KUDZU KREATIVES

ABOUT THE BRIEF

The main objective of this campaign is to educate Singaporeans on the recommended daily intake of calories - 2200 calories for men and 1800 calories for women. The aim is to encourage them to be more aware of their food and beverage choices as well as to better manage their food consumption on a daily basis and ultimately to develop more healthy eating habits.

Campaign Period: Nov 2016 to Feb 2017
Budget: S$800,000

TARGET AUDIENCE

1. 25-49 years old
2. PMEB & White Collar Workers

KEY INSIGHTS

1. They think they know what's best for their own health.
2. The need a reason/incentive to eat healthy.
3. They seek convenience & efficiency.

OBJECTIVES

Marketing:
Increase the number of Singaporeans who have attempted calorie counting for the first time by 5%.

Communication:
1. Encourage our target audience to have a deeper understanding and knowledge of what they are eating.
2. Persuade our audience to start counting their calories by providing them with a reason to.
3. Change the mindset of our target audience that calorie counting is not troublesome.

BIG IDEA: DON'T ASSUME WHEN YOU CONSUME

KEY MESSAGES

1. Do you **really** know what you're consuming?
2. Calorie counting helps you to make healthier food choices.
3. Calorie counting is not as troublesome as you think.

ACTIVATION: INTERACTIVE MIRRORS

A digital screen which works like a Snapchat filter. When you are counting calories, you are subconsciously making healthier food choices because you are reflecting on what you're putting into your body. Don't assume that your food choices do not have an impact on your health.

1. Audience will drag food towards their mouths as the calorie counter will increase.
2. When food is "consumed", foods that has an effect on specific organs will cause them to light up in red.
3. When the calorie meter is full, the screen will inform the user that they have 'exceeded' their recommended calorie count.
4. Users are encouraged to download the Healthy 365 app to get counting!
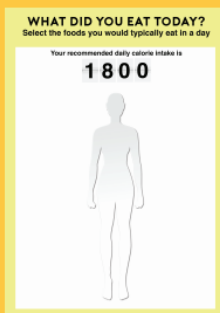
MRT TRAVELLATOR

Show stickers of local foods and the calories that come along with it. Presents to our audience that everything we consume has a calorie count and that they should be more conscious of their food choices. Don't assume the number of calories you are consuming a day. Don't assume you're keeping within the recommended daily calorie intake.
Represents the calories gained after each meal in a physical form e.g "+250kcal"

Location: Dhoby Ghaut MRT Station.

TVC & PRINT AD

Advertisements* encourages our target audience to look back at what they ate during the day by showing the meals that a normal member of our target audience would go through in a typical day. Call to action to download the Healthy 365 app to find out the real number of calories they had consumed during the day

Don't assume the number of calories you are consuming a day.

*The print ads are a static version of our TVC

SOCIAL MEDIA

4-PART VIDEO SERIES:
1. Expectations VS. Reality
2. People Try Counting Calories For A Week
3. Low-Calorie Recipes
4. How Many Dishes' Calories Can You Count In 60s

STATUS POST:
1. Facebook status update + infographics showing how calorie-counting can benefit our target audience.
2. Giving them a purpose to count calories.

CALORIE-COUNTING CONTEST:
1. Cross platform calorie-counting contest held on both Facebook & Healthy 365 app.
2. Directs traffic to the app by giving people an incentive to download the app.
3. Gives people a taste of counting calories & educates them on how many calories there could be in a meal.
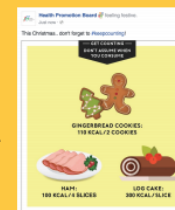
FESTIVITY-SPECIFIC POST:
1. Festivity-specific Facebook status updates to remind our target audience to continue to count calories even during special occasions in order not to overeat.

HIGHLIGHT REEL:
1. Capture users' interactions and reaction to the interactive mirror.
2. Raise awareness on the activation and draw traffic to interactive mirror.

KEY PERFORMANCE INDICATORS

Healthy 365 App Downloads	+ 38,000 downloads		FACEBOOK		Average Post Reach (Organic)	1,800 users
Engagement (Activation)	10 people/hour		Lifetime Total Likes	+ 300 likes	Average Post Engagement Rate (Boosted)	5%
Participation (Contest)	10 participants/contest		Average Post Reach (Boosted)	8,000 users	Average Post Engagement Rate (Organic)	2%