

**EAT THEM
TO DEFEAT THEM**

As seen
on TV



2024

itv sky 4 ALDI BirdsEye co Sainsbury's TESCO VEGPOWER

**EAT THEM
TO DEFEAT THEM**

£3.2M
ADVERTISING
donated
to **our**
campaign



33M
PEOPLE
REACHED
via **ADVERTISING**



itv



sky

+ 12 media partners

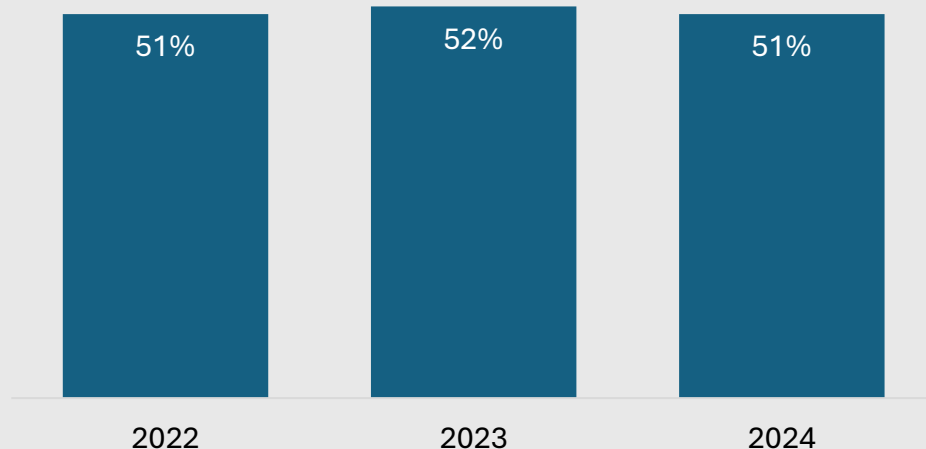
BARB 2024

ADVERTISING RECALL

The proportion who recall seeing the TV ad is stable

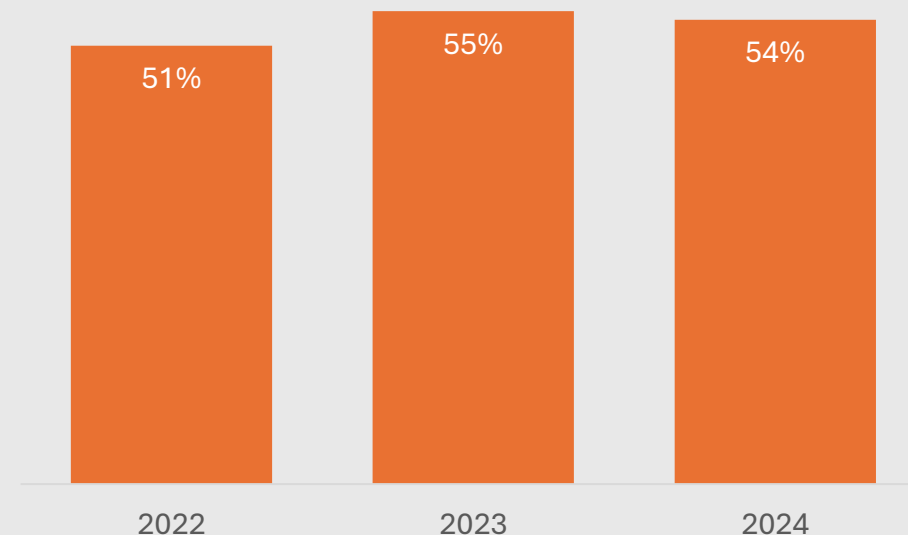


Recognition of played ETTDT TV ad (parents)



National sample

Recognition of played ETTDT TV ad (children)



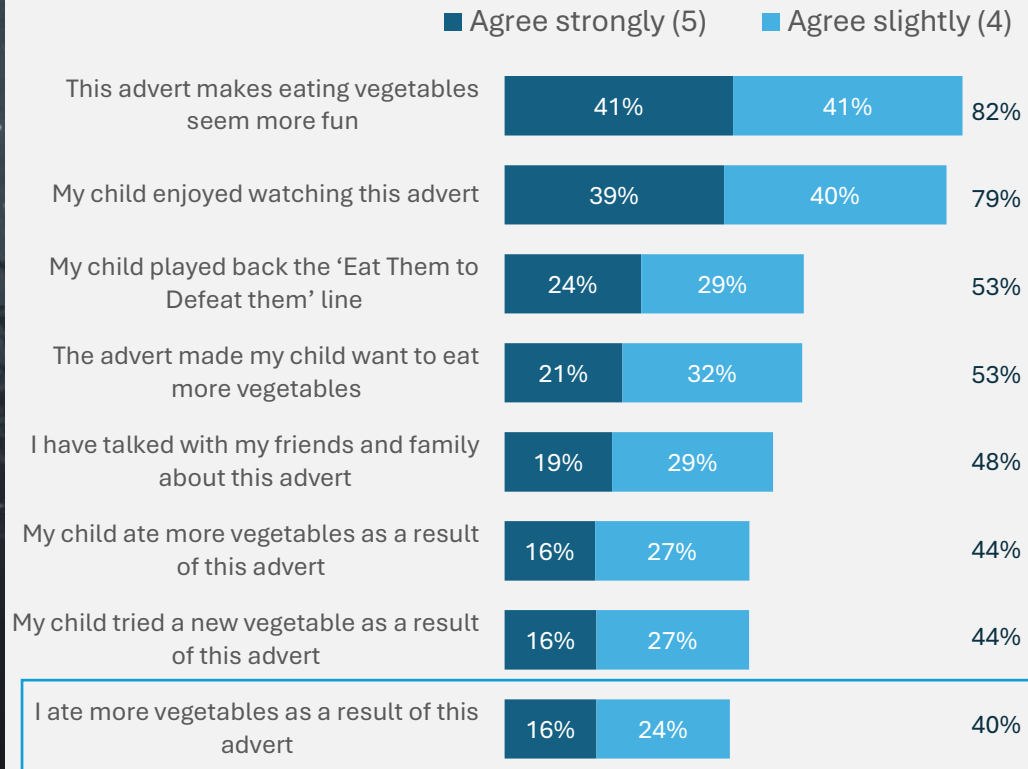
National sample

ADVERTISING RESPONSE

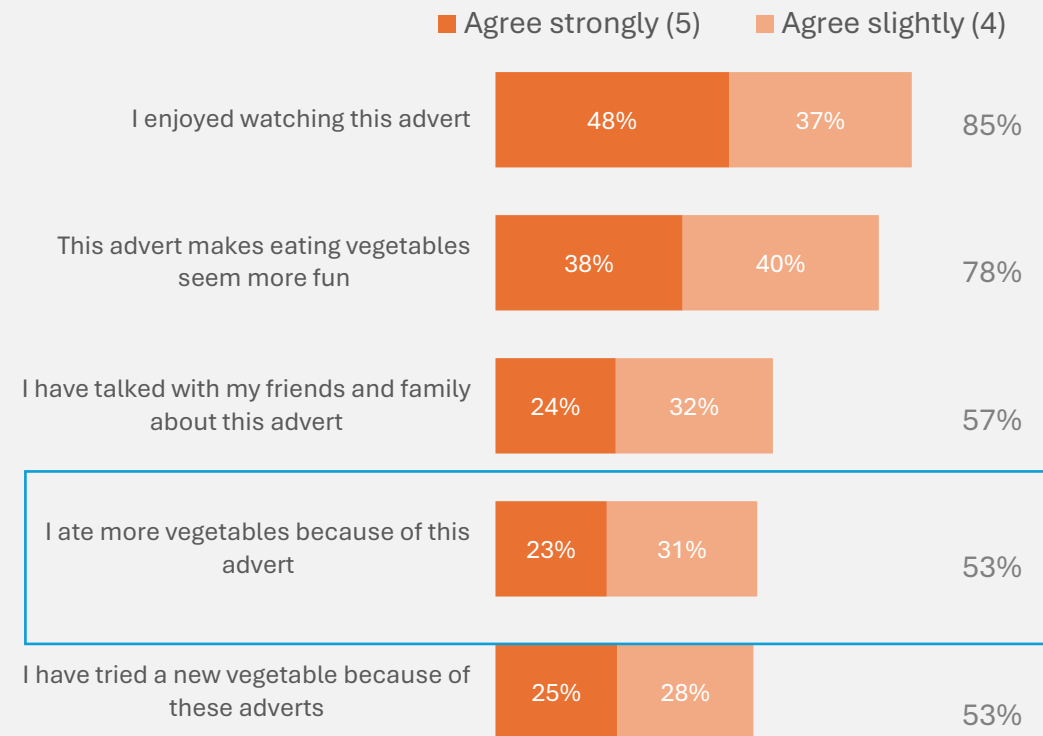
The ad is enjoyable and makes eating vegetables seem more fun



Parent response to the TV ad (2024)



Child response to the TV ad (2024)



5.4m primary school children in the UK, 54% recall the advert, of which 53% say they ate more vegetables = 1.55m

2,375



SCHOOLS

took part in
**OUR SCHOOLS'
PROGRAMME
in 2024**



620k

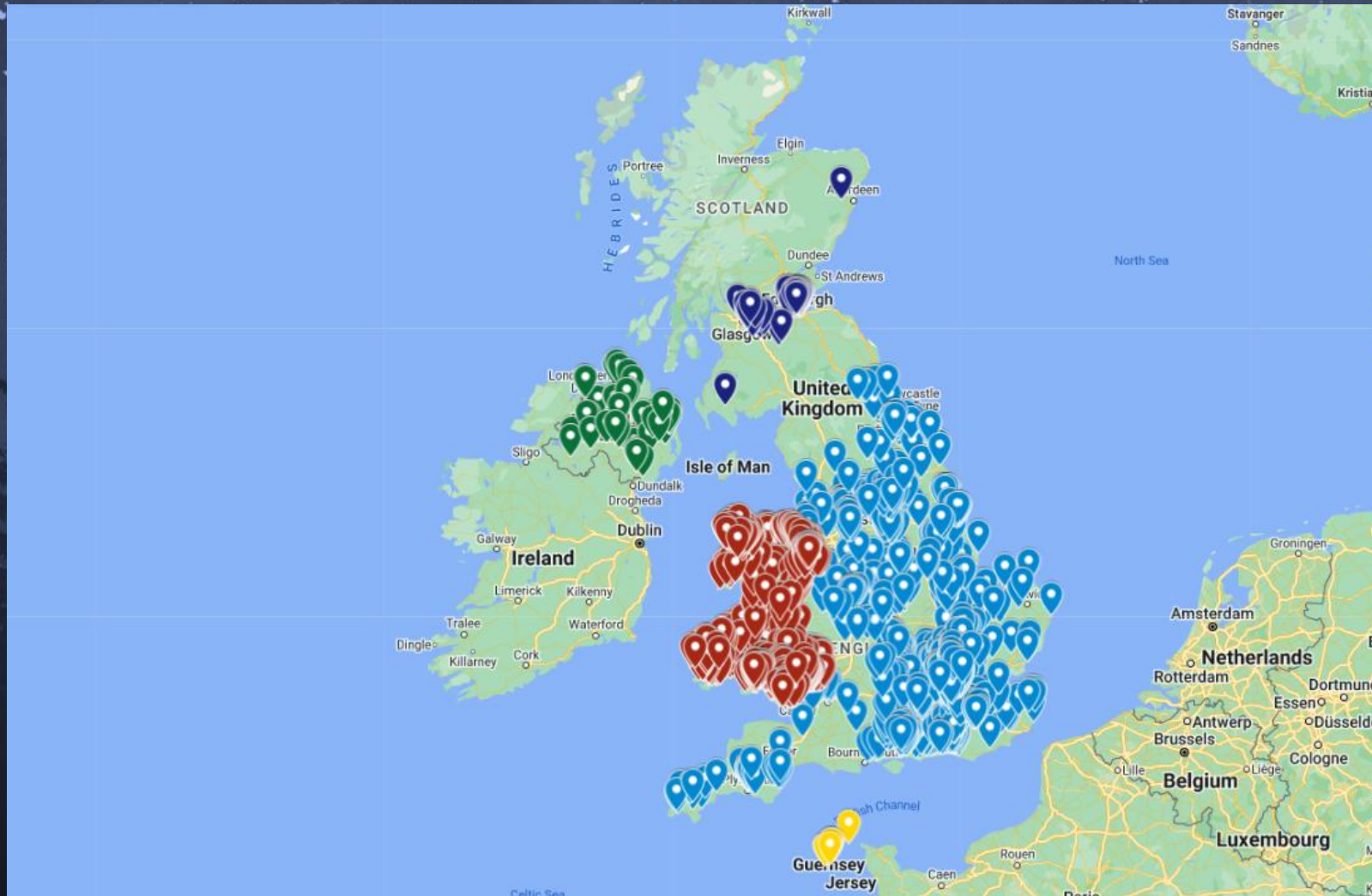
CHILDREN

TOOK PART IN
SCHOOLS WITH
**TASTING EVENTS
AND REWARD
CHARTS**



SCHOOLS ACROSS THE UK

EAT THEM
TO DEFEAT THEM



[Click to view map](#)

2024 THEME

EAT THEM
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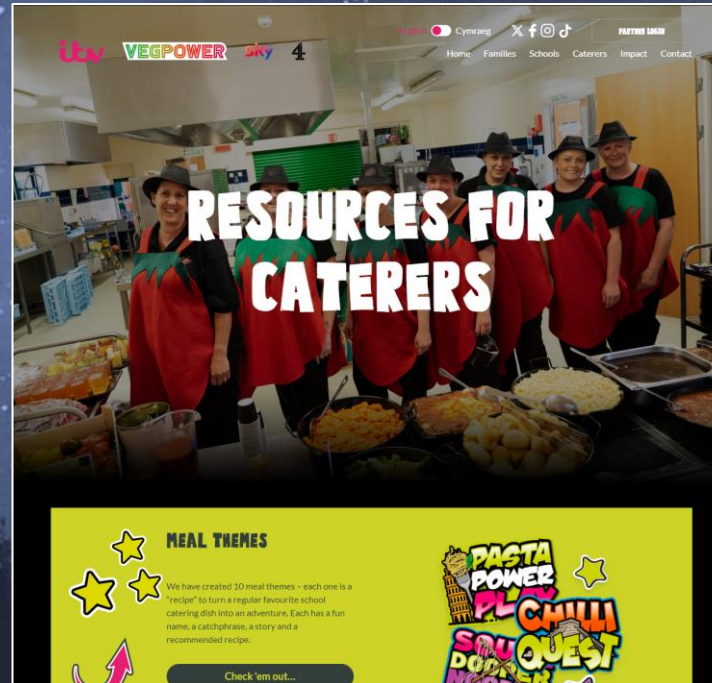
DIGITAL

EAT THEM TO DEFEAT THEM



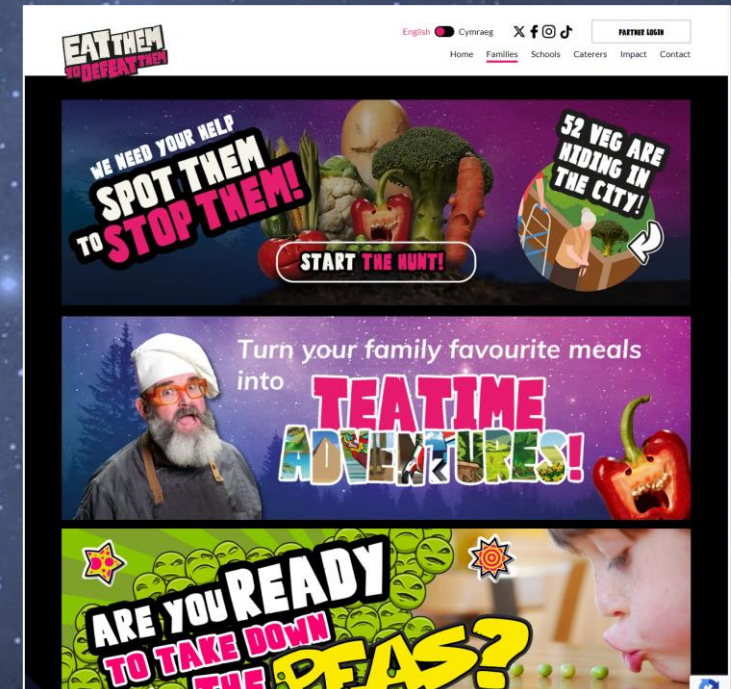
Inspiration, information and resources for schools

6,972 unique school visitors



Inspiration, information and resources for caterers

1,832 unique catering visitors



Fun & advice for parents and families

11,921 unique family visitors

EAT THEM TO DEFEAT THEM CATERERS' CHALLENGE

Tilda
SPONSORED BY

EAT THEM TO DEFEAT THEM



RESOURCES



+ lesson plans, recipe ideas and craft projects

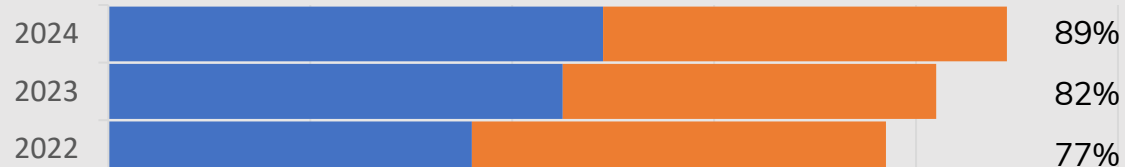
SCHOOLS' PROGRAMME RESPONSE

The programme is steadily more effective each year

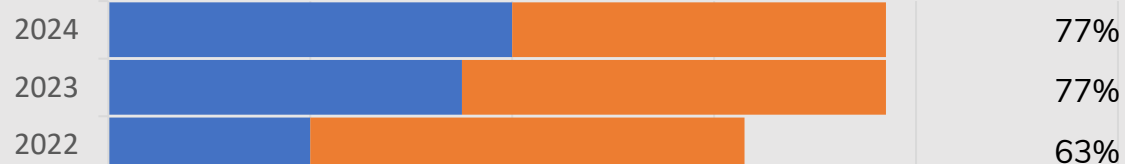
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Parents

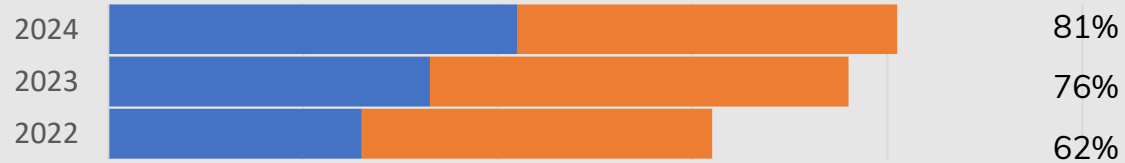
The children really enjoyed it



It has made my child eat more vegetables



It has made my child try new vegetables

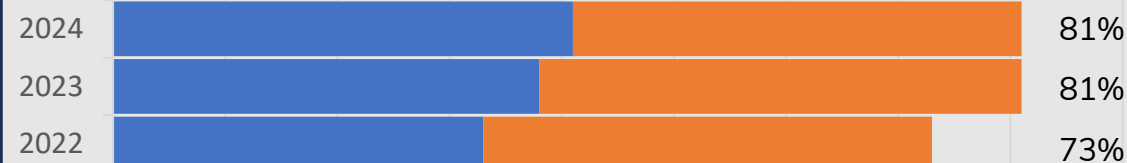


0% 20% 40% 60% 80% 100%

Strongly Agree Agree

Children

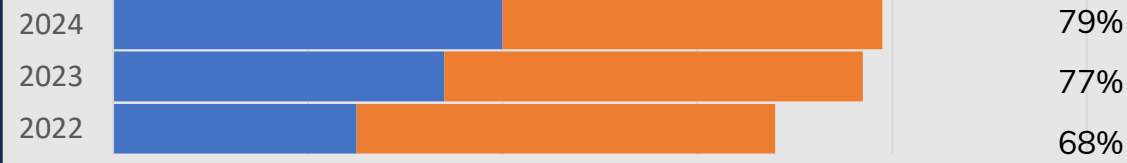
I really enjoyed it



I ate more vegetables



I tried new vegetables

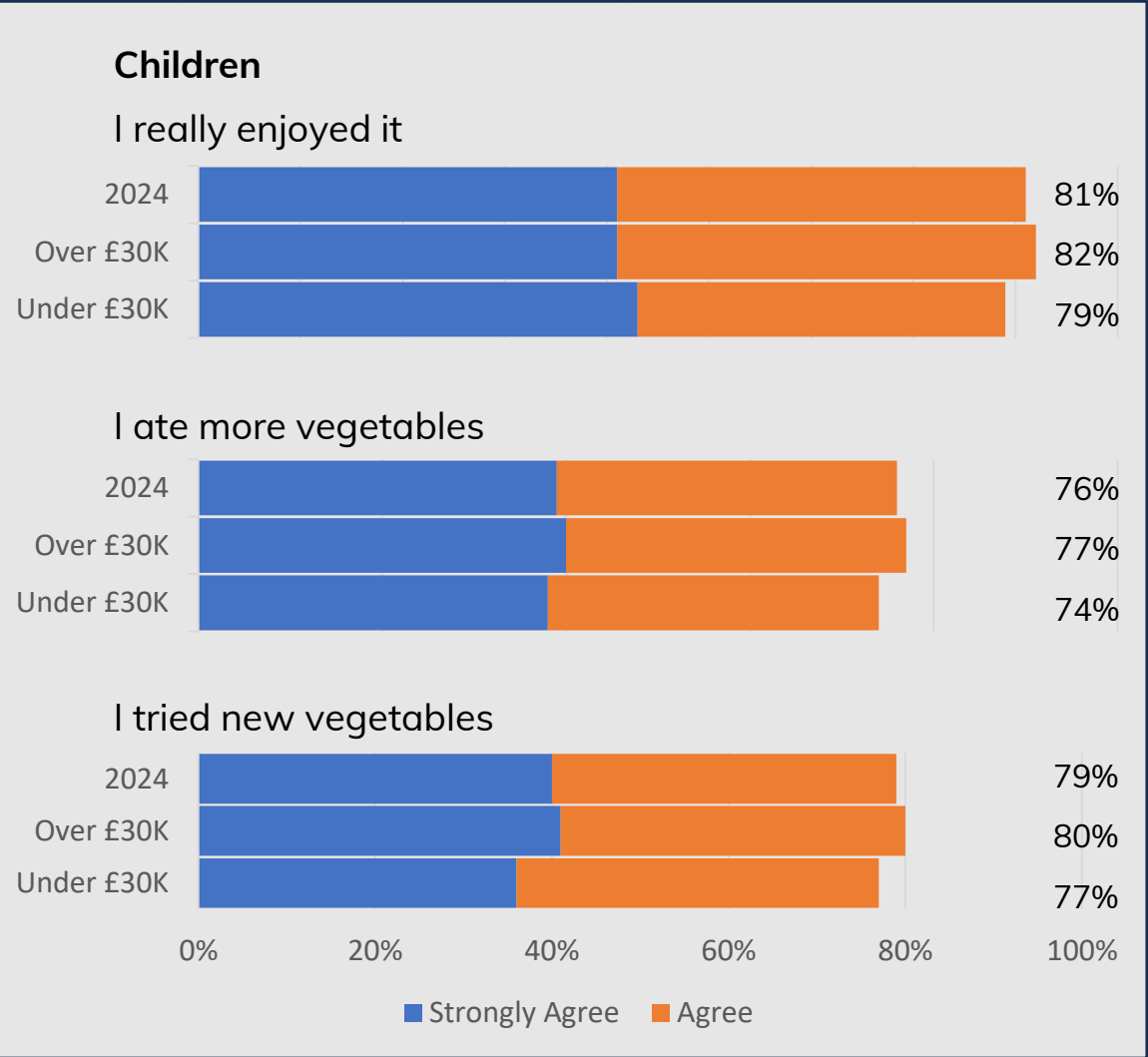
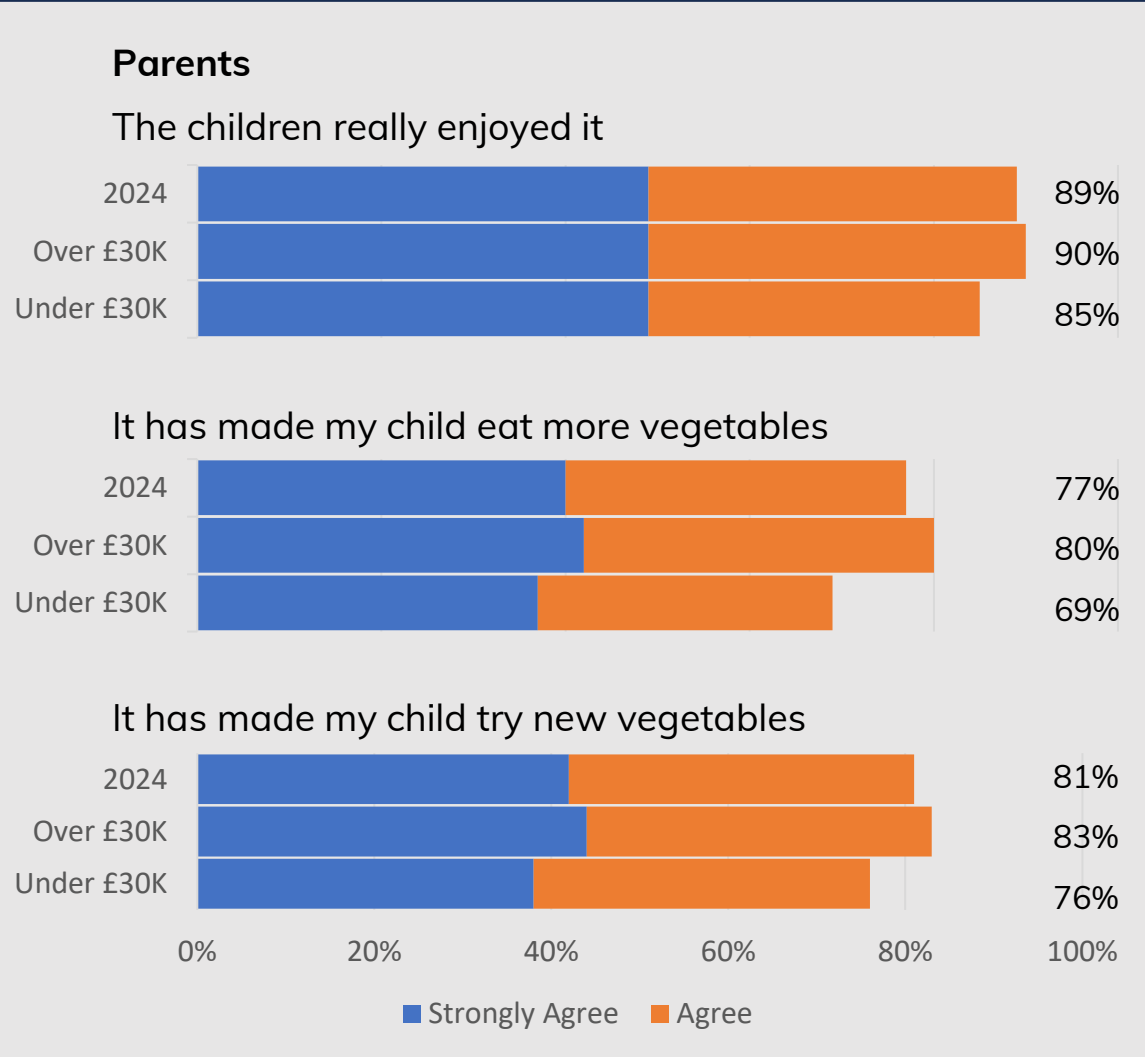


0% 20% 40% 60% 80% 100%

Strongly Agree Agree

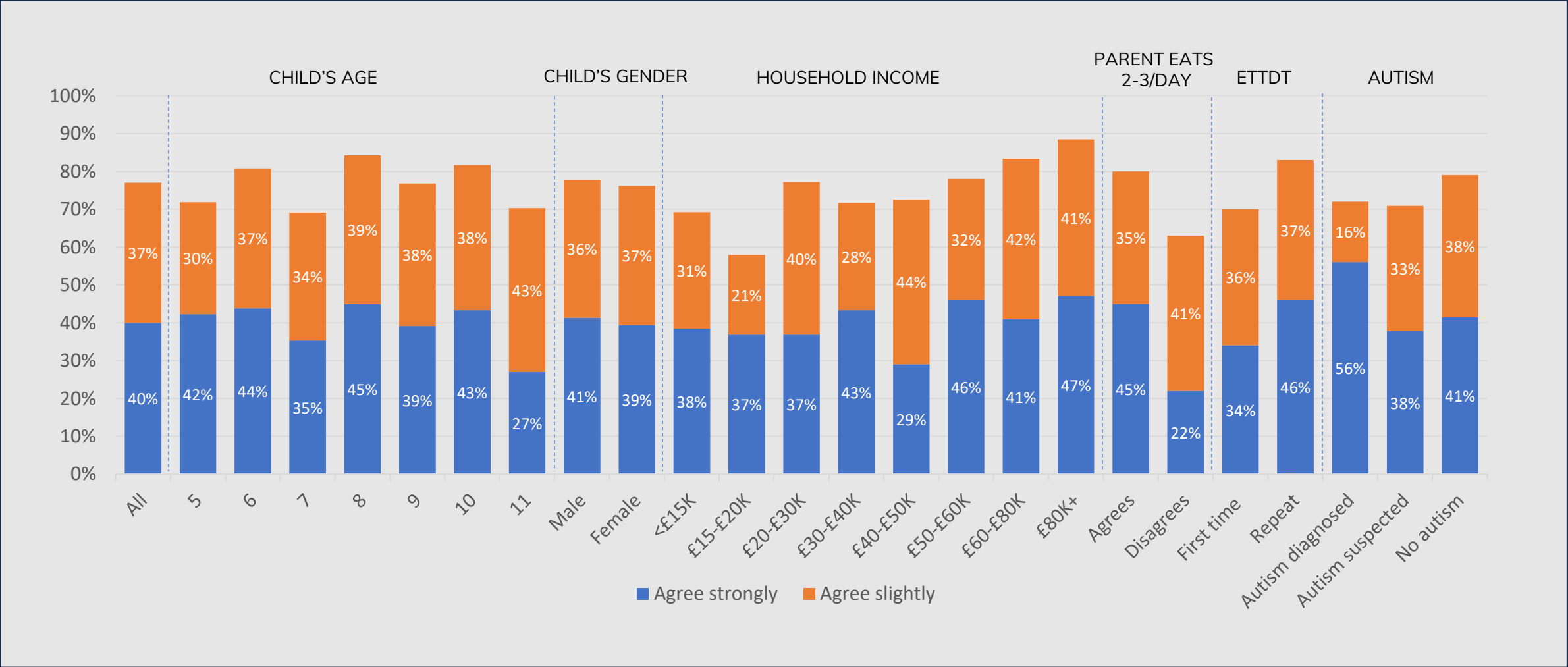
HOUSEHOLD INCOME

Little differentiation due to household income



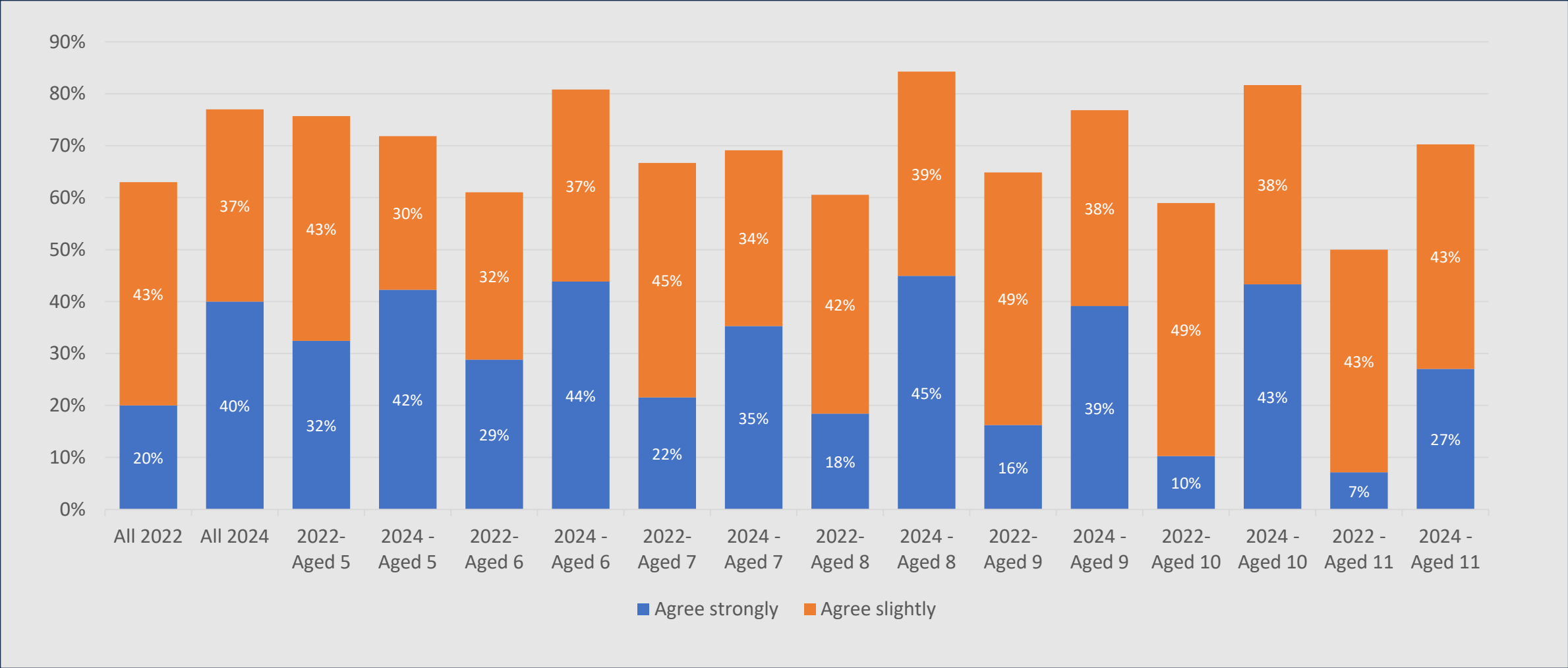
DEMOGRAPHIC ANALYSIS

It has made my child eat more vegetables



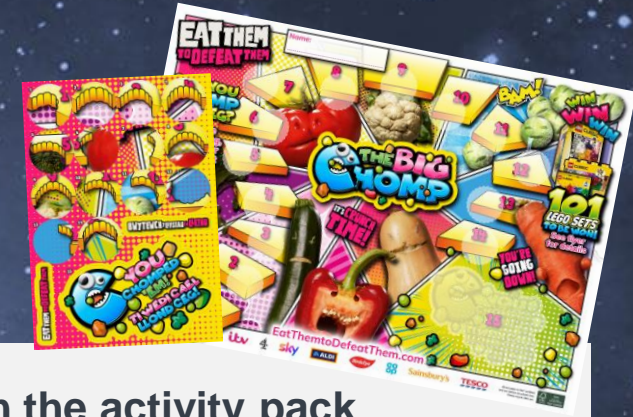
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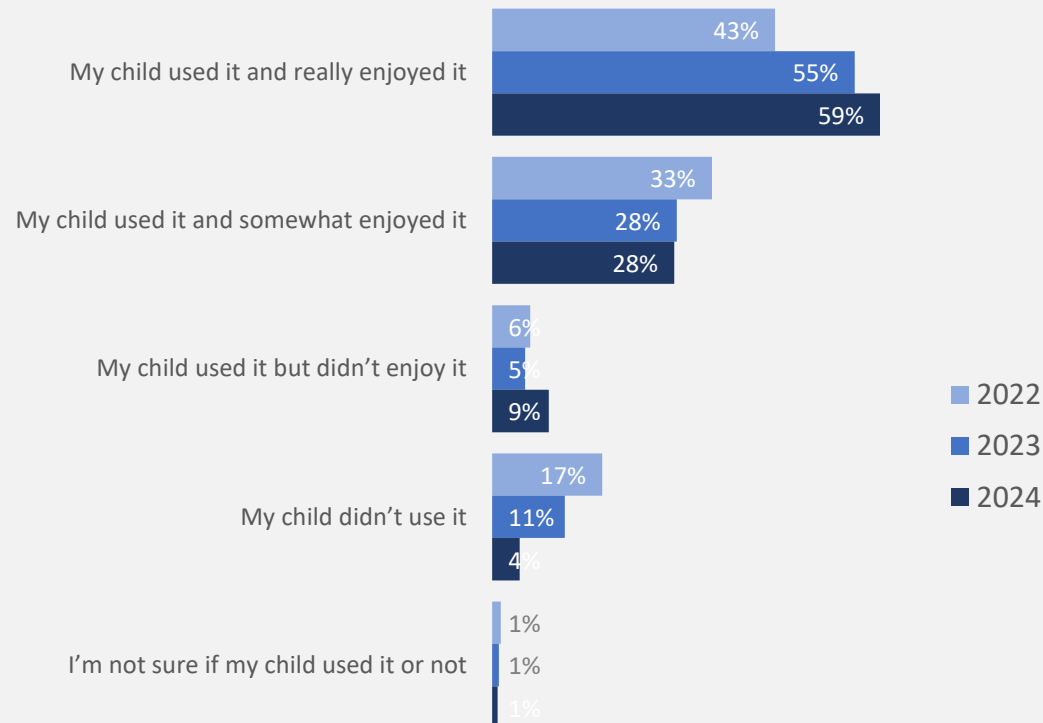
WALL CHARTS & STICKER PACKS

82% of parents in participating schools recall receiving a wall chart & sticker pack. What did they do with it?



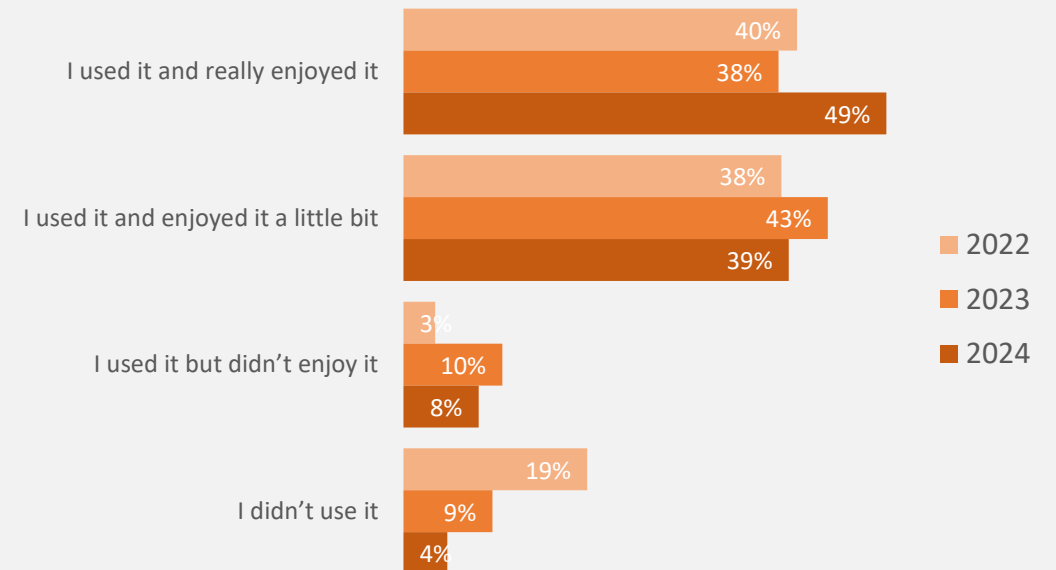
Parent – what child did with activity pack

Net used: 89% to 95%



Child – what they did with the activity pack

Net used: 91% to 96%

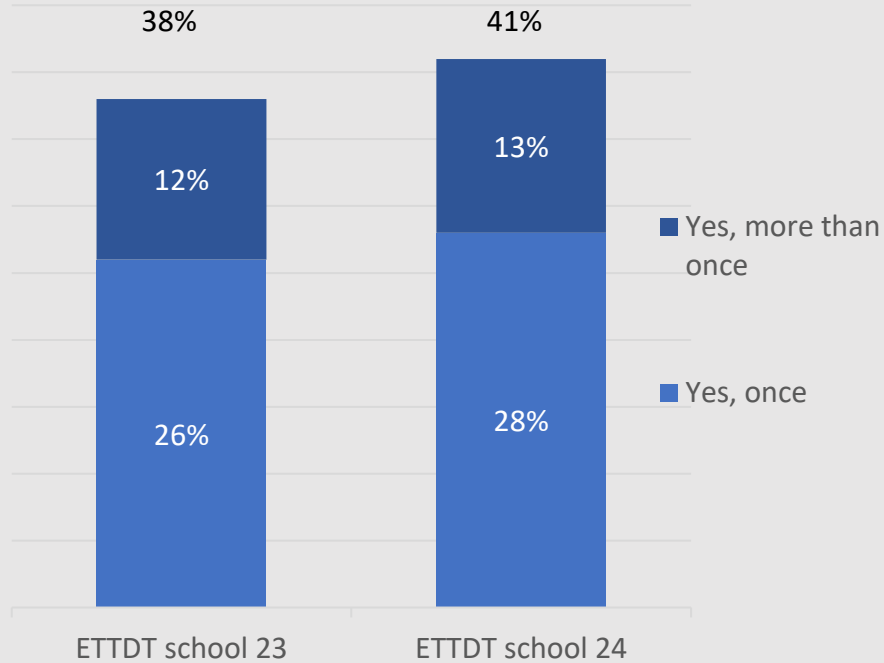


REPEAT PARTICIPATION

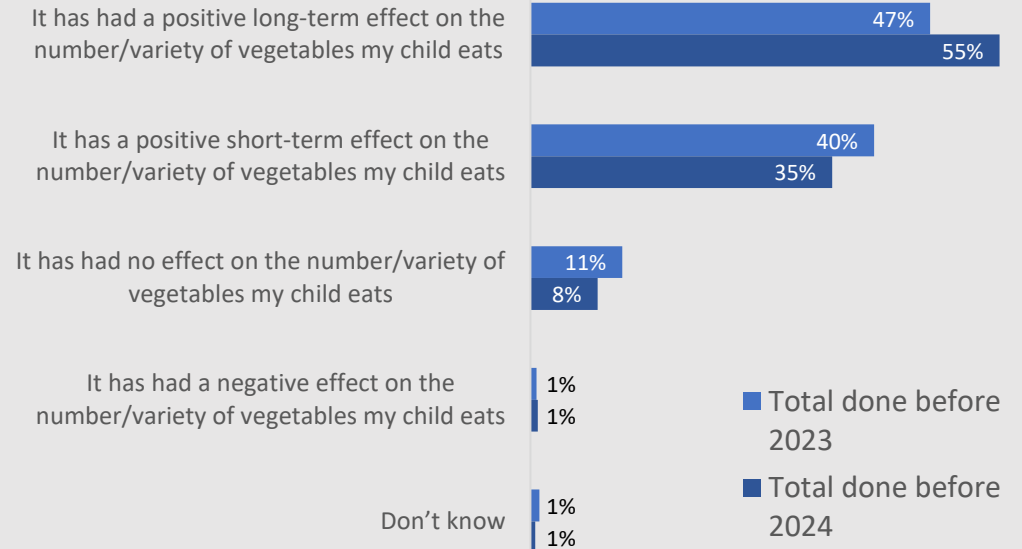
Over half who have taken part before say it has a positive long-term effect on the number/variety of vegetables their child eats



Parents: Has your child taken part on the Eat Them to Defeat them before?



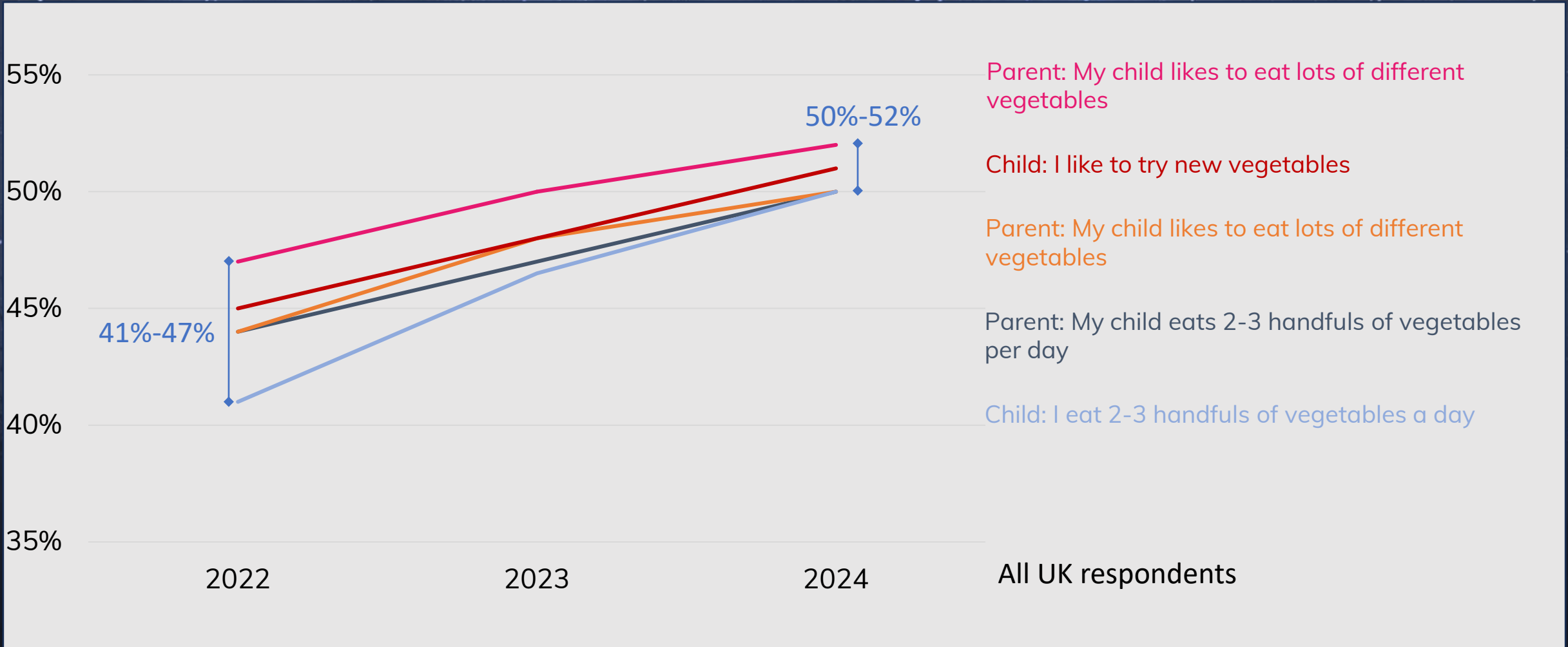
Parents who have taken part before: What sort of impact has the Eat Them to Defeat them programme had on your child's likelihood to eat vegetables?



KEY INDICATORS

All key indicators gradually moving in a positive direction

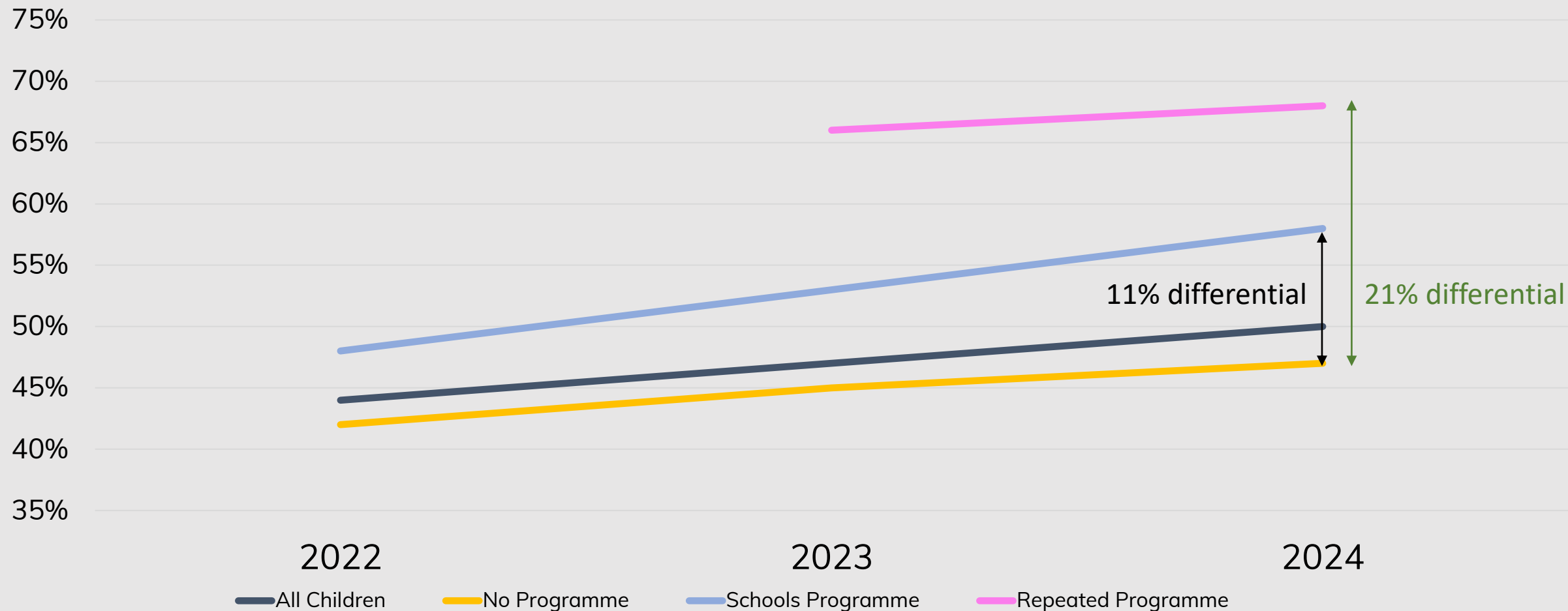
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KEY INDICATORS

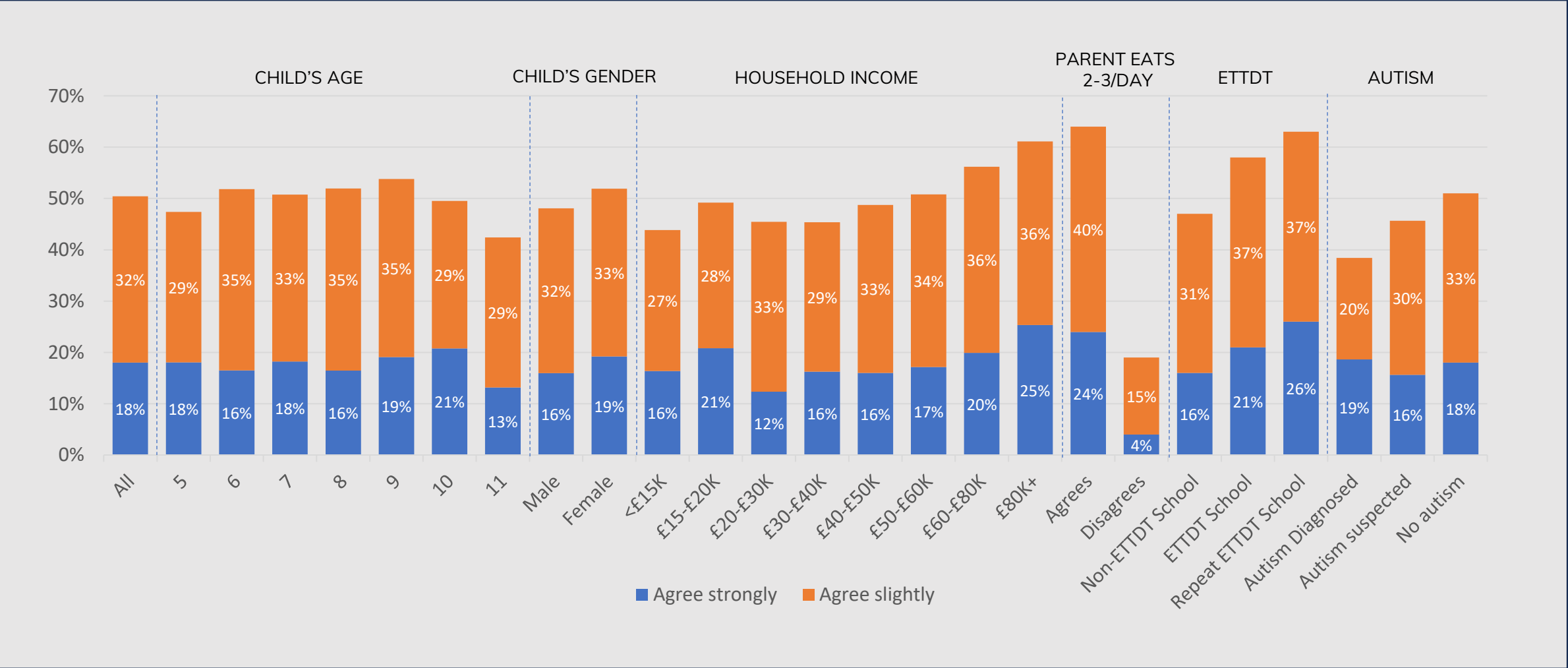
My child eats 2-3 handfuls of vegetables / day

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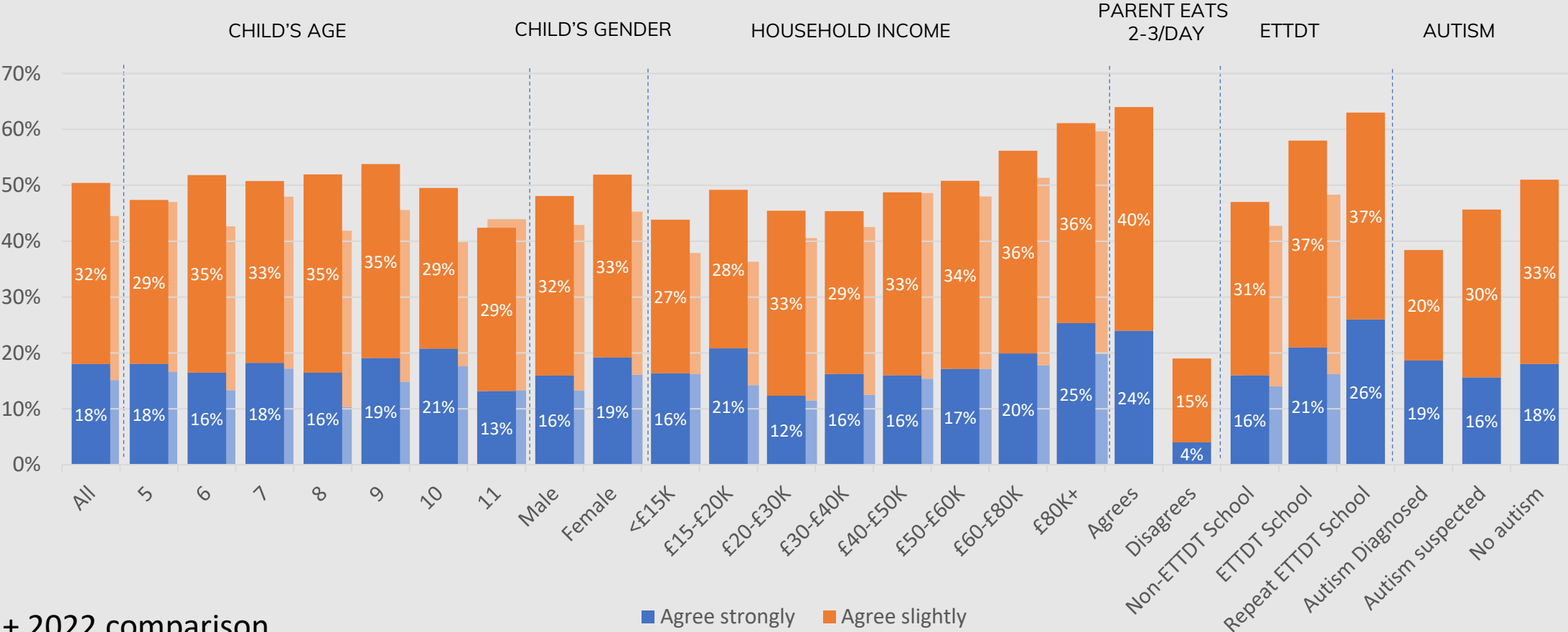
DEMOGRAPHIC ANALYSIS

My child eats 2-3 handfuls of vegetables per day



UNDERSTANDING IMPACT

My child eats 2-3 handfuls of vegetables per day



+ 2022 comparison

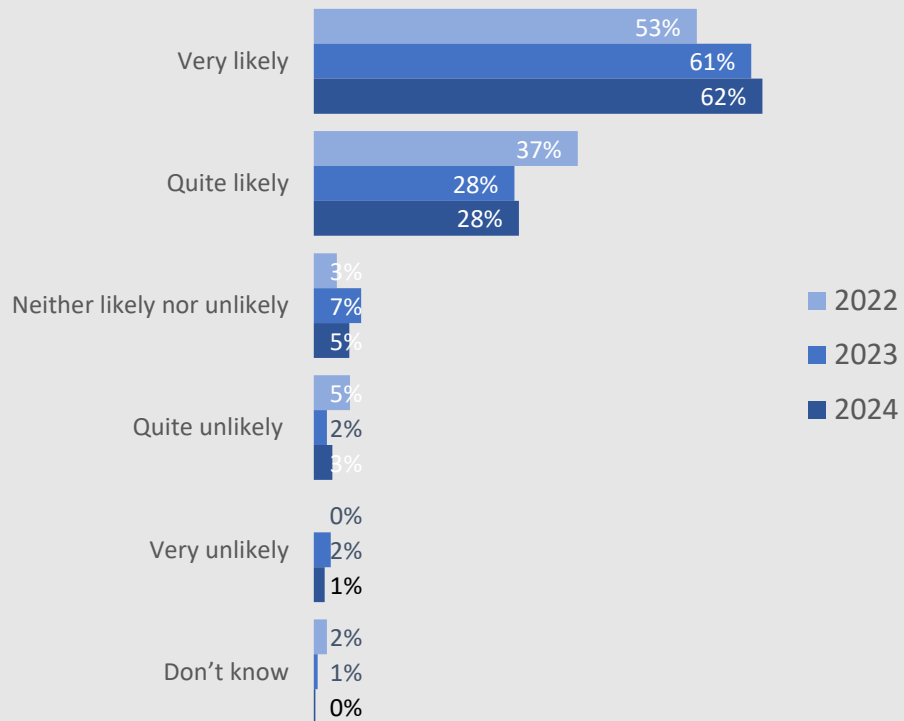
■ Agree strongly ■ Agree slightly

DESIRE TO REPEAT

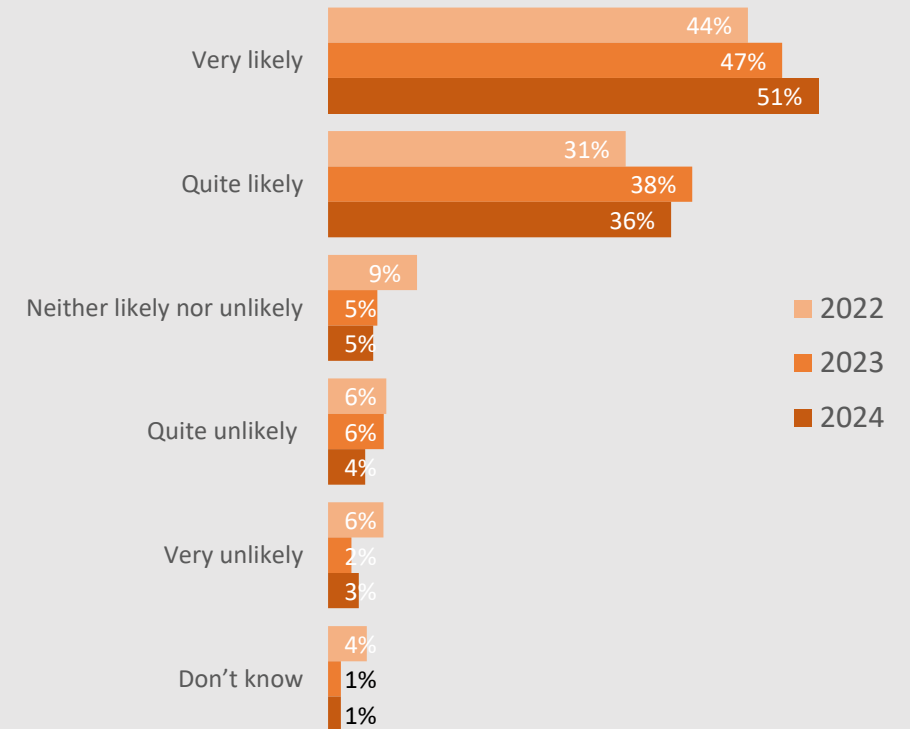
Desire to rerun the programme remains high



Parents desire to run programme again 90% wish to run the programme again



Child's desire to run programme again 87% wish to run the programme again



CONCLUSIONS

Continues to improve each year
Driven by repeat participation + older age support
Works across all income brackets
Identifiable society wide increase in key veg markers
Parents and children alike love it