

**EAT THEM  
TO DEFEAT THEM**

As seen  
on TV



2024

itv sky



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

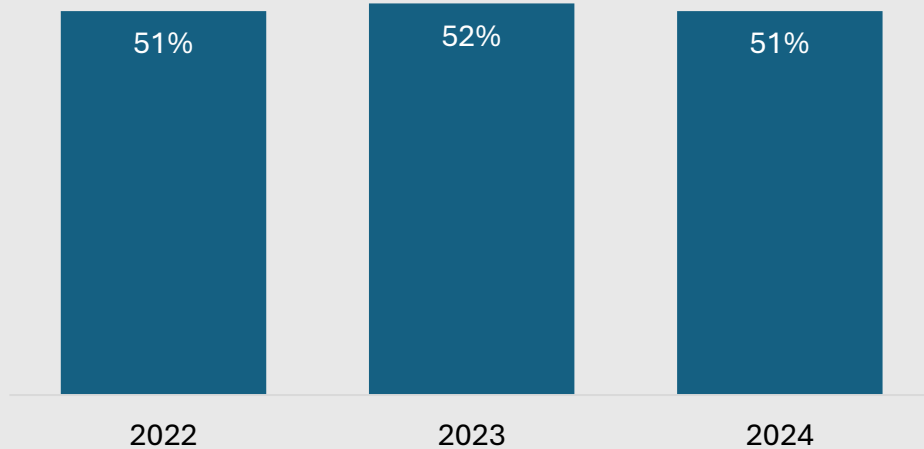
BARB 2024

# ADVERTISING RECALL



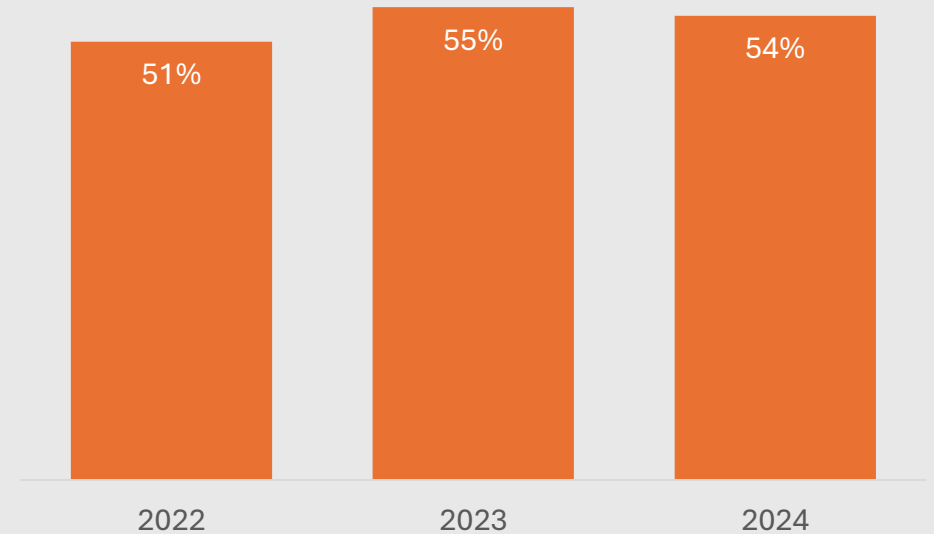
The proportion who recall seeing the TV ad is stable

Recognition of played ETTDT TV ad (parents)



National sample

Recognition of played ETTDT TV ad (children)



National sample

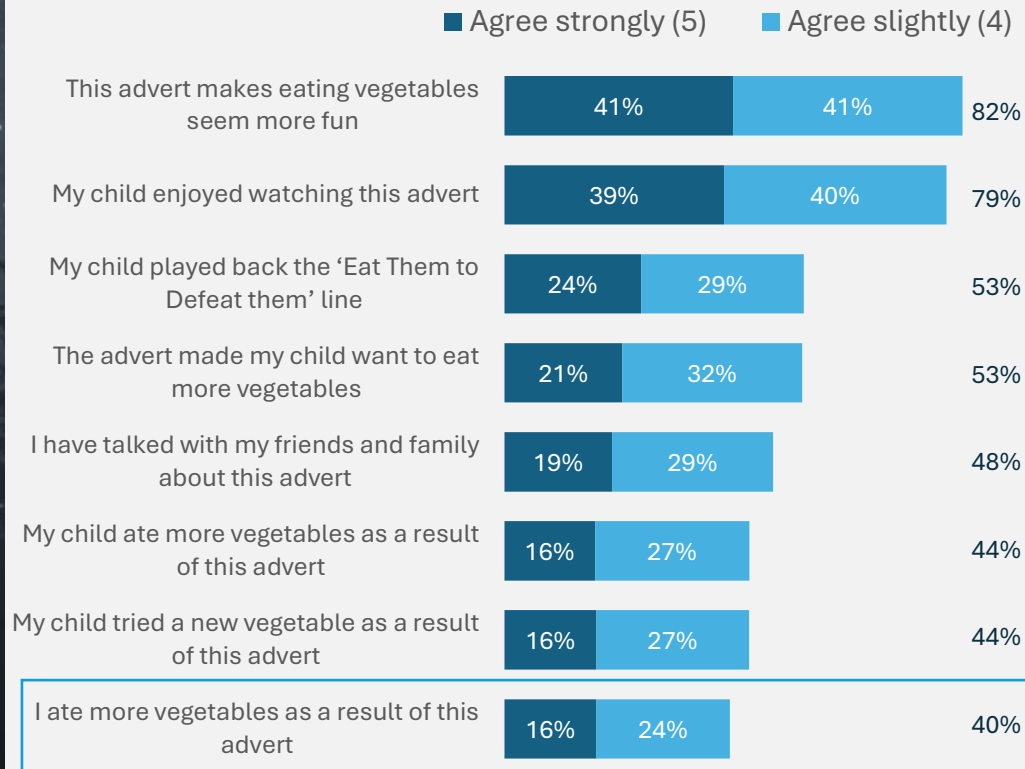
3,000 respondents

# ADVERTISING RESPONSE

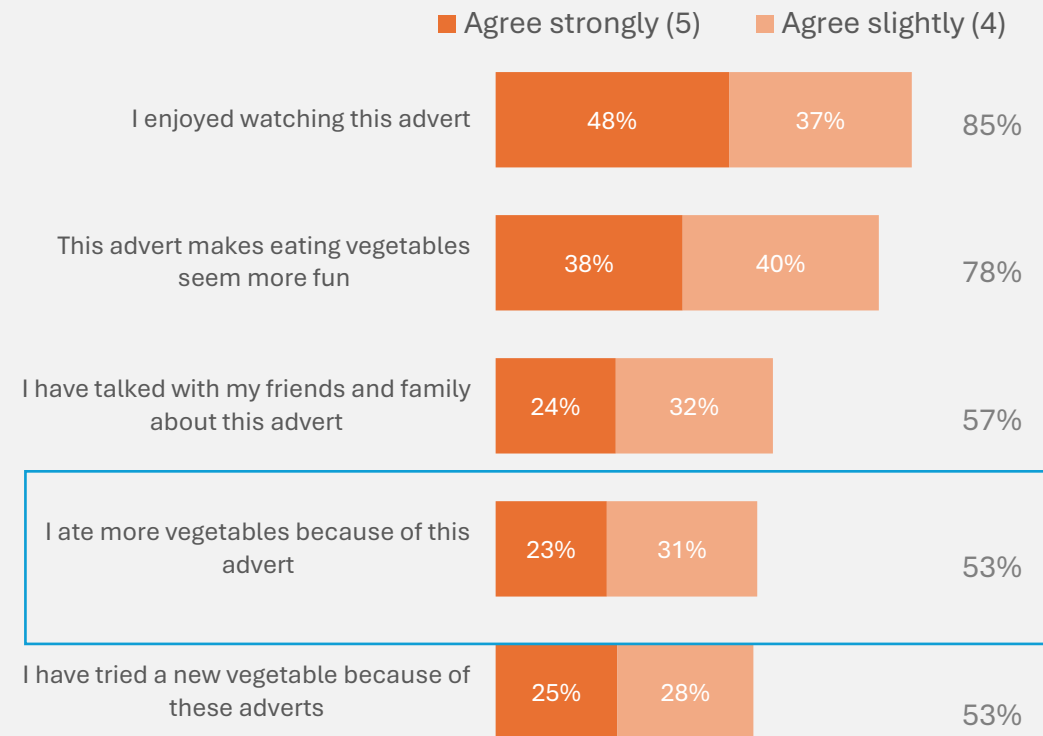
The ad is enjoyable and makes eating vegetables seem more fun



## 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**

**2,375**

**SCHOOLS**

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



**620k**

**CHILDREN**

TOOK PART IN  
SCHOOLS WITH  
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AND REWARD  
CHARTS**



[Click to view map](#)

2024 THEME

EAT THEM  
TO DEFEAT THEM



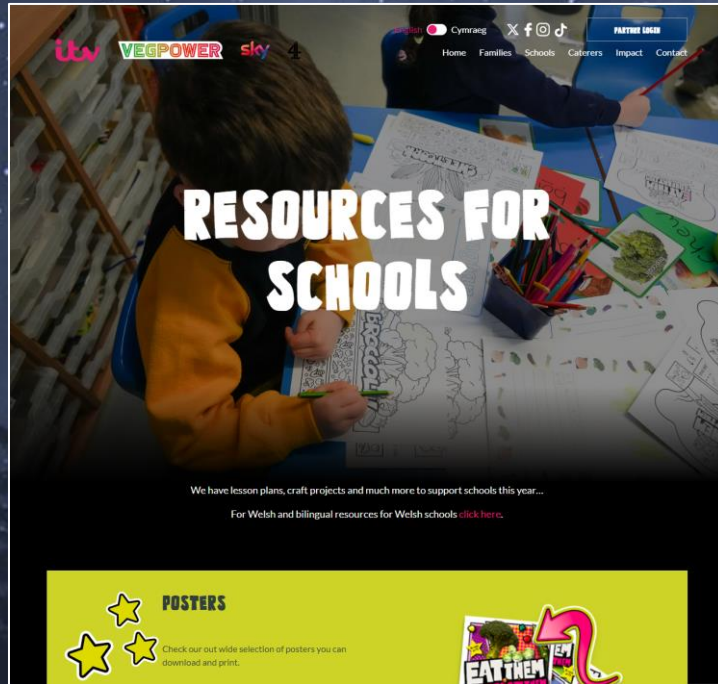
**EAT THEM  
TO DEFEAT THEM**



**EAT THEM TO DEFEAT THEM**  
**THE BIG  
CHOMP**

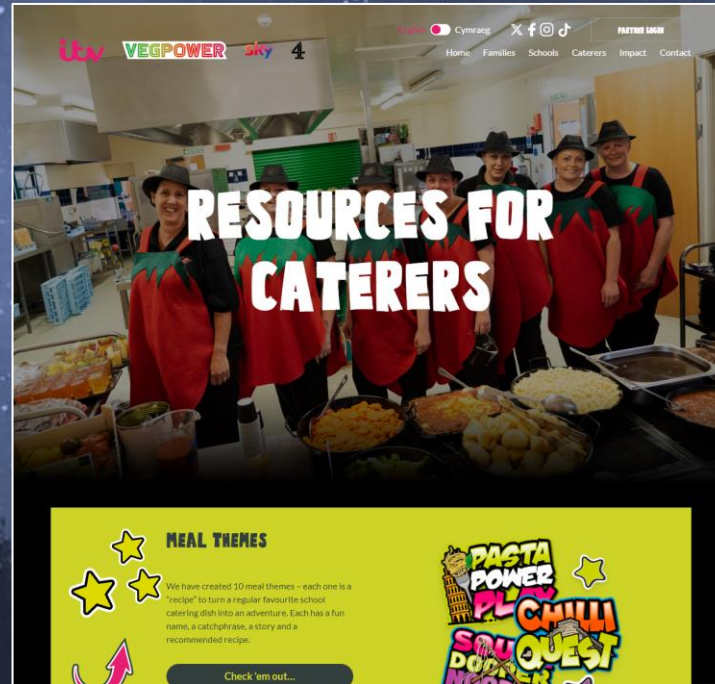


# DIGITAL



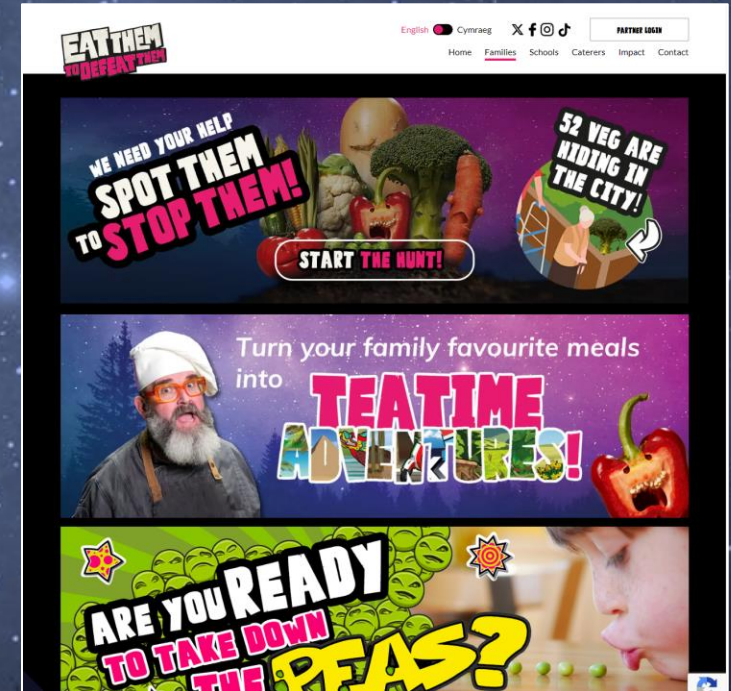
Inspiration, information and resources for schools

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

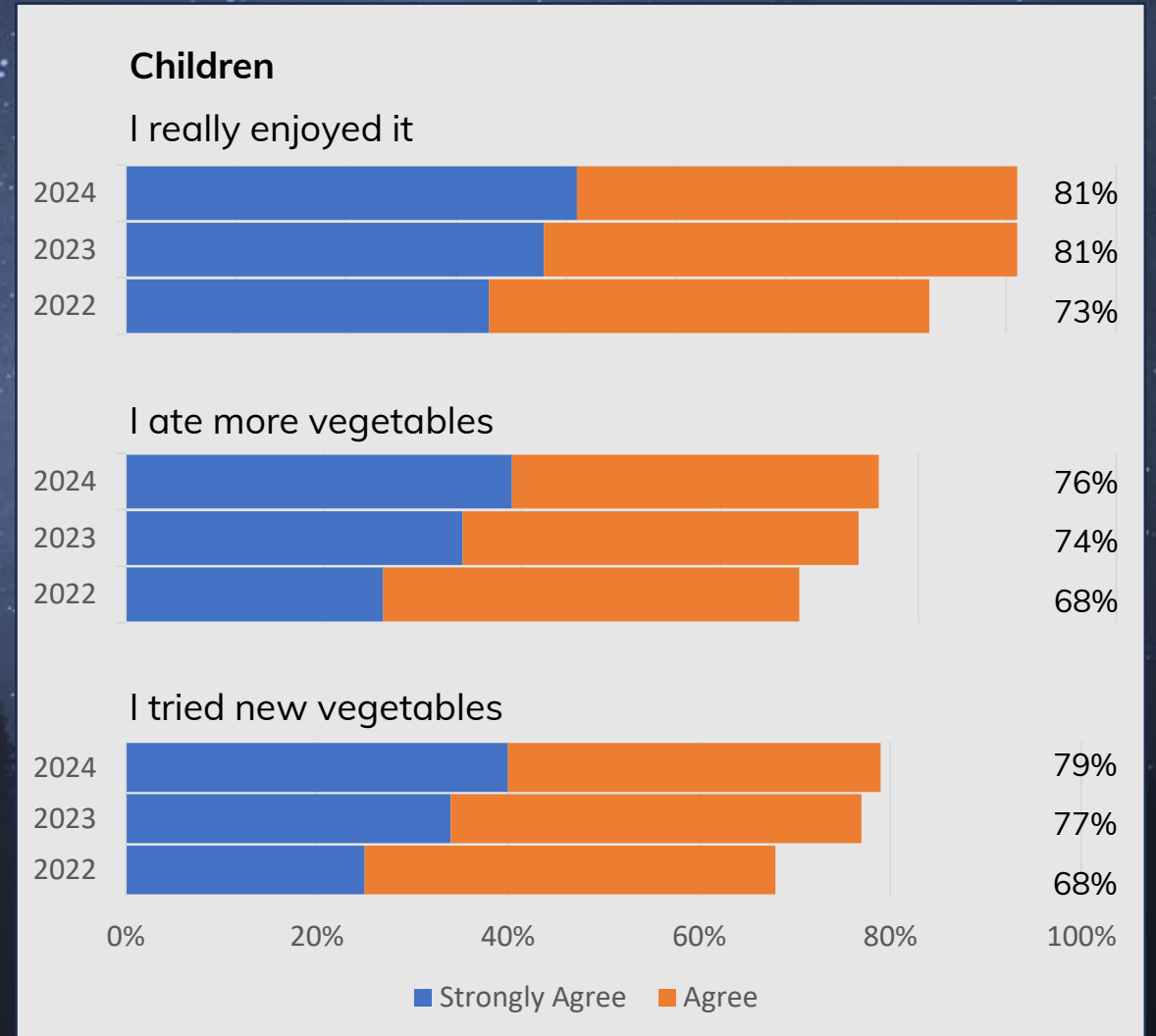
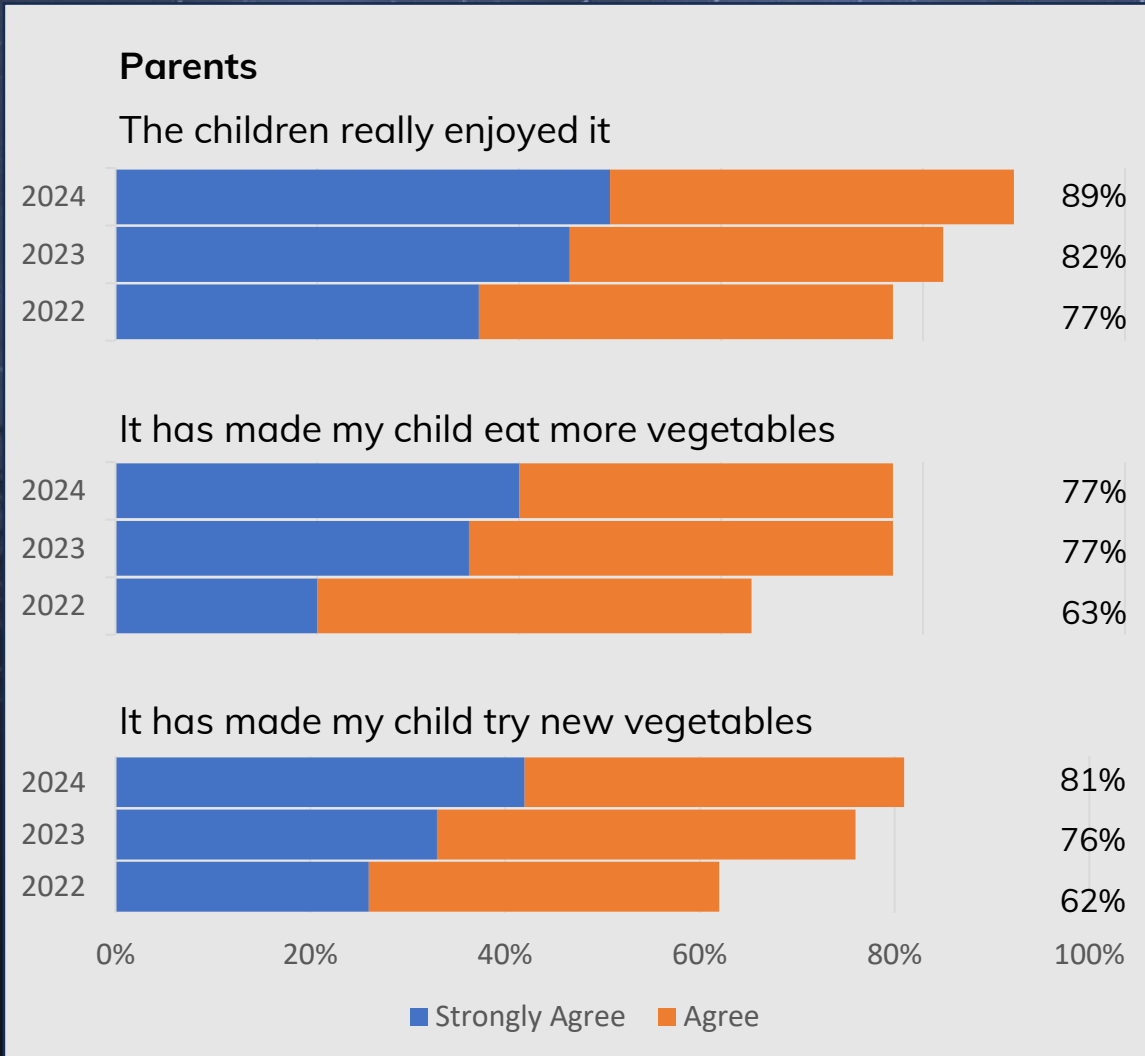


+ lesson plans, recipe ideas and craft projects

# SCHOOLS' PROGRAMME RESPONSE



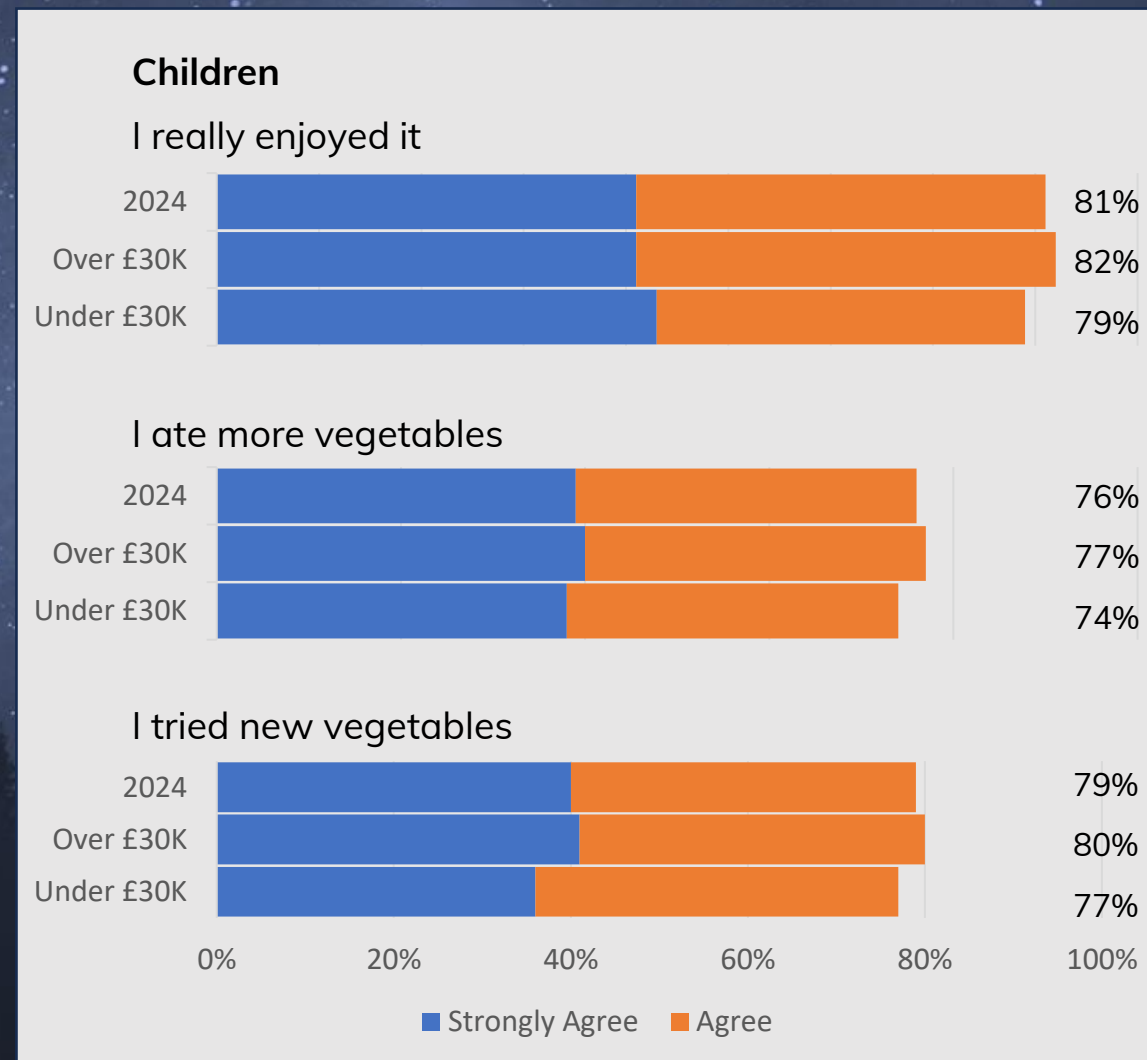
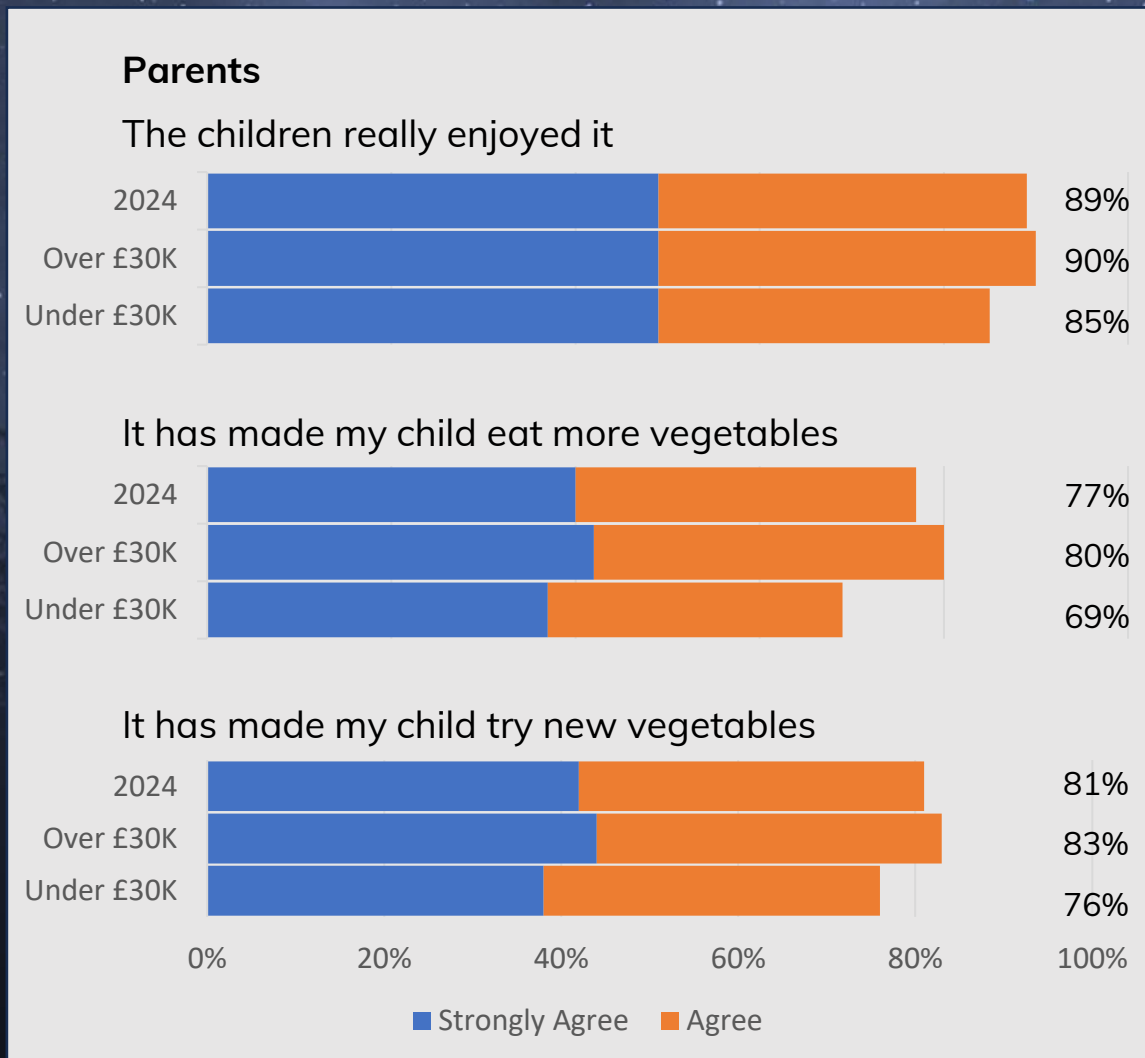
The programme is steadily more effective each year



# HOUSEHOLD INCOME

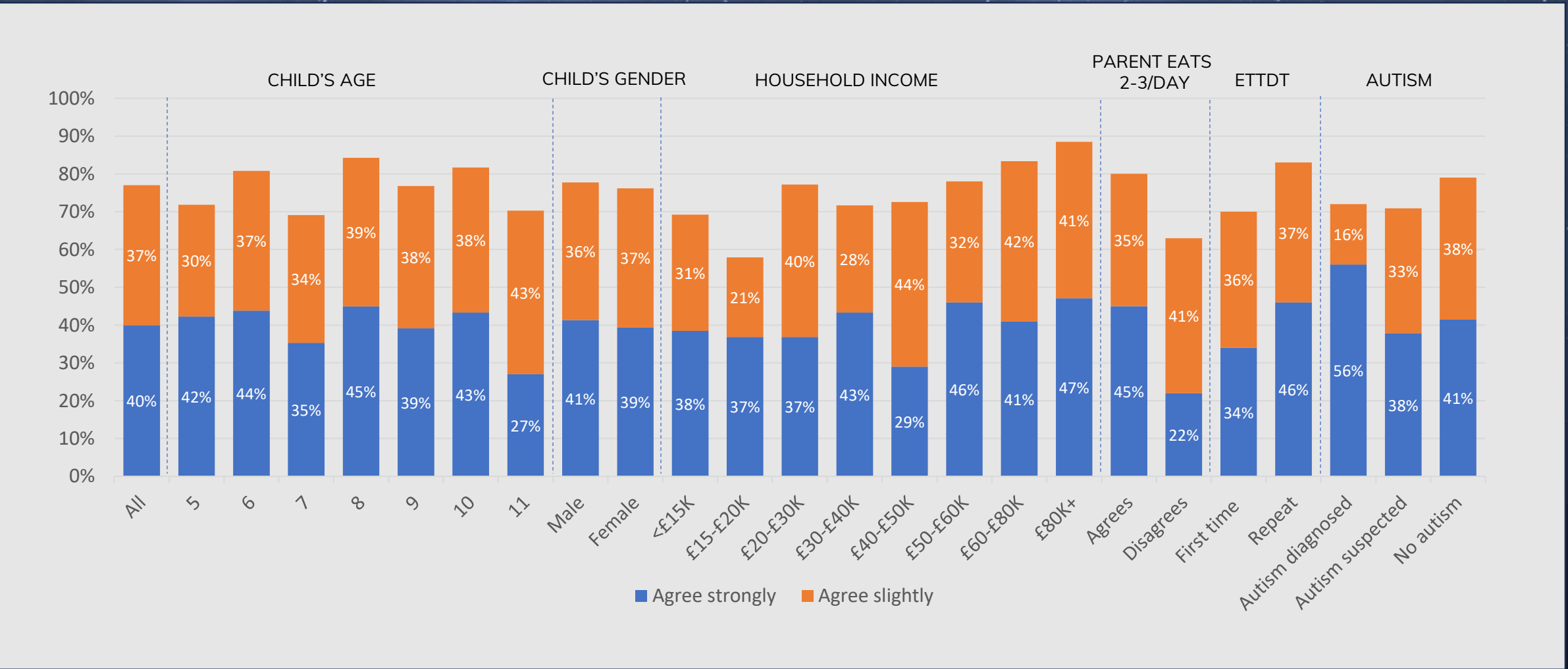
Little differentiation due to household income

**EAT THEM**  
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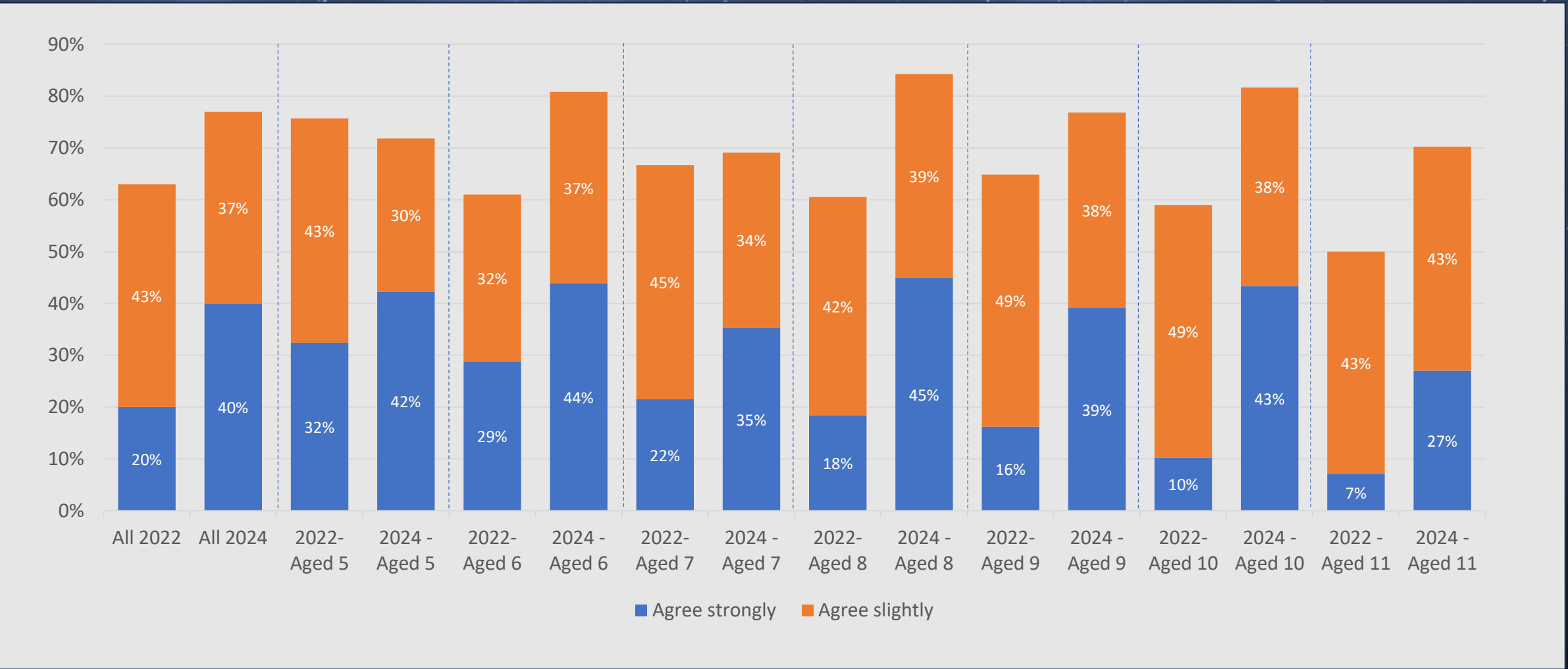
# ANALYSIS

It has made my child eat more vegetables



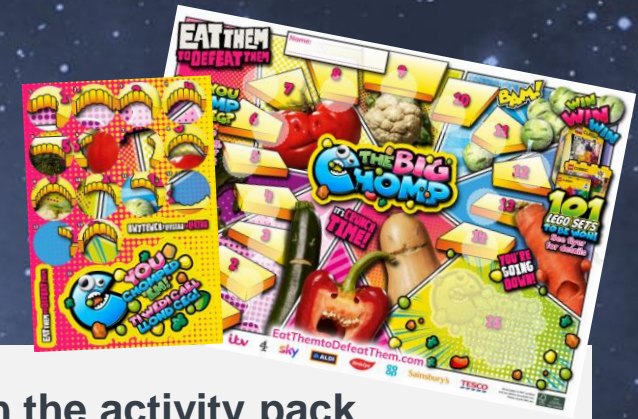
# AGE ANALYSIS VS 2022

It has made my child eat more vegetables



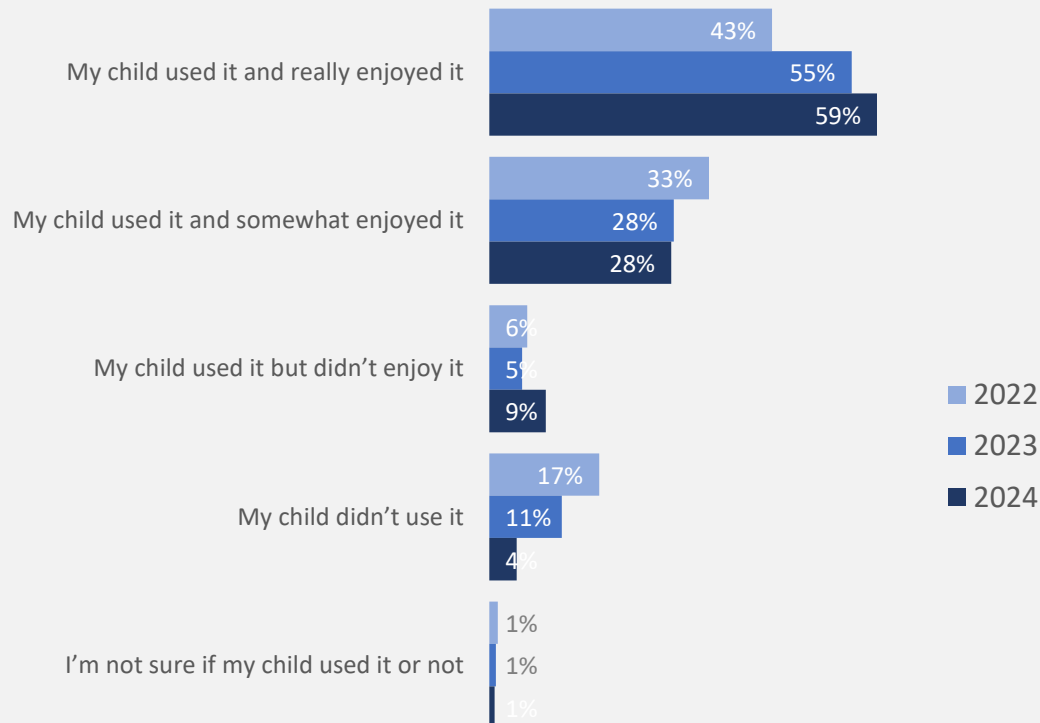
# WALL CHARTS & STICKER PACKS

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



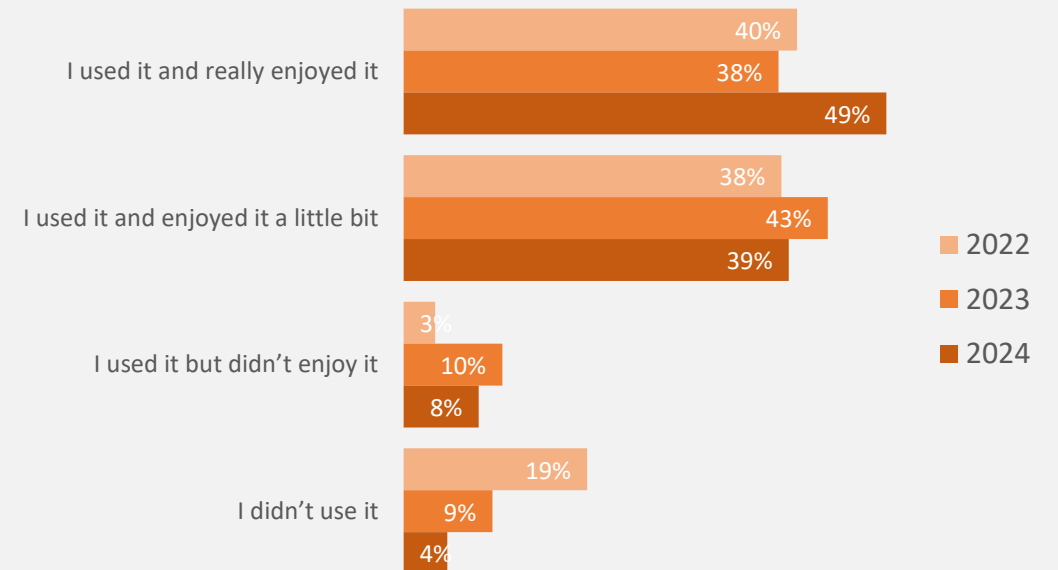
## Parent – what child did with activity pack

Net used: 89% to 95%



## Child – what they did with the activity pack

Net used: 91% to 96%



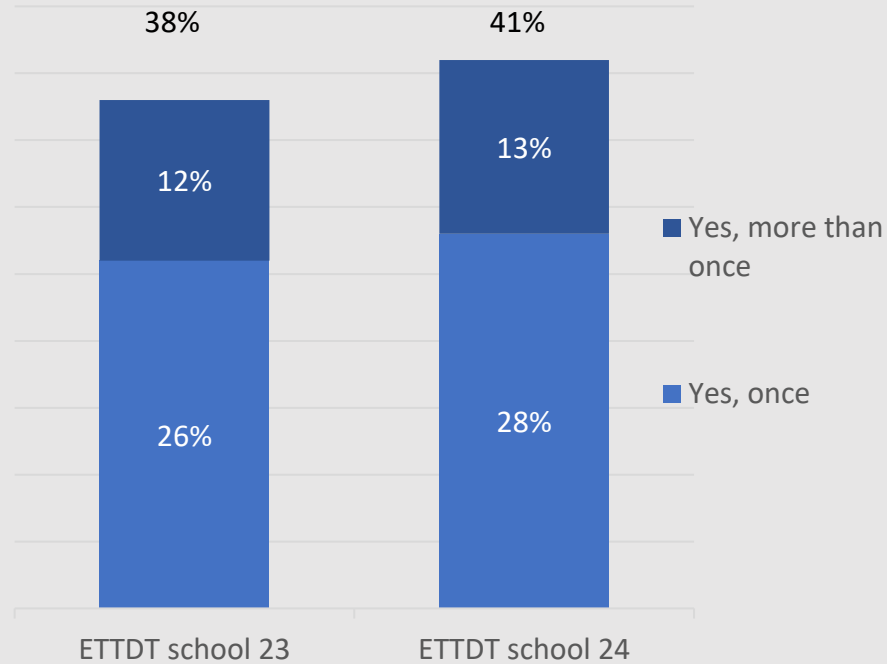


# REPEAT PARTICIPATION

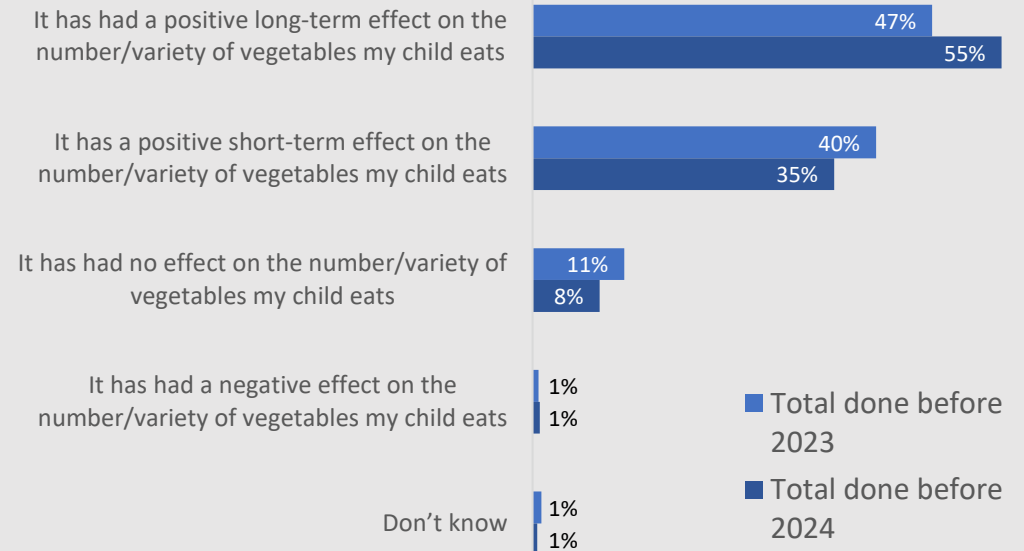


Over half who have taken part before say it has a positive long-term effect on the number/variety of vegetables their child eats

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

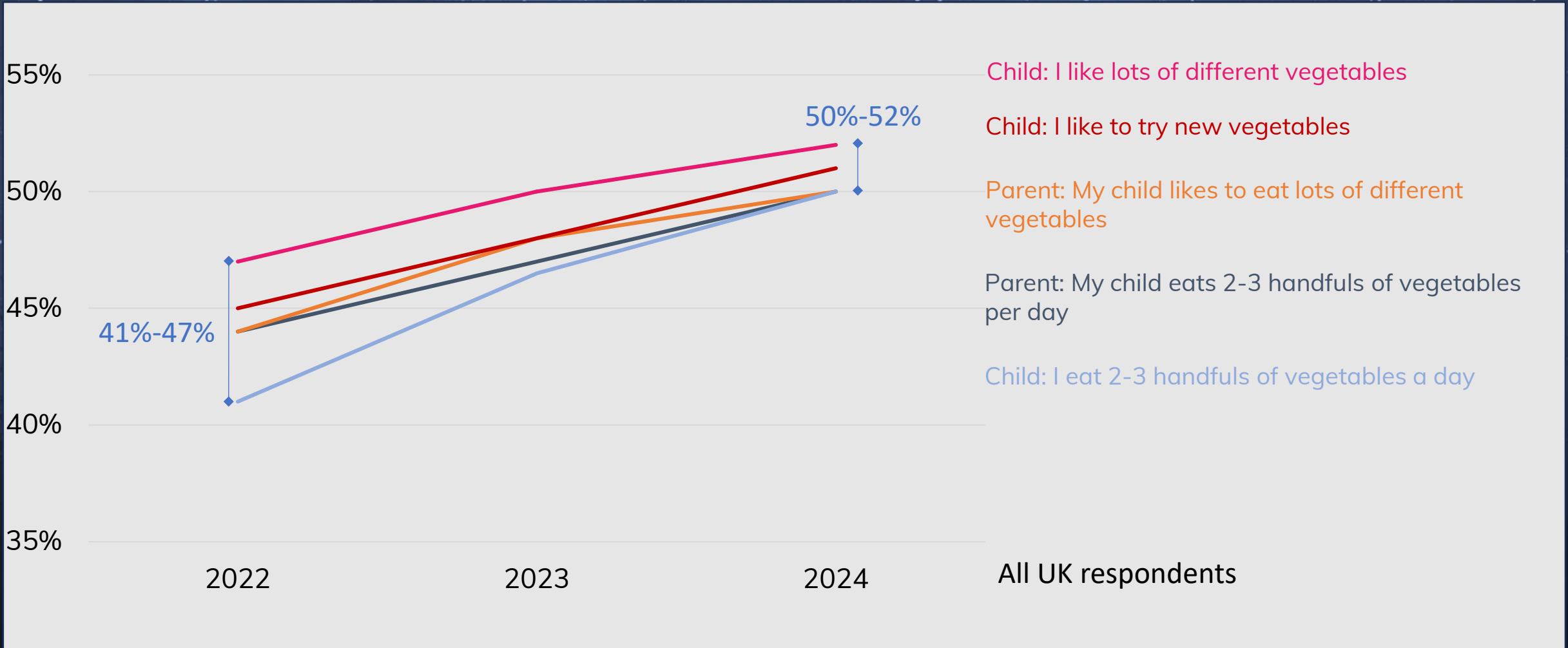


**Parents who have taken part before:** What sort of impact has the Eat Them to Defeat them programme had on your child's likelihood to eat vegetables?



# VEG POSITIVITY INDICATORS

All key indicators gradually moving in a positive direction



Child: I like lots of different vegetables

Child: I like to try new vegetables

Parent: My child likes to eat lots of different vegetables

Parent: My child eats 2-3 handfuls of vegetables per day

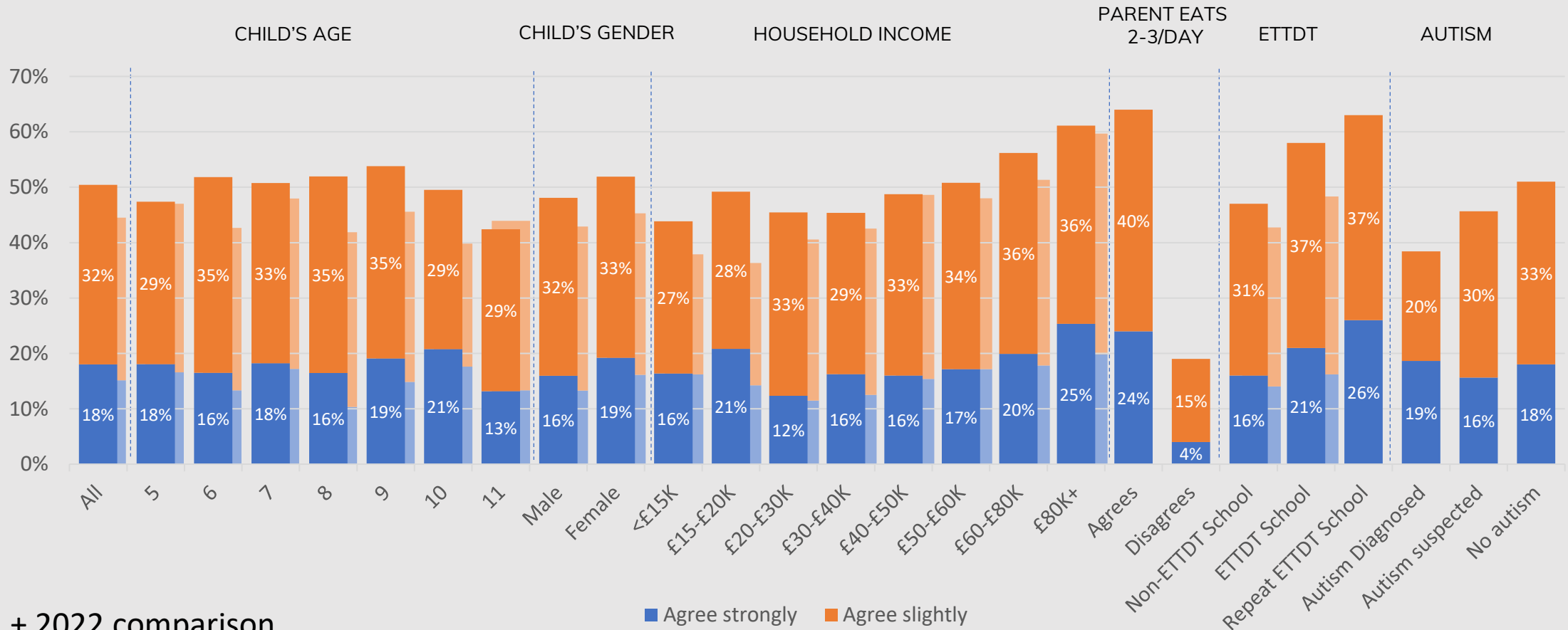
Child: I eat 2-3 handfuls of vegetables a day

All UK respondents



# UNDERSTANDING IMPACT

My child eats 2-3 handfuls of vegetables per day



+ 2022 comparison

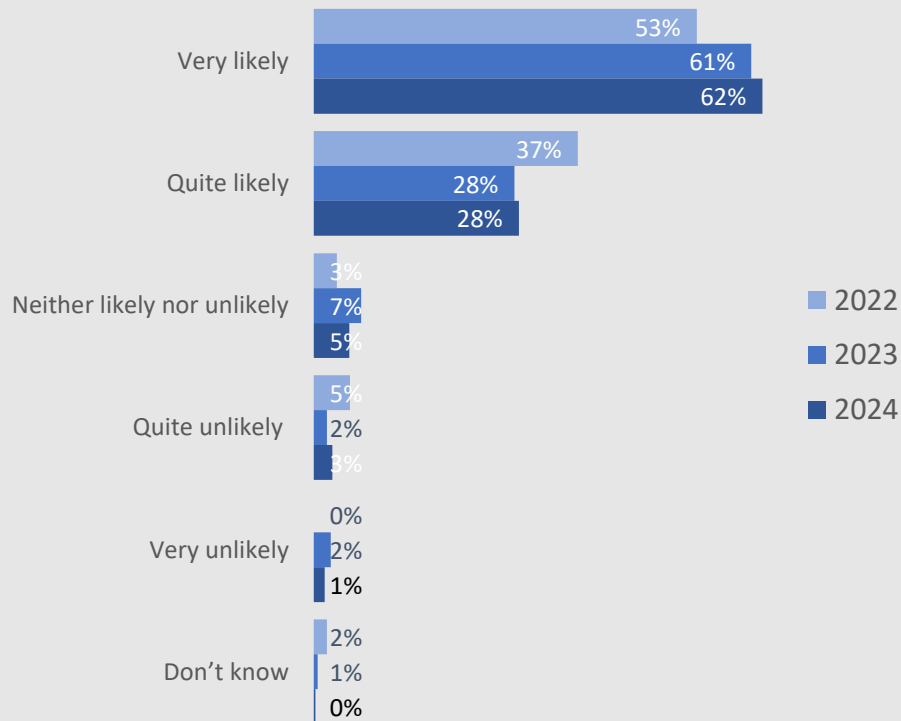
■ Agree strongly ■ Agree slightly

# DESIRE TO REPEAT

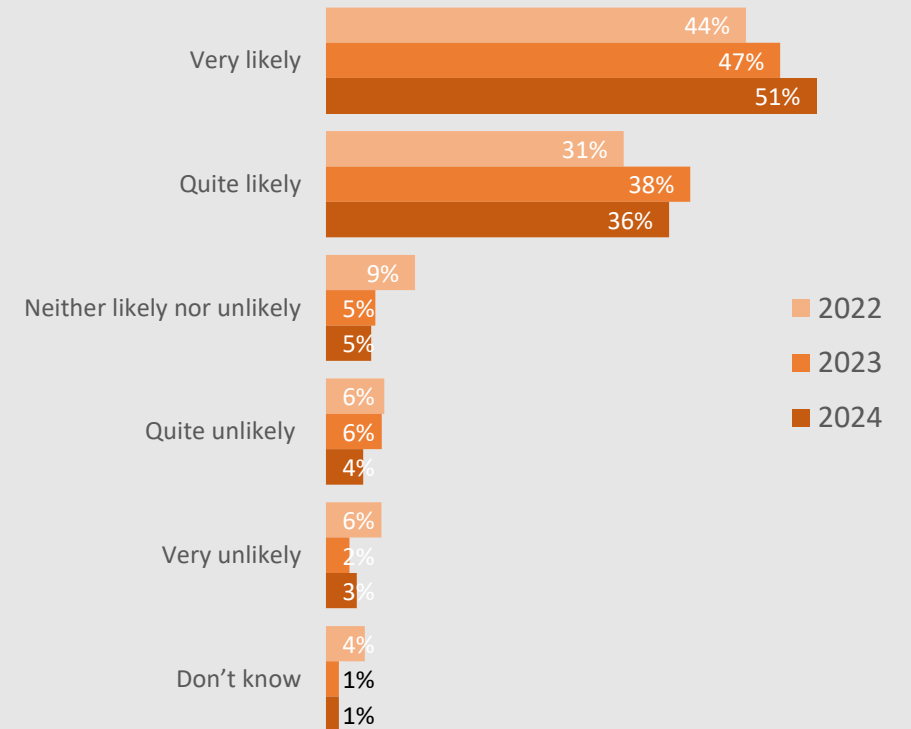
Desire to rerun the programme remains high



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



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## 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

