



ANATOMY  
OF OOH

# Out of Home encourages healthy eating habits with simple call-to-action

March 2021

OMA **MOVE**  
Measurement of Outdoor Visibility and Exposure





### Campaign summary

# Inspiring Aussies to #addveggies

The more research we do, the more we learn about Outdoor advertising's ability to influence and drive behaviour change. This is just what we did over summer to encourage Aussies to add more vegetables to their meals.

Check out the survey results which showed a high level of recall and consideration, especially among parents, to make healthy food choices for their children.

The *Add an extra handful of veggies* campaign creative was developed by the Australian Government Department of Health, as part of a partnership with the Outdoor Media Association (OMA), and ran from 24 January to 20 February 2021 on Out of Home (OOH) signs nationwide.

# The campaign was memorable

1 out of 2

people remembered seeing the *Add an extra handful of veggies* campaign or similar ads on OOH.



# Targeted messaging had high cut-through among parents

The *Add a handful of veggies* campaign delivered strong prompted awareness and drove consideration with parents.

**59%**

of people who remembered the campaign or similar ads were parents.

**86%**

of parents were encouraged to include veggies in their meals.

**80%**

of parents were encouraged to make healthier choices for their children's meals.

# The strong call-to-action fed curiosity and talkability

*Add an extra handful of veggies* encouraged people to look for more information online and speak about the campaign with others.

2 out of 3



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people surveyed said the campaign encouraged them to visit the *eatforhealth.gov.au* website.

65%



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of people who recalled the campaign on OOH or social media said they spoke to someone about it.

# #addveggies — A simple message was remembered, encouraged behaviour change, and sparked conversations





More research and insights may be found at  
[Anatomy of Out of Home](#)