

REACH FOR THE STARS

HEALTHY SUPERMARKETS LATROBE PROJECT



MAKING IT EASIER FOR CUSTOMERS TO BUY HEALTHIER FOODS AND DRINKS



What is Reach for the Stars?

RFTS uses the Health Star Rating system – a quick, easy and standardised way to compare similar packaged food. The more stars, the healthier.

Eye-catching 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 products rated 4 stars or above
- ✓ Healthy recipes

WE HAVE SUCCESSFULLY FINISHED AN **8** WEEK SCALE-UP OF REACH FOR THE STARS AT **5** LOCAL SUPERMARKETS!

We collected evaluation data on the trial, including store scout assessments, customer and staff surveys and supermarket owner and manager feedback.

WHAT HAPPENED IN-STORE?

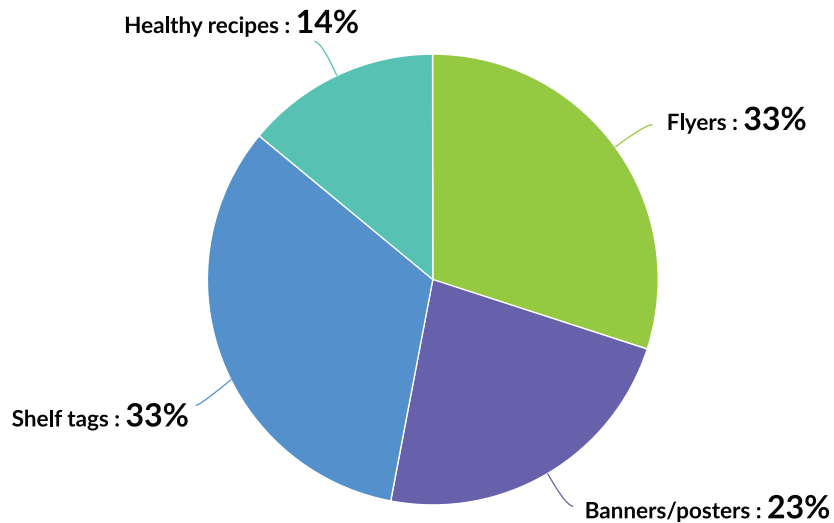
Overall healthiness of supermarkets increased! 👍

Baseline =
58 /100

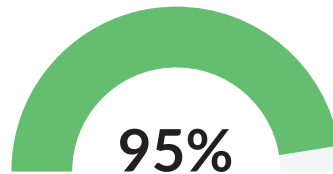
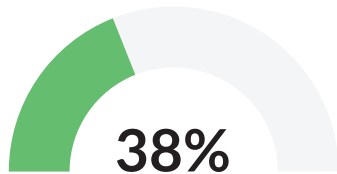
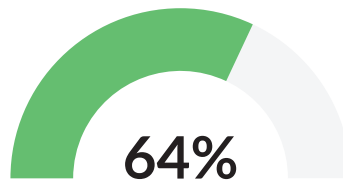
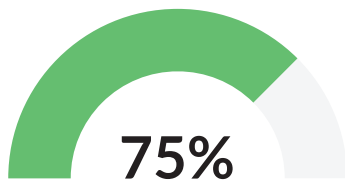
Post =
66 /100

Avg increase from baseline
↑14%

WHAT DID CUSTOMERS NOTICE?



WHAT DID CUSTOMERS NOTICE?



WHAT DID SUPERMARKETS SAY?



Positive feedback received from
4 of 5
supermarkets



1
supermarket said shelf tags were difficult to maintain

THE RESULT

Supermarkets managers were provided evaluation findings. They could decide to abandon, adapt, adopt or amplify the campaign.



All 5 supermarkets decided to adapt!

Adaptations will include removing 4-star shelf tags and replacing with shelf strips.

WHAT'S NEXT?

We will continue our work with participating supermarkets.

Next step: 👍 Healthy eating nudge trials # 1 – Healthier drinks.