

A close-up photograph of a young girl with freckles looking down at a row of green peas on a wooden table. The background is blurred, showing a wooden chair. The text 'EAT THEM TO DEFEAT THEM 2020' is overlaid in the top left corner. The words 'EAT THEM' are in pink, 'TO DEFEAT THEM' is in black, and '2020' is in blue.

**EAT THEM**  
**TO DEFEAT THEM**  
**2020**

## SCHOOLS PROGRAMME

Dan Parker | Chief Marketing Officer | Veg Power

itv VEGPOWER

EAT THEM  
TO DEFEAT THEM



# TV ADVERTISING

Advertising across ITV's network - 25 January – 14 April



# 38.2M

AUDIENCE REACH

65%

PARENTS

44%

KIDS



# POSTERS

We've secured hundreds of 6-sheet and digital poster sites across the UK and thousands of A1 sites in communities



63M

ADVERTISING  
IMPACTS

£1.7M  
FREE ADVERTISING

+ thousands of A1/A3/A4 in communities

# RETAIL PARTNERSHIPS



**BROCCOLI IS THE VEG OF THE WEEK. TIME TO STOP THE INVASION.**

Because most kids aren't keen on vegetables, they miss the healthy goodness they offer. So M&S and the Veg Power team have teamed up to make kids that vegetables are talking back – the smart and the only way to defeat them to eat them!

**EAT THEM TO DEFEAT THEM**

**BRUCE**  
**SUPER 6**  
 VEG POWER FOR LUNCH WITH CARBS & FIBRE  
 Using tonight's veg & a great new recipe for pasta & veg, an amazingly low price. Super easy to see what's in it!

**ALDI**  
**VEG POWER**  
 The best games and materials to help you win!

**RECIPES**  
**WITH VEGETARIAN**  
 Includes a recipe for veggie burger, plus ideas on what to do with veggie mince!

ALDI Veggie Power 45p per 100g  
**VEG POWER** **itv**

**Orlando**  
 Live carrots? UK too! (and not to what they're so colourful). Here are an extra 40 reasons Total VegPowerUK's vegetable of the week.

1. They're packed with vitamins, fibre, antioxidants and minerals – not all their looks wear caps.
2. They're perennial so you can get them whenever you fancy and are generally inexpensive.
3. Their flexible versatility makes them one of our favourite veg – they taste great in both savoury and sweet dishes, as well as being... See More

**Co-op Food**  
 Are your kids taking part in the Veg Power campaign? Give our carrot fritter recipe a try. **Perfect for lunches and snack time**  
 #EatThemToDefeatThem [coop.uk/2DXybbF](http://coop.uk/2DXybbF)

**7 DAY DEALS**  
 WHEN IT'S DONE IT'S DONE

**EAT THEM TO DEFEAT THEM**

only **69p** each  
 was £1

**Iceland**  
 Available in store and at [iceland.co.uk](http://iceland.co.uk)

**EAT THEM TO DEFEAT THEM**

**EAT THEM TO DEFEAT THEM**

150g

**Aldi Stores UK**

Veg of the week at only 49p. Let's get your little fussy eater to #EatThemToDefeatThem... Just spot the # hidden amongst our feed for the chance to #WIN £5 towards your weekly fresh fruit and veg. T&Cs apply: [bit.ly/3DVg0U4](http://bit.ly/3DVg0U4)

**VEGPOWER**  
 Charney Carrots 49p each  
**EAT THEM**

12544 17m 40s

**Tesco** @Tesco

These delicious easy-to-make carrot cake squares are definitely putting those pesky carrots to good use (and a great treat for half term)!  
 #VegPower #5aDay #EatThemToDefeatThem

Show this thread

**ALDI MONEY'S WORTH**

**40%**

**YESPOWER**  
 Clear offers, every single week.

**Asda** @asda

Want to do your bit to support @VegPowerUK in defeating the evil vegetables? Take a look at our ultra-tasty veggie recipes that kids will wolf down #EatThemToDefeatThem [asda.g/vegpower](http://asda.g/vegpower)

17 likes

**EAT THEM TO DEFEAT THEM**



Probably the best TV advert ever.  
TheVegAreComing #EatThemToDefeatThem

Thanks to the TV ad my son is obsessed with eating peas... he keeps quoting "your going down peas!"  
#EatThemToDefeatThem

#EatThemToDefeatThem These carrots have no chance!  
@VegPowerUK @washingthrough



My seven year old sisters have been watching the ad on repeat all morning. Genius #EatThemToDefeatThem

Leandro is loving the #EatThemToDefeatThem campaign! He says he will be eating his fruit and veg from now on.



Kate Higgins I've been slow but loving the adverts and pics from school with mince.



My seven year old sisters have been watching the ad on repeat all morning. Genius #EatThemToDefeatThem



Wow, my 4 year old just saw the new ad campaign for #eatthemtodefeatthem by @VegPowerUK and asked me for a pepper immediately. He also asked to see the advert. Amazing! @TV @GMS

lots of brilliant suggestions to get kids to eat lots of veg when they are at school.

I was unsure too until my 10 year old daughter stuck the #EatThemToDefeatThem sheet from her school on the wall next to the dining table and has since eaten all the veg on her plate before logging it. It really hasn't led to veg loathing. Just fun!



Such an incredible campaign. Love this commercial.  
#EatThemToDefeatThem  
youtube.com/watch?v=LEkIT...



Eat Them To Defeat Them | ITV  
#eatthemtodefeatthem



Probably the best TV advert ever.  
#TheVegAreComing  
#EatThemToDefeatThem



Awesome idea!  
#eatthemtodefeatthem

Such an incredible campaign. Love this commercial.  
#EatThemToDefeatThem



**EAT THEM  
TO DEFEAT THEM**

**IT'S CRUNCH  
TIME!**

**VEGPOWER**



**itv**

# ATTITUDES & CLAIMED BEHAVIOUR

Childwise online survey of 1,000 kids

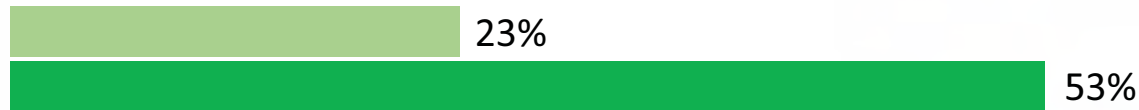
I think eating vegetables can be fun



I like vegetables



I asked to try new vegetable recently



I have eaten more vegetables in the last few weeks



■ Not seen advert ■ Seen advert

Full campaign report: November 2019

**INCLUDING LOW INCOME FAMILIES**

**CHILDWISE**







2.3%

POSTIVE IMPACT

*on vegetable sales*

nielsen

# EAT THEM TO DEFEAT THEM 2020

**CARROTS**

24 February



**BROCCOLI**

16 March



**PEAS**

2 March



**TOMATOES**

23 March



**SWEETCORN**

9 March



**PEPPERS**

30 March





# EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

## VEG STICKERS

To encourage the kids too try the veg of the week and inform the parents.

# CATERERS

## CARROTS

24 February



## PEAS

2 March



## SWEETCORN

9 March



## BROCCOLI

16 March



## TOMATOES

23 March



## PEPPERS

30 March



*Rewarding kids for trying new vegetables*

# FUNDING

We cover creativity, design and management

Production & distribution: each school pack costs £62

## SPONSORS

We look for local corporate funders, ideally from the veg sector. £95/school  
Inc sticker & insert.



## LOCAL AUTHORITIES

Part or fully fund packs in their schools + support.  
Distribution logistics  
Just support through school & partner recruitment.



## COMMUNITY GROUPS

Part or fully fund packs in their schools + support.  
Own activities.  
Just support through school & partner recruitment.

## CATERERS

Part or fully fund packs in their schools + support.  
Distribution logistics  
Just simply support by activating in schools.



## VEG POWER

We have some funds for production and distribution  
We stretch them as far as possible.



**VEGPOWER**

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 VegPowerUK

