



# Birdseye 2018 Pledge

This is a UK wide pledge

This commitment will be implemented  
by October 2018

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Government, broadcasters, businesses, charities and celebrities commit to help transform the image of veg including with financial and pro-bono support to the Veg Power fund.

**This aligns with point 7 on the Commitments Framework**

## Commitment Details

We commit to showing children enjoying vegetables in a new advertising campaign for Garden Peas, to make vegetables more desirable for and relevant to children and providers.

This will hero messages around Vitamin C and Protein benefits to families, which we will reinforce via new on pack nutrition claims and communications.

We will run the media campaign will run for 18+ weeks in 2018 including during children's TV programming and social video.

## Monitoring

The weeks on air can be measured through standard broadcast reports, which can be provided to The Food Foundation on request. This can also indicate the audience split (specifically % Housewife with Children vs. other demographics).

We believe this new advertising execution will increase the relevance score of messaging to families vs. previous execution, and will positively impact perception of vegetables. This is measured via IPSOS tracking.



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# 2

Retailers commit to increase sales of veg by adopting new measures which drive increased consumption while maintaining their existing commitments to reduce waste (22 actions to help drive up sales can be found in our retailer toolkit)

**This aligns with point 2 on the Commitments Framework**

## Commitment Details

As a producer of Veg in frozen (35,500 tonnes per annum) we are already a positive choice for many families but we want to further drive the breadth of our offer and over time increase UK veg consumption. We will act to grow consumption volume by 2% in 2018 through:

- 1) Increasing the range of veg based products in Birds Eye's offer by 25% year on year
- 2) Investing in consumer facing messaging on veg products and their benefits (TV, Social, Search)- 30% increase in spend year on year
- 3) Overcoming barriers to consumption of veg through promoting frozen vegetables (less waste, easy prep, no seasonality)
- 4) Increasing total number of Veg discount promotions available online and instore year on year

## Monitoring

- 1) Increasing the range of veg based products in Birds Eye's offer by 25% year on year  
MEASUREMENT: RANGE LIST SHOWING NPD LIST Dec 17 vs. Dec 18.
- 2) Investing in consumer facing messaging on veg products and their benefits (TV, Social, Search)- 30% increase in spend year on year  
MEASUREMENT: GROSS MEDIA SPEND NUMBERS PROVIDED QUARTERLY
- 3) Overcoming barriers to consumption of veg through promoting the benefits of frozen vegetables (less waste, easy prep, no seasonality)  
MEASUREMENT: NEW ONLINE CONTENT LAUNCHED
- 4) Increasing total number of Veg money-off promotions online and instore year on year: TABLE SHOWING YOY COUNT OF PROMOTIONS PROVIDED AT END OF YEAR



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3. Retailers and manufacturers commit to increase the volume of veg in ready meals (whole-meal replacements)

— This aligns with point 3 on the Commitments Framework —

### Commitment Details

Birds Eye will increase the proportion of our ready meal range that provides at least one 1 x 80g portion of veg, and invest resources to develop and advertise new meal ranges that contain at least 2 portions of veg (160g).

### Monitoring

Our baseline in the ready meals sector is currently 35% of our range provides at least 1 full portion of veg driven in many cases by a large number of meals featuring just 60g-79g portions.

We will increase this number to 50%+ between Sept 2018 and the end of 2019 through launching at least 1 new range, "Veggie Bowls".

We are making the positive step of bringing next generation meals to market- like 'Veggie Bowls'- rather than reformulating meals that are towards the end of their lifecycles. We estimate this positive move will increase full (80g) portions consumed from 300,000 full portions in 2017 to 550,000 full portions in the 2019 calendar year.

Current marketing spend on ready meals is £0 so investing in PR/ Media in 2019 on this new generation meals will be new spend.