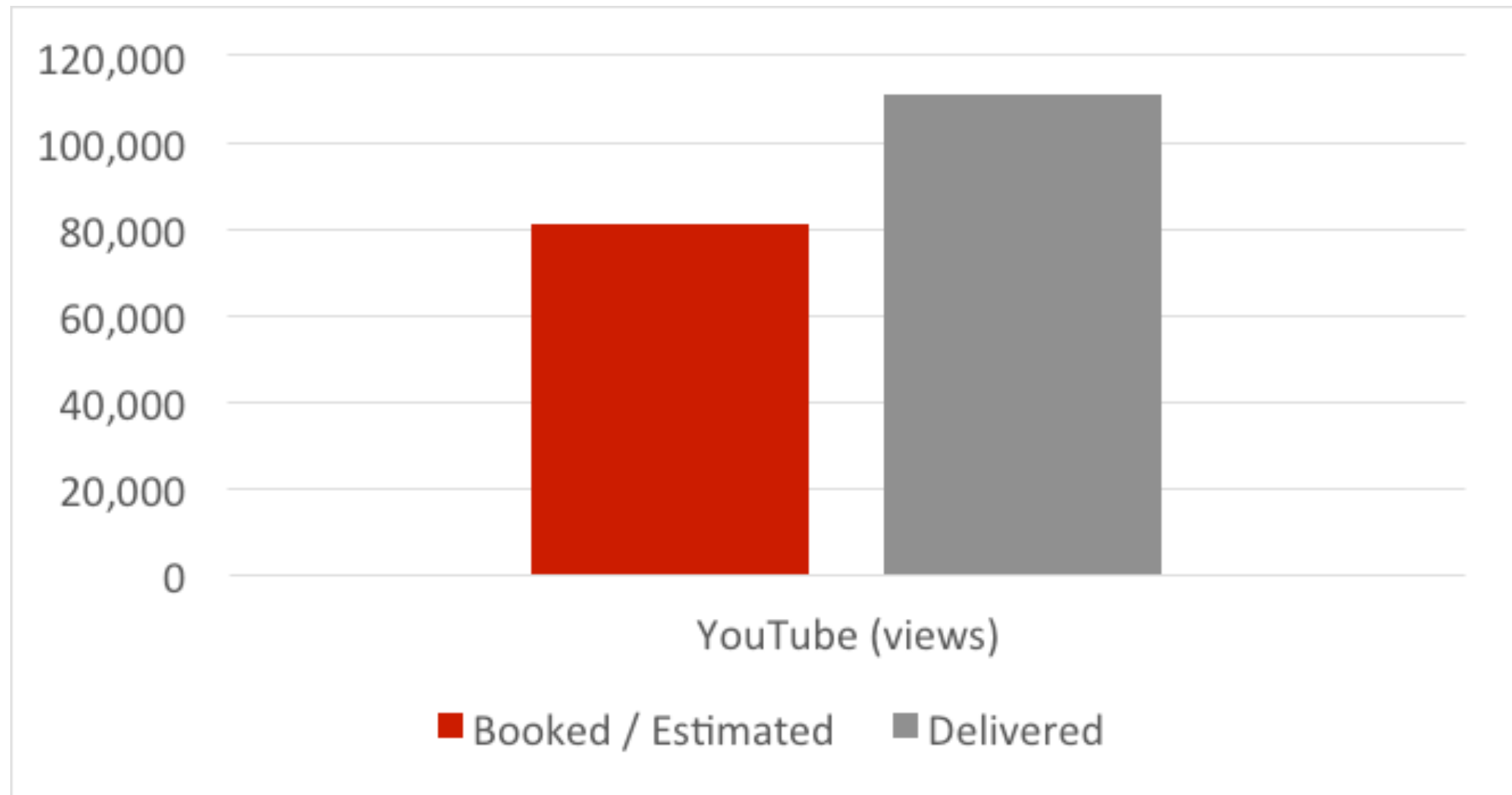
Two types of ads were run – video and carousel ads – which gave the user the choice of how to interact with the campaign and allowed the video to generate awareness, with the carousel ads acting as a push for people to find out more information.

2. Source: Google Trends



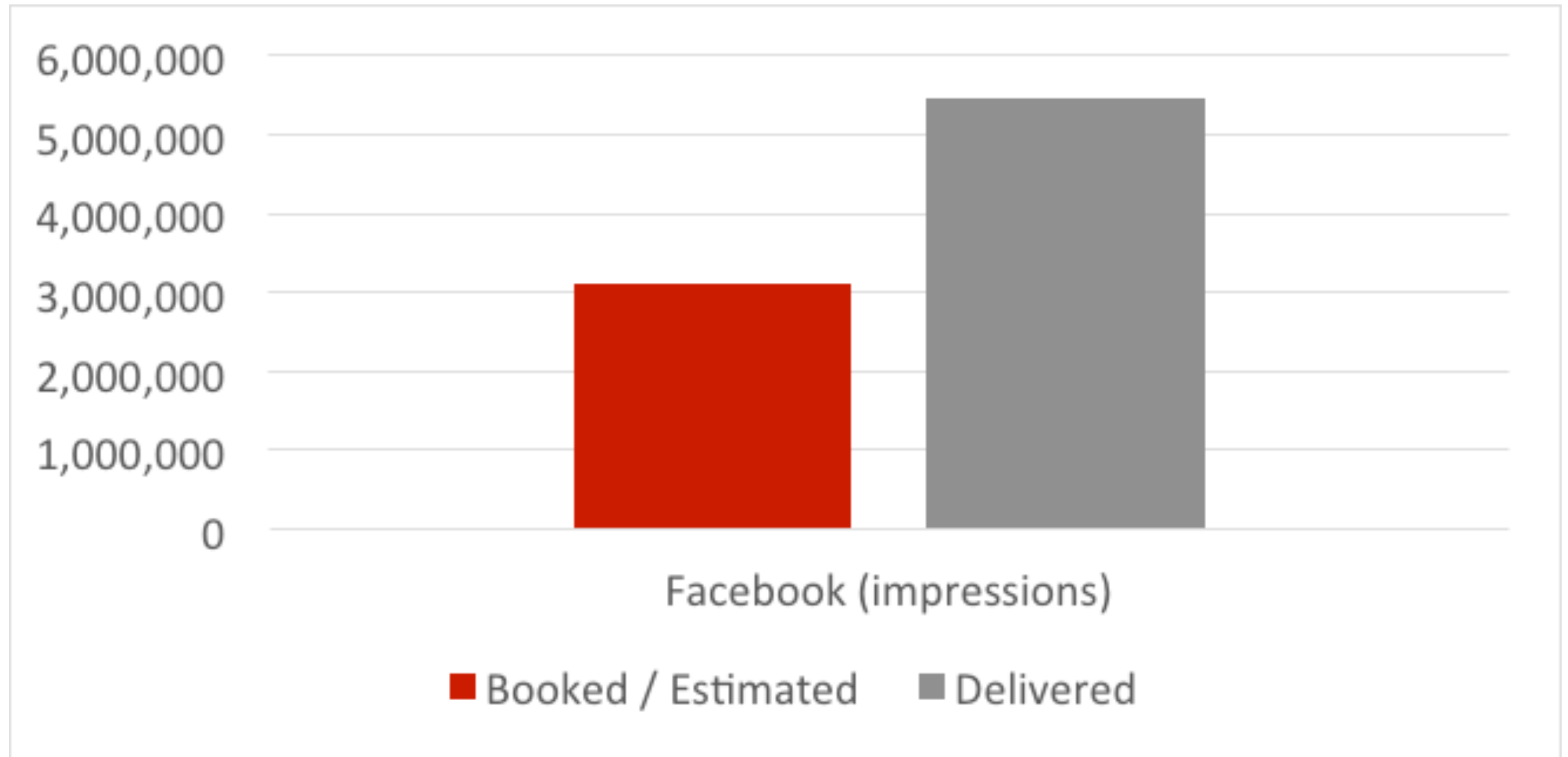
Results

You will be glad to know, Mr Claus, that our campaign was very successful! With our digital activity, we surpassed all predicted measures.

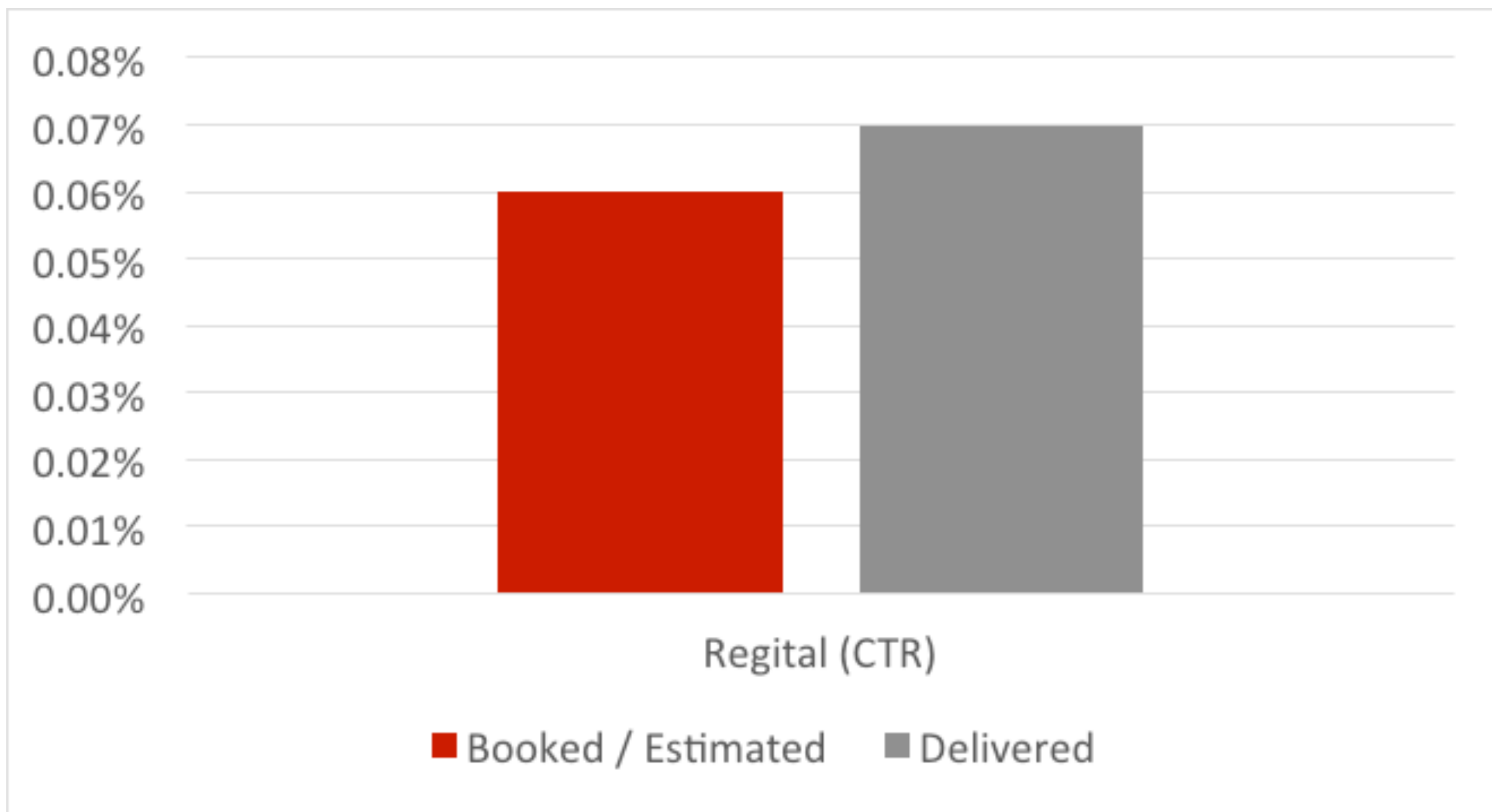


Results

Facebook activity performed particularly well achieving a 10.19% view rate and 2,766 actions (like, share, comment) showing that our mums were not just noticing but engaging with the campaign.



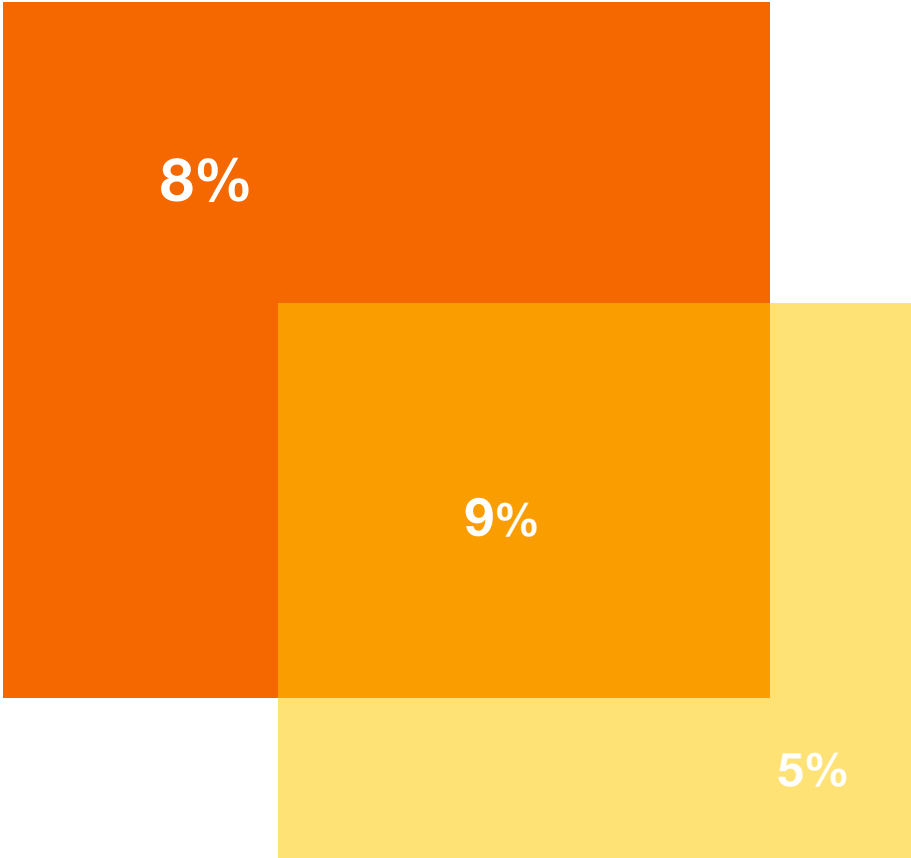
Results



Results

Our multichannel approach worked for for our audience:

Outdoor/
Posters = 17%



	Total	<35	35+
Seen one	13%	18%	11%
Seen both	9%	11%	8%

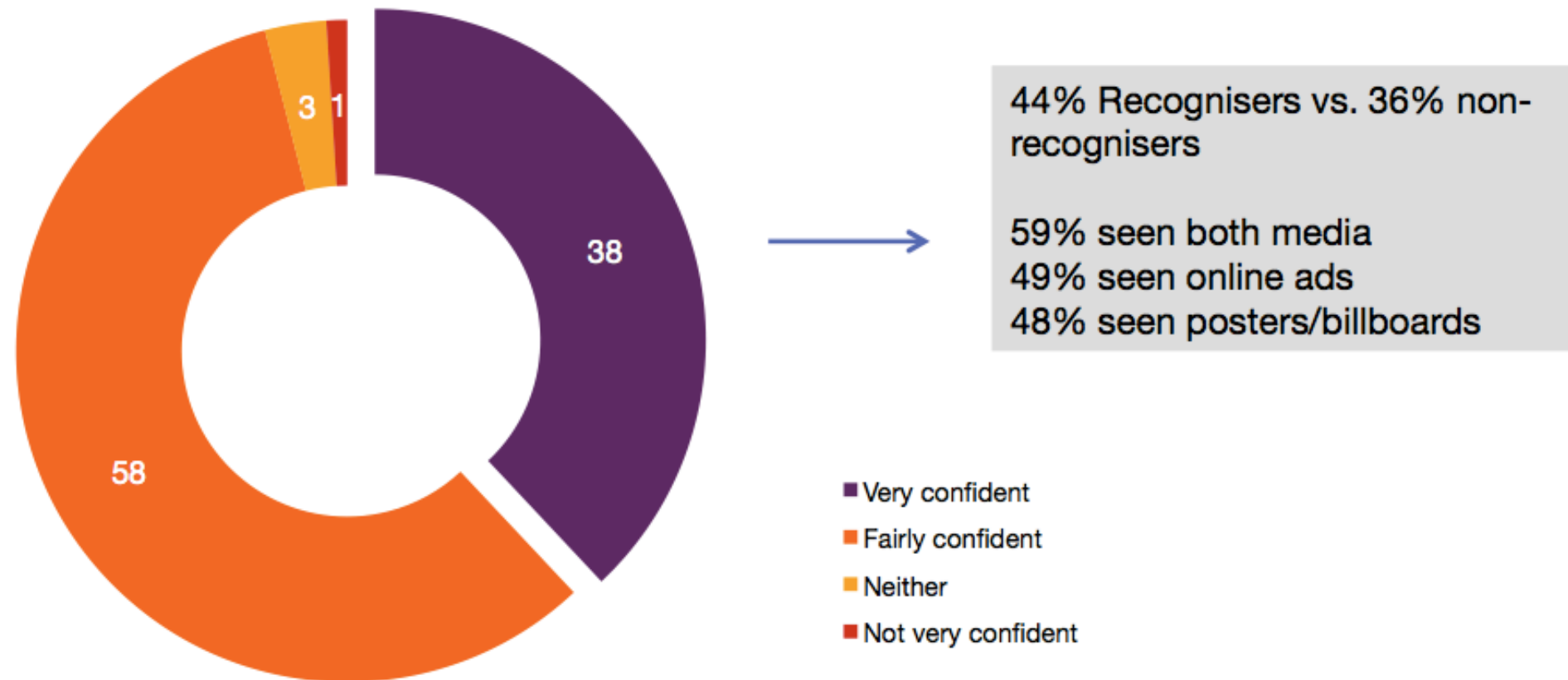
Online video
= 14%



Base: All respondents (350)
Q13: Here are some examples of adverts that have been on outdoor posters / billboards recently. Have you seen these posters, or similar posters, recently?
Q14. Have you seen this video, or a similar video, on the internet recently?

Results

There is evidence that the campaign has strengthened confidence in how to avoid food poisoning, with more positive response from campaign recognisers, and in particular those seeing both media.



TNS






Base: All respondents (350)

Q9. How confident are you that you have the knowledge and information you need to help you avoid food poisoning at home?

NB: No difference by age, and only insignificant difference by SEG

Results

Importantly, the campaign saw real behaviour change with 82% of people, exposed to the campaign, claiming to have taken some action³:

-  38% didn't wash their turkey.
-  37% used leftovers within 2 days.
-  32% made sure that their raw turkey was kept away from other foods.
-  32% checked the temperature of their fridge was between 0-5 degrees.
-  31% made sure their turkey was thoroughly cooked by checking colour/juices ran clear.

3. Source: TNS Research

...so, Mr Claus,

This is all quite an achievement considering the Christmas buzz the campaign had to cut-through. Our multichannel approach really delivered results!

I really hope the success of the campaign will help to ease any embarrassment caused. By sharing your misfortune you saved thousands of Scots from the same predicament.

Yours Sincerely,

Food Standards Scotland