

VEGPOWER

- 14h00 Welcome, housekeeping and introduction to Sustainable Food Cities and Veg Cities – Sofia Parente, Sustain/Sustainable Food Cities
- 14h10 Veg Power 2020 plans and resources – Dan Parker, Veg Power
- 14h40 Glasgow case study – Abi Mordin, Glasgow Community Food Network
- 14h55 Q&A
- 15h10 Ends





57 members





Sustainable Food Cities

6 Key Issues

- Promoting healthy and sustainable food to the public
- Tackling food poverty and increasing access to affordable healthy food
- Building community food knowledge, skills, resources and projects
- Promoting a vibrant & diverse food economy
- Transforming catering and food procurement
- Reducing waste & the ecological footprint of the food system.







Creating Roots to Market in Glasgow



Edinburgh becomes a Veg City



Aberdeen project takes up veggie school meals



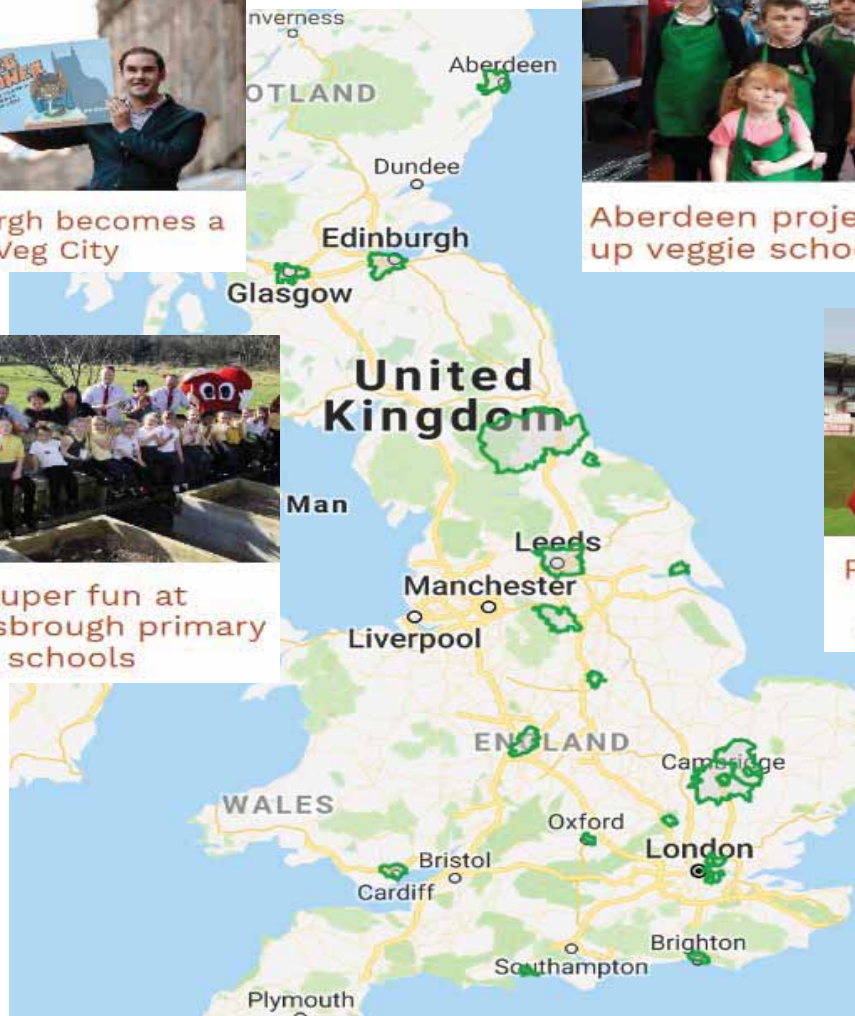
Veg invasion kept at bay in County Durham school



Overhaul of children's menus in Cambridge restaurants



Souper fun at Middlesbrough primary schools



Rugby club helping to tackle low veg consumption in Hull



Competition is on to find the best grab'n'go recipe in Brighton and Hove



More vegetables at holiday lunches in Cambridge



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**EAT THEM
TO DEFEAT THEM
2020**

SCHOOLS PROGRAMME

Dan Parker | Chief Marketing Officer | Veg Power

AGENDA

EAT THEM
TO DEFEAT THEM
2019

EAT THEM
TO DEFEAT THEM
2020

EAT THEM
TO DEFEAT THEM
SCHOOL
POWER PACK

itv VEGPOWER

EAT THEM
TO DEFEAT THEM



TV ADVERTISING

Advertising across ITV's network - 25 January – 14 April



38.2M

AUDIENCE REACH

65%

PARENTS

44%

KIDS

TV ADVERTISING

Advertising across ITV's network - 25 January – 14 April



69%

KIDS LIKE IT (6-11 YEARS)

57%

MORE FUN

42%

EAT MORE

YouGov

EDITORIAL SUPPORT

Over 5 hours of editorial support on ITV biggest shows







MEDIA SUPPORT

Increased reach through other media channels

CINEMA



1.8M

ADMISSIONS

PRESS



4.7M

IMPACTS

BEANO



368K

ONLINE REACH

FirstNews



2.2M

READERS (7-14 YEARS)

POSTERS

We've secured hundreds of 6-sheet and digital poster sites across the UK and thousands of A1 sites in communities



63M

ADVERTISING
IMPACTS

£1.7M

FREE ADVERTISING

+ thousands of A1/A3/A4 in communities

RETAIL PARTNERSHIPS

**ASDA**

MARKS &
SPENCER




Sainsbury's



Waitrose



3 Comments / Share

Are your kids taking part in the Veg Power campaign? Give our carrot fritter recipe a try.  Perfect for lunches and snack time
#EatThemToDefeatThem coop.uk/2DXyb6F



Iceland

Available in store and at iceland.co.uk



REWARD CHARTS & STICKERS

Rewards & sticker charts printed and download online

300,000

Packs in primary schools



...probably the best TV advert ever.
...theVegAreComing #EatThemToDefeatThem

VegPowerUK @vegpoweruk · Jan 26
...@vegpoweruk & @rtvuk...
...event... #EatThemToDefeatThem

Matt Jones @MatthewWilliamJ

...my seven year old sisters have been watchi...
...eat all morning. Genius #EatThemToDefeatThem

Eat Them To Defeat Them
...the advertising campaign, la...
...youtube.com

Sussex Born & Fed
...William_And_Fed

...have you seen the #EatThemToDefeatThem...
...girls have been watching the ad on repeat...
...now it's on a big screen near you! Look...
...Queen's Road screen in @Bristol-1

...ads to dafn...
...@Bristol-1



Theriah Williams @theriahwilliams
#EatThemToDefeatThem These carrots have no chance!
@vegpoweruk @washingtonborough



...leandro is loving the #EatThemToDefeatThem campaign! @rtvuk He says he will be eating his fruit and veg from now on!



...I was unsure too until my 10 year old daughter stuck the #EatThemToDefeatThem sheet from her @BristolOfficial on the wall next to the dining table and has since eaten all the veg on her plate before logging it. It really hasn't led to veg be... just fun.



...@TheShrubberySch have you seen...
...lots of brilliant suggestions to get ki...
...ThemToDefeatThem



Kate Higgins
I've been slow but loving #EatThemToDefeatThem adverts and pics from school! I've been eating with mince, hidden veg in my meatballs.



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Victoria Page @victoriapage
I really like this spot by @rtvuk and @vegpoweruk to go #EatThemToDefeatThem



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Ryan Polly @ryan_polly
Such an incredible campaign. Love this commercial.
#EatThemToDefeatThem
youtube.com/watch?v=iLEkIT...



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**EAT THEM
TO DEFEAT THEM**

**IT'S CRUNCH
TIME!**

VEGPOWER



itv

CARROT WEEK 4 FEBRUARY 2019

CHEFS



SCHOOLS



Did you eat carrots?

KIDS

17%
NO AD

29%
SEE AD



SUPERMARKETS

INDUSTRY



ATTITUDES & CLAIMED BEHAVIOUR

Childwise online survey of 1,000 kids

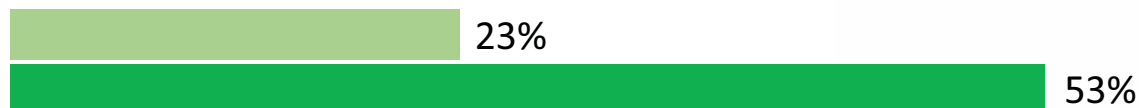
I think eating vegetables can be fun



I like vegetables



I asked to try new vegetable recently



I have eaten more vegetables in the last few weeks



■ Not seen advert ■ Seen advert

Full campaign report: November 2019

INCLUDING LOW INCOME FAMILIES

CHILDWISE



A young girl with long brown hair is smiling and holding a yellow corn cob. The background is a blurred outdoor setting with green foliage.

+1.7%

UNDER 16's
Veg consumption

KANTAR W^{LD}RPANEL



2.3%

POSITIVE IMPACT

on vegetable sales

nielsen
.....



More channels
More schools
More veg

EAT THEM
TO DEFEAT THEM

FEB 2020

itv

4 SKY

EAT THEM TO DEFEAT THEM 2020

CARROTS

24 February



BROCCOLI

16 March



PEAS

2 March



TOMATOES

23 March



SWEETCORN

9 March



PEPPERS

30 March



SCHOOLS

Engagement



SOCIAL

Affirmation

ADVERTISING

PUBLICITY

Awareness

Excitement



HOMES



Repeat > Reward > Normalise

SUPERMARKETS

Promotions



CHEFS

Inspiration



EAT THEM
TO DEFEAT THEM
school
power
pack



EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

REWARDS CHART & STICKER PACKS

A new take home reward
chart for every kid with
guide for parents

KIDS



Encouraging new veg at home

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

COMIC COMPETITION OR POSTER COMPETITION

National competition
with great prizes to
engage kids with veg

KIDS



Engaging through creativity & play

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

ASSEMBLY PLANS

Vegetable assembly
about the campaign and
activities in the school

SCHOOLS



To kick off the launch in schools

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

LESSON PLANS

Veg themed numeracy &
literacy plans (supplied
by Hampshire CC)

SCHOOLS



Familiarity through learning

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK



DECORATIONS

Colour in cut-outs to
decorate school with
options for TastEd

SCHOOLS



Familiarity through play

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

SCHOOLS COMPETITION

Cash prizes to encourage
new ideas, activation and
feedback

SCHOOLS



Extra motivation for schools

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

TASTING TABLES

A guide to setting up
tasting tables for each
veg of the week

CATERERS



Encourage kids to sample new vegetables

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

VEG STICKERS

To encourage the kids too try the veg of the week and inform the parents.

CATERERS

CARROTS

24 February



PEAS

2 March



SWEETCORN

9 March



BROCCOLI

16 March



TOMATOES

23 March



PEPPERS

30 March



Rewarding kids for trying new vegetables

**EAT THEM
TO DEFEAT THEM
SCHOOL
POWER PACK**



PROGRESS CHARTS

Progress wall chart filled in by caterers towards school veg target



CATERERS

Building a sense of collective achievement

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

CATERERS CHALLENGE

Competition and prizes
for best creative displays
and veg art

CATERERS



Check out the poodle created by our fabulous cooks at Sissinghurst Primary (Kent) to mark #CauliflowerWeek #VegPower #EatThemToDefeatThem Our cooks are a talented bunch! #gsplus1d #greenwich #gcda @jamieoliver @VegPowerUK



Jade Gower @JadeNichol4 · Apr 4
As Mandeville heads in to half term, they have put Sweetcorn man behind bars, outraced Percy the pepper car and Cathy the cabbage has been caught! #EatThemToDefeatThem. A fabulous effort from Louise and the team, the kids have loved it! @EdwardSandBlake @VegPowerUK



Jade Nicholson @JadeNichol4 · 2d
The Carrots won't win at our schools! We are eating and defeating them! Love how creative our teams are! #EatThemToDefeatThem #SeeingFoodDifferently @TaylorShawUK @EdwardSandBlake @VegPowerUK See you next week Sweetcorn.. we are ready!



Recognising and rewarding the cooks

FUNDING

We cover creativity, design and management

Production & distribution: each school pack costs £62

SPONSORS

We look for local corporate funders, ideally from the veg sector. £95/school
Inc sticker & insert.



LOCAL AUTHORITIES

Part or fully fund packs in their schools + support.
Distribution logistics
Just support through school & partner recruitment.



COMMUNITY GROUPS

Part or fully fund packs in their schools + support.
Own activities.
Just support through school & partner recruitment.

CATERERS

Part or fully fund packs in their schools + support.
Distribution logistics
Just simply support by activating in schools.

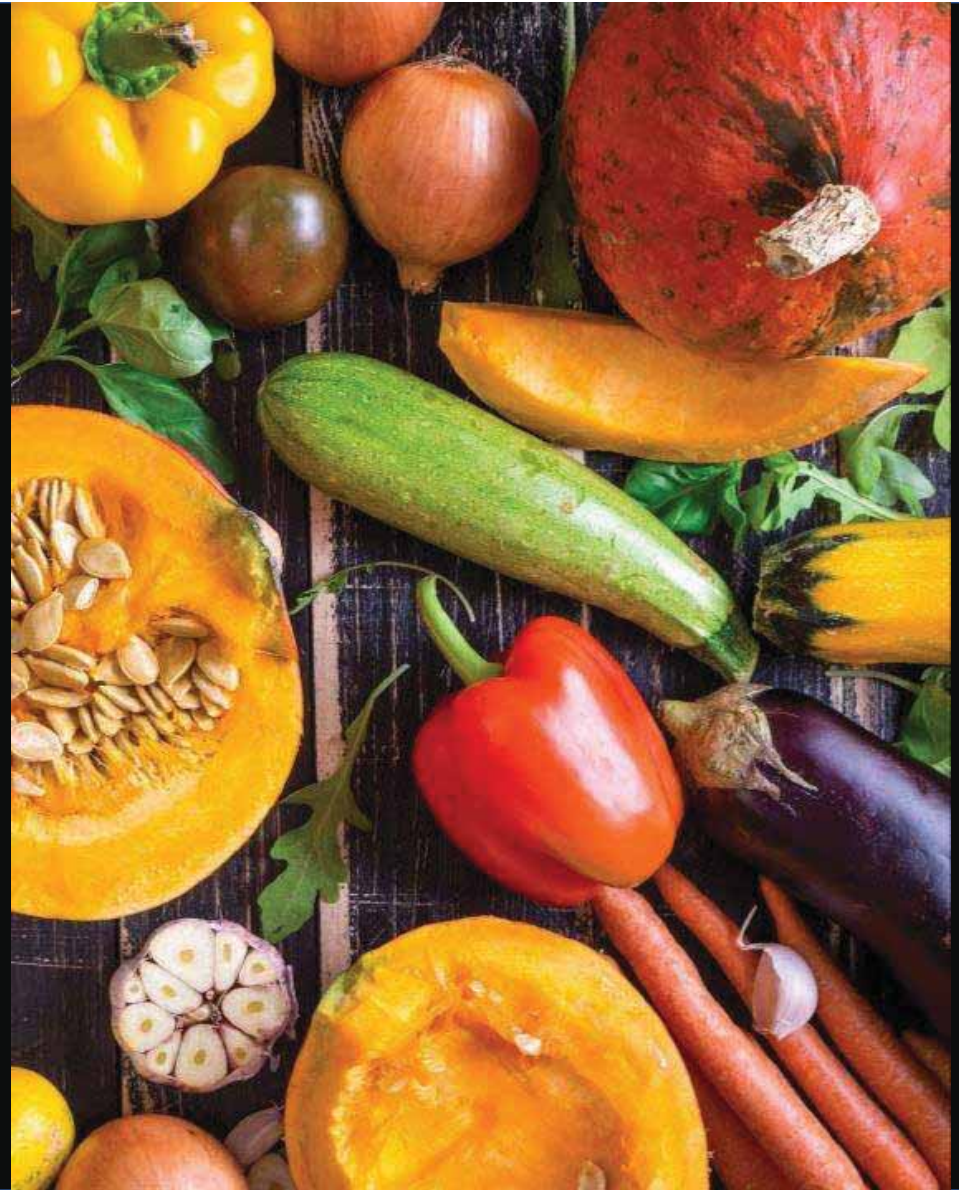


VEG POWER

We have some funds for production and distribution
We stretch them as far as possible.



Dan Parker | Chief Marketing Officer
Dan.Parker@VegPower.org.uk



Abi Mordin





GLASGOW



VEG POWER

poster competition



SCHOOL VEG CHALLENGE

Can YOU make the best poster to
promote vegetables?



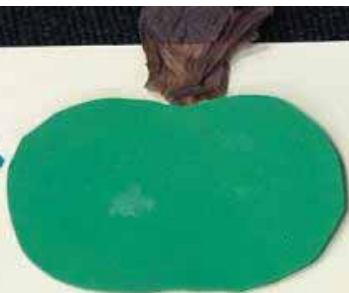
Schools Roadshow:
10 Schools
300 children
Cooking, Gardening and
Games







apples



beetroot



bananas

Keep eating healthy
to be strong!



strawberries



red apple



carrots



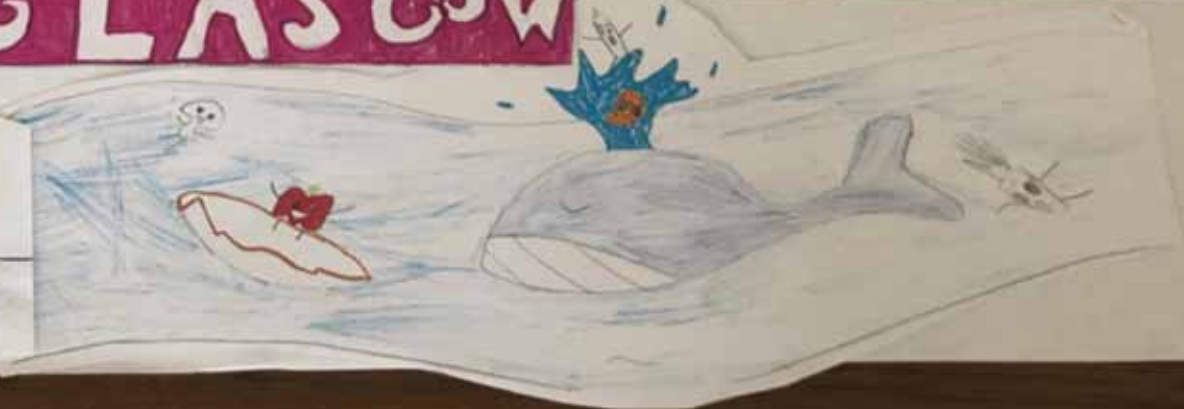
Chase



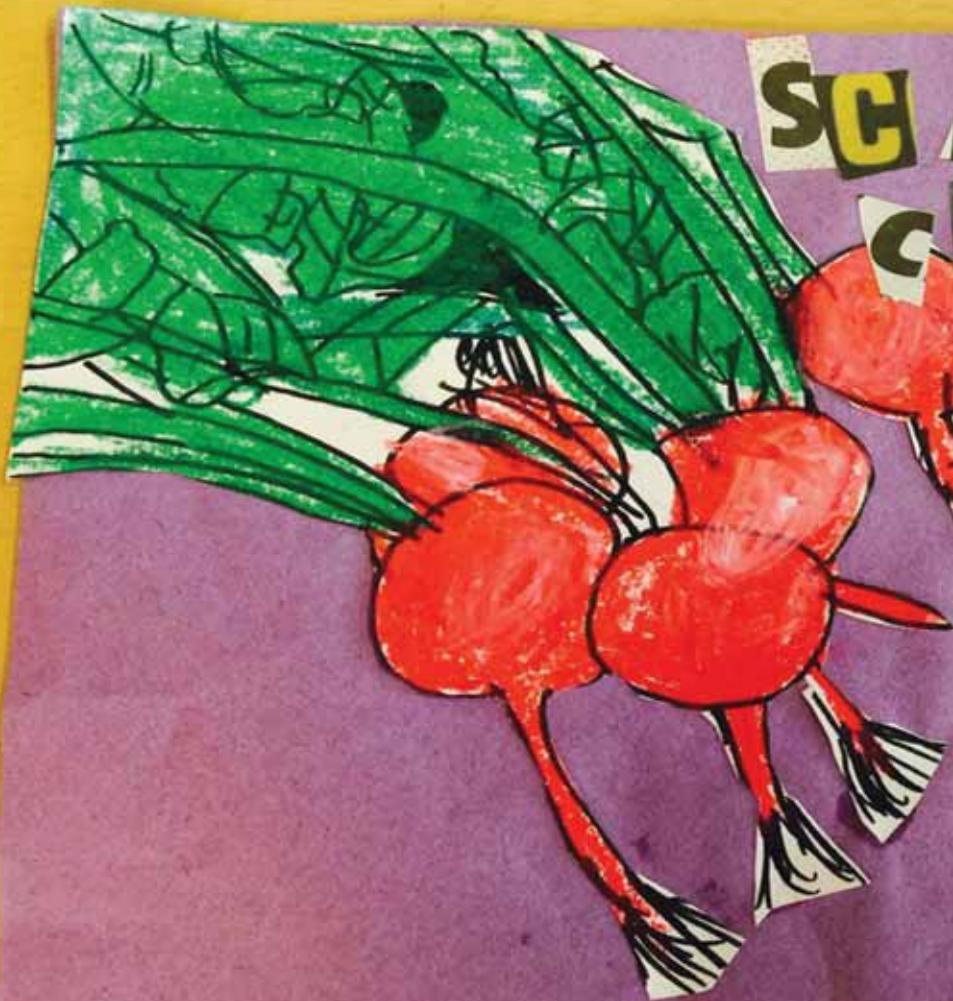
away bad habits

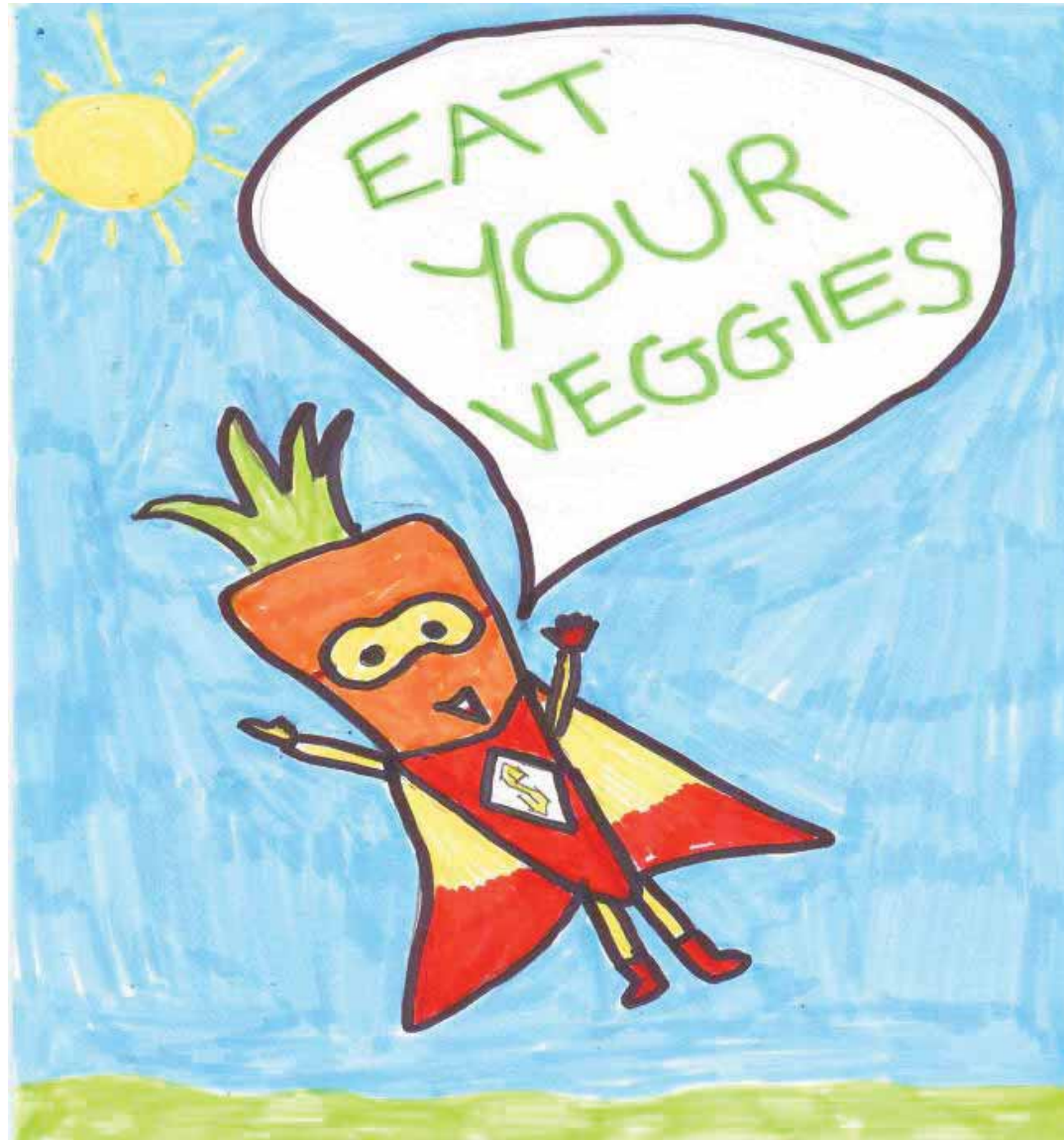
Emma P Tmc

VEGGIES
MAKE
GLASGOW



SCHOOL VE G CHALLENGE











MOOGEITY

FOODS









Lessons Learned:

- tap into existing networks
- be creative with resources
- add your own local twist
- use social media

But next time... maybe a more veg friendly slogan?!