



## ‘Pick me’ – a promotional campaign to support A Better Choice.

### Purpose

Health and Wellbeing Queensland’s (HWQld’s) [A Better Choice Initiative](#) (ABC) aims to improve the availability and promotion of healthier food and drinks in out-of-home settings. A key aspect to the initiative’s success lies in consumers being able to easily identify the healthier options available to them, and feeling incentivised to make this choice.

To support behavioural change, HWQld developed promotional materials to be displayed in settings implementing ABC. The materials were designed and tested with consumers to ensure they were effective in driving healthier purchasing behaviour. This snapshot report shares the details and outcomes of the testing, which occurred over multiple phases.

### Phase One: Development

Three different promotional concepts were developed, each based on different public health messaging, design techniques and marketing tactics proven to influence consumer behaviour. A mock poster was designed for each concept, with a corresponding sticker that would be placed on the healthier products in a food retail outlet.

#### Option 1: Looking for a Healthier Option?

**Look:** This concept mirrors standard government agency promotional materials, incorporating the branding of A Better Choice, including the green fork logo.

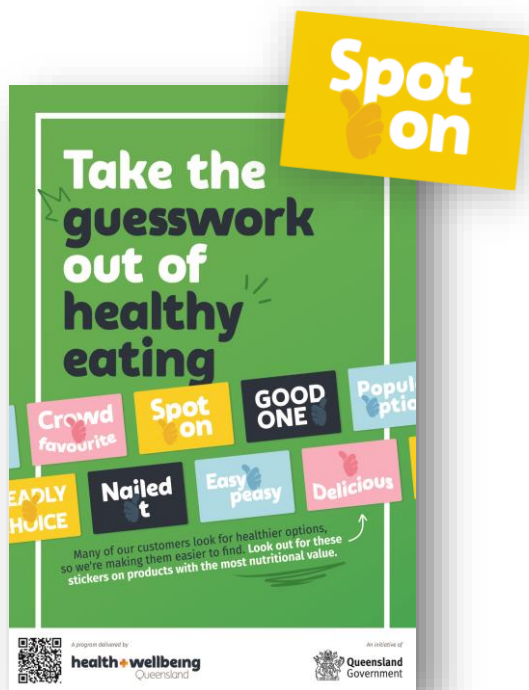
**Feel:** The use of curved text and softer shading conveys a friendly and approachable message, fostering trust with viewers. It stands out as the only campaign in this trial using images of people, seen to enhance relatability and credibility.

**Message:** Research suggests that externalising a problem improves consumer response. The word ‘option’ instead of ‘choice’ has been used predominantly in all concepts to shift attention away from individual behaviours. Additionally, the tagline ‘We’ve got you covered’ shifts responsibility to retail outlets for providing healthier options. The phrase ‘go about your day with ease and energy’ is a very persuasive messaging frame.



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## Option 2: 'Take the guesswork out of healthy eating'

**Look:** This campaign offers a range of encouraging stickers aimed at engaging diverse consumer groups. This flexibility allows for tailored promotions in different settings and facilitates ongoing updates to maintain consumer engagement.

**Feel:** Research supports the effectiveness of messaging that aligns with social norms in motivating consumers to change their behaviour. The tagline 'Many of our customers look for healthier options', and the stickers 'crowd favourite' and 'popular option' leverage this social norm expectation to encourage healthier choices.

**Message:** Customers are drawn to solution-oriented messaging. The main slogan 'take the guesswork out of healthy eating' positions the retail outlet as a problem solver, addressing customer confusion regarding healthier options. This campaign uniquely emphasises the importance of nutritional value in the subtext, as the primary reason for choosing healthier options.

## Option 3: 'Pick me'

**Look:** Whilst this campaign was originally designed in a series of colours, it predominantly features the colour green, commonly associated with health, to convey a sense of wellbeing. To attract attention, a contrasting purple sticker has been included. The hand illustration contributes a light and playful tone while adding a personified element.

**Feel:** With its bright colours and playful illustrations, this concept is designed to resonate with children. Testing aimed to determine whether parents recognise its child-friendly appeal.

**Message:** This concept employs a values-based messaging approach, featuring the adaptable slogan 'Pick me for...' that caters to specific consumer priorities in each setting. For example, it highlights peak performance in sporting environments with 'Pick me to fuel your game' and emphasises health in healthcare contexts with 'Pick me for better health.'



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## Phase Two: Focus Group Concept Testing

During a series of focus groups led by an external research partner, the three concepts were presented to consumers who frequently visit the ABC target settings: hospitals, stadiums, and local sporting clubs. These sessions aimed to understand the effectiveness of each concept in influencing purchasing decisions.

### Outcomes

In healthcare and local sporting club settings, 'Pick me' emerged as the preferred concept. Its clear call to action, simple language and values-based approach resonated with participants. Parents in the local sporting club group found it engaging for children, sparking discussions about the importance of healthier food and beverages.

Conversely, in the stadium focus group, 'Looking for a healthier option' was favoured for its simplicity and friendly tone. It was also pointed out that participants in this setting don't necessarily value healthy products but are rather focused on the overall experience.

Across the focus groups, there was a preference for the copy used on the 'Take the guesswork out of healthy eating' option, as participants liked to be clear on the purpose of the promotion. Furthermore, participants recommended emphasising the colour green over purple for the sticker, as purple is generally associated with Cadbury.

### Chosen Concept

Based on the feedback from the three focus groups, 'Pick me' was chosen as the final concept for the ABC consumer facing promotional materials. Several modifications were made to enhance its effectiveness, including:

- Changing the sticker colour from purple to green to harness the positive association of this colour with health. The text was also adjusted from 'healthy snack' to 'healthier option' to ensure its relevance across all product categories.
- Modifying the values-based slogan for stadiums to 'Pick me to be a healthy supporter' to better align with the values of consumers in this setting participating in a shared experience.
- Altering the subtext to reduce overall text on the page and better convey the focus of the concept on nutritional value.



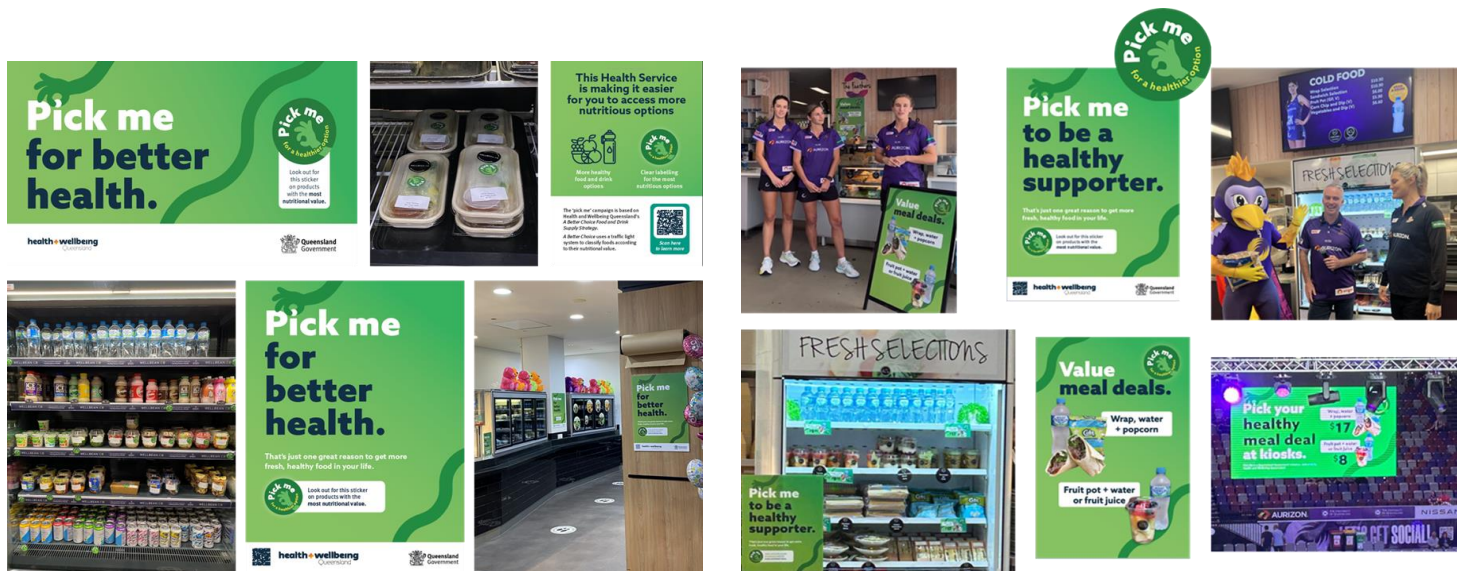
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## Phase Three: In-Market Testing

A series of promotional assets were created using the 'Pick me' branding and provided to four pilot sites in June/July 2023. Sites included Nissan Arena, Mater Hospital, Toowoomba Base Hospital, and Bundaberg Hospital. A consumer intercept survey was developed to test whether 'Pick me' was noticed by consumers and whether it effectively influenced purchasing behaviour. A pamphlet with a QR code link to the survey was available in Nissan Arena for two games during the Queensland Firebirds netball season, and for a week at each of the hospitals.



## Outcomes

### Recall

1 in 5 people recalled the promotional materials unprompted, which increased to 2 in 3 people when prompted. Recall by hospital consumers was slightly higher, with those in stadiums more likely to notice general food-related promotions within the setting.

### Purchasing Behaviour

1 in 10 people purchased a healthier option because of the promotional materials, and 1 in 5 thought about purchasing a healthier option. Stadium visitors who were influenced by the promotions tended to describe their food as 'a better choice' rather than healthy.

### Mindset

Consumer mindset differs based on the food setting. Whilst healthcare consumers are doing their best to be healthy, stadium consumers are in an indulgent mindset and 'treating' themselves as part of an experience and are more likely to choose less healthy products.

### Planning

Consumers who had pre-planned what they were going to buy were more likely to follow through with their plan, and usually this meant purchasing healthier options.

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## Final Concept

Based on the feedback of the consumer intercept survey, final modifications were made to the 'Pick me' concept including:

- Adjusting the slogan for the stadiums campaign to better resonate with the indulgent mindset of the target audience. Given that these consumers typically describe healthier options as 'a better choice,' the new slogan, 'Pick me for a healthier option,' aligns more closely with their preferences. This slogan acknowledges their value for the overall experience expressed in phase 2. The word 'option' is used instead of 'choice,' to draw attention away from the individual.
- Feedback from retail staff at the pilot sites indicated that the poster was too cluttered with text, which risked diluting the primary message. The subtext, 'That's just one great reason to get more fresh, healthy food in your life,' did not emerge as a crucial component during phase 2 of the trial, and therefore has been removed.



## Next steps

The testing of the 'Pick me' promotional campaign has highlighted the need for an integrated approach to promoting healthier food choices. Whilst promotional materials play a crucial role, respondents mentioned that an increased variety of affordable options, as well as tactics to ensure that they are placed in high traffic areas, would further encourage them to look for healthier options. The A Better Choice Initiative will continue offering and promoting behaviour change design solutions as part of the wider initiative, to reinforce the 'Pick me' message.

As part of this, HWQld is developing a strategic communications plan that aims to address the indulgent mindset commonly seen in stadium settings and challenge the perception that 'eating out is a treat'. The communication plan will also seek to engage consumers at an earlier stage in their dining-out journey, making healthier options a deliberate part of their plans.

HWQld has now established a plan for the rollout of 'Pick me' to hospitals and stadiums across the state in early 2024. As the A Better Choice initiative expands into other food environments, thought will be given to how 'Pick me' can be adapted to suit these consumers and continue to influence purchasing behaviour.

For more information about the 'Pick me' promotional resources, contact [abetterchoice@hw.qld.gov.au](mailto:abetterchoice@hw.qld.gov.au)