





5 A Day The Color Way

A New Marketing Campaign in the USA

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WHO-Geneva



Observations about the 5 A Day-USA program

The Program:

- Multi-dimensional & multi-sectoral
- Well-grounded in science

The Product:

- Dietary recommendation (intangible)

The Message:

- Relatively simple
- Comprehensible



Observations About 5 A Day

The Communications:

- Straightforward with limited development of creative consumer message design

The Resources:

- Supported by companies, agencies, government, & organizations that believe in the cause



Observations About 5 A Day

The Performance:

- Great progress during first 10 years

The Research:

- Health research is substantial and compelling

The Audiences:

- Are positively predisposed and receptive to message about connection between f/v and health



Observations About 5 A Day

The Economics:

- Economic benefits to retailers and food service are intrinsic but must be made evident

The Supermarket:

- Produce department is an effective and efficient communication channel to consumer



Observations About 5 A Day

The “Stars” are in 5 A Day’s Favor:

- F/V are universally recommended as healthy foods
- F/V rule the world of phytochemicals
- National obesity epidemic became recognized.

During the first decade, PBH has positioned 5 A Day to become the most recognized and influential message affecting consumer eating behavior



5 A Day Observation Summary

During the next decade, the PBH must focus and move the message to the next marketing level in order to reach its challenging vision goals

We're entering a
New Marketing Era
for 5 A Day!



Our Marketing Challenge

To change behavior, we must move 5 A Day from...

“Important to know”

to

“Essential to do”



Essential to Do!





It's not easy





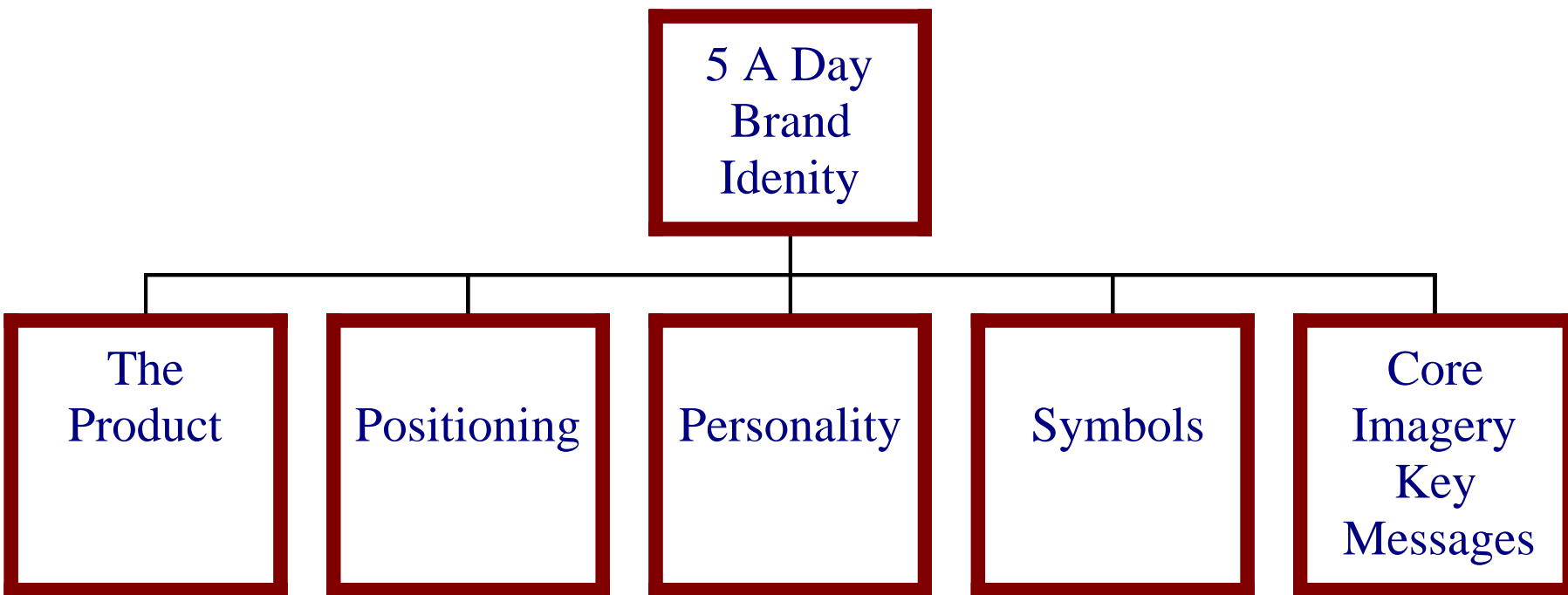
Critical Success Factors

1. Revitalize and strengthen the 5 A Day Brand Identity
 - Its objectives, strategies, and tactics must become focused and aggressive

Think Like A Brand!



5 A Day Brand Identity



Remember, a brand is not a logo



Critical Success Factors

2. Energize, unify and focus the 5 A Day marketing plan





Critical Success Factors

2. Energize, unify and focus the 5 A Day marketing plan

Bring focus and creative message development to all major strategies:

- Public Relations
- Advertising
- Retail and Foodservice Promotion
- Health Community Communications



Critical Success Factors

3. Build a case for the economic benefits of 5 A Day to retail and foodservice audiences





Critical Success Factors

4. Develop an exciting and compelling revitalized 5 A Day selling story targeted at existing and new funding sources



Critical Success Factors

5. Keep everything simple, focused professional, and colorful ... a part of the 5 A Day Brand Personality



Critical Success Factors

6. Reach kids and their families through school, retail and foodservice programs



Critical Success Factors

7. Energizing, unifying and focusing the 5 A Day marketing plan:

Two key components:

- The Color Story
- The 5 A Day Plan (to change behavior)



Critical Success Factors

Color

Our breakthrough strategy!



The phytochemical story is exploding; 5 A Day has the **Window of Opportunity** to lead and capitalize on this emerging story ... wrapped in the color communications strategy





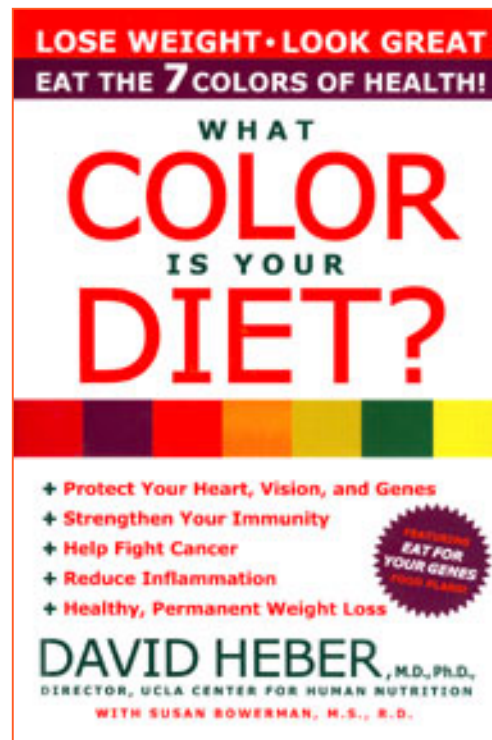
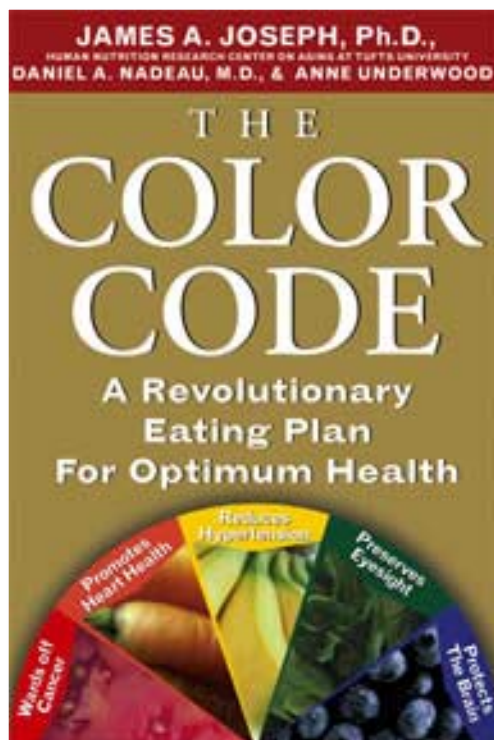
A “colorful” new package to deliver the message and break through to consumers and retailers, and foodservice operators, too



“Color is huge!”



A hot food trend with huge potential that's just beginning to infiltrate the marketplace





STATING HEALTHY

By JANEEN HODOWSKI

FOOD, OF COURSE, IS A NECESSARY INGREDIENT FOR good health. But is it more than that? Can eating the right foods in the right combination actually prevent disease? In the past few years, research on the subject has exploded. Scientists have started to identify what may be hundreds—even thousands—of natural chemicals in foods that seem to have preventive powers. These aren't just vitamins and minerals but a whole new bouquet of strange-sounding compounds—starting with the latest nutritional superstars, the phytochemicals.

In the pages that follow, we've used this research to prepare a shopping list of 10 foods that pack a nutritional punch. That clove of garlic in your refrigerator? That jar of nuts in your pantry? Used correctly, they may have the power to prevent all kinds of serious ailments, including heart disease, diabetes and even cancer. You may never look at a tomato the same way again. (Or as it turns out, a potato.)

A word of warning: You can find most of these compounds in dietary supplements, but they might not do any good. "Food is very complex," says John Merson-Davies, chief of preventive medicine at Harvard's Brigham and Women's Hospital. "It may be the combination of antioxidants, phytochemicals and other compounds that work together to confer health benefits."

Fortunately, nature has done us a lovely trick: It made many of the very chemicals that make foods good for us also the ones that give them color, texture, flavor and taste. Spinach gives you iron and calcium, for instance. For optimum health, an eating plan isn't a rainbow of colors. You just should look like one, at least.

10 Foods That Pack a Wallop

Eat, drink and be healthy! Scientists are rapidly identifying the natural chemicals that give preventive punch to a rainbow of ordinary edibles

Tomatoes

Even start by eating the skin: Two real studies have linked the red skin to lower risk of prostate cancer and other cancers of the digestive tract. Tomatoes contain lycopene, probably the most powerful anti-cancer compound among the carotenoids, the compounds that turn carrots and eggplants fiery orange. It is so good at trapping oxygen radicals that Lycopene supplements (the best known commercial form of beta-carotene) is so widely criticized these days for causing lung-cancer cases for good reason: A well-studied study which a small amount of all-trans-retinol (the beta-carotene form) "didn't work." There was but a subtle hint of danger.

Spinach

Think the carrots give you extra antioxidants? Spinach is healthy, too. It's got a lot of iron, but it's got a lot of other stuff, too. One cup of cooked spinach has 100 milligrams of iron, a lot more than you can get from any other food. It's also got a lot of other stuff, too. One cup of cooked spinach has 100 milligrams of iron, a lot more than you can get from any other food. It's also got a lot of other stuff, too.

Photo: page 60, 61



Eat Your Colors Every Day
To Stay Healthy and Fit!



New Campaign Brand Identity



Color Model



**Eat Your Colors Every Day
To Stay Healthy & Fit**

*

*Low-fat diets rich in fruits and vegetables and low in saturated fat and cholesterol may reduce the risk of heart disease and some types of cancer, diseases associated with many factors.



Color and Health

Our challenge: Keeping the tremendous power of the color model in line with science and industry marketing issues



5 A DAY THE COLOR WAY!

For Your Daily Eating Plan To Help Healthy Living

Eat your colors every day to stay healthy and fit.

It's essential to get a colorful variety of fruits and vegetables into your diet every day! Why? Because colorful fruits and vegetables provide the wide range of vitamins, minerals, fiber and phytochemicals your body needs to maintain good health and energy levels, protect against the effects of aging, and reduce the risk of cancer and heart disease.*

*Low-fat diets rich in fruits and vegetables and low in saturated fat and cholesterol may reduce the risk of heart disease and some types of cancer.

BLUE/PURPLE

Eat all your colors every day to get the variety of vitamins, minerals and phytochemicals you need to stay healthy. Include **BLUE/PURPLE** in your low-fat diet to help maintain:

- A lower risk of some cancers*
- Urinary tract health
- Memory function
- Healthy aging

*Low-fat diets rich in fruits and vegetables may reduce the risk of some types of cancer.

GREEN

To get the range of vitamins, minerals and phytochemicals you need to stay healthy and fit, eat a colorful variety of fruits and vegetables. Include **GREEN** in your low-fat diet to maintain:

- Vision health
- A lower risk of some cancers*
- Strong bones and teeth

*Low-fat diets rich in fruits and vegetables may reduce the risk of some types of cancer.

WHITE

Eating a colorful mix of fruits and vegetables daily provides the variety of vitamins, minerals and phytochemicals you need to fight disease. Including **WHITE** in your low-fat diet helps maintain:

- Heart health
- Cholesterol levels that are already healthy
- A lower risk of some cancers*

*Low-fat diets rich in fruits and vegetables may reduce the risk of some types of cancer.

YELLOW/ORANGE

To stay healthy and fit, think color and variety when you make your fruit and vegetable choices. Including **YELLOW/ORANGE** in your low-fat diet helps maintain:

- A lower risk of some cancers*
- A healthy heart
- Vision health
- A healthy immune system

*Low-fat diets rich in fruits and vegetables may reduce the risk of some types of cancer.

RED

It's important to eat all your colors every day to get the variety of vitamins, minerals and phytochemicals you need to stay healthy and fit. Include **RED** in your low-fat diet to help maintain:

- A healthy heart
- Memory function
- A lower risk of some cancers*
- Urinary tract health

*Low-fat diets rich in fruits and vegetables may reduce the risk of some types of cancer.

Presented by the Produce for Better Health Foundation with a grant from the Florida Department of Agriculture and Consumer Services.

PRODUCE FOR BETTER HEALTH FOUNDATION

For information, recipes and the 5 A Day Cookbook, visit www.5aday.com

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Color Way Guide



24 colorful & delicious recipes inside!

The Color Way Plan

An essential daily dietary recommendation for a healthier life

FRUITS & VEGETABLES

getting your 5 A Day servings

USDA Food Guide Pyramid

The USDA Food Guide Pyramid recommends 3-8 servings of fruits and vegetables every day - and getting 5 to 9 servings is better than you may think.

A serving size is:

- 1/2 cup (6 oz) 100% fruit or vegetable juice
- 1/2 cup cooked, canned, or frozen legumes (beans and peas)
- 1/2 cup cooked, frozen or canned fruits (or 100% juice) or vegetables
- one medium-sized fruit
- 1 cup raw, leafy vegetables
- 1/4 cup dried fruit

HOW MANY SERVINGS

do you need each day?

<p>Children (2-8 yrs.) women and others who typically eat about 1,800 calories a day or less need a healthy weight</p> <p>3 servings 2 fruits 3 vegetables</p>	<p>Other women, other girls, other children (9-18 yrs.) who typically eat about 2,000 calories a day or less need a healthy weight</p> <p>3 servings 2 fruits 4 vegetables</p>	<p>Men, teens and others who typically eat about 2,500 calories a day or more need a healthy weight</p> <p>4 servings 3 fruits 5 vegetables</p>
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a healthy way to supersize

<p>Take a small garnish (1 serving) and add more volume (2 servings)</p>	<p>A fruit snack (1 serving) becomes a colorful variety (2 servings)</p>
<p>Pair it with tomato sauce (1 serving) to enhance your vegetable intake (2 servings)</p>	<p>Take a baked apple dessert (1 serving) and add raisins (2 servings)</p>

DID YOU KNOW?
 Frozen fruits and vegetables are just as healthy for you as fresh - so keep them on hand for quick and easy 5 A Day meals.

FOR OPTIMUM HEALTH, sometimes eat a rainbow of colors. Your plate should look like a box of Crayola.
 - Lance M. Nevenick, MD, January 12, 2001

The “Color Way Plan” Booklet



Perceived Barriers to Fruits and Vegetables

Barriers

- Time required to “fit them into my life”
 - ✓ Have to be washed, cut-up or otherwise prepped
- Other foods, particularly packaged snack foods, are ubiquitous
 - ✓ Available at workplace from vending machines
 - ✓ Available when “on the go/on the road”
- Limited shelf life of perishables contributes to lower accessibility



Summary and Implications

- The Color information is powerful
 - Point of Sale
 - Take Home Messages
- Plan concept has merit but needs creative packaging
 - Linkage to “diet” was unattractive
 - Desire for more of a long-lasting eating behavior guideline as the basis for a “lifestyle”



Summary and Implications

- “The Color Way” concept was clear and compelling
 - Colors are an attractive short-hand/mnemonic
 - Easy way to help them make better choices
 - Concept capitalizes on sensory experience of shopping for produce
 - Appealing for them and their kids



Summary and Implications

- Concept of aligning “color” with health benefits was engaging
 - Good way to monitor and improve their eating habits
 - Fits with current understanding



Summary and Implications

- New concepts and materials are highly effective
- Creative concepts effectively communicated the importance of eating a colorful variety of f/v on a daily basis
- Linking health with a colorful approach was seen as “new” and compelling
- Findings were consistent among various ethnic, income, geographical, and age groups



COLOR WAY GUIDES: Easy-to-Use pocket-sized guides with optional track mountable display

The accordion-fold Color Way Guide provides shoppers with a handy, durable and easy-to-use guide to the health benefits of colorful fruits and vegetables. Stimulates purchases of fruits and vegetables throughout the store.



5 7/8" x 2 3/8" w/ accordion-fold guide (Item # 00022)



6 7/8" x 10 1/2" x 2 1/4" Track mountable display (Item # 00022)



COLOR WAY MINI GUIDES

Mini versions of the guide are perfect for in-pack or on-pack use with products and can be customized to your needs. Contact PBH for details.



3 3/4" x 2 3/8" w/ accordion fold mini guide



Accordion Fold Color Guide Booklets



New 5 A Day Web Site

The screenshot shows a web browser window titled "Five A Day Homepage". The browser's address bar contains the URL "http://192.168.1.189:2844/index.php". The website features a navigation menu with categories: INDUSTRY, EDUCATORS, CONSUMERS, PRESS, KIDS, MEMBERS ONLY, and CATALOG. The main content area is titled "EAT YOUR COLORS!" and includes a section for "EAT YOUR COLORS TO STAY HEALTHY AND FIT!" with a "Read on." link. There are also sections for "THE COLOR WAY GUIDE", "TIP OF THE DAY", and "WHAT'S NEW".

5 A Day THE COLOR WAY

Produce for Better Health Foundation

INDUSTRY | EDUCATORS | CONSUMERS | PRESS | KIDS | MEMBERS ONLY | CATALOG

EAT YOUR COLORS!

EAT YOUR COLORS TO STAY HEALTHY AND FIT!
It's essential to get a colorful variety of fruits and vegetables into your diet every day! Why? Because colorful fruits and vegetables provide the wide range of vitamins, minerals and phytochemicals your body needs to maintain good health and energy levels.
[Read on.](#)

THE COLOR WAY GUIDE
Order your own handy guide to healthy eating.

TIP OF THE DAY
The USDA Food Guide Pyramid recommends 5-9 servings of fruits and vegetables every day.

WHAT'S NEW

- Come see us at the **Produce Marketing Association Fresh Summit**, October 11-15.
- September 23-28 is 5 A Day week! See what's going on.

back to HOME ▶

Search: go

Link: <http://192.168.1.189:2844/index.php>