

EAT THEM TO DEFEAT THEM

Eat Them to Defeat Them 2022

Impact Report

Eat Them to Defeat Them 2022 schools' programme was our biggest and most successful yet, reaching over 1 million children in primary and special schools.

In 2018 we formed a key partnership with ITV and together created the Eat Them to Defeat Them campaign which first ran in 2019 making veg fun for kids. In 2022, the campaign's fourth year, the programme extended to a TV advertising campaign reaching 36m people and a schools' programme reaching over 1 million children in 3,850 primary schools, including every primary school in Wales thanks to the support of Welsh Government. (Diolch i Lywodraeth Cymru).

£3.5M
ADVERTISING
donated
to **our**
campaign



36M
PEOPLE
REACHED
via **ADVERTISING**



51% PARENT & CHILDREN
RECALL
SEEING
THE AD



30%
PARENTS
WHO
SAW THE
ADVERT
said their children
ATE MORE VEGETABLES



3,845 SCHOOLS
took part in
OUR SCHOOLS'
PROGRAMME
in **2022**



1M CHILDREN
TOOK PART IN
SCHOOLS WITH
TASTING EVENTS
AND REWARD
CHARTS



57% PARENTS
of children who took part in
schools said those children
ATE MORE VEGETABLES



74% CHILDREN
said it made eating vegetables
MORE FUN



85% CHILDREN said they would like
to **DO IT AGAIN**
NEXT YEAR





The Advertising Campaign

Once again, the campaign was supported by £3.5m of advertising led by ITV, Channel 4 and Sky Media as well as 12 other media partners. The TV campaign reached 36.2m individuals with a frequency of 6.8 views per person, including 50% of those with children in their home (Source: TechEdge/Barb). Our post-campaign independent survey of 3,000 parents of primary school aged children showed that 51% of both parents and children recalled seeing the advert.



Thanks to our sponsors Aldi, ASDA, Coop, Dole, Lidl, Sainsburys, Tesco and Waitrose

The independent survey of 3,000 parents and children across the UK showed a very positive response to the advertising campaign from that 51% of parents and children who saw it.

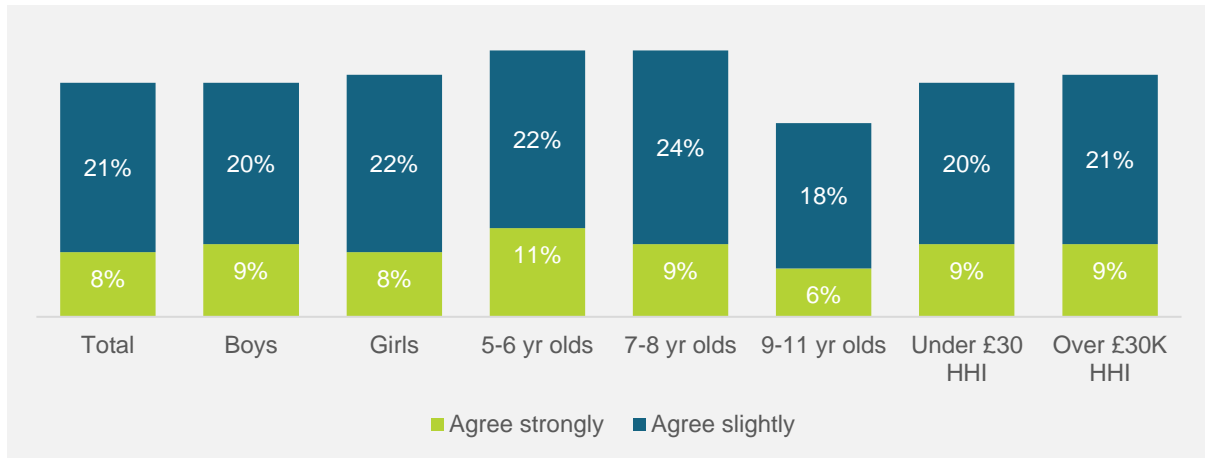
TV Advertising (Parents who saw the TV advert)

My child enjoyed watching this advert	75%
The advert made my child want to eat more vegetables	42%
The advert made me want to eat more vegetables	50%
My child ate more vegetables as a result of this advert	29%
My child tried a new vegetable as a result of this advert	28%
My child played back the "Eat Them to Defeat Them" line	46%
I ate more vegetables as a result of this advert	26%

NB: On the key question "My child ate more vegetables as a result of this advert", of the parents for whom we know their children did not take part in the schools' programme but they did see the TV advertisement(i.e. their only exposure to the campaign was the TV advertising), 26% said their children ate more vegetables – showing the power of the TV advertising alone to bring about positive change. As we shall see, the schools' programme significantly raises that effect.



Sticking with that key question to the parents who saw the TV advert: “My child ate more vegetables as a result of this advert”:



The effectiveness of the TV advert alone lands equally across genders and household income but is notably tailing off with older kids.

TV Advertising (Children who saw the TV advert)

This advert makes eating vegetables seem more fun	74%
I enjoyed watching this advert	82%
I have talked with my friends and family about this advert	45%
The advert made me want to eat more vegetables	60%
I ate more vegetables because of this advert	39%
I have tried a new vegetable because of this advert	38%

The Schools' Programme

Our schools' programme reached over 1 million children in 3,850 primary schools, including every primary school in Wales thanks to the support of Welsh Government.

England	2,471 schools
Northern Ireland	48 schools
Scotland	184 schools
Wales	1,145 schools

All in all, we reached 282 administrative districts.

We can supply a full list of all schools per district on request.



To each school we provided:

- Take-home reward chart & sticker packs for each child
- Posters & bunting to promote the campaign in school
- Stickers for every child for each featured vegetable (all stickers are plastic free)
- A guidebook to support school and catering teams to make the most of the campaign
- A school assembly to kick the campaign off
- The weekly campaign emails to all schools
- A briefing for parents called “Prepare for Victory” so they can make the most of the campaign in their home
- Supporting website with inspirational blogs from schools and parents as well as tips, recipes, and further activities including lesson plans, arts and crafts and growing projects.



These assets were all provided as bilingual to schools in Wales.

Schools' Programme (Parents who participated in the schools' programme)¹

The children really enjoyed it	78%
It made my child talk more about veg	74%
It has made my child eat more vegetables	64%
It has made my child try new vegetables	60%
It made my child more enthusiastic about vegetables	67%

On this key question of “It has made my child eat more vegetables” the figure has more than doubled (to 64% from those who only saw the TV advert (26%) showing the power of the two working together.

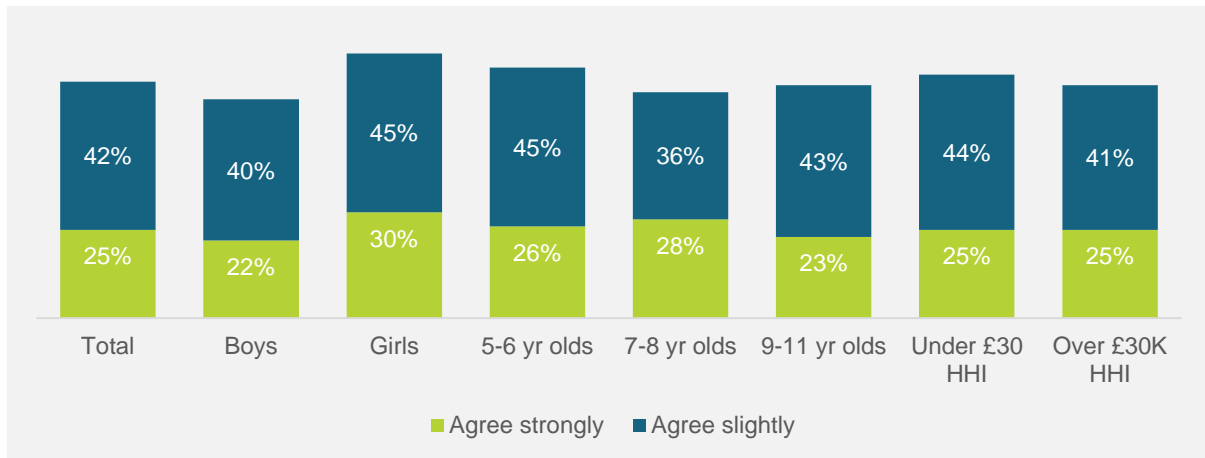
Schools' Programme (Children who participated in the schools' programme)

I really enjoyed it	73%
It had a lot of support from the school	83%
It had a lot of support from parents	68%
It had a lot of support from the lunchtime team	81%
Lots of people were talking about it	65%
I talked more about veg	66%
I ate more vegetables	67%
I tried new vegetables	68%
It made me more enthusiastic about vegetables	66%

¹ This is defined as parents & child in schools which we know took part and where the parents and/or child were aware that the school was taking part.



Looking more closely at that key question for children "I ate more vegetables"



We see a notably better response from girls than boys. We are holding up well across the age groups and based on household income. We also ask children whether they like vegetables - the responses are not always reliable, 65% say they do, with only 28% saying they don't which doesn't bear up in any hard data analysis of vegetable consumption amongst children. However, if we take the self-declared dislikers of vegetables, arguably the group this campaign most needs to support, we see that 38% say they ate more vegetables, so we are getting through to some of the very toughest part of our challenge.

We had great fun visiting schools up and down the country during the campaign:



Here are short videos of our visits:

- [Christopher Rawlins Primary, Oxfordshire](#)
- [Hillstone Primary School, Birmingham](#)
- [Washingborough Academy, Lincolnshire](#)
- [Birchwood Vale Special School, Leicestershire](#)
- [Henry Fawcett Primary, Lambeth](#)
- [Stoneham Academy, Hampshire](#)
- [Longstone Primary School, Edinburgh](#)
- [St Mary's Primary, Barnard Castle](#)



Caterers Challenge

Each week featured a rally cry around one of Britain's family-favourite vegetables. We asked school caterers to lay out tasty sample dishes of each week's veg. Some schools really went for it! The best were entered into our hall of fame (<https://eatthemtodefeatthem.com/en/hall-of-fame>) and awarded cash prizes to the catering teams as part of our Caterers' Challenge, kindly sponsored by Tilda (**Thank you Tilda**).

This year's winner was the HC3S catering team at Endeavour Primary school:



The winners were presented with their trophy in front of the industry at the LACA Awards in July (Thank you LACA, and to the attendees for your warm reception).

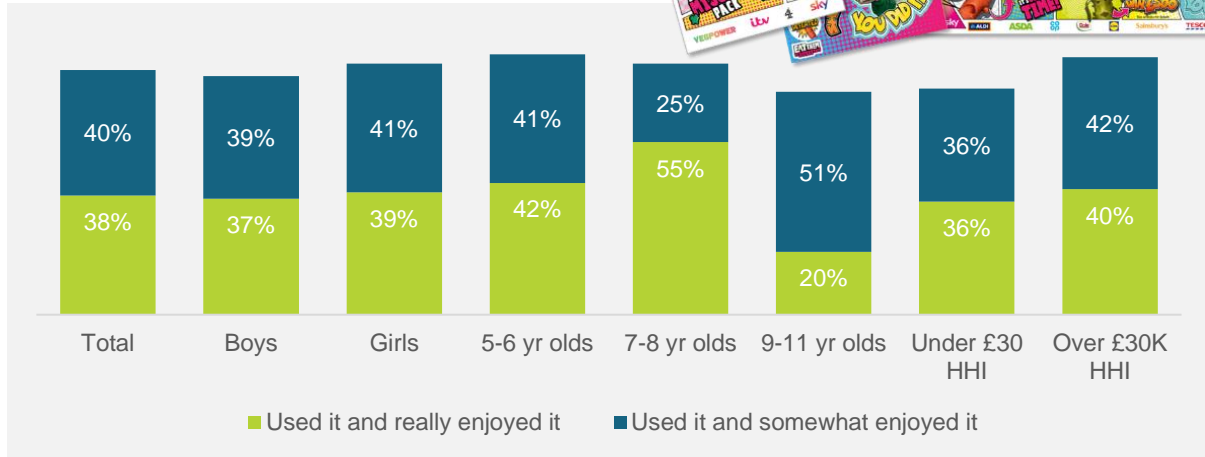




Reward Charts & Sticker Packs

Every child in every school received a take-home chart and sticker pack.

We asked the children who received the packs what they did with them:



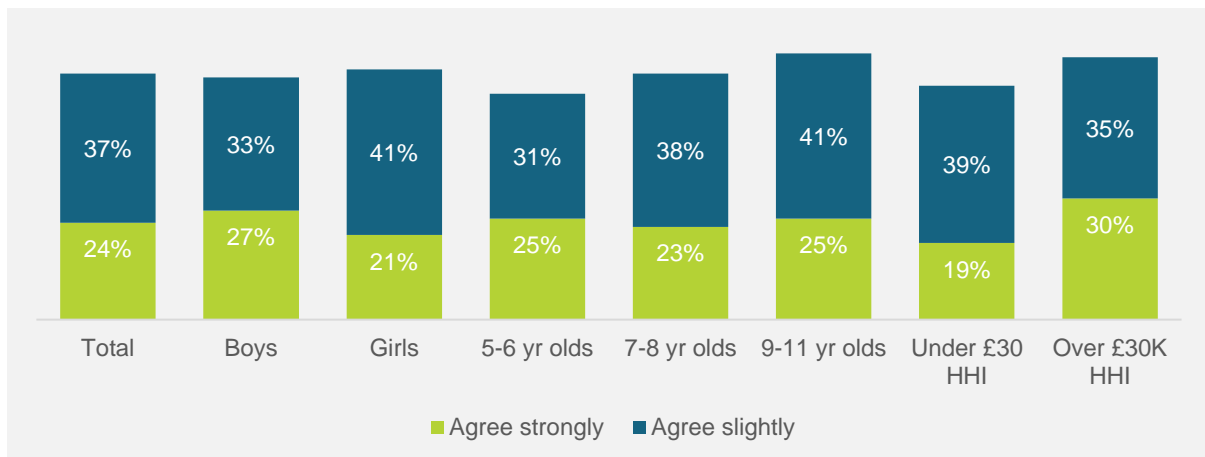
The wall charts are moderately more popular with girls. Enjoyment wanes a little with age but still with 71% of children using and enjoying the packs albeit with a little less enthusiasm. Likewise, the campaign lands more strongly in households with a household income above £30k, but it still did very well at lower incomes.

We also asked them about its impact in their home:

Wall Chart & Sticker Pack (Parents)

My child ate more veg because of it	61%
My child ate a wider variety of veg than usual because of it	57%
My child was more likely to finish their veg, which reduced waste, because of it	62%
It made my child more enthusiastic about vegetables	74%

Looking more closely at the parents view on the key issue of eating more vegetables – we see the chart being more effective with girls and surprisingly more effective as the children get older. Once again, we see a notably higher effect with households with an income over £30k, but most importantly it is still delivering success in 58% of households below that income level.





Wall Chart & Sticker Pack (Children)

I ate more veg because of it	61%
I ate a wider variety of veg than usual because of it	56%
It made me more enthusiastic about vegetables	62%
I was more likely to finish my vegetables because of it	61%

Appetite for More

We asked parents and children: *If it was your decision, how likely would you be to run the Eat Them to Defeat Them programme in your/your child's school again next year?*

	Parents	Children
Very likely	53%	44%
Quite likely	37%	31%
Neither likely nor unlikely	3%	9%
Quite unlikely	5%	6%
Very unlikely	0%	6%
Don't know	2%	4%

9 out of 10 parents said they would welcome the programme again in 2023

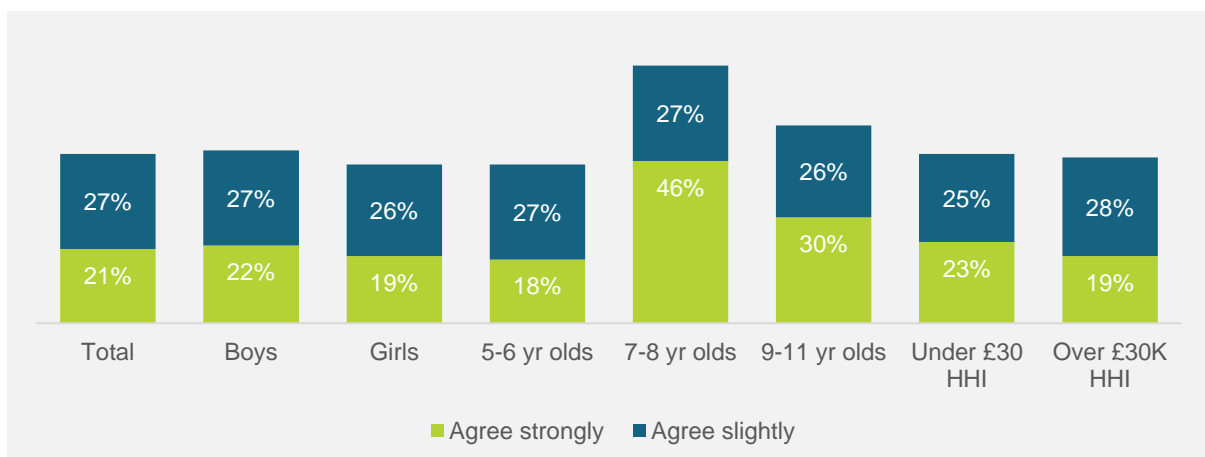
Additional Insight

Our survey also provides interesting insight on vegetables:

Attitude to Vegetables (Parents)

My child thinks eating vegetables is fun	26%
I struggle to get my child to eat more vegetables	48%
I think my child needs to eat more vegetables	74%

"I struggle to get my child to eat more vegetables" is an important question, as questions to a parent about their child's diet are generally unreliable. This question is a good indicator of how much the parents feel they need our work. We note that it is a universal concern regardless of child's gender or household income. However, there is a surge in strong feeling at aged 7 and 8. Also worth noting that only 19% of parents strongly disagree, they feel totally on top of it (i.e. 81% face some degree of friction, that's one of the reasons we are launching Simply Veg to support parents and carers). Also note that there is no significant difference across every household income band.





Attitude to Vegetables (Children)

I think vegetables are good for me	86%
I think eating vegetables is fun	39%
I want to eat more vegetables than I do now	47%
My parents struggle to get me to eat vegetables	46%
I like to try new vegetables	46%

We believe the programme continues to work well.

Our econometric analysis of retail sales data kindly provided by **IRI Worldwide** shows that the 2019-2021 campaigns directly generated an additional £92m of vegetables sales. Our 2022 schools' campaign was bigger than these three years put together, so we are expecting a good lift in these numbers when we do the 2022 econometric analysis in October.



We are very proud that the campaign stands to win advertising and marketing's most rigorous and coveted award, the IPA Effectiveness Awards 2022. You can feel confident in our impact claims, as they have been thoroughly interrogated by the IPA judges – in October we'll discover whether we've won bronze, silver or gold. The campaign also stands nominated for and EFFIE Award



At the same time, we've also been noticed by the very different judges at the Royal Society of Public Health. Their awards are just as rigorous and coveted but rather than looking at marketing effectiveness they look for lasting and meaningful impact on public health. We're delighted to be selected as finalists, and have fingers crossed for the final, also in October.

