

**EAT THEM  
TO DEFEAT THEM**

**2021  
CAMPAIGN  
REPORT**

As seen  
on TV



itv sky 4

**VEGPOWER**



**ASDA**



change  
**4 life**



**ocado** Sainsbury's

**TESCO**

**TótalPróduce**  
Let's Grow Together

**Waitrose**

**Massive thanks to our main sponsors for their  
generous support**

## The challenge

Advertising campaign

Social media campaign

Schools' programme

Impact

What next?



**89%**

Don't eat enough vegetables<sup>1</sup>

**35%**

Only 35% of children want to eat more vegetables<sup>2</sup>

**29%**

eat less than one portion/day<sup>1</sup>

**45%**

Of parents struggle to get their kids to eat vegetables<sup>2</sup>

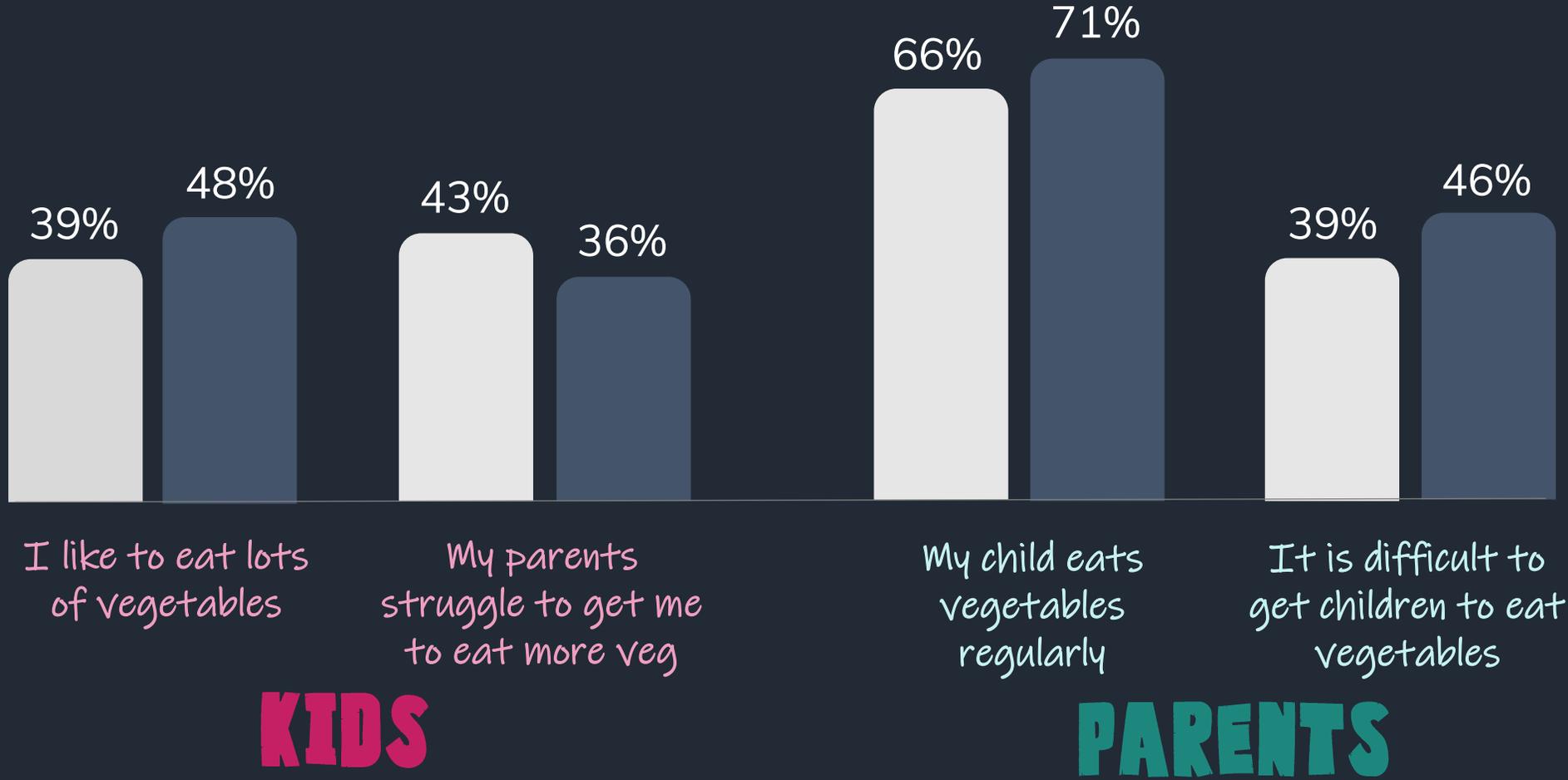


<sup>1</sup>NDNS 2016-2019

<sup>2</sup>You Gov 2021

# HOUSEHOLD INCOME

These challenges are even more pronounced in lower income families



Under £30K household income vs Over £30k household income

# EAT THEM TO DEFEAT THEM

We use advertising and communications to inspire kids to vegetable loving habits they will keep for life, and in turn share with their children.

In 2019 ITV and Veg Power partnered to create *Eat Them to Defeat Them*. In 2020 Channel 4 and Sky Media joined our multi-award-winning campaign and our schools' programme reached 1,500 primary schools: that's 425,000 kids! They loved it and much veg was defeated. [Click for the full report.](#)

This year *Eat Them to Defeat Them* chapter 3 was our biggest and most ambitious campaign yet.



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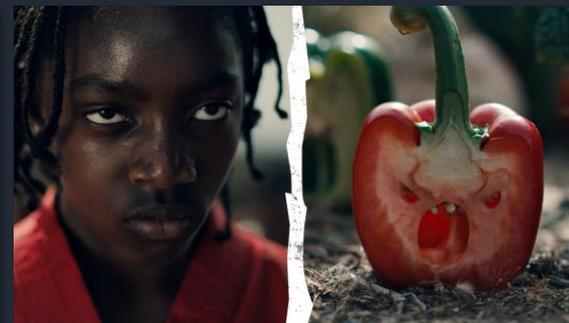
Your schools

What next?



# PREPARE FOR BATTLE

Introducing a daring new advert created by adam&eveDDB



▶ Click to play

Created by **adam&eve**DDB®

# TV ADVERTISING

Led by a huge advertising campaign donated by our partners



**19M**  
IMPRESSIONS

**£3M**  
MEDIA  
VALUE

# + OUT OF HOME ADVERTISING

Kindly donated by these partners



**21M**  
IMPRESSIONS

**£146K**  
MEDIA  
VALUE

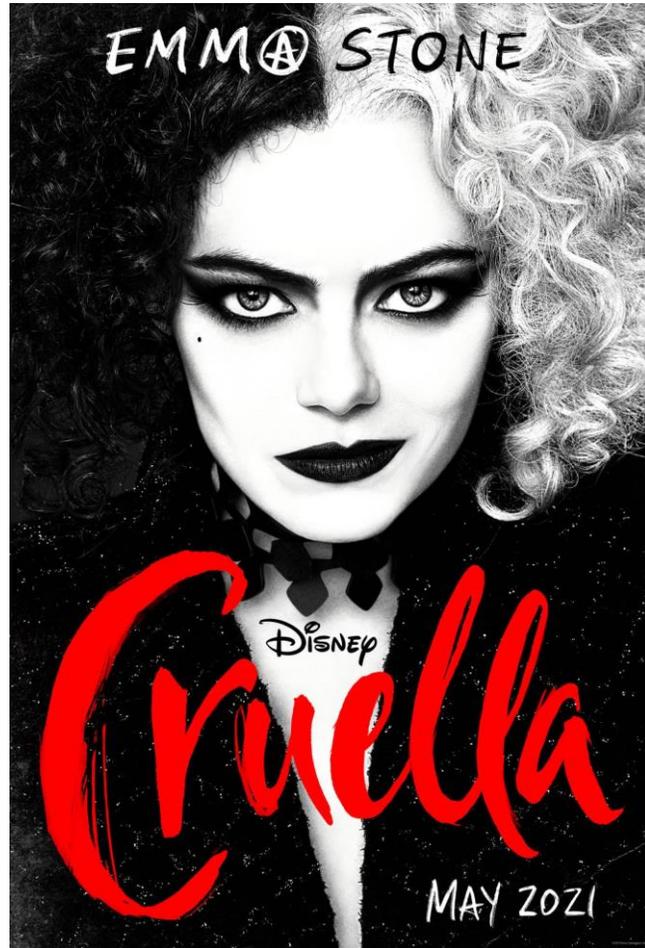
**JCDecaux**

**O|O**  
OCEAN

**Clear Channel Outdoor**

# + CINEMA ADVERTISING

Kindly donated by Pearl & Dean



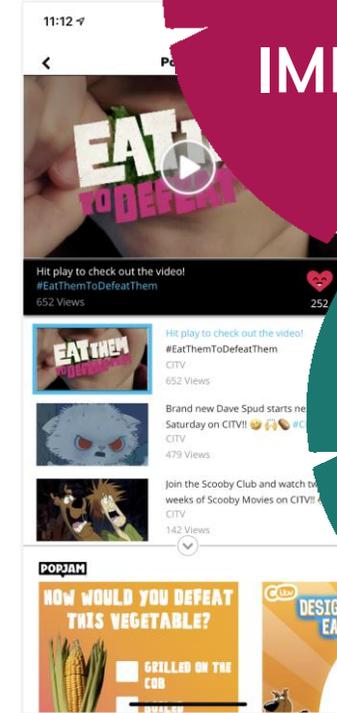
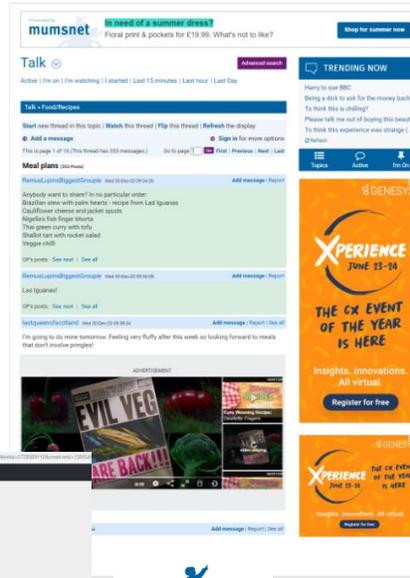
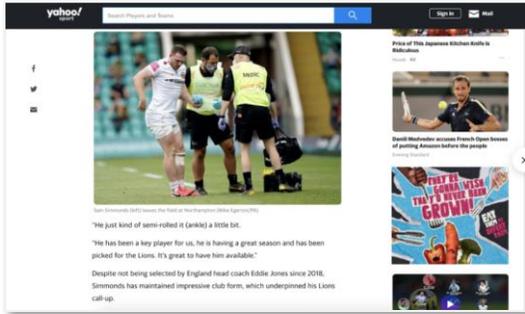
**1M**  
ADMISSIONS

PEARL  
& DEAN

**£132K**  
MEDIA  
VALUE

# + ONLINE ADVERTISING

Kindly donated by these partners



verizon media



Spotify



mumsnet  
by parents for parents

Mail Online

Acast

LAD BIBLE

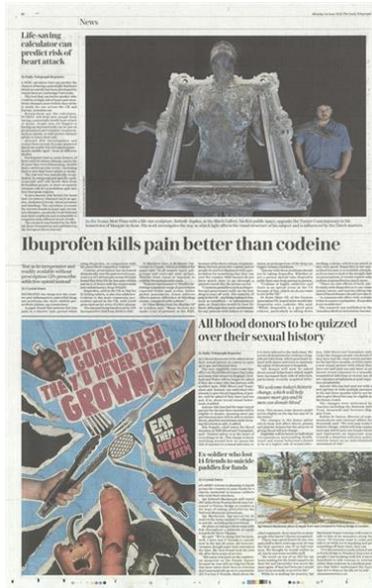
7M  
IMPRESSIONS

£122K  
MEDIA  
VALUE

SUPER AWESOME

# + PRESS ADVERTISING

Kindly donated by these partners



The Daily Telegraph



Daily Mail



METRO



theguardian

5.7M  
COMBINED  
READERS

£32K  
MEDIA  
VALUE

# MEDIA CAMPAIGN SUMMARY



Media planning kindly donated by **essence**

The vegetable  
sound effects..



...were all  
recorded.....

by celebrity  
supporters.



▶ Click to play

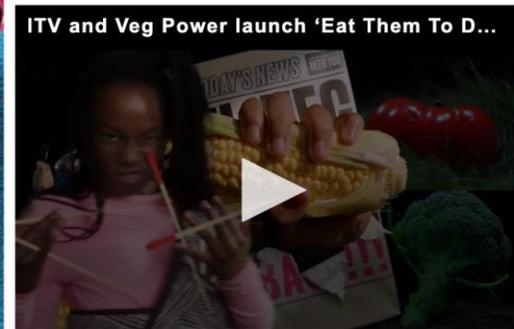
# PRESS COVERAGE

## The campaign was well covered by the press

### Grunting Amanda Holden takes on new role - as a tomato - for ITV

AMANDA Holden has joined a number of celebrities to to morph into evil vegetables for a new ITV campaign.

By SOLEN LE NET  
13:43, Sat, May 29, 2021 | UPDATED: 13:58, Sat, May 29, 2021



M TV TV News Amanda Holden

### Amanda Holden and Giovanna Fletcher among celebs starring in new campaign to get kids to eat their veg

The Britain's Got Talent judge and the I'm A Celeb star have voiced a tomato and a stick of broccoli respectively in an action packed new advert designed to get kids eating more veg



Though Beetroot's identity remains a close-guarded secret, their veggie-themed costume was inspired by ITV's Eat Them to Defeat Them campaign, which sees celebs including Amanda Holden and Ranvir Singh lend their voices to evil veggies that must be vanquished by the nation's children.

It is part of a wider campaign to get kids eating more vegetables.



# EDITORIAL SUPPORT

Extensive editorial support from ITV



James Martin's Saturday Kitchen



Sunday Best



This Morning



ITV Regional News



UTV News



The Masked Dancer

The challenge

Advertising campaign

Social media campaign

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What next?



# SOCIAL MEDIA SUPPORT

Sam & Mark lead the rally cry to the kids



▶ Watch them on our YouTube channel



# ARE YOU READY TO... HUNT DOWN THE VEG?

Church Hill Inf Sch @CHISThurmas  
It's time to face the heat sweetcorn!  
#EatThemToDefeatThem

Christina Hall ANutr. @TheBajanNutr · 12h  
This Eat them To Defeat them ad is the cutest thing ever!  
time I see it 😊

We've been trying tomatoes today as part of #EatThemToDefeatThem  
@VegPowerUK Da iawn pawb 🍅

St. Paul's G32 @stpaulsshet · 17h  
Lots of Primary 1s trying peas today from our #EatThemToDefeatThem  
taster table! @VegPowerUK 🥰 #Article24 #RightsRespectingStPauls  
#RightToNutritiousFood

carol pooley @carolcazpooley · 19h  
We have defeated the peppers all the children loved the roasted pepper  
and tomato soup @AndyPhi74 @poultonlancelyn @VegPowerUK  
@TaylorShawUK @chrisjones1302

St. Paul's G32 @stpaulsshet · 35m  
We are so excited to be exercising our right to healthy food by trying  
carrots at lunch time 🥕  
@VegPowerUK #EatThemToDefeatThem #VegOfTheWeek  
#RightsRespectingStPauls #Article24  
#RightsRespectingStPaulsArticle24

Bordon Junior School @BordonSchool  
This week, we've been enthusiastically eating peppers.  
Although these little guys look much too cute to eat  
#eatthemtodefeatthem

Hugh Fearnley-Whittinghall @HughFW · 37m  
It's time to defeat those dastardly veg - and eat them again!  
The evil veg are back! In the daring new #EatThemToDefeatThem ad, the  
terrifying tomato, creepy carrot, and petrifying pepper are voiced by  
@amandaholden @jamieoliver and Dame Emma Thompson! Watch out for  
the ad on @ITV @MaskedSingerUK tomorrow night.

Veg Power @VegPowerUK · May 28  
The evil veg are back! In the daring new #EatThemToDefeatThem ad, the  
terrifying tomato, creepy carrot, and petrifying pepper are voiced by  
@amandaholden @jamieoliver and Dame Emma Thompson! Watch out for  
the ad on @ITV @MaskedSingerUK tomorrow night.

for the challenge. She had more greens than  
green beans, peas, cucumber and  
baby corn and sweetcorn. She is so proud !!

Miss Sh...  
Year 2 h...  
enjoy...

@FederationHoly...  
e definitely stuffed in clas...  
#EatThemToDefeatThem. Can you see w...  
PowerUK

week - thanks to Naomi  
#EatThemToDefeatThem

VEGPOWER. THE COUNTDOWN IS ON!

TOMATOES

Neverland Class @caythorpeclass2 · Jul 11  
Shannon is growing so many different vegetables in her garden. Her mum  
said that Shannon is now trying new vegetables weekly!  
@TFK\_Lines  
#EatThemToDefeatThem #vegetables #colourful #VegPower

Pirie Park Primary @PiriePark  
A few more snaps from lunchtime today  
to 'defeat' the carrots... and a sample of the brilliant  
pupils have created that is now covering the dinner hall walls  
#EatThemToDefeatThem @VegPowerUK

St Norbert's Primary

Pannell Year 1 @NormanPannellY1 · 2h  
Some of the children in Year 1 had a try of lots of different kinds  
of vegetables for #EatThemToDefeatThem. They said they tasted 'super yummy'!  
@VegPowerUK @PrueLeith #EatThemToDefeatThem  
@PannellPS @fittervepool

Eat Culture - Nottingham Catering @EatCultureUK  
The peppers at @WelbeckPrimaryS have  
#EatThemToDefeatThem!!



# SOCIAL MEDIA

Chefs, families and schools were fired up on social

May – July 2021

**1,300** accounts posted our hashtag

**13m** social media accounts reached with 2 average opportunities to view each

Since campaign launch in January 2019

**11,800** accounts have supported our hashtag

**67.8m** social media accounts reached with 10 average opportunities to view

**#EATTHEMTODEFEATTHEM**

The challenge

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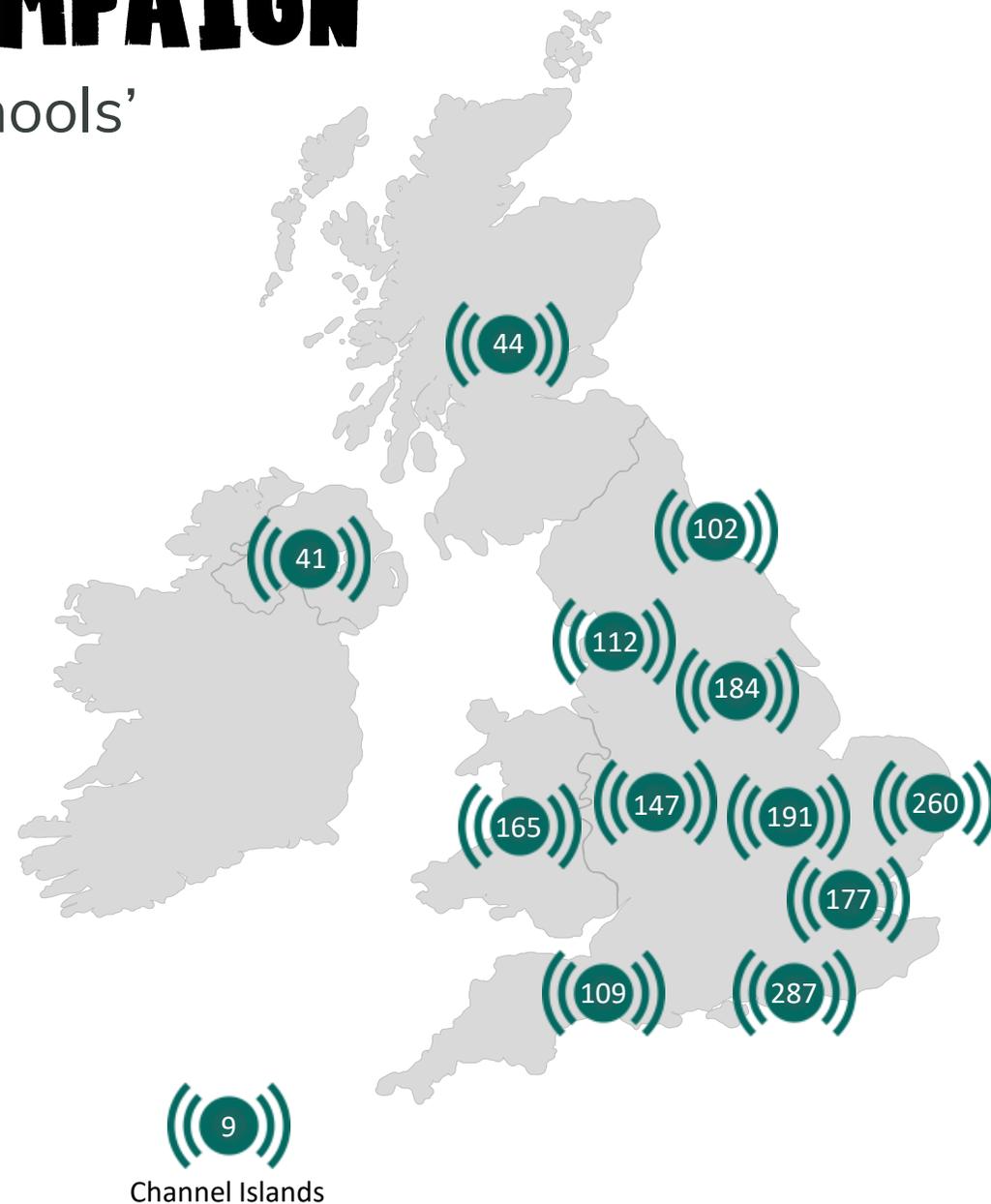
# NATIONWIDE SCHOOLS CAMPAIGN

The *Eat Them to Defeat Them* primary schools' programme encourages kids to try new vegetables in school

**1,828** primary schools

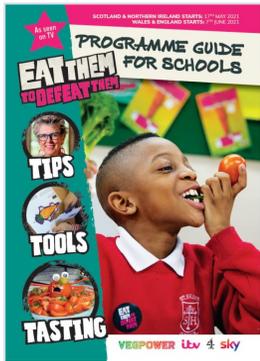
**235** local authorities

**467,518** pupils



# SCHOOL RESOURCES

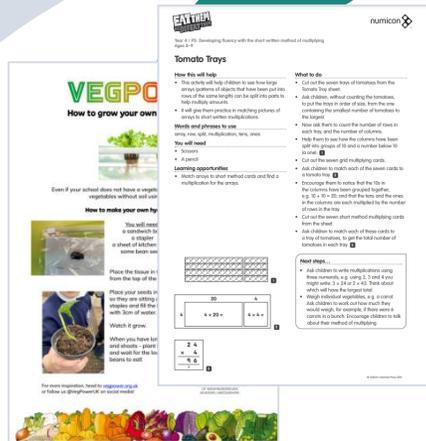
## MEET EAT REPEAT



16-page guide for teachers and caterers



Assembly to kick things off



Learning resources helps kids to meet the vegetables



Posters to create awareness around the school



Table decorations draw attention in lunch halls



Stickers reward kids for trying



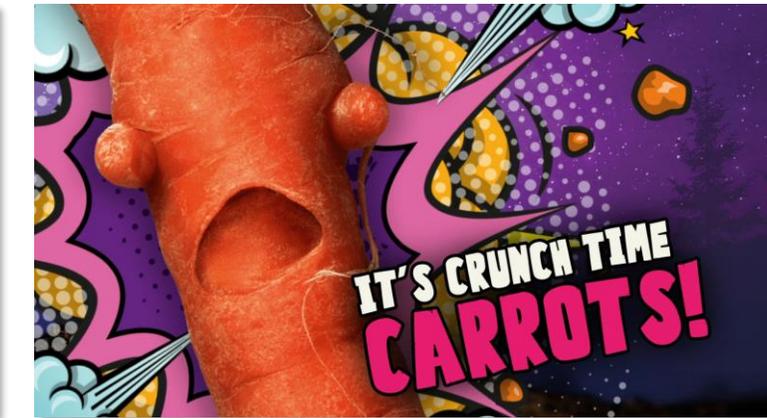
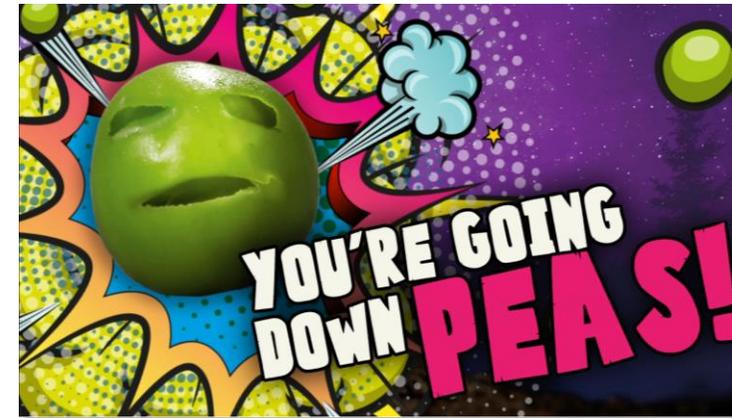
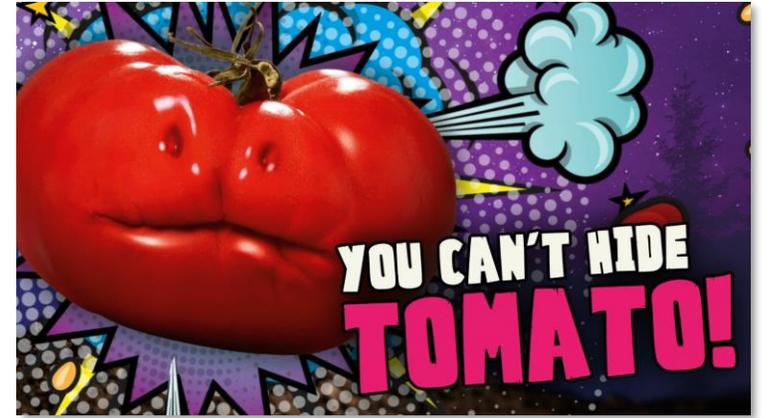
Reward charts repeat and normalise behaviour



Puzzle books encourage further engagement at home

# FEATURED VEGETABLES

Each week we featured a different family favourite vegetable



# STICKERS

## Stickers for trying the veg at school



*My son loved coming home with a sticker because he had eaten his carrots that day. Other days more stickers for trying a pepper. He thought it was amazing.*

Jada, parent of 5 yr old boy, New Milton

*Fantastic, the children wear them with pride " Vegetable Protectors " the new shield shape is perfect*

Christina, School Volunteer, Surrey

*We used them and they worked well*

School stakeholders:

**91%**

School survey 2021

# POSTERS

Posters around the school to build the excitement



*These are so colourful.  
A good talking point.*

Maggie, Teaching Assistant, Hull

*The children enjoyed the interaction with the leaflets and encouraged them to ask questions about the vegetables. They loved to roar " Eat them to defeat them*

*We used them and they worked well*

School stakeholders:

**81%**

School survey 2021

Teresa, Supervisor, Northern Ireland

# TABLE DECORATIONS

Strut cards to get the decorations started



*One set was used by the serving hatch, the other scattered around the hall. This was like hide and seek to find the vegetable of the week.*

Cathy, School Business Manager, Leicestershire

*Loved them, they looked great on the dinner tables*

Tina, PSHE Lead Learning Mentor, Wolverhampton

*We used them and they worked well*

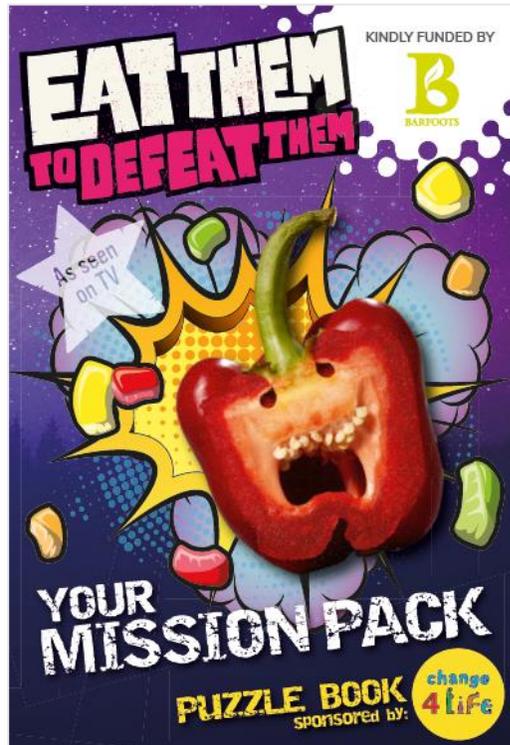
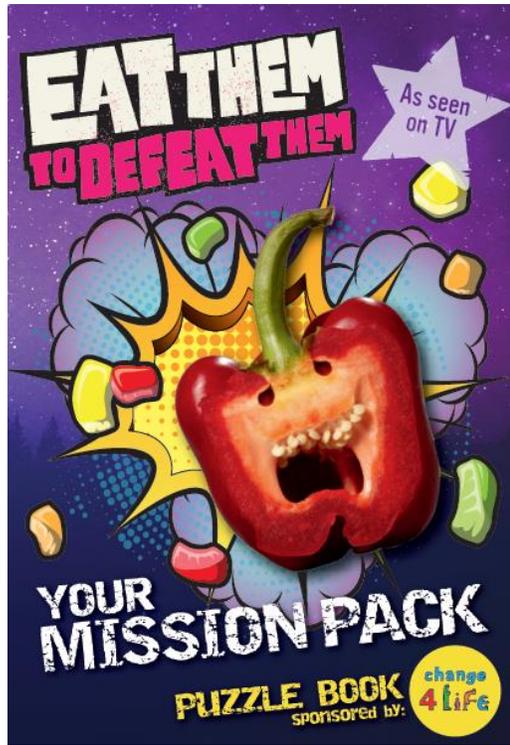
School stakeholders:

**81%**

School survey 2021

# TAKE HOME ACTIVITY PACKS

One for every child in participating schools



467,518  
KIDS

REWARD CHART  
STICKER PACK  
PUZZLE BOOK

We used them and they worked well

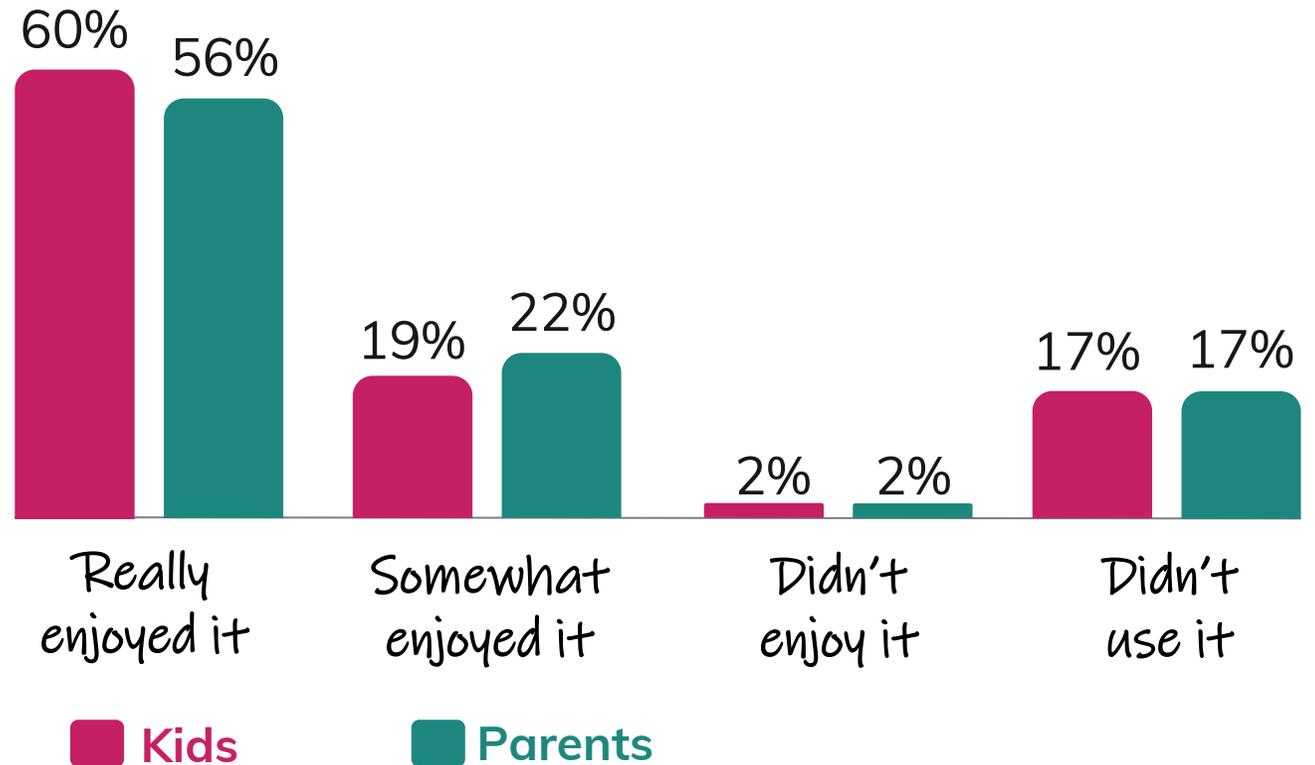
School stakeholders:

81%

School survey 2021

# ACTIVITY PACKS – REWARD CHARTS

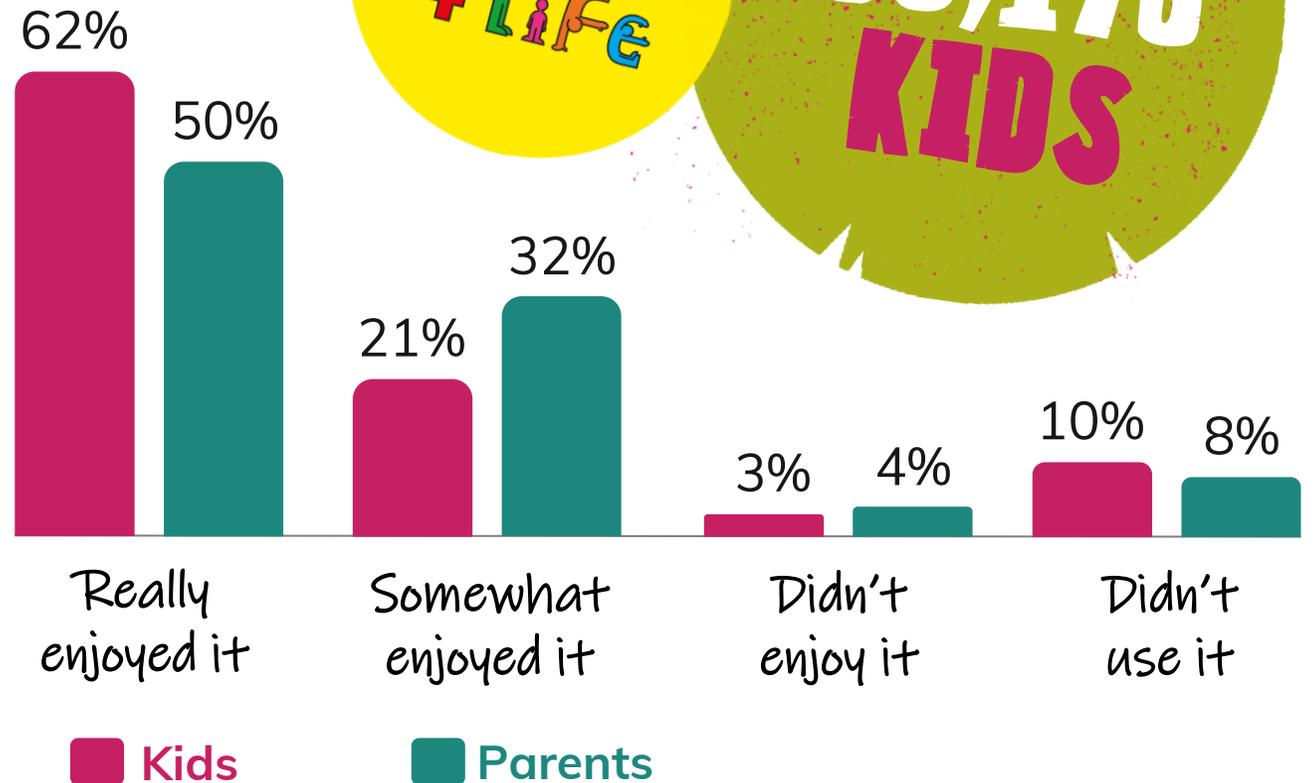
Encourage families to repeat, reward and normalise new veg habits



Family survey 2021

# ACTIVITY PACKS - PUZZLE BOOKS

Sponsored by Public Health England



Family survey 2021



# PARENTS

My son is a very picky eater due to sensory issues, and this program has encouraged him to try vegetables that he hasn't eaten before. I struggle to get him to try new things at home, but the teachers using this campaign have managed to get him to try lots of things. If the campaign can do this for my child then I can't even imagine the success for less picky eaters. Making vegetables fun to eat is an outstanding idea.

Clair, parent of 6 yr old boy, Bridgend

My daughter found it fun and engaging. She doesn't really eat sweet corn and peppers normally but she tried them as they were included in the campaign. She found it fun filling in the poster.

Daniel, parent of 5 yr old girl, Leicester

My son enjoyed receiving the gift pack with stickers and chart and he asked for the vegetables when we went shopping.

Laura, parent of 4 yr old boy, Broughton

My daughter refuses to try things at home, during this programme she has tried EVERYTHING. It's been wonderful to be told the news at home time.

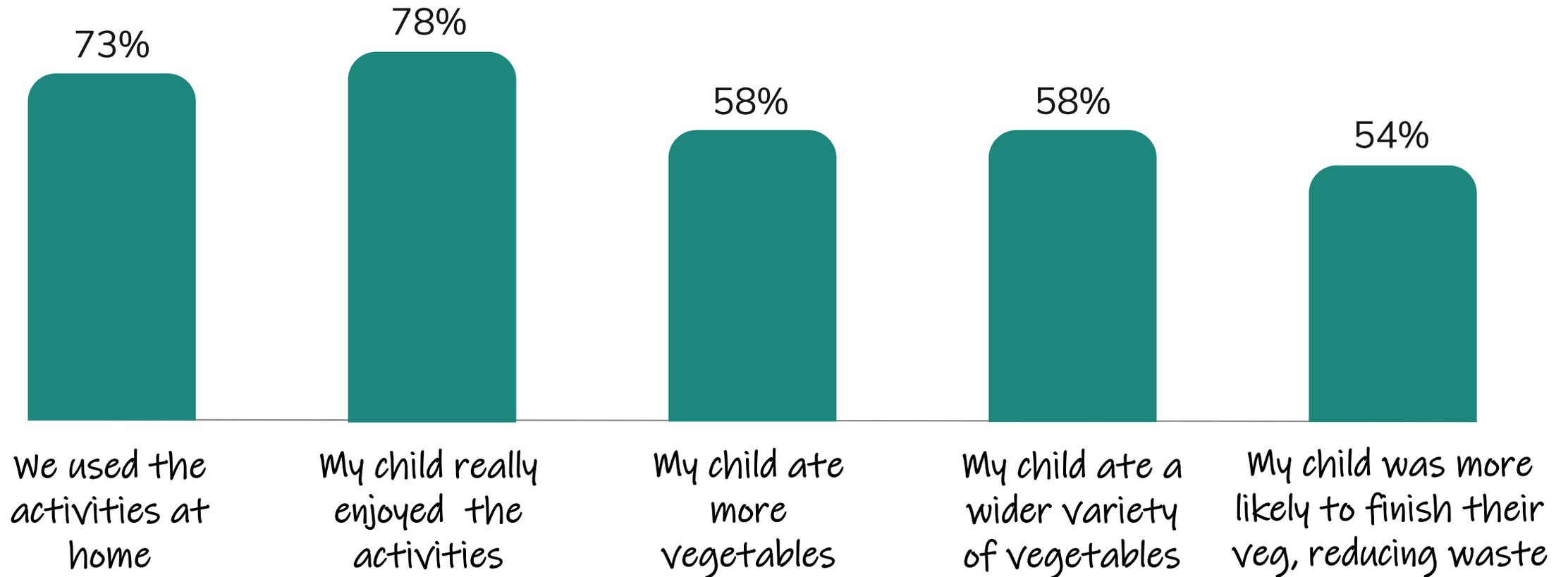
Natalie, parent of 6 yr old girl, Cefn Glas

My child has been talking about the programme a lot and has been asking for veg with her meals to be healthy.

Amy, parent of 7 yr old girl, Broughton

# ACTIVITY PACKS

How much do you agree or disagree with these statements about the activity pack? (strongly/slightly agree)

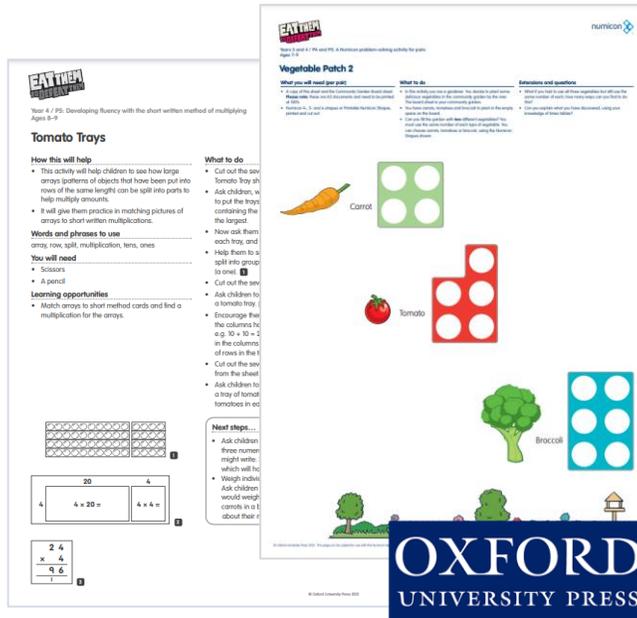


# DOWNLOADS

Additional teaching resources available for download



Numicon resources kindly donated by OUP



Loved these and used them to set online homework tasks and encourage engagement from home.

Stacey, Teacher, Wales

These were displayed on the themes table 'eat them to defeat them' and children would take these worksheets during break and colour them in. Also have a go at the maths downloads. This was fun!

We used them and they worked well

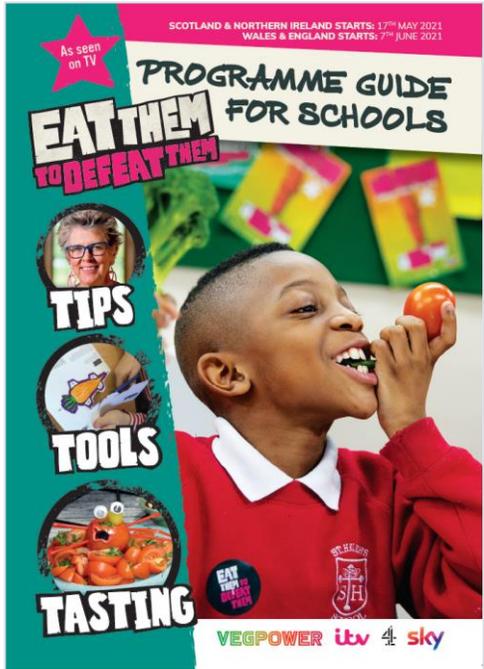
School stakeholders:  
School survey 2021

51%

Hamidah, Assistant Headteacher, London

# GUIDEBOOKS

Step-by-step guide, ideas and guide to resources



Great for fun ideas. I also used this to show the kitchen staff.

Alison, Health & Well-being Coordinattor, Scotland

Really resourceful.

Tina, PSHE Lead Learning Mentor, Wolverhampton

We used them and they worked well

School stakeholders:

75%

School survey 2021

# SCHOOL ASSEMBLIES

To kick off the campaign including a special greeting from Sam & Mark

What we will be doing in school to help you 'prepare for battle'



- Rewards charts
- Puzzle books
- Sticker packs for everyone to take home.



**YOU'RE GOING DOWN PEAS!**



NAME: Peas

APPEARANCE: Teenie  
Meanie  
Greenie

EAT THEM: With Mash  
Soup  
With Chop Sticks

Week 5: 5<sup>th</sup> July

# EAT THEM TO DEFEAT THEM CATERERS' CHALLENGE

With Prue's support we challenged school catering teams to lay on amazing spreads of vegetable tasters for each week of Eat Them to Defeat Them. These spreads make the veg the hero of lunch and create a perfect opportunity for kids to give them a taste. We've been shouting about the best and handing out a few cash prizes and certificates to the very best school teams.



*With the help of Veg Power you could make that vital difference in children's life chances, setting them on a path to a healthy life."*

Prue Leith, Author & Chef

# EAT THEM TO DEFEAT THEM CATERERS' CHALLENGE



**WINNER**

St Marys RVCA Primary School  
Barnard Castle

EAT THEM TO DEFEAT THEM  
**CATERERS'**  
CHALLENGE  
HIGHLY  
COMMENDED



Stephenson Way Infant Academy  
Newton Aycliff



Ffaldau Primary School  
Bridgend



Holy Child Primary School  
Belfast



Endeavour Primary School  
Andover



Pear Tree Spring Primary School  
Stevenage

# EAT THEM TO DEFEAT THEM CATERERS' CHALLENGE

It has given the kitchen staff a chance to be creative, added some excitement to their daily routine. In particular to see the faces of the children light up with great passion when they see their work on display and look of delight at the displays made and most of all tried things they wouldn't normally.

Sharon, Cook in Charge, Shropshire

# SCHOOLS VISITS

Check out these short videos of our school visits



**Cwmaber Infants School**  
Caerphilly



**Downs View Special School**  
Woodingdean



**Endeavour School**  
Andover



**Stephenson Way Academy**  
County Durham

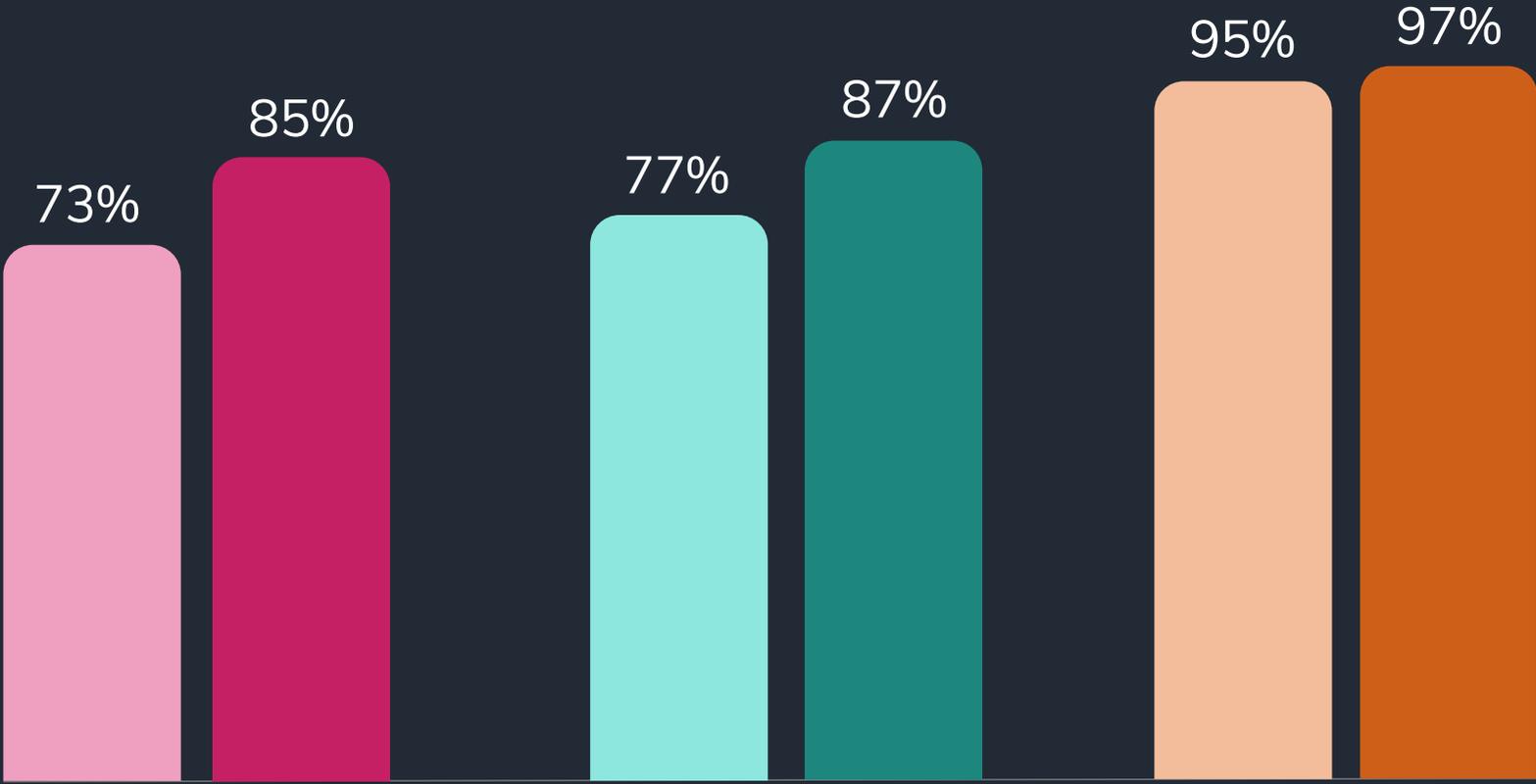


**Peartree Spring School**  
Stevenage

Click the images to  
play the videos

# ENJOYMENT

The children really enjoyed it (agree)



2020 2021  
**KIDS**

2020 2021  
**PARENTS**

2020 2021  
**SCHOOLS**

Family survey 2020  
Family survey 2021  
School survey 2020  
School survey 2021

The challenge

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# ATTITUDES & CLAIMED BEHAVIOUR

In order to create a long-term and lasting shift in veg consumption we aim to slowly reshape the perception of vegetables. In our survey data, as well as an immediate step-up in claimed veg consumption, we are particularly keen to see perceptions of fun and enjoyment coupled with a desire to repeat the experience. We completed three surveys:

## NATIONAL SURVEY

*Survey of 955 parents and 1,045 children aged 6-18 across the UK. This measures the impact of the advertising and media campaign.*

Survey conducted by  
**YouGov**<sup>®</sup>

## SCHOOL SURVEY

*Survey of 103 school senior leaders, teachers, caterers and local authority public health teams who participated in our schools' programme.*

Survey conducted by  
**the smaller boat**

## FAMILY SURVEY

*Survey of 479 parents and children aged 4-11 who participated in our schools' programme. This measures the impact of the TV & media campaign and the school's programme working together.*

Survey conducted by  
**the smaller boat**

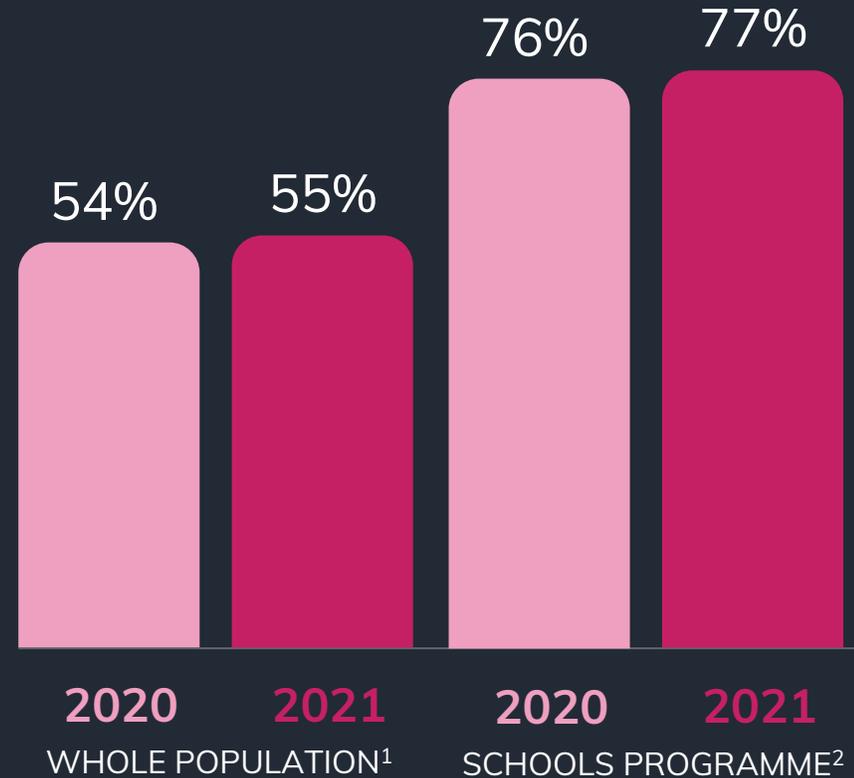
# FUN FUN FUN

Fun is an essential motivator for primary school children

<sup>1</sup>You Gov children aged 6-11 2020 & 2021

<sup>2</sup>Family survey 2020 & 2021

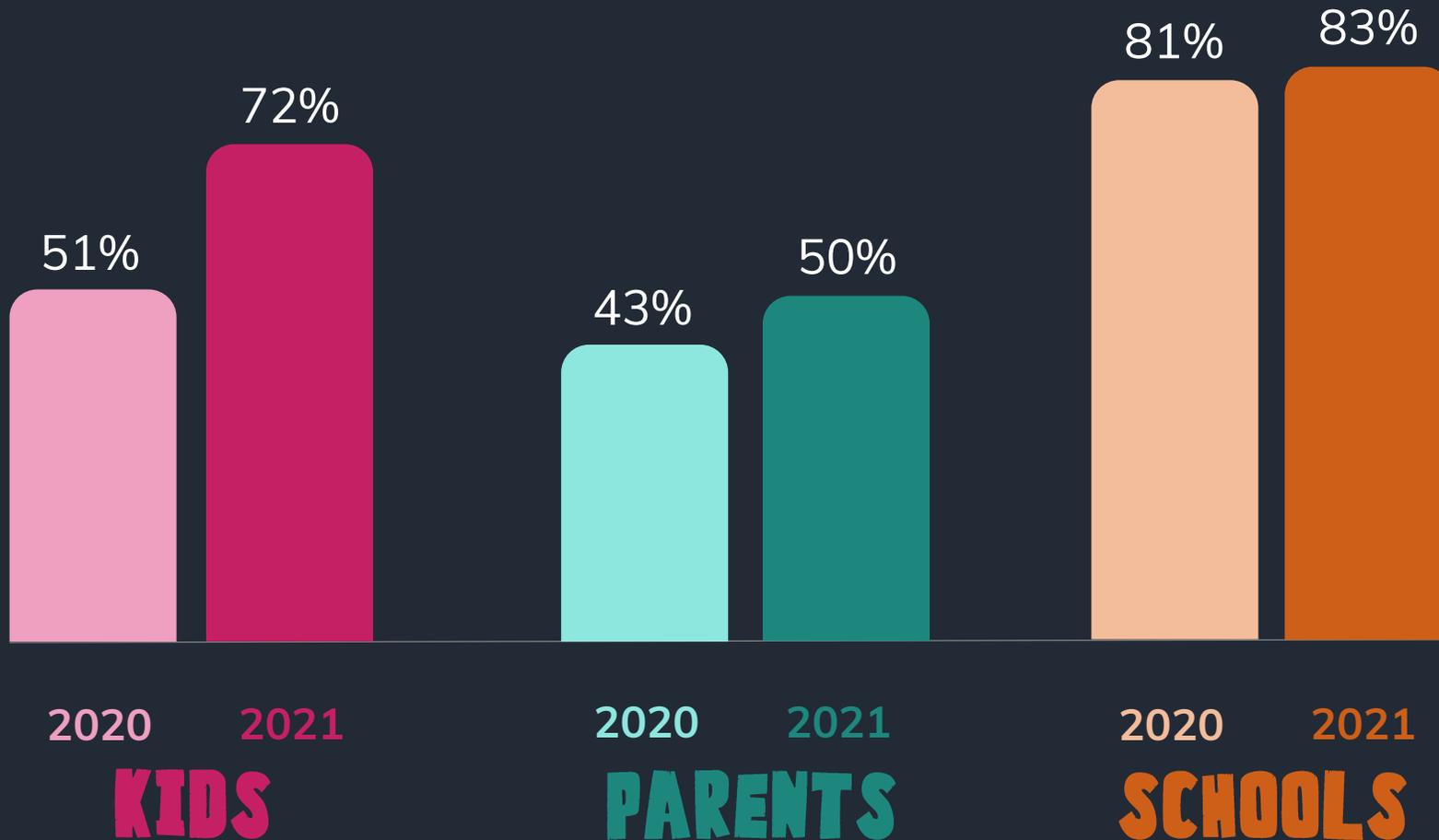
<sup>3</sup>Childwise survey 2021



**KIDS** This advert makes eating vegetables seem more fun

# TALKABILITY

Lots of people were talking about it

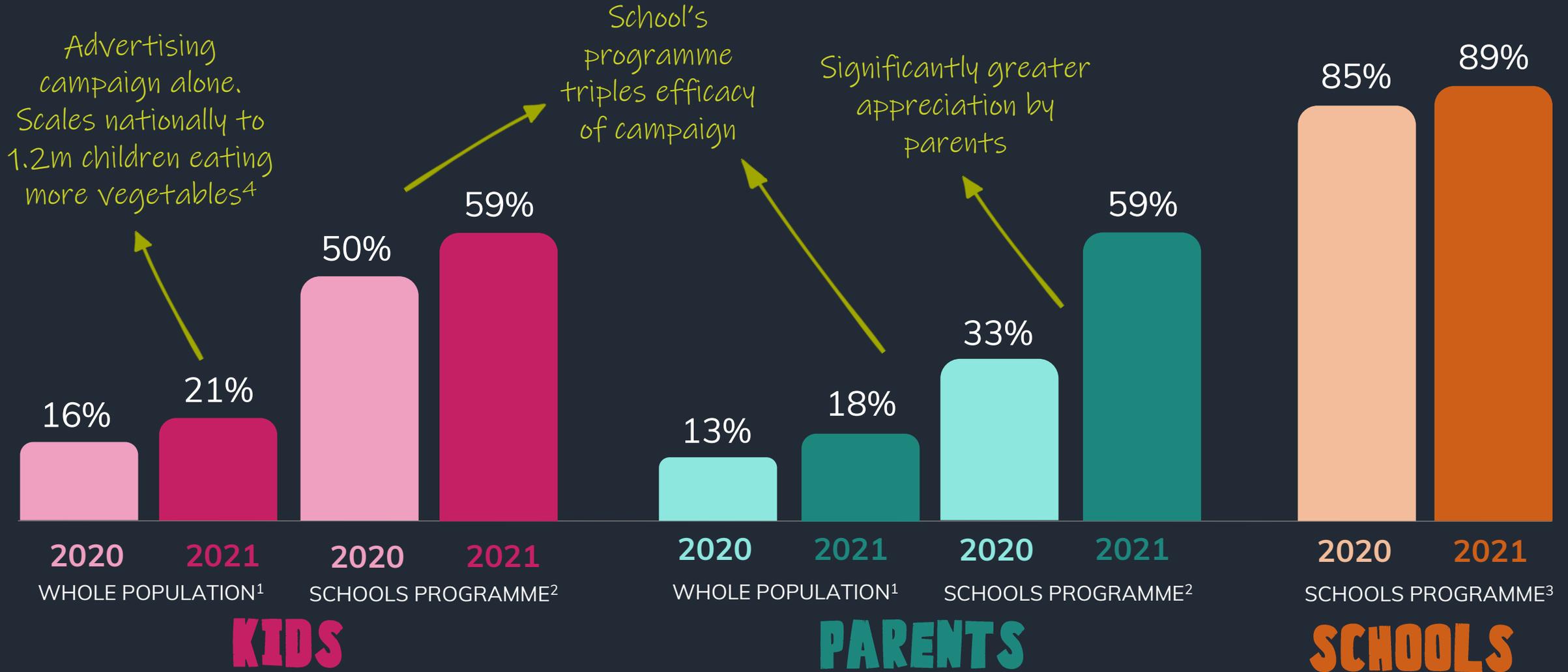


Agree strongly/slightly  
Family survey 2020  
Family survey 2021  
School survey 2020  
School survey 2021

# MORE VEGETABLES

I/my child/the children have eaten more vegetables as a result

<sup>1</sup>You Gov child aged 5-11  
<sup>2</sup>Family survey 2020 & 2021  
<sup>3</sup>School survey 2020 & 2021  
<sup>4</sup>ONS Mid-Year Population  
Estimates June 2020.



# SECONDARY AUDIENCES

*I ate more vegetables as a result*

11%

PARENTS

You Gov 2021 – all parents

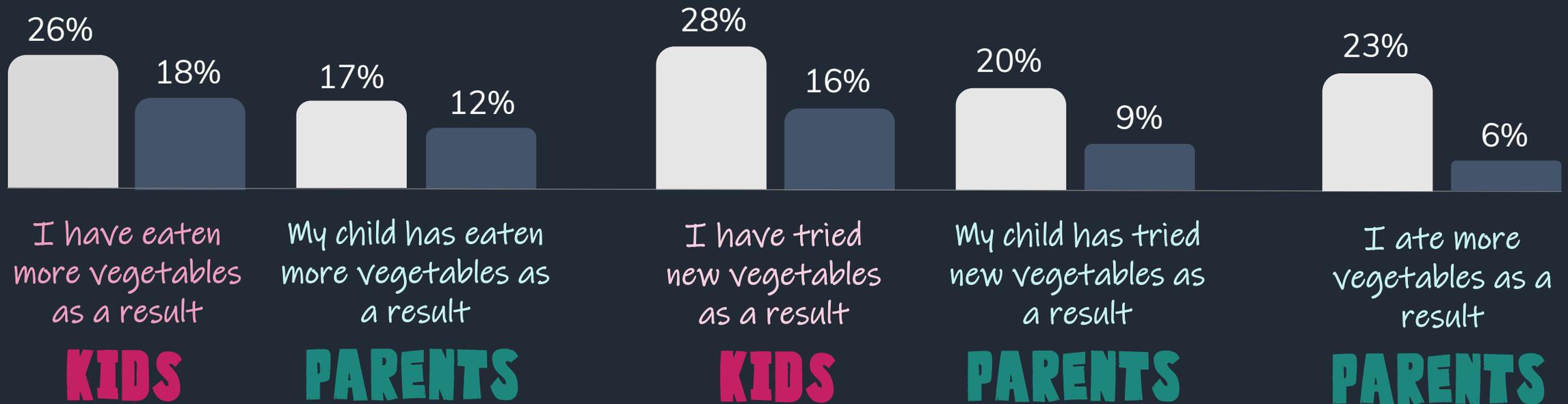
16%

TEENS

You Gov 2021 – children aged 12+

# HOUSEHOLD INCOME

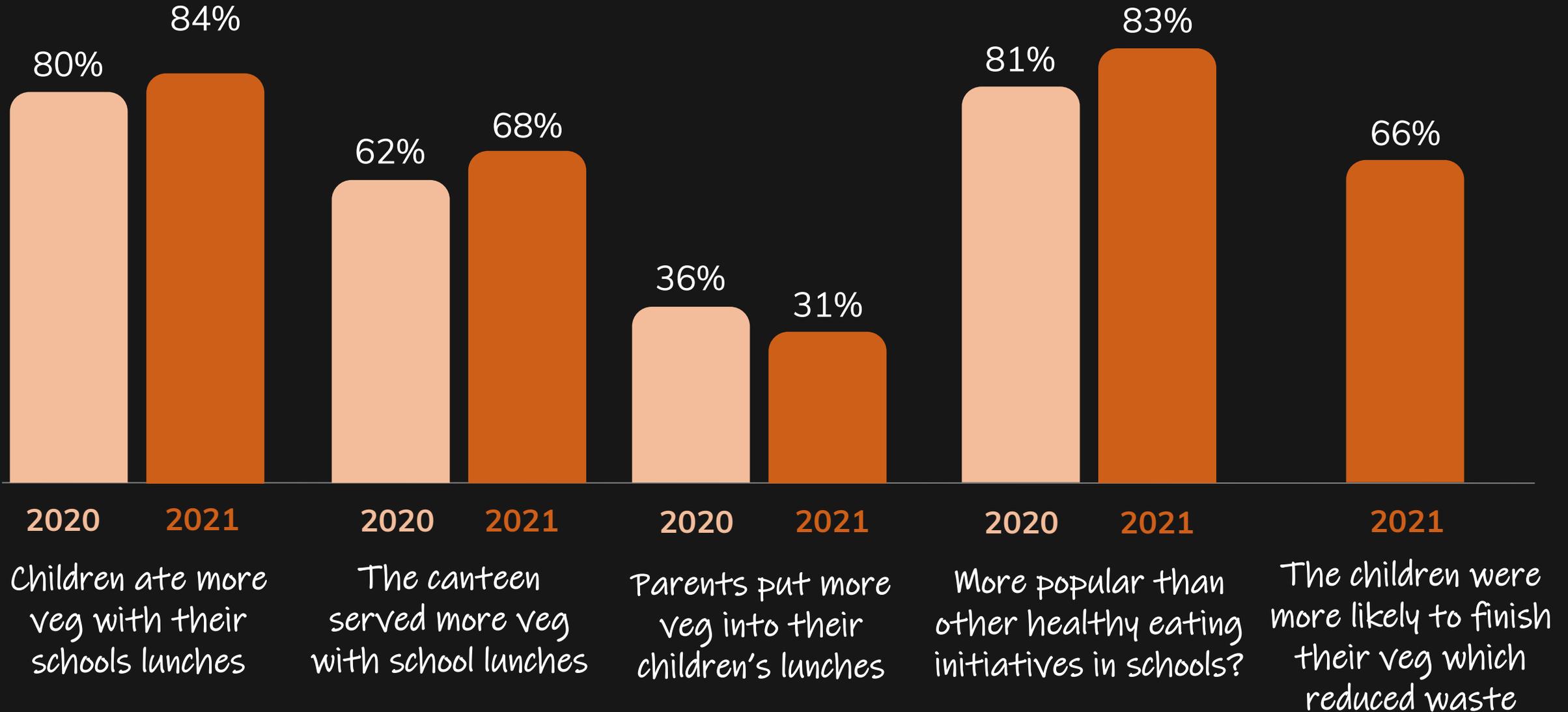
Campaign is more effective in lower income households



Under £30K household income vs Over £30k household income

# IMPACT IN SCHOOLS

School survey 2020 & 2021



# SCHOOLS

Great resources; excellent ad - really made an impression on the children -hard hitting and persuasive.

Haf, Assistant Head, Wales

We're carrying the theme on after summer hols. We're going to do tastes of the rainbow and do different colour fruit and veg each week as a theme day.

Lisa, Cook Manager, Stevenage

It was amazing how children that would usually say they didn't like a certain type of veg would try different things and discover that they actually liked them. We also used the stickers to encourage packed lunches to bring some vegetables with their lunch.

Sharon, Senior lunchtime supervisor, Hampshire

Could not get better marketing and media for a campaign to encourage vegetable consumption. Resources are fantastic.

Judith, Regional Food in Schools Coordinator, Northern Ireland

I even had to ask for more (stickers) as we used these to allocate points for houses. If you tried the veg - you got a sticker ....then we would add up how many people had stickers. Then this total would be used to allocate house points.

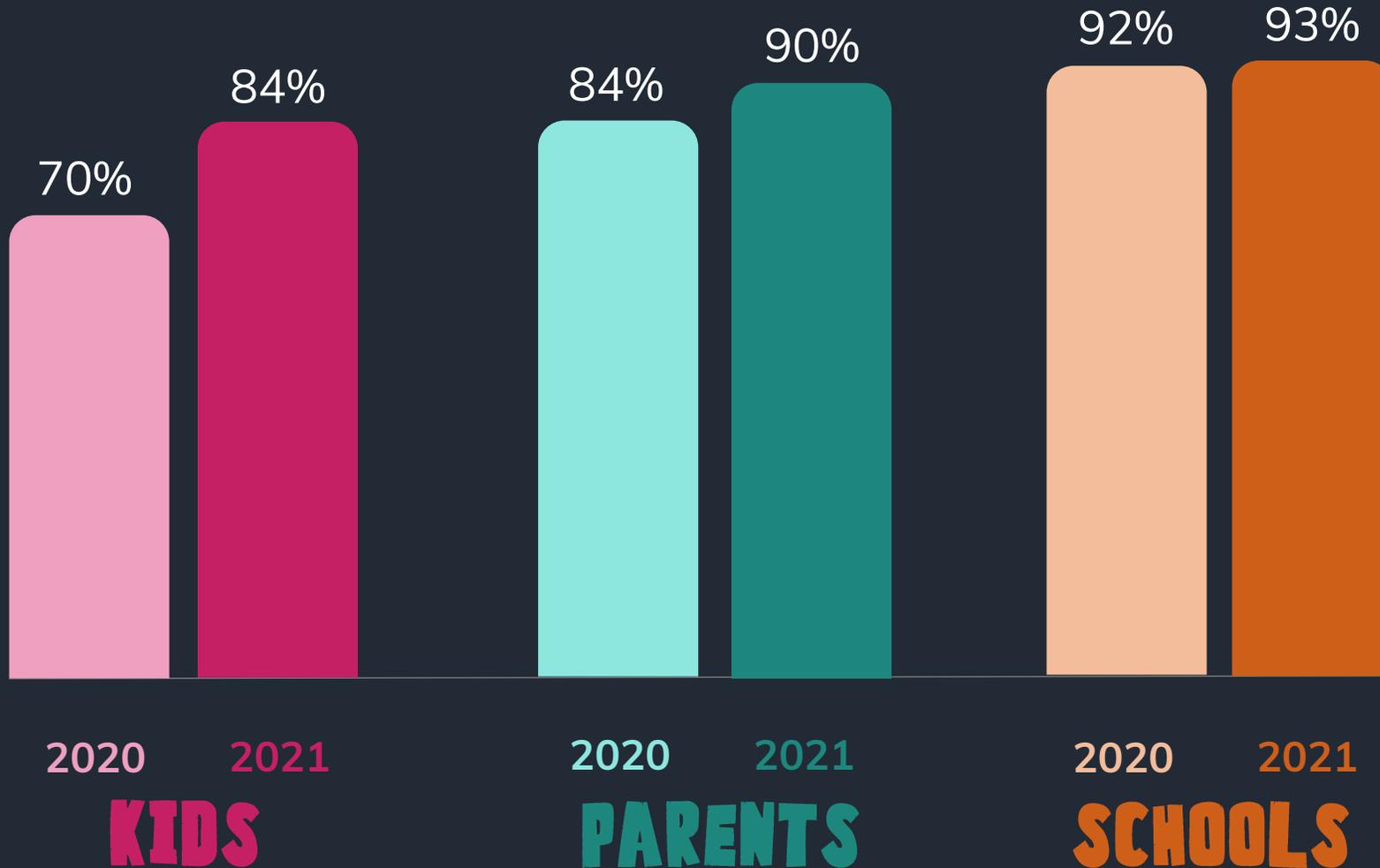
Alison, Health and Well-being Coordinator, Scotland

We did a huge display showing all the vegetables in a fun colourful way. It was awesome! We based our decorations using the advert for inspiration. We also did huge tasting tables each week.

Gemma, Catering Manager, County Durham

# NEXT TIME?

Would you like to run it again next year?



*Looking at doing more of this next year as children thoroughly enjoyed this, thank you. Please keep this initiative alive as it's been a fun campaign!*

Hamidah, Assistant headteacher,  
South London

Family survey 2020  
Family survey 2021  
School survey 2020  
School survey 2021

Every year we receive hundreds of messages from happy parents, this was our favourite for 2021:

*Hi, just wanted to let you know that my 10 year old son, who has autism and really struggles to try new things is fully invested in the Eat them to Defeat them campaign. He has tried lots of new vegetables in his quest to defeat them and has discovered a new found love for peas, sweetcorn and peppers! He says he likes that the vegetables aren't the good guys like they are usually made out to be. I'm a happy Mum! Well done!*



# CONCLUSIONS

Once again, our evaluation shows that the *Eat Them to Defeat Them* advertising campaign alone has encouraged millions of kids across the UK to perceive vegetables as fun and to claim increased consumption.

Where the TV campaign is supported by the schools' programme, we see a significant lift on their attitudes and claimed behaviour.

The campaign is more effective with lower income families where vegetable consumption is most critical.

The challenge

Advertising campaign

Social media campaign

Schools programme

Impact

What next?



# WHAT NEXT?



## Lunchbox Hacks

60 seconds to healthier lunchboxes

September 2021  
January 2022



## Tray Bakes +

How to get an extra meal out of your favourite tray bakes

November 2021



## STIR FRY FRENZY

Master the stir fry for Chinese New Year

February 2022



## EAT THEM TO DEFEAT THEM

Year four is set to be the biggest yet (details TBC)

February 2022



Veg Power is an alliance united by a common goal - to get our kids eating more veg. 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.

[MORE ABOUT OUR CAMPAIGNS](#)

[HOW CAN YOU GET INVOLVED?](#)

[REGISTER FOR NEXT YEAR](#)

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[VEGPOWER.ORG.UK](http://VEGPOWER.ORG.UK)



# VEGPOWER

Veg Power is only made possible by the generous support of our members



# VEGPOWER

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