

# Celebrate Your Plate Marketing Materials:

## Increasing fruit and vegetable consumption through social marketing

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### INTRODUCTION

In 2016 Ohio SNAP-Ed began the development of a Social Marketing Campaign to increase fruit and vegetable consumption amongst SNAP-eligible families with children. Formative research was conducted during the summer of 2016 to inform the direction of the campaign and determine the tone of the campaign, media approaches, and material design. In the spring of 2017 the campaign was named Celebrate Your Plate (CYP) and preliminary materials were tested with the target audience in Creative Position Testing during the summer of 2017. Creative Position Testing yielded overwhelmingly positive responses and the pilot was launched in August of 2017 in the four pilot counties. Based on results from the pilot, a selection of marketing materials will be used in different quadrants across the state over the next two years.

### PILOT MARKETING MATERIALS

It is critical to test the paid media strategies in a few counties throughout Ohio before sending them out across the state to answer the following two questions:

- 1) Are the marketing materials reaching the target audience?
- 2) Which marketing strategies have the greatest reach for the lowest price?

The Social Marketing Core Team needs to ensure that the marketing materials are reaching the target audience (families with children at or below 185% of the Federal Poverty Level) and determine which marketing strategies will make the best use of the Celebrate Your Plate budget.

Strategy: Reaching the target audience...	Location	Materials
At home (Fig. 1)	At home	"The Bag" coupon bag: printed advertisement on the coupon bag, stretch flyer inside the bag
Where they do their banking (Fig. 2)	Check Cashing facilities	Counter clings, counter tents, posters, cash jackets
At the point of purchase (Fig. 3)	Grocery stores, convenience stores, thrift stores	Floor clings, shelf talkers, banner stands with recipe cards
Where they spend their free time online (not shown)	Pandora Radio	Radio commercial
	Leisure apps: TV Guide, Angry Birds, Shazam, Fruit Ninja, Weatherbug	Swipe banners

### CONCLUSIONS

SNAP-Ed is currently piloting the paid marketing efforts for CYP in the form of: ads in grocery stores, convenience and thrift stores, and check cashing facilities, as well as coupon bags and flyers, online ads in web apps, and ads on Pandora radio. The pilot will conclude at the end of October 2017 at which point the reach for each media type will be evaluated through phone surveys, focus groups, and media metrics and a decision will be made on which media will be used in the statewide rollout.

### ACKNOWLEDGEMENTS

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Figure 1: Reaching the target audience at home. A: "The Bag" coupon bag advertisement. B: Front of stretch flyer. C: Back of stretch flyer.

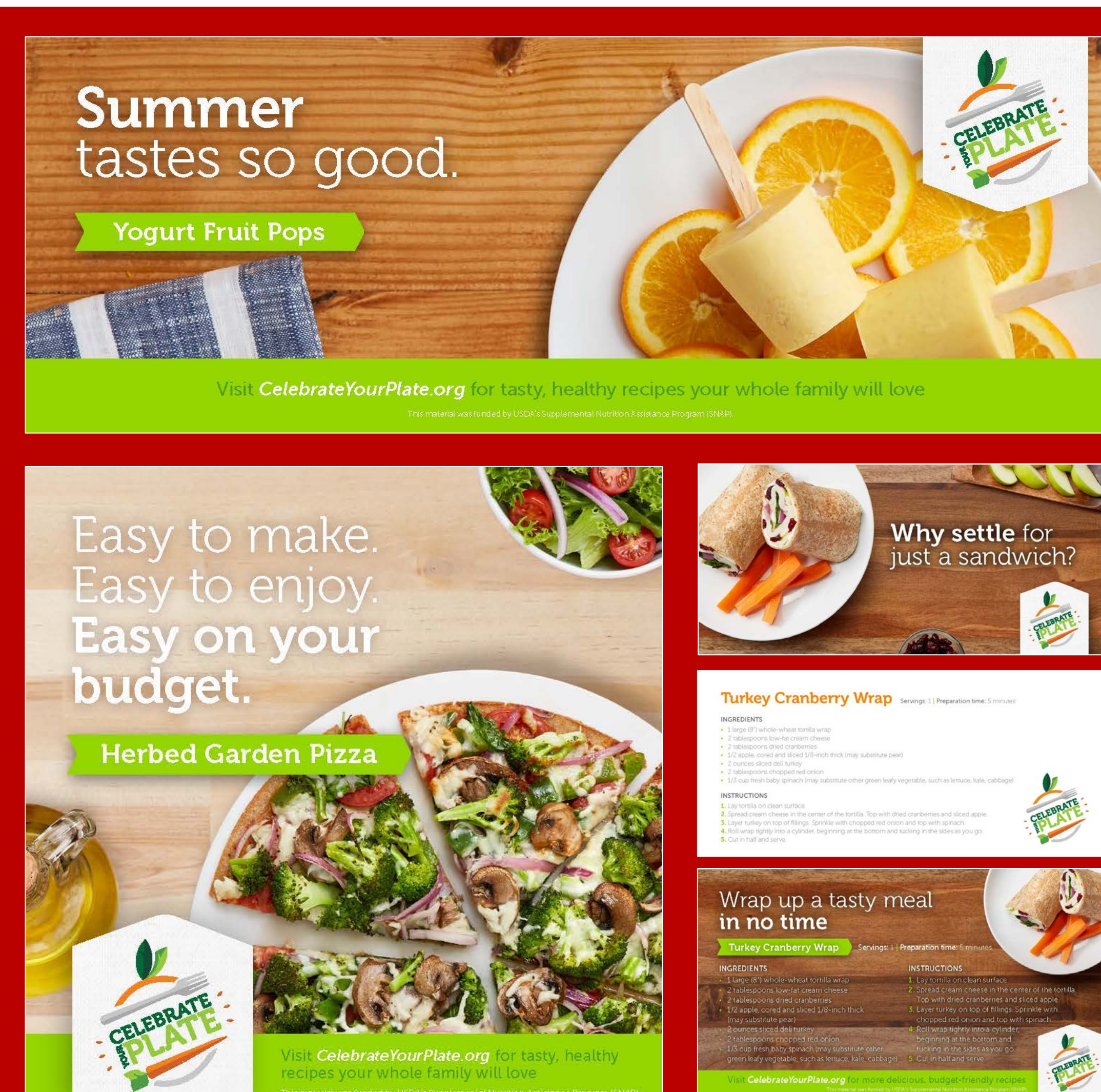


Figure 2: Reaching the target audience where they do their banking. A: Counter cling. B: Counter tent. C: Cash jacket.

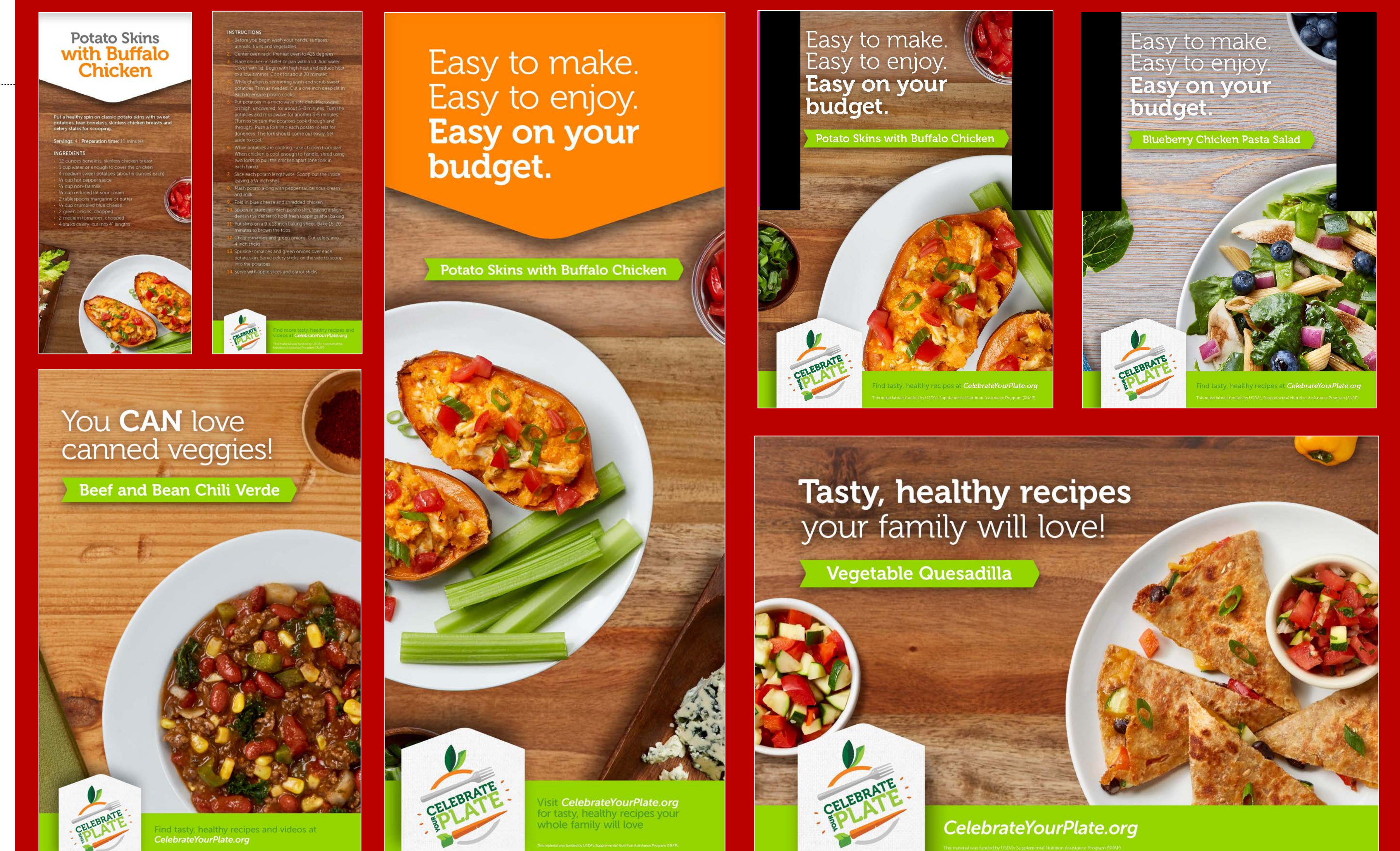


Figure 3: Reaching the target audience at the point of purchase. A: Recipe card from vinyl banner stand. B: Convenience store poster. C: Vinyl banner stand. D & E: Shelf talkers. F: Floor cling.



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