

REACH FOR THE STARS

- Campaign evaluation -



Campaign evaluation goals & questions

To measure the effectiveness of a health campaign which has been designed to positively influence the attitude and buying behaviour of supermarket shoppers.

1. What did customers notice?

2. Did the campaign change customer behaviour?



Campaign details

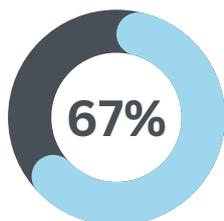
Reach for the Stars (RFTS) aims to make it easier for customers to buy healthy foods and drinks in the supermarket. Promotional materials including posters, banners and shelf tags were displayed in-store, including:

- All fresh fruit and vegetables are 5 stars!
- Health star rating shelf tags on product rated 4.5 stars or above
- Healthy recipes & healthy eating messages from Latrobe Stars

Evaluation details

- 3 supermarkets
- 8 week campaign
- 137 shoppers responding to surveys pre- and post-campaign

What did customers notice?



Noticed 'Reach For The Stars' campaign material

1 in 4

Noticed materials encouraging healthy food options



Likely to recall seeing Health Star Rating shelf tags

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How did customer behaviour change?

41% Noted that **campaign materials** had a **positive impact** on **thinking** about **buying healthy** options

31% **Did buy healthier foods** as a result of the **campaign**

89% Said supermarkets should continue to **encourage healthy eating**

*"I think it was **really successful** that we had such **community involvement** in the planning and design of the project. You could say it was **for Latrobe residents, by Latrobe residents.**"*

- Key stakeholder

Monash University Store Scout results

There was a **3.7% increase** in overall healthiness of the food retail environment (Monash Store Scout app)

*"I would love to see this in **all supermarkets everywhere**. I would love to see the health star rating **mandatory** for all packaged food in Australia"*

- Key stakeholder

Recommendations

1. **Continue campaign** as it **influences** thinking about buying healthier foods
2. Future **co-design** should include store-managers and supermarket **staff**
3. **Increase** threshold to include items with a Health Star Rating of **4.0 and above**