

MOTIVATIONAL CAMPAIGNS FOR DIET



AgriXPlainer

Description of the activity

- **Motivational campaigns for diets** are events dedicated to promote healthy and sustainable food consumption
- These **events** can be complemented with additional digital materials that can be spread online in order to promote the key concepts to customers of your e-commerce and spread your values beyond the local level
- The campaigns can vary in terms of content, including **frontal lectures, tasting sets of dietetic products, education** about nutrition and the specific product of your product, teaching to customers how to portion ingredients

Easy operations to be replicated

- Contact a **biologist nutritionist** for a pre-interview in which to explore the key aspects to promote in the motivational campaign to the diet. Introduce your products and nutritional facts to your biologist nutritionist and elaborate a common strategy
- Identify with the biologist nutritionist a **common protocol** for a diet based on your products.
- Eventually combine the diet with recipes created in cooperation with **chefs**
- Identify eventually a **specific target group** for your motivational campaign (ie pregnant women, overweight and obese people, people wanting to change food habits, etc.)
- **Promote** your event and implement it.
- Gather **feedbacks** for your audience.

Expected outcomes

Purpose	Added value	Target Audience
To promote healthy and sustainable food habits . To promote the value of health.	The Motivational campaign for diets allow you to promote your product within a frame of healthy habits. A general frame of “ eating less but eating better ” also allow you to frame as a producer who cares about customers health and not trying to sell “as much as possible”	The target audience are your general consumers , considering that the vast majority of the population may need to improve the food habits. Anyhow, consider the option to tailor the initiative for a specific target group.

Type of experts to be involved

- Biologist nutritionist, medical doctors, etc.
- Chefs (optional – if you include also a cooking class sessions for diet)
- Videomakers and photographer (optional – if you aim to produce also a wide set of digital promotional materials)
- Psychologist (optional – in case you want to improve the section related to motivation for diet, habits and attitudes changes, etc.)

Requirements

Geographical requirements	Type of products	Legal requirements
We strongly suggest to implement your motivational campaign at the local level, in your company, in order to keep an action of meter zero in the food supply.	The type of products to be included in the motivational campaign should be agreed with the nutritionist	Informative campaigns about health requires particular care about the promotion of the content. The involvement of biologists nutritionists and health professionals allow you to motivate better your product in a frame of health.

Tips & tricks/successful case study

1. Find a **common agreement** with the biologist nutritionists and health professionals to be involved in the programme. Find a strategy to improve also the nutritionists and health professionals popularity
2. Create a **common package** for diet food to be sold to customers after the educational campaign
3. Create a **set menu** for the days of the training. According to the cost of the event you could set a briefer or longer menu.
4. Extend your campaign digitally. It's strongly suggested to **videotape the session** and extract fragments of your training. These fragments can be used to promote your future editions of the educational activity, or in your social media campaign. You can also identify strategies of co-branding with the biologist nutritionist in order to enlarge the reach of your audience.

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