



CAMPAIGN BRIEFING

TV campaign launches Saturday 11th February 2023
Schools' programme launches 20th February 2023

Eat Them to Defeat Them - the multi award-winning campaign from Veg Power and ITV which uses advertising and a schools' programme to get kids to eat more vegetables is back for its 5th year!

Read on to find more about what we have planned and how you can support us via your social channels.

CAMPAIGN OVERVIEW

The campaign will be led by the £3m TV campaign from ITV, Channel 4 and Sky Media, launching on Saturday 11th February during the Masked Singer.

The advertising campaign will be supported by our successful and effective schools programme which will run between 20th February and 8th April 2023.

This year the schools' programme has a new theme "the veg are taking over the world" which we have supported with recipes, lesson plans and assets to celebrate the wonderful global diversity of food in school menus and the homes of families.

As part of this we have created 10 meal themes rather than featuring a different veg each week. Each meal theme turns a regular favourite recipe such as roasts, pasta bakes, or cottage pie into an adventure the kids will want to enjoy. Each has a fun name, a catchphrase, a story and a recommended recipe. They each contain a few of our 10 family favourite vegetables. As with previous years, we are also giving the schools stickers to reward their kids whilst back home the kids will have a reward chart to encourage them to repeat and normalise their new habits.

Check out the meal themes: EatThemToDefeatThem.com/meal-themes/





SOCIAL MEDIA

Our campaign is about everyone coming together - parents, carers, catering teams, schools, local government, nutritionists etc. - to help get our kids eating more veg. Social media is where that community meets to support and inspire each other.

Our [#EatThemToDefeatThem](#) hashtag has been posted by over 9,000 people and organisations. This includes celebrities like Will.i.am and Phillip Schofield, a who's who of top chefs, our sponsors and partners and, most importantly, thousands of caterers, schools and families who have shared their success and fun with the campaign.

We ask that those who kindly support us to do their thing, their way, to keep it fun and use the [#EatThemToDefeatThem](#) hashtag in all posts - here's a few ideas...

You can post you own content, share our content or simply cheer along others

Schools & Caterers

Posting

We'd love you to share your victories via your social channels. This could be updates as the campaign progresses e.g. children enjoying the new meal themes, the catering teams hard at work, stickers being handed out, the kick off assembly, children learning in the classroom, meals served at home etc. Photos or videos (taken in portrait) will both work well.

Supporters

Sponsors, nutritionists, chefs, public health specialists etc

Cheering

This campaign is all about kids having fun and eating veg – please join us in celebrating and supporting teachers inspiring kids, school caterers going the extra yard, parents joining in and being so thrilled when they get a little win. The absolute best thing you can do is champion them – like, share, comment – a big cheer from you is a massive thrill for them. Follow [#EatThemToDefeatThem](#)

Sharing

We have a schedule of key posts set out below. We'd be grateful if you can keep an eye out for those posts from our channels and share them on to yours. Please help us get these key messages out to as many people as possible.



Please also feel free to support in other ways that are relevant to you. This could be sharing your own tried and trusted recipe for any of our meal theme ideas, jokes about veg, tips about serving or cooking with veg. If you have something in particular lined up please let us know in advance so we can keep an eye out for it and lend our support too.

KEY POSTS

If you are looking to share our key posts– look out for these ones:

11th February – posting the TV advert which launches that day

20th February – posting in support of the launch of the schools' programme pointing parents and carers to our Prepare for Victory guide and new video about Eat Them to Defeat Them

28th February – post pointing parents & carers to the meal themes and recipes to bring the campaign into their homes, on to plates and into bellies.

7th March – post pointing parents and carers towards tips, hacks and other ideas on getting kids to eat more vegetables

14th March – post pointing families towards the Eat Them to Defeat Them online competition – we have 100 sets of K'Nex to give away.

23rd March – post pointing families towards other activities they can do beyond the campaign such as growing or getting kids cooking.

All will be #EatThemToDefeatThem

From @VegPowerUk on Twitter & Facebook

From @SimplyVegUK on Instagram, YT Shorts and Tik Tok

To support you, check out our press & social resource folder packed full of graphics and resources you can share: [Click here](#)

Also thanks to our main campaign sponsors Aldi, Co-op, Dole, Lidl, Sainsbury's, Tesco and Waitrose and the many schools, community groups and caterers supporting us with their commitment and passion.

You can follow the campaign:

  @VegPowerUK    @SimplyVeg UK

