

CASE STUDY #1: Stay active. Eat healthy.

THE CHALLENGE: To design a KAB (Knowledge, Awareness, Behaviour) and branding strategy to encourage active living and healthy eating by providing healthy food and beverage choices through community recreation facilities and local government buildings.

Background

As part of a broader provincial active living strategy, the intent of the program was to introduce healthy food and beverage choices for sale in community recreation facilities and local government buildings throughout BC, to promote healthier choices and encourage involvement of BC communities.

Key aspects

The initiative comprised three primary target audiences:

1. Decision/policy makers and managers of community recreation facilities and local government buildings.
2. Food and beverage industry producers and suppliers.
3. The general public (with a focus on patrons, visitors and staff of community recreation facilities and local government buildings).

A number of key resources and provincial guidelines were in place to support the program, but a strategy was required to brand the overall program, build KAB and engage key audiences.

What we did

We researched each audience including best practice reviews and preferred communication channels. Industry and policy makers needed to see business examples to gauge anticipated impact on their operations. We designed and market tested creative elements to brand the program and developed a multi-layered website with distinct portals for each audience. For industry the focus was on the business case and ROI. For the facilities sector the focus was on case studies and in providing a comprehensive web-based resource centre. And for the public, the focus was on the health benefits from healthier lifestyle choices.

The branding strategy was integrated across all communications from print materials to web and videos. For a review go to: www.stayactiveeathealthy.ca

What was achieved

Over a two-year period the project grew from an initial six pilot communities to active involvement of 22 communities including five First Nations. The industry is collaborating with public facilities and healthier product availability continues to expand. The financial ROI which saw an initial decline, began to show marked improvement as promotional activities have increased.