

VEGPOWER

Background

80% of our kids are not eating enough veg. Veg Power is on a mission to get the UK eating more of it! Our kids are bombarded with advertising all day, but only 1.2% of the food and drink advertising on TV is for veg.

With the help of Hugh Fearnley-Whittingstall, doctors, chefs, teachers and experts in digital technology and advertising we are going to use the power of communication to inspire the UK to eat more veg.

In June 2018 we successfully completed a £100,000 crowdfund to finance the launch of Veg Power. We want to thank our many supporters who gave their time, resources and funding to make it possible, including the Food Division of the Welsh Government. We created “The Truly Epic Book of Veg Power” as a thank you to those who donated and supported.

Since the crowd fund, we have signed a major advertising deal with ITV, who have given Veg Power £2 million worth of ad space on their channel. The ad will be put together Adam & Eve, the agency responsible for the John Lewis Christmas adverts, and will launch with its first broadcast on 25th January 2019. All of the major supermarkets have contributed to the production of the advert.

The creative concept for the Veg Power advertising campaign is fun and exciting. More information is available on www.vegpower.org.uk

In Wales, Veg Power is supported by Food Sense Wales and Food Cardiff, part of the Cardiff and Vale Health Charity, and Wales partner to the Peas Please movement.

The Veg Power campaign will also be launching in Wales on 25th January 2019 with support from ITV Wales, Cardiff and Vale University Health Board and the WLGA with schools all across Wales invited to get involved.

The Campaign

The ad itself will encourage kids to have fun with veg whilst focussing on the important matter of eating them. It will feature a wide range of real veg. It will be funny, challenging and engaging.

To support the TV campaign, we expect to see activation in supermarkets across the UK, a high level of media coverage, a strong social media buzz and further activation in homes and local communities.

How can schools get involved?

1. Visit the Veg Power website and download “veg of the week” posters and reward charts to use in the classroom.
2. Social media – encourage children to get involved with the campaign through activities in school and tell us what you’re up to on social media

3. **School packs** – we are creating packs for primary school kids which include a reward chart (also downloadable) and stickers. Going forward we are registering interest in whether schools would like these packs delivered so that we can consider how to fund. Please email Gareth @WLGA if this is of interest stating numbers of packs and English/Welsh.

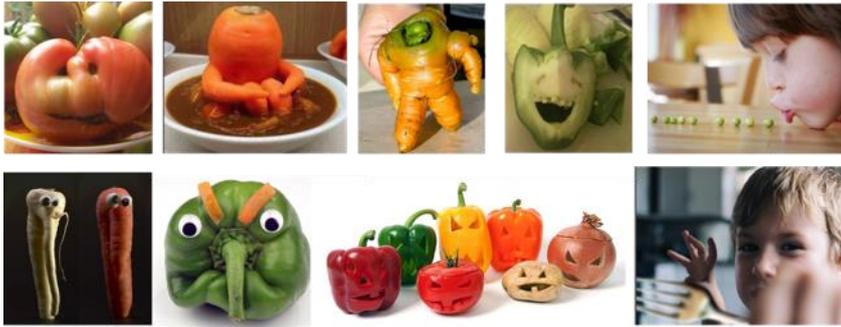
Veg of the Week

This is our primary engagement and activation campaign to support and amplify the TV advertising campaign. Here's how it works:



Each week for 10 weeks we will feature a different vegetable. We expect the programme to work as follows:

1. **Celebrities:** The week starts on a Monday with a high-profile celebrity sending out a rally cry for that week's veg.
2. **Influencers:** Next, our influencer network will amplify that message. Our network includes chefs, food writers & bloggers, food campaigners, public health organisations, the horticulture industry, school and community-based food programmes and others who share our passion for this project. We're asking those who create content to make content for our featured veg. We are asking those with kids or working with kids to get them engaged, to create fun content and seed the social networks.
3. **Social seeders:** Social seeders are those first kids in our wider network who will get the creative ideas rolling. We want to see them finding or making great wonky veg monsters, showing us all the fun ways they can eat that week's veg and sharing their veg triumphs – all with our campaign hashtag. This is about engagement, breaking down barriers between kids and veg, and developing positive attitudes. Here's the kind of thing we are keen to see:



4. **Families:** The great content from our social seeders and influencers will engage other kids across the country to get involved, have fun with veg and share with our campaign hashtag. We'll be asking our celebrity supporters and influencers to spot the best posts and to praise, retweet and so inspire the kids to further engage, and we'll be celebrating the best on our website and social channels. Look how well they engaged for our launch:



5. **Retail:** Meanwhile, we are asking our retail partners to give that week's veg premium positions in store, to them support with shelf and aisle signage and price promotions. We want our kids to scream with delight as they enter the veg department and rush to the veg featured that week. We want our shopping parents to be reassured by the child's reaction and encouraged by the price promotion to put that new veg in their basket.



6. **Posters:** We also expect to see posters on bus stops, in community centres, GP surgeries, offices and homes. The posters are being designed to carry on the fun from the TV campaign. Kids will be able to download and print out the whole set of posters, we hope

they will want to put them on their wall. We very much hope that our community partners will source unusual poster sites for us again.



7. **Recipes:** We'll be asking our recipe creators on TV and in the press, bloggers and retailers to create simple, tasty and convenient recipes for that week's veg. We'd like to see mains, sides, soups, salads, breakfast, snacks and even desserts, giving families both inspiration and choice. We'll be featuring these recipes on our website and social channel and will be particularly keen to see ones which encourage kids to join in the food preparation. We want our families to feel inspired and empowered to transform that new veg from their basket into delicious food on their tables.

8. Finally, we want to help parents and kids to engage with the campaign at home. Every kid in the UK will be able to download and print out a reward chart which parents/carers can use with them to positively reinforce their consumption of new veg. Some printed charts will be distributed through schools and other partners, in those packs there will also be stickers they can use to get creative with their veg and reward chart.

Timetable

The schedule is:

| | |
|---------|------------------------------------|
| 25-Jan | TV advertising campaigns starts |
| 04-Feb | Veg of the Week - Carrots |
| 11-Feb | Veg of the Week - Sweetcorn |
| 18-Feb | Veg of the Week - Broccoli |
| 25-Feb | Veg of the Week - Peas |
| 04-Mar | Veg of the Week - Cauliflower |
| 11-Mar | Veg of the Week - Butternut Squash |
| 18-Mar | Veg of the Week - Cabbage |
| 25-Mar | Veg of the Week - Peppers |
| 01-Apr | Veg of the Week - Tomatoes |
| 08-Apr | Veg of the Week - Cucumber |
| 14- Apr | TV advertising campaign ends |