

## **Bespoke Campaign**

Every year Public Health England run a campaign called “Change 4 Life” which focuses on a way for people to improve their health by making healthy lifestyle choices. The 2015 campaign aimed to promote healthy eating choices and raise awareness of the sugar content of foods, specifically in children’s food. The campaign focused on parent education and encouraged low sugar choices. Change4Life gave guidelines to mySupermarket.co.uk based on the national plan. Four categories were selected after school snacks, breakfast cereal, drinks and sugary puddings.

These four categories are particularly relevant to children and contain products that are high in sugar. The aim was to promote lower sugar choices within these categories and track progress using the mySupermarket platform.

## **Using mySupermarket.co.uk to promote a national health campaign & change shopper behaviour**

### **THE BRAND**

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### **THE CHALLENGE**

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The screenshot displays the mySupermarket website interface. At the top, there's a navigation bar with the mySupermarket logo, a search bar, and a shopping list icon. Below this is a category menu with options like My Favs, Offers, Dietary & Lifestyle, Bakery, Fresh, Frozen, Ready Meals, Food Cupboard, Snacks & Sweets, Drinks, Household & Pets, Baby, and Health & Beauty. The main content area features a large yellow and blue banner for 'Change4Life Sugar Swaps' at Tesco. The banner includes a 'Sign up now' button and text explaining the campaign: 'Make a healthy change this new year by making a sugar swap. It's surprising how much sugar builds up in your family's diet - at breakfast time... in drinks... in after school snacks and, of course, puddings. But sign up for Sugar Swaps and we'll help you cut back.' Below the banner are tabs for 'All swaps', 'Breakfast', 'Drinks', 'After School Snacks', and 'Puddings'. A 'Watch the sugar!' pop-up is visible, stating: 'This shows the proportion of low, medium and high sugar products in your basket & will change as you shop. Sign up for your FREE Sugar Swaps pack to get great ideas on how to cut back on sugar.' Below the pop-up are three product listings: Lactofree Whole Milk (1L) for £1.35, Country Life Organic Semi Skimmed Milk (2L) for £1.95, and Country Life Organic Semi Skimmed Milk (1.14L) for £1.29. On the right-hand side, there's a shopping basket showing a total of £70.95, a 'Book delivery' option for £1.56, and a 'Checkout from Tesco' button. A 'Compare basket' section lists other retailers: ALDI (£36.60), ASDA (£56.65), MORRISONS (£61.15), Sainsbury's (£65.30), ocado (£68.40), and TESCO (£70.95). At the bottom right, there's a 'Swap & Save up to £11.99' button.

## THE APPROACH

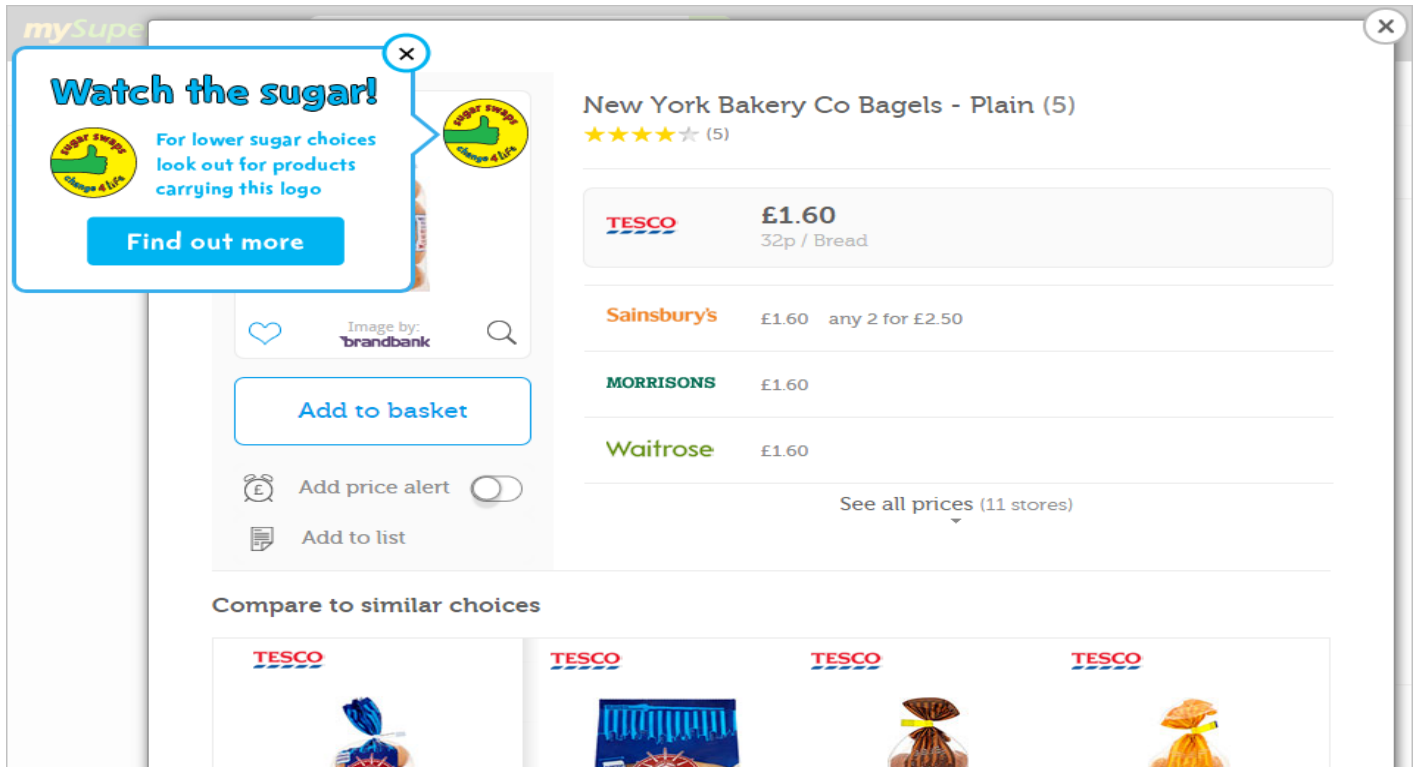
An advertising campaign was developed on the website and via the app, together with an email drive, to raise awareness of the Change4Life campaign.

mySupermarket also developed the “Sugar Accumulator”, a widget that appeared in the right hand column of the site.

Shoppers fill their basket on mySupermarket as usual. As products are added, the bar on the Sugar Accumulator fills with colours - red to represent higher sugar, yellow for medium sugar and green for lower sugar products. When a shopper clicks the Sugar Accumulator, they are taken to a page called “Sugar in my Basket” which shows the products in the basket that are high in sugar.

Clicking a button marked “Swap to healthier alternatives” takes the customer to the Change4Life sugar swaps page and offers a range of lower sugar products available at the same retailer.

In tandem, mySupermarket added the “Accumulator Shout Out” a pop up that appears when there is a high amount of sugar in the basket, prompting shoppers to click through to the sugar swap shelf. In addition, a badge marked “Change4Life” featuring their well-known logo, was added as a roundel to certain product images that were considered to be lower sugar choices, in order to inform shoppers and help them to choose lower sugar food items.



## THE IMPACTS

Through publicising the Change4Life campaign on mySupermarket, more than a third of all shoppers on mySupermarket tried the option of “Swap to Healthier Alternatives”. Indeed, shoppers were still using the Sugar Accumulator and the Sugar Swap shelf long after the advertising campaign was over. The category that was most swapped was breakfast cereals.

Comparing sales figures in these four categories to the previous year showed an increase in purchasing of lower sugar items with the biggest changes in the categories of drinks and sugary puddings. Feedback from shoppers was positive and the results were clear; mySupermarket was successful at changing shopper behaviour and encouraging customers to purchase products lower in sugar.