

**EAT THEM
TO DEFEAT THEM**

**CAMPAIGN
EVALUATION 2019**

VEGPOWER

itv

**Veg Power and ITV teamed up to get our kids eating more veg. Our alliance was joined by organisations and individuals all over the UK who generously donated their time, resources and funds as well as thousands joining in online and in their schools and communities.
Here is what we achieved...**

CONTENTS

2 FOREWORDS

Dame Carolyn McCall
Baroness Rosie Boycott

4 THE CHALLENGE

We needed to show kids that we understood them

8 OUR APPROACH

Identifying the role for communications

12 REACH

A £5m media campaign reaching 48% of households with kids

16 IMPACT

Including five hours of ITV editorial and 300,000 reward charts

26 CHANGING ATTITUDES

Kids who saw the ad were more likely to think veg are tasty and fun

28 CHANGING BEHAVIOUR

Kids who saw the ad were twice as likely to have eaten more vegetables

32 SALES & CONSUMPTION

17.7m more units of vegetables worth over £16m

35 CONCLUSION

A whole category shift is possible

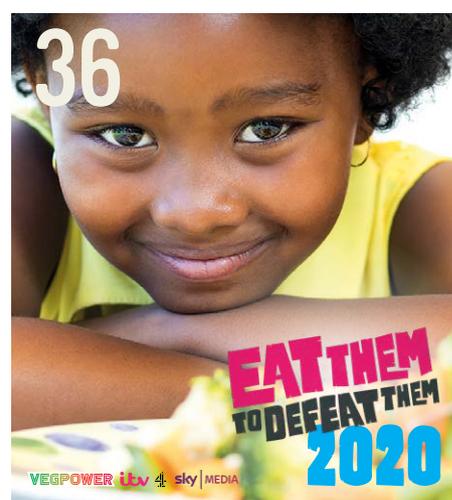
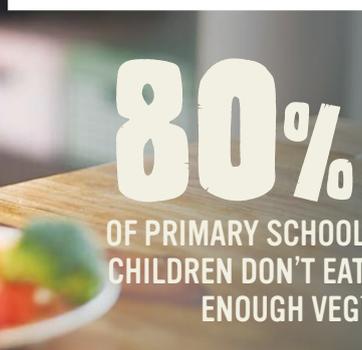
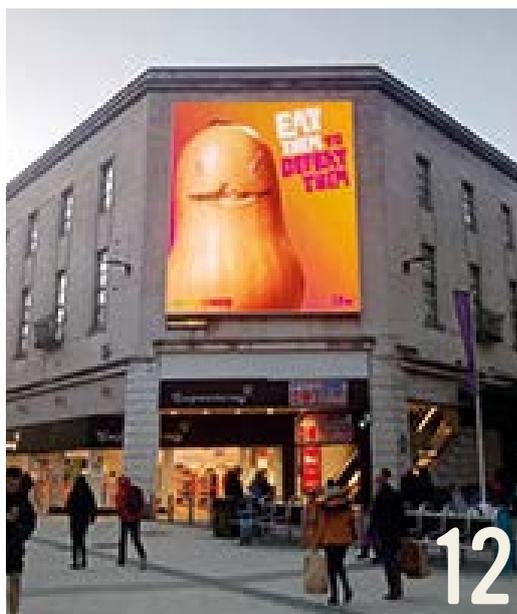
36 WHAT'S NEXT?

Eat Them to Defeat Them 2020

38 OUR THANKS

It was a huge team effort

40 REFERENCES



GET IN TOUCH: hello@vegpower.org.uk | socialpurpose@itv.com

FOREWORDS



DAME CAROLYN MCCALL
CHIEF EXECUTIVE, ITV

“We’re committed to encouraging even more children to eat more healthily.”

We’re hugely proud of the *Eat Them to Defeat Them* campaign and nothing pleases us more than seeing children tucking into their veg as a result. In fact, 650,000 children said they’d eaten more veg, and an extra portion of vegetables found their way onto every family dinner table in the UK for each week of the campaign.

And it all began with a partnership between ITV and Veg Power, brilliantly supported by the award winning ad agency adam&eveDDB. We worked hand in hand to secure the funding, write the campaign brief, develop the campaign and evaluate its impact.

But the team involved was even bigger.

We were delighted to join up with a unique alliance of supermarkets and brand partners: Aldi, ASDA, Birds Eye, Co-op, Iceland, Lidl, M&S, Morrisons, Ocado, Sainsbury’s, Tesco and Waitrose. They all came together with us to ‘defeat the veg’ with many promoting in store. Together we set out to create a campaign to change attitudes, shift engrained habits and increase consumption of veg.

Beyond the £2 million of commercial airtime which acted as the campaign rocket launcher, ITV ensured that the campaign lived far beyond advertising spots. We engaged talent such as Tom Jones, Emma Willis, will.i.am and Ant and Dec to encourage kids to take up the fight; we commissioned a special episode of *Scrambled* (a flagship CITV show); we placed posters within the set of Coronation

Street, hosted debates in daytime talk shows and covered the campaign in regional news. And, in an advertising world first, we put together an entire ad break which only featured ads promoting vegetables, right in the middle of one of our biggest Saturday night entertainment programmes.

But the TV campaign was just the start. Leading media agency Goodstuff helped us assemble a huge coalition of willing media owners, (inspired by adam&eveDDB’s stunning creative idea), to donate millions of pounds worth of media space in outdoor, cinema, print, as well as kids’ media, in particular, Beano Studios. We distributed 300,000 sticker charts in school packs, rewarding kids for every vegetable they ate.

ITV’s social purpose is focused on encouraging better health and we have set ourselves the goal of inspiring 10 million people to take action to improve their mental and physical health by 2023. *Eat Them To Defeat Them* is one of our major campaigns through which we’ll meet this goal.

However, we recognise that while this campaign has helped win many veg battles in many UK households, we haven’t won the war. We’re committed to encouraging even more children to eat more healthily. *Eat Them to Defeat Them* will be back again next year, the first campaign that will be part of the new joint broadcaster initiative with Sky Media and Channel 4. We look forward to helping kids eat, and defeat, even more veg in 2020.

**BARONESS ROSIE BOYCOTT**

CHAIR, VEG POWER

“We needed to inspire and entertain our children so they’d see vegetables in a totally different way.”

The advertising industry is full of brilliant creatives. The campaigns they produce shape the choices we make every day, in every aspect of our lives. Great campaigns become part of the national psyche, and many of the best are remembered for years after the ads stop playing and the posters are taken down.

In the UK only 1.2% of food and drink advertising is spent promoting vegetables. The scale of the problem is staggering with 80% of our children not eating enough veg.

Veg Power was set up to see what would happen if we used the brilliant and creative minds of the advertising industry to promote the humble vegetable. If we were going to achieve our ambition to have every child in the UK eating an additional portion of veg a day, we needed to inspire and entertain our children so they’d see vegetables in a totally different way.

The *Eat Them To Defeat Them* campaign was brave and bold. For many years we have been telling kids that eating veg was good for their health, as cartoon carrots danced under rainbows to repetitive jingles. We wanted to do something new and ambitious which went right to the core of how kids actually think, and to try different levers for influencing meaningful behaviour change.

The subsequent *Eat Them To Defeat Them* narrative saw the rise of evil vegetables plotting to take over the world, and cast kids as heroes marching into battle to save humanity from the veg – they had to eat them to defeat them. Our 60 second ad was a mini spoof-action-horror movie. Love it or hate it, the audience were certainly not going to forget it!

We are hugely grateful for the unique partnership that Veg Power formed with ITV. Never before had a major UK broadcaster given over £2 million in free media space, and in an unprecedented show of support, ITV placed these slots in their prime time shows. Millions of families around the country would see the campaign, and it was a unique opportunity to effect change.

Our creative agency adam&eveDDB were also extraordinarily generous, and as part of their 10-year anniversary celebrations agreed to supply the campaign with all their services pro bono. They put their top creatives on the job and came up with a ground-breaking campaign of which we are all incredibly proud.

I would also like to thank the Veg Power Board – all experts in their fields who came together and gave huge amounts of their time in the name of children’s health. Together they created a powerful force for good and I am extremely grateful to each and every one of them.

But it could not have been such a success without the sheer brilliance of the team that took on the fight first-hand. Dan Parker, Jo Ralling and Claire Wright worked tirelessly and often into the night, delivering an extraordinary amount on a limited budget. They not only brought together some of the giants of the retail world, but reached out to communities across the country to ensure as many kids as possible saw the campaign.

This report is just the beginning of our journey. One campaign is not going to change the world. But the positive results we have seen already are nothing short of an extraordinary start.

The veg can be defeated, and our children can have healthier and happier lives.

Sir John Hegarty and Hugh Fearnley-Whittingstall at the formation of Veg Power

THE CHALLENGE

Children's diets - a national crisis that continues to grow

Our kids don't eat enough veg. The Food Foundation's analysis of the National Diet and Nutrition Survey found that 80% of primary school-aged children don't eat the recommended 3.5 portions a day.¹ When parents are asked they report that one in four children have eaten no veg at all the previous day. The problem is even more acute for families on a low income, who are likely to be eating on average half a portion less than those on a high income.

Our country faces a crisis in the nation's diet. As well as not eating enough vegetables we are eating too much sugar and too little fibre.² The UK now has the second highest rate of obesity in Europe.²⁷ By the time children start school, 1 in 4 of them are overweight or living with obesity. By year six, it is 1 in 3.²⁶ By adulthood it is 2 in 3, and half the adult population is

predicted to be living with obesity by 2050.³ Diets which are low in fruit and veg are associated with higher rates of coronary heart disease, stroke and several diet-related cancers.

This diet-driven crisis is crippling the National Health Service. The costs associated with obesity-related disease are £6.1 billion every year²⁵ for the NHS and £27 billion for the wider economy.³ We also face the challenges of climate change – eating just one more portion of veg and reducing our meat consumption a little could reduce our greenhouse gas emissions by almost a fifth.⁵

ONLY 1.2%
of the **MILLIONS** spent on **ADVERTISING** food and drink was spent on **PROMOTING VEG**

In 2016, The Food Foundation launched Peas Please to tackle this challenge recognising that while the public knows they should eat their five-a-day, the food environment around them was making it too difficult to achieve. Peas Please is working across the supply chain to get more veg on menus, meals and shopping baskets but their research also showed that only 1.2% of the millions spent on advertising food and drink was spent on promoting veg.⁶ Surely more advertising for veg would help increase demand for vegetables?

Advertising has the power to effect cultural change and the positive role vegetables play in our diet."

SIR JOHN HEGARTY



So in 2018 with support from Sir John Hegarty, Jamie Oliver, Hugh Fearnley-Whittingstall and with a crowdfund campaign supported by a unique alliance of charities, retailers, growers, governments and hundreds of members of the public, The Food Foundation launched Veg Power, the brand marketing campaign for vegetables with a mission to get every child in the UK eating one more portion of veg every single day.

ITV's social purpose is focused on encouraging the UK to take action to improve their physical and mental health. A good diet is vital to health, and we saw the challenge in getting children to eat more vegetables.

The scale of that challenge is huge. Negativity towards vegetables is passed down through the generations, reinforced by peers and validated by the often-negative portrayal of vegetables in popular culture. We realised the need for new voices, new messages and a new approach to take it on.



In July 2018, Veg Power and ITV, joined forces to get primary age kids to eat more veg. ITV put forward £2 million of ITV airtime to give vegetables the break they needed. Together we invited advertising agency adam&eveDDB to develop an idea that could get kids to love their veg and enlisted the supermarkets to fund the production and activate in store.

This joint campaign by Veg Power and ITV, backed by an alliance of supermarkets, veg brands and media organisations, is the first of its kind, a proof of principle, to show that we can rally the world-class advertising, media and retail skills of the UK to meet one of the great challenges of our time with a positive message to encourage healthier eating.



HALF
OF BRITISH
MUMS AND
DADS HAVE
"GIVEN UP"
TRYING TO GET
THEIR KIDS
TO EAT THEIR
FIVE-A-DAY⁷

To understand why so many kids don't eat enough vegetables, we talked with health experts, supermarkets, cooks and child psychologists so we could find out what was going on. We uncovered a range of underlying barriers.

THE BARRIERS TO EATING MORE VEGETABLES

1

VEGETABLES ARE DISGUSTING

Many kids decide they don't like a vegetable before it enters their mouth. Kids think they are disgusting. Worse than that, vegetables often become the victims in a battle of wills.

2

VEGETABLES ARE BORING

Being a low margin, mostly perishable product, there are few vegetable brands and very little advertising, innovation and price promotion.

3

VEGETABLES ARE HARD TO COOK

With ready meals and takeaways on the rise, we don't always have the right skills, equipment or confidence to cook vegetables well. It can feel too big a challenge in our busy lives.

4

VEGETABLES ARE A CHORE

In a world of 'eat your greens' messaging and coercion from parents, teachers and doctors, eating veg has become the thing we have to do, not the thing we want to do.

5

VEGETABLES ARE HIGH RISK

In too many homes vegetables often end up in the bin; they are a high-risk purchase, especially for those on low incomes, and the cause of meal-time arguments.

CHILDREN HAVE ADOPTED DANGEROUSLY UNHEALTHY EATING HABITS

Vegetables are disappearing from their mealtimes. The decades old 'eat your greens' approach is no longer working. And even worse than that - this message has

become part of the problem. Vegetables are now the least exciting thing on the plate and in the supermarket - and fewer kids are willing to eat them.

OUR APPROACH

Identifying the role for communications

There are certain things that creativity and communications can't change - we couldn't make vegetables taste better. Whether we like it or not, ice cream and chips will always win in a taste test. We couldn't make vegetables easier to cook. Attaining the confidence and equipment needed to make vegetables delicious is not something we could achieve with a single ad campaign. We couldn't change the price, and while affordability is part of the problem it's not the whole story. We couldn't rely on health benefits as a reason to eat them. Kids already know the health benefits and yet most of them still don't want them on their plate.

However, there were areas that creativity and communications could affect. Vegetables are thought of as disgusting, boring, and a chore - but those are perceptions that we believed could change. Vegetables are a high-risk purchase - but if parents know kids want to eat them, then they could become a low-risk one. This observation gave us a clear role for communications. To make vegetables the most exciting thing on the plate (and reduce the risk involved in buying them).

PUTTING THE KIDS IN CONTROL

Too often mealtimes are battlegrounds. Coercion, bribery and threats become parents' stock in trade to get kids to eat their veg. But this goes against a fundamental truth about kids and behaviour change.

Kids learn best through play and fun. And just like adults, when we feel a sense of control and understand our actions to be based on our decisions (not someone else's), we are more likely to carry on with them.

If we were going to get kids to eat more vegetables, it was time to end the coercion and put kids in control - inviting them to call the shots.



“This partnership was too big and too rare an opportunity to repeat the mistakes of the past. We know that the ‘Veg is good for you’ message simply doesn’t work on kids, so we wanted to talk to them on their level, using their language, and recruit them to be the active agents of change.”

MAT GOFF, CEO, ADAM&EVEDDB

IDENTIFYING THE ENEMY

We needed to show kids that we understood them. So we levelled with them. We acknowledged the awkward truth about the thing we were trying to promote: most of the kids we spoke to hated vegetables. A mere mention of them would elicit a physical response in them: they'd recoil. Their faces contorted. Vegetables look weird, smell funny and make you fart. To some kids, vegetables are gross. Like with Marmite, we had the chance to

harness the hate and do something interesting with it. We asked ourselves **‘what if we made veg bad, not good?’**

From this brief, adam&eveDDB created *Eat Them to Defeat Them* - an idea that didn't just confirm the belief that vegetables were gross, it heightened it. Vegetables became the perfect villain, one that deserved the response they got from children. They were evil things coming to take

over the world. And the only way to defeat them is to eat them. It was an idea that changed the rules of the battle - putting both parent and child on the same side. It puts kids in control and told them they were right all along. It invited them to be the heroes. It encouraged play. It made veg a source of enjoyment. And it was totally surprising. At last, vegetables had an idea that could help them fight back into kids' lives and onto their plates.



EAT THEM
TO DEFEAT THEM

VEGPOWER

itv

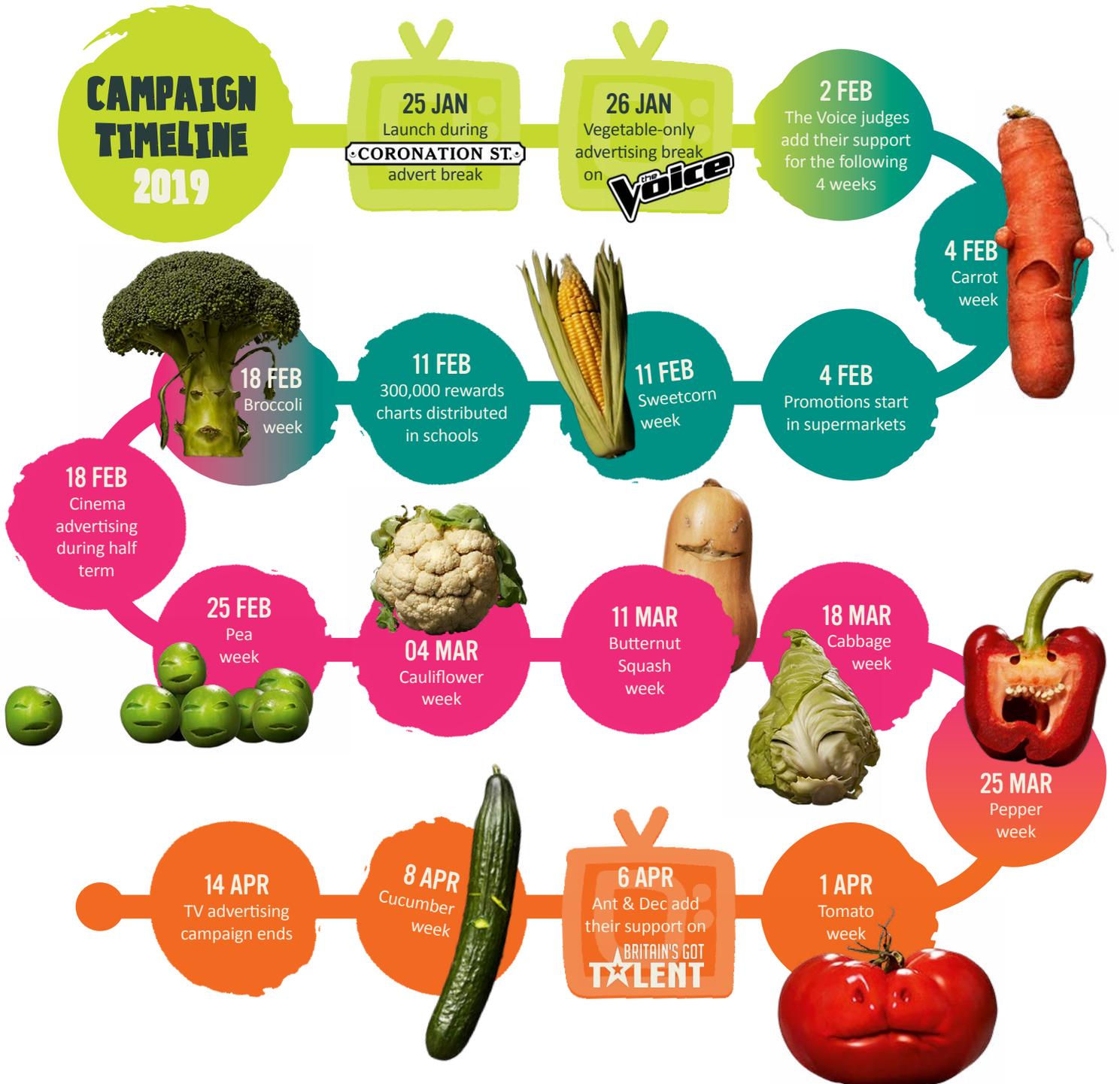
OUR APPROACH

BUILDING THE VEGETABLE COALITION

The £2 million of ITV airtime provided a brilliant platform, but we knew that more support would be required to give veg the break they needed. Together, we approached supermarkets, brands, charities, communities, influencers and media owners, and were overwhelmed with the positive response.

All 11 major supermarkets signed up - Aldi, ASDA, Co-op, Iceland, Lidl, M&S, Morrisons, Ocado, Sainsbury's, Tesco and Waitrose, alongside Birds Eye, to

both fund and support the campaign. Media agency Goodstuff offered their support to the campaign to secure additional free media from generous providers. Beano, The Guardian, The Telegraph, Metro, many of the outdoor media providers and influencers from the worlds of food, parenting and ITV joined in. We also had hundreds of community groups, schools and local authorities in all regions of the UK ready to activate the campaign.



EVALUATION METHODS

Our campaign focused on fresh, tinned and frozen vegetables as defined by Public Health England (so excluding potatoes, a starchy carbohydrate, and including produce botanically classified as fruit but general considered as vegetables such as tomatoes and cucumber). Particular emphasis was put on our ten vegetables featured as veg of the week. To measure the effectiveness of our campaign we worked with the following partners and data sources:

CHILDWISE

With funding kindly supplied by Guys & St Thomas' Charity we commissioned Childwise to carry out research to measure children's and parent's attitudes to healthy eating before the campaign, any changes to these attitudes after the campaign, plus awareness of the campaign to help correlate any changes with advertising exposure. Surveys were conducted online with 1,001 children aged 6-14 and their parents.

YUOGOV

YouGov carried out online surveys immediately after the campaign using the YouGov panel. Surveys were conducted amongst a sample of 774 parents with children aged 4-16 and 1,148 children aged 6-14 years old. Our thanks to YouGov who provided research pro bono.

BARB

The Broadcasters' Audience Research Board (BARB) is the organisation that compiles audience measurement and television ratings in the United Kingdom.

GOOGLE ANALYTICS

Google Analytics is a free online tool which shows real time traffic to websites.



BEANO FOR BRANDS

A kid-first creative agency, driven by insight and data for brands who want to engage and inspire kids to change the world.

GOOGLE TRENDS

Google Trends is a website by Google that analyses the popularity of top search queries in Google Search across various regions and languages. The website uses graphs to compare the search volume of different queries over time.

NIELSEN

Nielsen measure what consumers and shoppers buy and how they behave using retailer scanner-based sales and causal information gathered weekly from thousands of retail outlets.

PEARL METRICS

An independent consultancy that offers data and analytic services, such as econometric modelling, to help organisations evaluate customer behaviour, measure investments and guide future decision making.

KANTAR WORLD PANEL

Kantar is the global leader in continuous consumer panels. In the UK, their consumer panel of 30,000 households is the largest single source of continuous consumer and shopper insights. Our thanks to Giles Quick at Kantar for his generosity and support.

CRIMSON HEXAGON

Crimson Hexagon is an AI-powered consumer insights company. The company's online data library consists of over 1 trillion posts, and includes documents from social networks such as Twitter, Instagram and Facebook as well as blogs, forums, and news sites.

REACH



ITV TV ADVERTISING

The TV advert was shown in 1,872 spots on ITV's network to a total audience of 38.2 million people. The campaign reached 65% of house-persons with children (a BARB classification) and 44%

of children. The children saw the advert an average of 5.8 times and the house-persons with children saw the advert 9.6 times.⁸



38.2
MILLION
PEOPLE SAW
THE TV AD

Watch the ad at: EatThemToDefeatThem.com

CINEMA

Spring half term was particularly strong for kids' films with both Lego 2 and How to Train Your Dragon 3 showing in cinemas. With so many families heading to the movies the donated media we received from Digital Cinema Media (which includes Odeon and Vue) helped increase the reach of the campaign. The DCM cinemas showed the full 60 second ad before these kids' films reaching a total audience of 1.8 million⁹ with a media value of £146k.¹⁰

1.8M
AUDIENCE



**63M
IMPACTS
IN OUTDOOR
MEDIA**

OUTDOOR

To support the TV campaign, adam&eveDDB created a series of posters featuring our hero vegetables. Digital poster sites across the UK were kindly donated by Clear Channel, Maxx Media, Primesight, Ocean, Blow Up Media, 8 Outdoor, and Outdoor Plus which gave us a further 63 million impacts (the number of times a campaign poster is passed by a person)¹¹ with a huge commercial value of £1.7million.¹⁰

These sites were complemented by posters on the underground donated by Transport for London and thousands of small posters put up by schools, sports centres and public buildings.



PRESS & ONLINE

Metro, The Guardian and The Telegraph added their weight to this unique media alliance by donating advertising in their newspapers. We reached 4.7million readers¹² through these free press adverts with a commercial value of £92k.¹⁰

**4.7
MILLION
READERS**

PopJam generously contributed inventory on their platform - leading to 5,568 comments and 8,199 downloads of our reward chart.

“By creating an industry wide backed campaign we delivered significant national reach against our core target audience, all at no commercial cost.”

PAUL GAYFER, GOODSTUFF



BEANO

We partnered with Beano (who generously joined in pro-bono) to create a new food series, CRUNCH! which mixed irreverent humour with wild cooking. These were watched 54,000 times¹³.

They also created four online games all based around the theme of veg to engage kids in having fun to defeat them. These generated 77,000-page views¹³.

Beano promoted the ETTDT campaign across their social channels generating a reach of 358,000.¹³

The campaign was featured in the Beano Comic (circulation 41,000¹⁴) including a pull-out-and-keep wall chart for everyone to record their triumphs in the war on veg.



Underpinned by our insight we found a way to really engage and empower kids to make healthy choices based on the core values of the campaign.”

HAYLEY GRANSTON,
COMMERCIAL MD BEANO STUDIOS

FIRST NEWS

We also reached 2.2million¹⁵ kids through a cover wrap of First News kindly funded by our partner Birds Eye.



“We were truly inspired by the vision to get the nation’s children excited about eating vegetables.”

STEVE CHALLOUMA, MARKETING DIRECTOR UK, BIRDS EYE



MEDIA REACH

48% OF HOUSEHOLDS WITH CHILDREN remembered the *Eat Them to Defeat Them* campaign across any media channel.²¹

ALL IN ALL WE SECURED A MEDIA CAMPAIGN WITH A MARKET VALUE OF **OVER £5M**

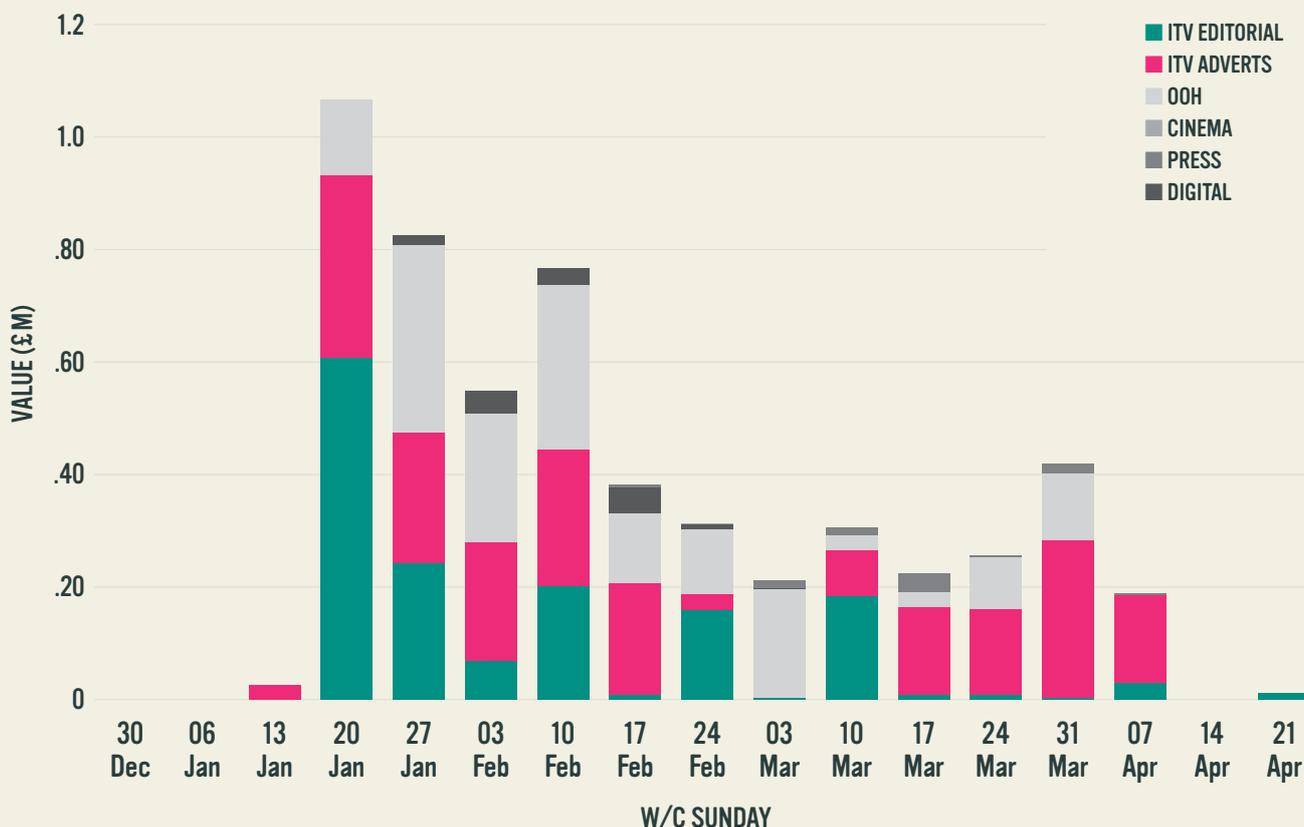
40% OF 6-14 YEAR OLDS REMEMBERED SEEING THE CAMPAIGN

Of these, most (72%) saw it on TV, compared to school (19%), the supermarket (18%), on posters (16%) or at the cinema (14%).

44% OF PARENTS OF 6-14 YEAR OLDS REMEMBERED SEEING THE CAMPAIGN

Of these, most (77%) saw on it TV, compared to supermarket (22%), on posters (14%), school packs (13%) or at the cinema (10%)

SOURCE: CHILDWISE, 2019



IMPACT



ITV EDITORIAL

The campaign received over 5 hours of editorial coverage on ITV including in-show support from Ant & Dec and the judges on Britain's Got Talent (6th April to 6.5 million viewers) and by will.i.am, Tom Jones and the judges on The Voice (four episodes on 2nd, 9th, 16th February & 6th April to 8.7million viewers), as well as content in Good Morning Britain, Loose Woman, the famous bus stop poster on Coronation Street and many ITV regional news programmes. The flagship CiTV programme, Scrambled, ran a special episode all about veg which aired in March.

5 HOURS



ITV'S VEG ONLY AD BREAK

ITV was proud to present what we think is a world-first: an ad break dedicated entirely to vegetables. Shown during The Voice, a string of 7 ads talked only about veg for the whole commercial break. Kicking off with the full-length Eat Them To Defeat Them ad, Aldi, Sainsbury's, Gousto, Heinz and two Birds Eye ads followed suit, coming together in support of the veg category.



PRESS COVERAGE



The campaign was covered in the national and trade press editorial including The Daily Express, Daily Mirror, The Sun, Campaign, Marketing Week, Fresh Produce Journal and Ad Age. Our thanks to Taylor Herring who worked pro bono on the campaign consumer PR strategy with ITV and Veg Power.

IMPACT

SOCIAL ENGAGEMENT

Celebrity chefs rallied to support the campaign on social media including Jamie Oliver, Hugh Fearnley-Whittingstall, Tom Kerridge. Prue Leith CBE, Thomasina Miers and last year's Masterchef winner Kenny Tutt. ITV celebrities also joined in, from Phillip Schofield to This

Morning's Dr Ranj.

The advert itself was watched over 150,000 times on Twitter, Facebook and YouTube.¹⁶

Schools, families and community groups quickly took ownership of the hashtag and filled social media with

thousands of posts showing off their veg take downs and a stunning array of veg art. Our hashtags generated 9,542 unique mentions on Instagram and 5,324 unique mentions on Twitter with a potential impressions reach of 169 million.¹⁷

A photograph of Jamie Oliver in a kitchen, wearing a black t-shirt with the slogan "EAT THEM TO DEFEAT THEM". He is holding a large bunch of fresh carrots in his right hand. In the foreground, a wooden cutting board is filled with various fresh vegetables including carrots, a cucumber, a butternut squash, bell peppers, and tomatoes. The background shows kitchen shelves with jars and dishes.

“It is all about creating content, initiatives and ads to support people making better choices.”

JAMIE OLIVER



Tom Kerridge @ChefTomKerridge
What's your family's favourite way to cook carrots?? We love to roast them so they go sweet + caramelised + delicious, or pot-roast them with a joint of meat...
However you like to cook them, let's get the kids involved!
#EatThemToDefeatThem #Carrots @VegPowerUK



Jeanette Orrey MBE @JeanetteOrrey
Loads of veg and many people's favourite sausages
@HughFW #thevegarecoming @SAfoodforlife



INSPIRING RECIPES

Prue Leith @PrueLeith
We all need to play our part in getting children to eat more vegetables.
My recipe for Vietnamese rolls features carrot, cucumber, rice and mango served with a chilli mayo- bit.ly/2BoY0em
@VegPowerUK are doing a great job with #EatThemToDefeatThem campaign on @ITV



VegPowerUK @VegPowerUK · Jan 30
18 @MasterChefUK winner @kennytutt needs your help kids
@ThemToDefeatThem

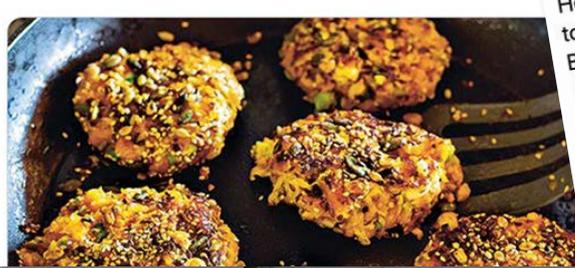


Twitter for iPhone
How about butternut squash pancakes for Tuesday #pancakes #eatthemtodefeatthem
@VegPowerUK @ITV @connieglynn

Hugh Fearnley-Whittingstall @HughFW
Get ready to... #EatThemToDefeatThem!
#TheVegAreComing soon on @ITV... @VegPowerUK #VegPower



Hugh Fearnley-Whittingstall @HughFW
For @VegPowerUK here are my squash and chickpea... spiced and lovely with a dollop of dhal or hummus; serve with wholegrain basmati rice or a green salad and let's
#EatThemToDefeatThem! @rivercottage #VegPower rivercottage.net/recipes/squash...

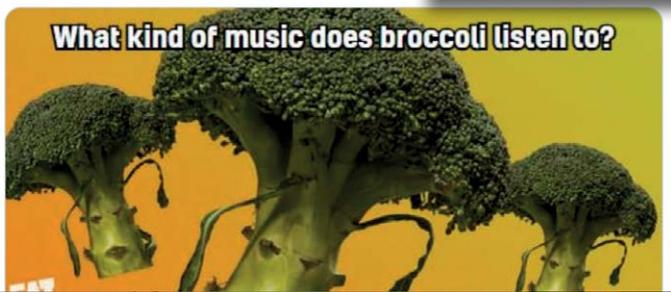


Mimi Spencer @mimispen1
How brilliant is this? @vegpowerUK campaign starts tonight on telly, so keep an eye out for marauding carrots! Brilliant stuff from @Food_Foundation @joralling @jamieoliver @vegcities @ITV #eatthemtodefeatthem

VegPowerUK @VegPowerUK · Jan 25
Here it is...@VegPowerUK & @ITV are delighted to present...#EatThemToDefeatThem
Show this thread

It's time to give healthier food a louder voice and help our kids eat a properly balanced diet. This week, we start with CARROTS...!
@ThemToDefeatThem. jamieol.com/CarrotPower

Beano @BeanoOfficial
It's broccoli week! A forest (should be a forest of broccoli jokes available here: beano.com.
#EatThemToDefeatThem @VegPowerUK



Zoe's Ghana Kitchen @GhanaKitchen
We have teamed up with vegpoweruk to help kids eat more veg! Don't miss the launch this at 7:30pm this Friday during the Coronation Street ad break
#TheVegAreComing instagram.com/p/BtEDSBsHof/...

tomaikens · Follow
43w Reply
wraaboston Big disconnect where our food comes from over last few years & probably cooking everything within an inch of its life doesn't help. Anything that gets young people into just trying a little veg is good.
43w Reply
trending_vanity
43w Reply
lecloudelaure
43w Reply

will next to the dining table
on her plate before logging it. It really
seen as bad... just fun.

probably the best TV advert ever.
#EatThemToDefeatThem

even year old sisters have been watching this
at all morning. Genius #EatThemToDefeatThem

are sell very much into the @VegPowerUK
#EatThemToDefeatThem campaign.



atThemToDefeatThem ad
ing the ad on repeat for d
n near you! Look wha
n #Brighton. What will yo
@VegPowerUK

ptnhovefood · Jan 30
The #EatThemToDefeatThem
advertising campaign, launching



Them To Defeat Them | ITV & Veg Power
rtising campaign, launching

my son is obses
"your goin
em
for Android



3:07pm · 28 Feb 2019 · Twitter for Android

young celery perfect for teething



Such a great campaign! #EatThemToDefeatThem

Them To Defeat Them | ITV & Veg Power
rtising campaign, launching

wakem
you see it?!
first airing of
n the veg!!
WHITE



Them To Defeat Them | ITV & Veg Power
rtising campaign, launching

These carrots have no chance!
@VegPowerUK @washingborough



School Food Advisors @schfoodadvisors · Feb 8
surely we have defeated those carrots! ... they've got no
@EatThemToDefeatThem @VegPowerUK



Them To Defeat Them | ITV & Veg Power
rtising campaign, launching

@RobHeath22 @TheShrub
@VegPowerUK lots of brillia
ating more veg #EatThemToDefeatThem



I've been slow
but loving #EatThemToDefeatThem
adverts and
pics from sc
our staple v
be served v
bolognaise
sriander

my 4 year old ju
ttthemtodefeatthem
pepper immediat
es! Amazing! @ITV
Feb 1, 2019 · Twitter

en the #EatThemToDefeatThem
een watching the ad
a big screen near yo
en in #Brighton

really like this spot by @ITV and
ade me laugh and refreshing
ttthemtodefeatthem

buildinghealthylegacies · Snack time
These boys are enjoying their crunchy
snacks while supporting @jamieoliver who
is constantly working hard at promoting
healthy eating for children @jamieoliver
#health @vegpoweruk #vegpower
@buildinghealthylegacies
#buildinghealthylegacies
#buildinghealthylegacies #food
#wellness #eatrealfood #veggies
#carrot #healthy #fatam #fatom
#motherhood #momlife #momofboys
#dadlife #fatherhood #fitness
#healthiswealth #pnpw #photography
#childhoodunplugged #statemontgomery
#foodie #minifoodie #kiddiscooking
#kidsintheitchen #cooking
#cookingwithkids

Them To Defeat Them | ITV & Veg Power
rtising campaign, launching



Fabulous. Here's hoping it makes the right impact on two veg sceptics #vegpower

I was #Eat on th all the led to
PlasmariPrimary @PlasmariPrimary
@playsand6 Enjoying the 'veg of the week' @VegPowerUK

ghter stuck the @BeanoOfficial has since eaten It really hasn't



Just love this campaign! #EatThem

10:06 AM · Jan 26, 2019 · Twitter for iPhone

Wash'borough Academy @washingborough
Our wonderful #schoolchef has produced these fantastic carrot flowers for #schoollunch today. It's crunch time.
#EatThemToDefeatThem @VegPowerUK @ITV #FoodEducation



Damian Dowling @DamianDowling
Daucus unguis laid bare. In the dark beneath our stairs lying there, strength of a bear. Morpheus wrapped and un...



Stanah Prin Squash has been thinking of questions about this vegetable. We can't wait to discover the answers! @VegPowerUK @ITV_R @jameoliver @HughFW @Fruiteith @ChefTomKarridge @ginofantastico #EatThemToDefeatThem #TeamStanah



Victoria Page @tause · Jan 30
I really like this spot by @ITV and @VegPower to get kids to eat more veg. It made me laugh and refreshing to see...



Amanda Harland @AmandaHarland
So the boy who struggles to eat his veg tells me I need to buy carrots because they're the veg of the week and we need to #EatThemToDefeatThem thanks @VegPowerUK what I thought was a crazy campaign appears to be working!



My seven year old s repeat all morning. C



Eat Them To Eat Them To De advertising cam

Caroline Couthard @CarolineCP9 · 11 Apr
Great cucumber picture from St Brigid's Catholic school, well done all @LoverC_Hyserve @VegPowerUK #EatThemToDefeatThem



any Primary @albanyprm · Apr 12
cucumbers have been defeated: Mission accomplished We have taken on the challenge of #eatthemtodefeatthem and don't intend top destroying those vegetables! #albanycandoit @VegPowerUK (RA)



Sussex @Born_And_Fed

ave you seen the #EatTh girls have been watching t ow it's on a big screen ne Queen's Road screen in #I ds to defeat today?

B&H Food Partnership @btnho

Eye spy...the veg! The #EatThemToDefeatThem ad

ITV & Veg Power: Eat them to Defeat Them Credits: https://goo.gl/RSDxTt Join Us: Facebook: https://www.facebook.com/aobpage/ Twitter: ... youtube.com

300k
REWARD
CHARTS



REWARDS CHARTS

We wanted to ensure that all the excitement on TV and social media translated to actual kids eating real vegetables and to support parents to create good veg-loving habits in their homes. So we distributed 300,000 reward charts and sticker packs through schools, local authorities, community groups and supermarket partners, enough for 1 in 10 children aged 7-11 years. Thousands more were available in the Beano and downloaded online from the campaign and partner websites.



ONLINE In total 56,000 people visited the *Eat Them to Defeat Them* website during the campaign with 18,000 heading to the downloads section where they could download our reward chart and posters¹⁸.

COMMUNITIES

In partnership with Lambeth Council hundreds of families gathered for the Brixton Veg Invasion family fun day in April. 10,000 primary school children are being taught to cook vegetables through the *Eat Them to Defeat Them* Cook School in Lambeth schools throughout 2019.



“It was wonderful seeing how the activities of the Eat Them To Defeat Them campaign brought so much excitement, interest and fun to our children in Lambeth. The vibe, energy and yet simple but important message around vegetables caught not just the imagination of the children, but also that of our schools, libraries, GPs, market traders, community groups as well as senior council leaders and councillors, who were all really engaged.”

BIMPE OKI, CONSULTANT IN PUBLIC HEALTH, LAMBETH COUNCIL

CHANGING ATTITUDES

KIDS

YouGov data from the surveys conducted among children showed they really enjoyed the campaign. The advert was liked by the majority of children (**64%**) appealing especially to younger children

aged between 6 and 11 years (**6-8y 67%, 9-11y 71%**).¹⁹ Over half of kids agreed that this advert made eating veg more fun and **nearly half** said they would talk to friends and family about the advert.¹⁹

Two in five agreed it would make them want to eat more veg.¹⁹ Our research of 1,000 kids and their parents showed a **significantly more** positive attitude to veg among kids who had seen the advert.



BASED ON ONLINE SURVEY OF PARENTS AND KIDS POST THE CAMPAIGN CONDUCTED BY CHILDWISE 2019



PARENTS

Parents reported the change and said they felt differently about buying and cooking veg for their kids. **60%** of parents agreed that this advert makes eating vegetables more fun. Younger parents in particular enjoyed the advert (**71%**).¹⁹ **Half** agreed it would make their primary school aged children eat more veg, whilst **nearly half** agreed that this was an advert they would talk about.¹⁹



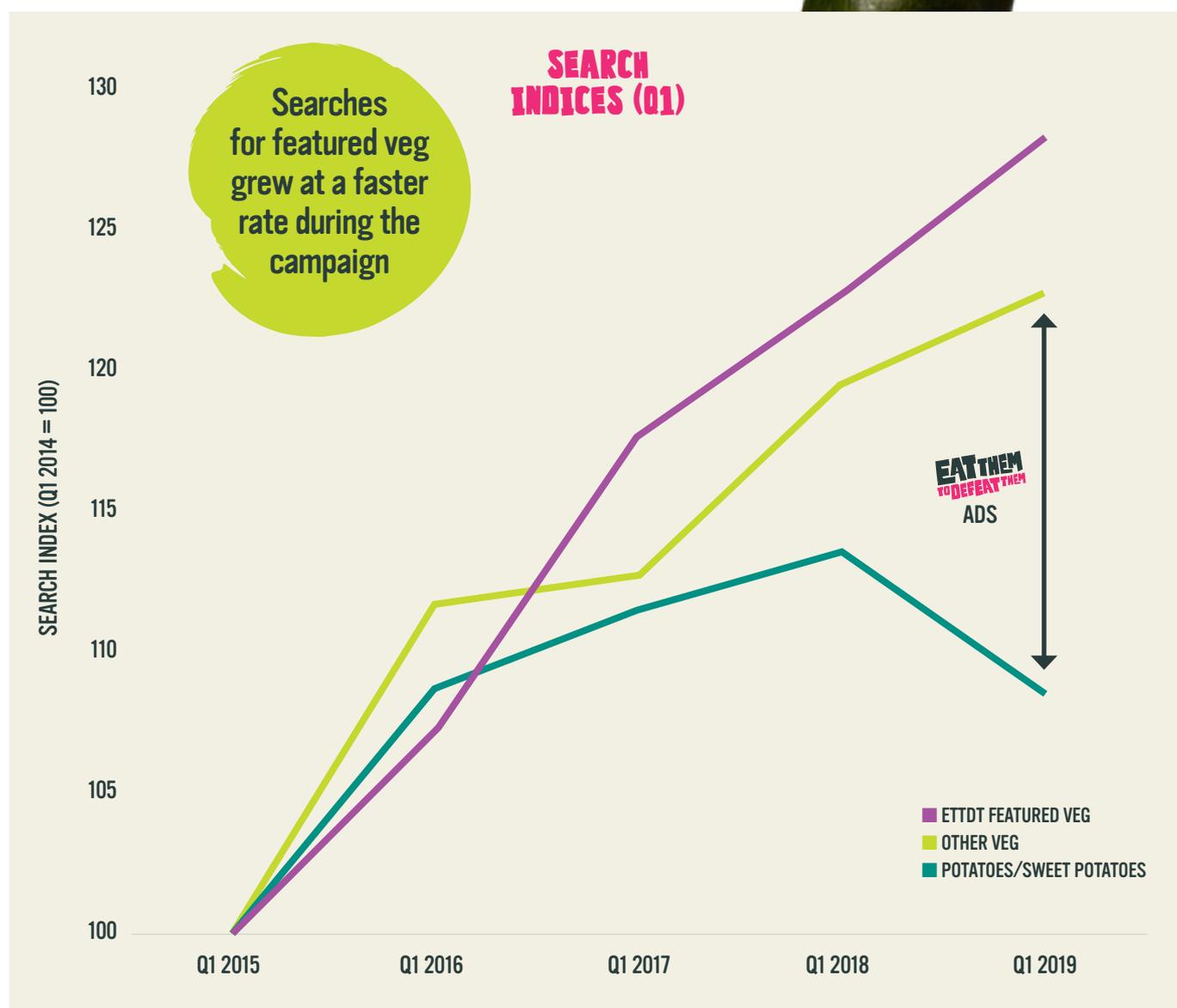
SEARCH

This increased interest in our featured vegetables showed up clearly in Google searches. Google searches are often an immediate pre-cursor to consumer behaviour, including food purchasing and consumption. People ask Google where to buy foods, how to cook them and use them in recipes, and health benefits.

Google Trends analysis shows the popularity of search terms. The campaign increased Google Searches for the vegetables featured in the campaign (relative to staples such as potatoes and onions which were not featured) by around ~2.2% (+/- 0.5%).²⁰

A closer year-on-year analysis of

search levels in Q1 which compares our featured veg, with other veg and staples (potatoes, onions and sweet potatoes) shows that searches for all three categories of veg were steadily upwards in the years leading up to the *Eat Them to Defeat Them* campaign. When our campaign ran, the three trends suddenly diverged. Searches for featured veg rose at an even faster rate than before, searches for non-featured veg also rose, but at a slower rate than before, searches for staples fell. Our campaign influenced people to switch their attention from staple veg to veg, and from non-featured to featured.





650,000
EATING MORE
VEGETABLES

CHANGING BEHAVIOUR

PARENTS

Parents who saw the ad said they bought and cooked more veg for their kids. YouGov data showed that 18% of parents said that their children had eaten more veg as a result of the advert, with 42% of younger parents reporting this.¹⁹

KIDS

Kids said they tried and ate more veg. YouGov data showed 29% of children stated that seeing the advert had made them eat more vegetables. It was even more successful at influencing younger kids with 34% of 6-8 year olds saying it made them eat more veg.¹⁹ Extrapolated out, that is the equivalent of 650,000 children eating more vegetables as a result of the campaign.¹⁹



BASED ON ONLINE SURVEY OF PARENTS AND KIDS POST THE CAMPAIGN CONDUCTED BY CHILDWISE 2019

BASED ON ONLINE SURVEY OF PARENTS AND KIDS POST THE CAMPAIGN CONDUCTED BY CHILDWISE 2019

LOW INCOME FAMILIES

Families on low income are likely to be eating on average half a portion less than those on a high income. They suffer from higher levels of obesity, lower standards of nutrition and a clear social gradient to healthy life expectancy²⁴. We are always going to be asking if our work is reaching those most in need of help.

The Childwise survey of attitudes and claimed behaviour of 1,000 parents and kids mapped the response to socio-economic groups and show that our message is getting through.



EATING VEGETABLES IS FUN

DIDN'T SEE THE ADVERT

35%

SAW ADVERT

51%

I LIKE VEGETABLES

DIDN'T SEE THE ADVERT

58%

SAW ADVERT

64%

I HAVE EATEN MORE VEGETABLES IN THE LAST FEW WEEKS

DIDN'T SEE THE ADVERT

26%

SAW ADVERT

34%

SOURCE: FAMILIES FROM SOCIO-ECONOMIC GROUPS D & E CHILDWISE 2019

“Our mission is to get EVERY kid in the UK eating one more portion of vegetables each day”

DAN PARKER, VEG POWER

FEATURED VEGETABLES

Central to the outdoor and social media campaign was Veg of Week. During the campaign ten different vegetables were each

WHICH OF THESE VEGETABLES DO YOU ENJOY EATING?

4 FEBRUARY CARROT WEEK

EAT THEM TO DEFEAT THEM
IT'S CRUNCH TIME!

Jade Nicholson @JadeNichol
The Carrots won't win at our schools! We are eating and defeating them! Love how creative our teams are!
#EatThemToDefeatThem
#SeeingFoodDifferently
@TaylorShawUK @EdwardsandBlake @VegPowerUK See you next week Sweetcorn... we are ready!

ENJOY CARROTS?

NOT SEEN AD	SEEN AD
17%	29%

11 FEBRUARY SWEETCORN WEEK

EAT THEM TO DEFEAT THEM
SUNSHINE MAKES THEM STRONGER!

treuchafrprimary @treuchafrprimary
Linda has made it so much fun to defeat the sweetcorn this week!
#healthyschools
#EatThemToDefeatThem
@VegPowerUK

ENJOY SWEETCORN?

NOT SEEN AD	SEEN AD
21%	35%

11 MARCH SQUASH WEEK

EAT THEM TO DEFEAT THEM
MASH 'EM UP!

Penfold Nursery @penfoldnursery · Mar 20
"It's crunchy scummy", great description of red cabbage. Penfold have loved investigating different types of cabbages today. @ITV @VegPowerUK @FoodExplorersUK @FoodFoundation @tastedfeed #EatThemToDefeatThem

ENJOY SQUASH?

NOT SEEN AD	SEEN AD
14%	24%

18 MARCH CABBAGE WEEK

EAT THEM TO DEFEAT THEM
NOT ON OUR PATCH!

Penfold Nursery @penfoldnursery · Mar 28
Penfold enjoyed using their senses to explore Peppers. "It tastes sweet" and "it feels bendy" were two good descriptions. @tastedfeed @SchoolLife @Food_Foundation @VegPowerUK @FoodExplorersUK #EatThemToDefeatThem #Peppers

ENJOY CABBAGE?

NOT SEEN AD	SEEN AD
5%	13%

25 MARCH PEPPERS WEEK

EAT THEM TO DEFEAT THEM
GET SOUPED!

Penfold Nursery @penfoldnursery · Mar 28
Penfold enjoyed using their senses to explore Peppers. "It tastes sweet" and "it feels bendy" were two good descriptions. @tastedfeed @SchoolLife @Food_Foundation @VegPowerUK @FoodExplorersUK #EatThemToDefeatThem #Peppers

ENJOY PEPPERS?

NOT SEEN AD	SEEN AD
17%	22%

featured for one week. Support included recipes, social media, activities in schools and offers and promotions from our supermarket partners.

18 FEBRUARY BROCCOLI WEEK



CHOP 'EM DOWN!

EAT THEM TO DEFEAT THEM

VEGPOWER

ITV

Pip Moreton
@moreton_pip

Super proud of my students today at lunchtime today for choosing #Broccoli over Spaghetti Hoops! We are determined to beat the Veg here at Brooms...Well Done kids :)
#EatThemToDefeatThem
#vegpoweruk
#TaylorShawUK
#TeamDurham



ENJOY BROCCOLI?	NOT SEEN AD	SEEN AD
	18%	33%

25 FEBRUARY PEA WEEK



EAT THEM TO DEFEAT THEM

YOU'RE GOING DOWN!

VEGPOWER

ITV

Wendy
@wendy

Showing our different uses of peas here at St Cuthbert's @EamCrysmal #EatThemToDefeatThem @VegPowerUK

Musk DT @LISBVALIA_DT Mar 2

Used this @vegpoweruk recipe at an extension task with my Year 7 Food class yesterday and they loved it. Never seen students so enthusiastic about mashing and tasting peas before. #EatThemToDefeatThem



Mushy Peas



ENJOY PEAS?	NOT SEEN AD	SEEN AD
	22%	27%

04 MARCH CAULIFLOWER WEEK



EAT THEM TO DEFEAT THEM

FORKS AT THE READY!

VEGPOWER

ITV

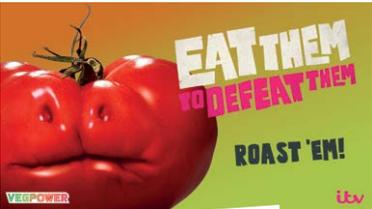
New Key
@newkey

Check out the poole created by our fabulous cooks at Sissinghurst Primary (Kent) to mark #CauliflowerWeek #VegPower #EatThemToDefeatThem Our cooks are a talented bunch! #gokukid #greenwich #gods @jamealover @VegPowerUK



ENJOY CAULIFLOWER?	NOT SEEN AD	SEEN AD
	14%	24%

1 APRIL TOMATO WEEK



EAT THEM TO DEFEAT THEM

ROAST 'EM!

VEGPOWER

ITV

Hull Food Partnership @FoodHull - Apr 1

Calling all kids... #Tomato week is here! There's only one more after this to #EatThemToDefeatThem. We need your help to tackle those terrifying tomatoes. Try out this recipe and save them! #vegpoweruk #hullcity #tomatosup




ENJOY TOMATOES?	NOT SEEN AD	SEEN AD
	19%	28%

8 APRIL CUCUMBER WEEK



EAT THEM TO DEFEAT THEM

MUNCH 'EM RAW!

VEGPOWER

ITV

Madame Zucchini @madamezucchini - 8 Apr

Benedict Cucumber patch can only dream of the happy, sunny, carefree days before the @vegpoweruk campaign started

#Cucumber #EatThemToDefeatThem #benedictcumberpatch



SheffFood - SheffFood's Food Partnership and 9 others

ENJOY CUCUMBER?	NOT SEEN AD	SEEN AD
	18%	37%

Our panel research tracked the effect. Parents and children who saw the advert agreed that the children were more likely to request and eat our featured vegetables than those who did not see the ad.²¹

SALES AND CONSUMPTION

Did all this reach and positive sentiment have impact on the consumption and sales of vegetables?

To better understand the relative impact of the *Eat Them to Defeat Them* campaign we commissioned econometrics specialist Pearl Metrics to analyse the actual shopping basket data scanned in thousands of stores and supplied by Nielsen.

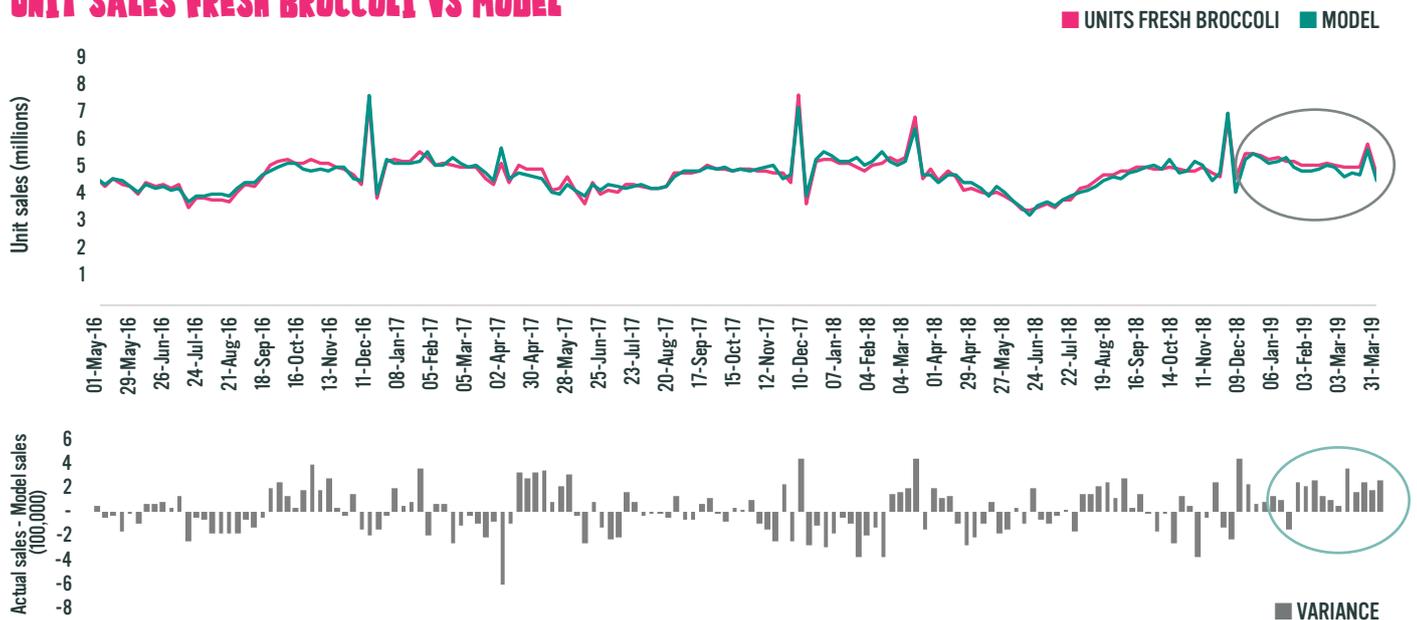
The goal of such analysis is to separate out the relative impact of different factors on the sale of vegetables, in order to isolate and thereby evaluate the impact of our campaign. The analysis maps historic Nielsen sales data to the impact of known and measurable influences on sales. This includes simple measures such as seasonality, daylight hours and temperature as well as market data such as unit prices and generic category media based on advertising spend (also recorded by Nielsen).

Furthermore, the analysis isolates and evaluates the impact of other factors such as the growing vegan movement using, for example, Google search traffic as a proxy for consumer awareness and the influence of this movement.

Analysis of these factors gives us a very good understanding of what has driven vegetables sales over the past 3 years. In Q1 2019 there were more sales than we would have expected from these factors alone. The graph below shows our analysis of broccoli sales, where the red line is actual weekly sales and black line is our model. The circled area shows the (small but) persistent divergence of the two lines. This occurs during the time of our campaign.



UNIT SALES FRESH BROCCOLI VS MODEL



**EAT THEM
TO DEFEAT THEM**

IMPACT ON VEG SALES

Pearl Metrics modelled this across 10 different product segments of featured vegetables*, vegetables as a whole and staple vegetables we did not advertise (including potatoes, garlic and onion). The featured vegetable data show a consistent pattern equivalent to a 2.3% average weekly uplift on unit sales during the weeks of the campaign, higher than we'd expect given the weather, prices and market forces.

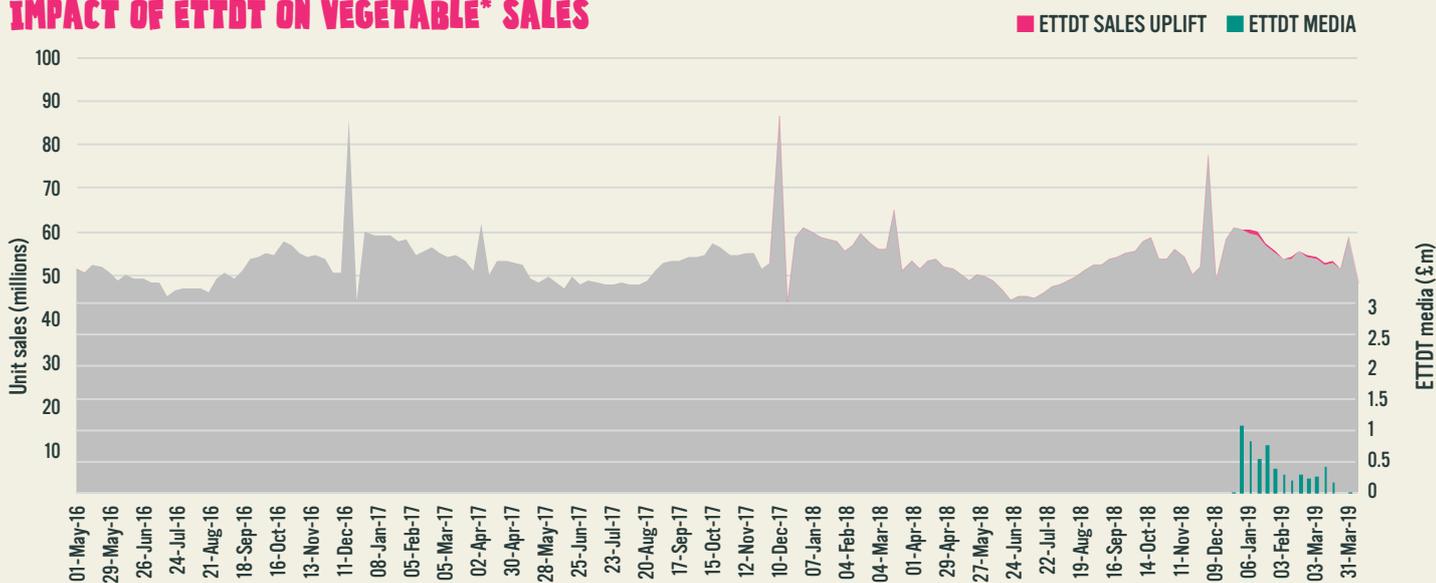
By mapping the campaign activity against the higher than expected sales, we can see the weekly pattern of our media fits the unexplained sales very well. This allows us to quantify the impact of the campaign on vegetable sales. In total, *Eat Them to Defeat Them* generated an extra 17.7 million unit sales of vegetables with a retail value of £16.2 million.

** Please note, we did not have access to data on those botanically classified as fruit including cucumber and tomatoes*

**2.3%
SALES
UPLIFT**

**+17.7M
UNIT
SALES**

IMPACT OF ETTDT ON VEGETABLE* SALES





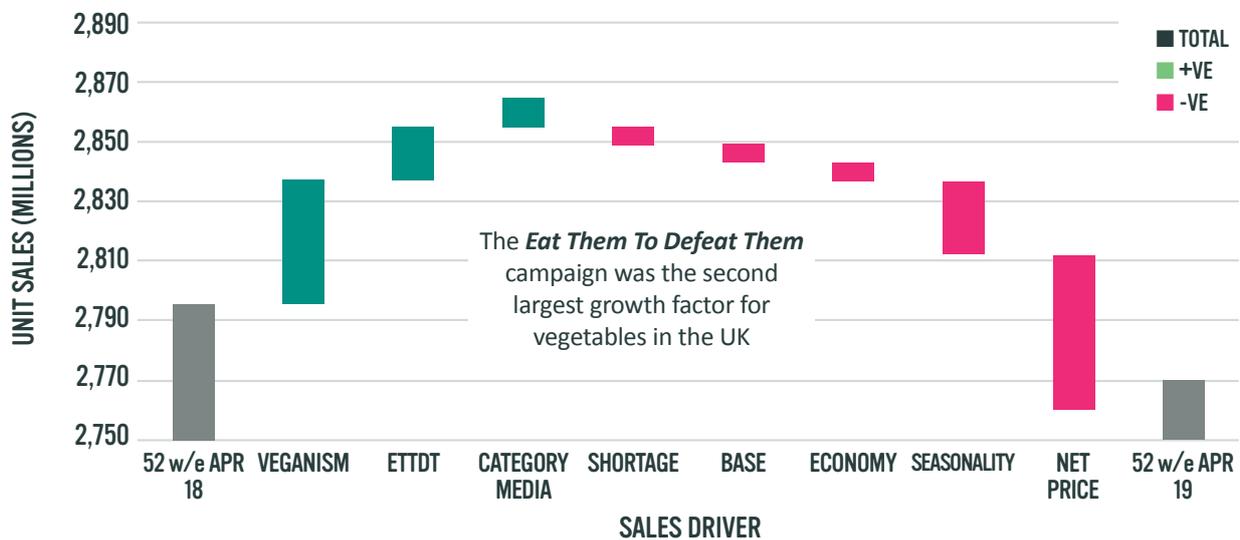
DRIVERS OF CHANGE

As part of the analysis, we also quantified the role of general category media, which is generally price promotion led e.g. supermarkets supporting their own label veg. This advertising is also successful at driving people to buy and consume more vegetables, but its impact tends to be very short lived (which is likely to be a function of its price focus). Conversely, we can see that the Eat Them to Defeat Them advert had a positive effect for many weeks after the end of the campaign; giving reason to believe that a brand campaign for vegetables can have a lasting effect on our culture and consumption of vegetables.

Finally, Pearl Metrics used their analysis to look at the influences on the vegetable market over a year. Against a backdrop of shortages, hot weather and raised prices pushing down vegetable sales. the analysis shows that this decrease has been attenuated by veganism and the Eat Them to Defeat Them campaign, which only ran for 3 of these 12 months. The Eat Them to Defeat Them campaign, was the second largest growth factor for vegetables in the UK after the growth of veganism.

+1.7%
CONSUMPTION
UNDER
16'S

DRIVERS OF CHANGE OF VEGETABLE* UNIT SALES FROM APRIL 18 TO APRIL 19



The exciting news for our campaign is that the conclusions of this evaluation are confirmed not only by our other research but also independently by the largest single source of continuous consumer and shopper insights, the Kantar Worldpanel of 30,000 households. Analysis of Kantar Worldpanel data showed a 1.7% year on year increase in claimed veg consumptions by under 16's during the campaign period.

CONCLUSION

The data clearly shows that our brave creative approach was widely and warmly received by kids across the UK. We have consistently claimed positive attitude and behaviour change from two separate sources, Childwise & YouGov, supported by large scale panel data from Kantar and detail analysis of hard transaction data supplied by Nielsen and modelled by Pearl Metrics, showing a whole category shift is possible.

AWARDS

- WINNER** - Health & Well-being - IGD Awards 2019
- WINNER** - Editor's Award - UK Fruit & Veg Awards 2019
- WINNER** - Charity/Not for Profit - UK Social Media Communications Awards 2019
- WINNER** - Best Video Campaign - The Drum Social Purpose Awards 2019
- WINNER** - Special Contribution - Cost Sector Catering Awards 2019
- WINNER** - Television Commercial of the Year (60 seconds and under) - shots Awards Europe 2019
- WINNER** - Best Healthy Eating Initiative - The London Produce Show 2019
- HIGHLY COMMENDED** - Communications Campaign - Third Sector Awards 2019
- HIGHLY COMMENDED** - Best International Initiative for Marketing Fresh Produce to Children 2019
- NOMINATED SHORTLIST** - Creativity for Good - D&AD 2019

We started with an ambition to establish a proof of concept. We have done this, and our results show we must continue. The potential for using TV advertising to inspire children to eat veg is clear and significant, and along with the food system changes being achieved by Peas Please, the results in this evaluation show we can, together, achieve much needed shifts in consumption.

Veg Power's mission is to get every child in the UK to eat one more portion of vegetables every day. ITV's goal is to encourage 10 million people to take action to support their physical or mental health by 2023. This first wave *Eat Them to Defeat Them* campaign was the first step, but there is much more to do.

“Combining ITV's reach and scale with Veg Power's expert veg knowledge to fire up a passionate alliance of people and brands who care about this too - behind a brilliant ad campaign from adam&eveDDB - proved a winning formula.”

CLARE PHILLIPS,
DIRECTOR OF SOCIAL PURPOSE, ITV



HEALTH

One more portion of veg each day helps to protect us from coronary heart disease, deaths from cardiovascular disease and deaths of all causes.¹

ENVIRONMENT

One more portion of veg each day as part of shifting towards a healthier diet and eating a little less meat would reduce the UK's diet-related greenhouse gas emissions by 17%.²³

FARMING

One more portion of veg each day for every child equates to 325,945 tonnes of vegetables a year - a £86.5m boon to British farmers.²²

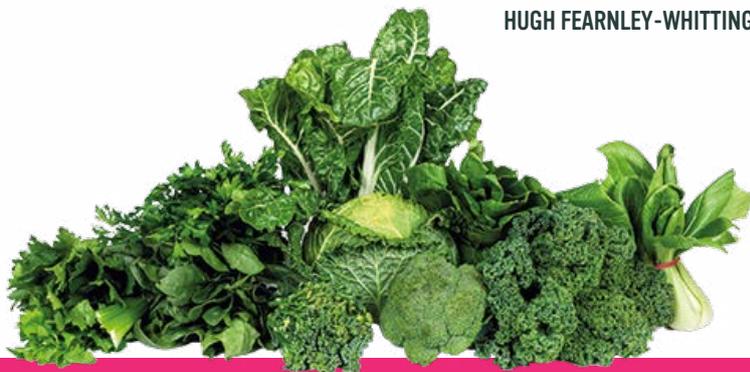
WHAT NEXT?

We are delighted to announce that ITV and Veg Power are teaming up again for *Eat Them to Defeat Them* 2020. This time we'll be joined by Channel 4 and Sky Media, allowing us to increase the reach and frequency of the campaign.

The campaign will launch in February 2020, brilliantly supported once again by adam&eveDDB and Goodstuff. Our ambition is not only a bigger advertising campaign but more activation in stores and a bigger, better and bolder programme in schools across the UK.

“*Our One More Veg mission will bring a quadruple benefit to the UK: a boom to our horticulture sector, a release of pressure on an overburdened health care system, an important step towards carbon neutrality and, most importantly of all, a generation of healthier, happier children powered by veg.***”**

HUGH FEARNLEY-WHITTINGSTALL

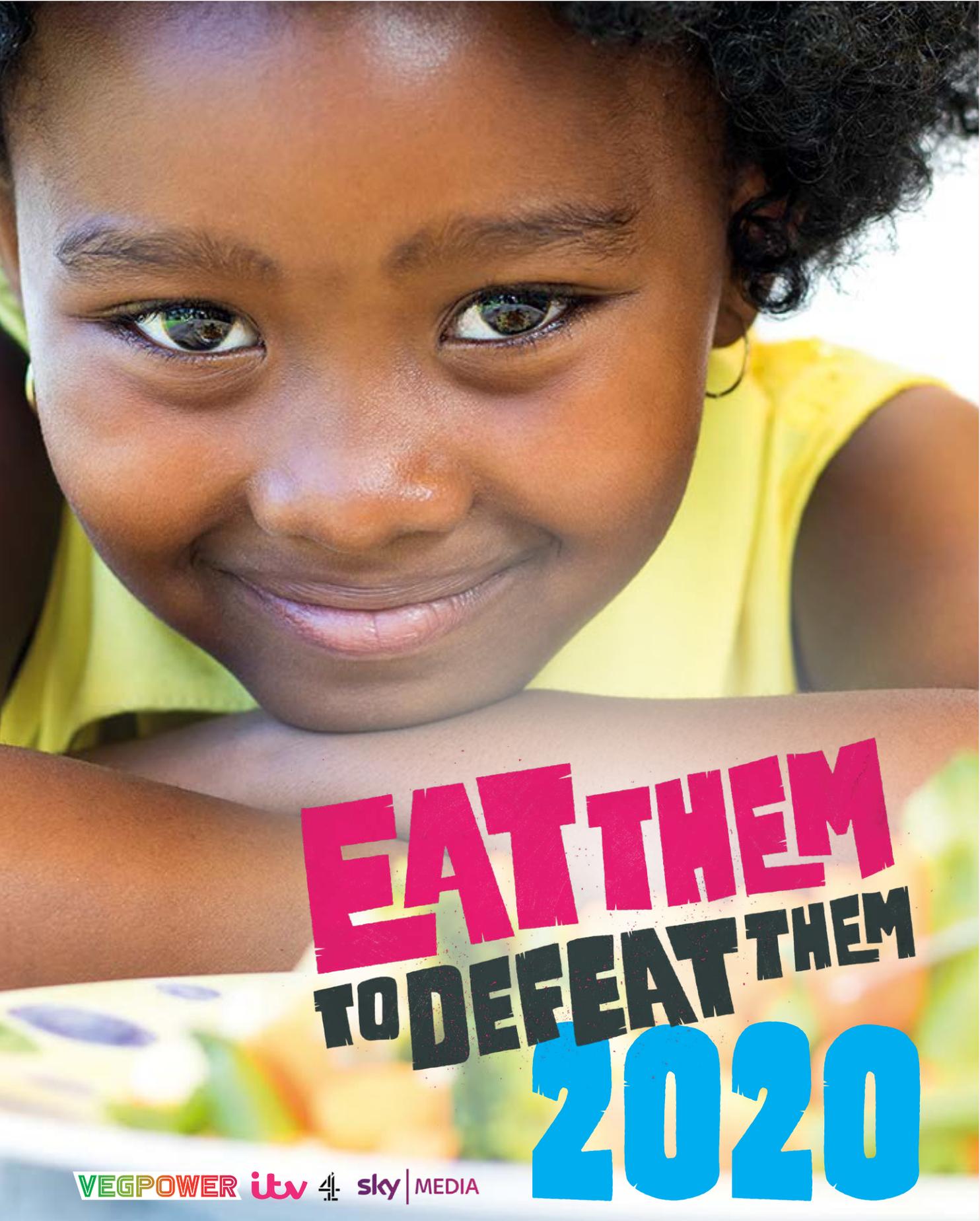


PLEASE SUPPORT US

All of this was only possible because Veg Power and ITV are supported by an incredible alliance united by a common goal. Organisations and individuals all over the UK generously provide funding, free media, goods and services as well as thousands joining in online and in their schools and communities. If you share our mission to get kids eating more veg please get in contact as we need your help.

Contact: hello@vegpower.org.uk

**EAT THEM
TO DEFEAT THEM**



**EAT THEM
TO DEFEAT THEM
2020**

VEGPOWER **itv** **4** **sky** | **MEDIA**

ITV and Veg Power would like to thank every organisation and individual who helped create Eat Them To Defeat Them. Our campaign is a diverse alliance of companies, organisations and individuals united by a common goal. We are grateful to all our supporters listed below, with apologies to any we have accidentally missed.

ITV & Veg Power are especially grateful to the companies who provided the funding for this campaign production and support on social and instore. Thank you to Aldi, ASDA, Birds Eye, Coop, Iceland, Lidl, Marks & Spencer, Morrisons, Ocado, Sainsbury's, Tesco, and Waitrose and to their teams and agencies who helped make this happen. For their brilliant creative leadership and endless support and generosity our sincerest thanks to the team who dreamt up Eat Them & Defeat Them at adam&eveDDB, in particular, Richard Brim, Matt Fitch, Mark Lewis, Sally Pritchard, Natasha Alderson, Danny Edwards, Mitch Lovich, Clive Olamiju, Mat Goff, Hugh De Winton, Martin Beverly, Sara Keegan and Alice Southam. And to Ninian Doff and Pulse Films for creating such a stunning commercial.

Thank you to Goodstuff, in particular Paul Gayfer, Russ Dowse and Patrick O'Reilly for sourcing so much free media to support the campaign and for their leadership and time given so generously.

Thanks also to Stephen Woodford at the Advertising Association for his advice and to James Herring and Taylor Herring for placing our story in the national press.



To the original Mr Veg Power himself Graeme Hall and the iFour crew for the Veg Power name, their kindness, support and patience in producing our website and much of our campaign designs.

Our thanks also to Kieron Boyle, Sarah Hickey, Jess Attard and the team at Guys & St Thomas' Charity for generously funding much of the evaluation and extra activities in the schools and community of Lambeth.

This campaign was supported by many millions of pounds' worth of free media led by ITV and supported by the generosity of these media partners, thank you: Beano, 8 Outdoor, Blow Up Media, Clear Channel, Maxx Media Plus, Metro, Ocean Outdoor, Primesight, DCM Cinema, Transport for London, The Guardian, The Telegraph and Pop Jam.

Our schools programme reached hundreds of thousands of kids thanks to the financial, logistical and promotional support of these wonderful organisations: Absolute Catering, Birmingham City Council, Brighton & Hove City Council, Bournemouth Borough Council, Cambridge Sustainable

Food Cities, Discover Great Veg, Durham Community Action, Eat Rosyth, Edinburgh City Council, Elior, Glasgow City Council, Greenwich Co-operative Development Agency, Groundwork East, Hull City Council, Leicester City Council, Lewisham Council, Lincolnshire County Council, Mash Direct, Middlesbrough Environmental City Trust, Portsmouth City Council, Propagate, London Borough of Redbridge, Soil Association Food for Life, Surrey County Council, Waltham Forest, Welsh Local Government Association, and Veg Cities.

Rosie, Anna and the team at Veg Power would like to thank the organisations and individuals whose core funding and trust in our early days made Veg Power possible: Agriculture and Horticulture Development Board, Bakkavor, Birds Eye, Brassica Growers, British Onion Producers Association, Covent Garden Market Authority, Cucumber Growers, DEFRA, Ella's Kitchen, Innocent Drinks, The Leek Growers, National Farmers Union, Sainsbury's, Samworth Brothers, Sodexo, Tesco, Total Produce, Welsh Government, WWF-UK and many members of the public.

To the chefs, nutritionists, journalists and illustrators who so kindly gave their brilliance to the content in our book and on our website and supported us so enthusiastically on social media – you are inspiring a generation of parents and carers to help their kids love veg. Thank you: Alexia Robinson, Allegra McEvedy, Amanda Grant, Amanda Ursell, Angela Malik, Anthony Cotton, Avinash Shashidhara, Azima Govindjii, Bee Wilson, Catherine Lippe, Catrin Manning, Chad Sarno,

Chris Collins, Derek Sarno, Gennaro Contaldo, Georgie Hayden, Gillian Rodger, Happy Pear, Helen Perks, Henry Dimbleby, Jeanette Orrey MBE, Jenny Chandler, Jenny Rosborough, John Paul De Quay, Jo Pratt, Kathleen Kerridge, Keet Smakelijk, Kenn Tut, Lia Moutselou, Lisa Towers, Liz Earle MBE, Lola Mansell, Love British Food, Matt Williamson, Matt Wright, Meera Sodha, Mel Boothman, Melissa Hemsley, Michel Roux Jr, Miles Gracie, Mimi Spencer & Sam Rice, Nadiya Hussain, Nathan Collins & Nin Bose, Neil Forbes, Peter Lack, Prue Leith CBE, Rachel de Thample, Dr Rangan Chatterjee, Ren Behan, River Café, Ruthie Rogers MBE, Saadia Noorani, SORTED Food, Steve Brown, Suzy Glaskie, Table of Delights, Thomasina Miers, Tom Kerridge, Tom Aikens, Tom Hunt, Vic Borrill and Brighton & Hove Food Partnership, Viridian Nutrition, Zoe Adjonyoh.

Special thanks to Jamie Oliver, Al Corfield & team JO for great recipes, hilarious social media and endless support.

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- ⁶ Nielsen Ad Dynamix
- ⁷ A survey of 2,000 parents of children aged up to 10 commissioned by Beko more details at <https://www.independent.co.uk/life-style/food-and-drink/news/healthy-eating-children-fruit-vegetables-five-a-day-families-nutrition-diet-a8344601.html>
- ⁸ Broadcasters Audience Research Board (BARB)
- ⁹ DCM ticket sales data
- ¹⁰ Media value based on published supplier rate card
- ¹¹ Route
- ¹² Pamco
- ¹³ Data supplied by Beano
- ¹⁴ Audit Bureau of Circulation (ABC)
- ¹⁵ Figures supplied by First News
- ¹⁶ Data supplied by Facebook, YouTube and Twitter respectively
- ¹⁷ Crimson Hexagon and Instagram
- ¹⁸ Google Analytics
- ¹⁹ You Gov research commissioned by ITV
- ²⁰ Google Trends analytics conducted by adam&eve/DDB
- ²¹ Childwise 2019 research commissioned by Veg Power and ITV
- ²² 325,945 tonnes of vegetables each year, based on a five year average farm gate market value of £173m of which 55% would come from British farmers – data based on ONS population data + DEFRA horticulture report based on 50g portions for 2-10 year olds and 80g portions for 11-19 year olds
- ²³ Food systems are responsible for approximately 30% of human-made greenhouse gas emissions. Eating an extra portion of veg, as part of shifting towards a healthier diet, and eating a little less meat would reduce the UK’s diet-related greenhouse gas emissions by 17%. (Vermeulen, S. J., Campbell B.M., Ingram, J.S.I. (2012) Climate Change and Food Systems. Annual Review of Environment and Resources, 37, 195-222)
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