

# **SPECIAL REPORT**

## Buy in season for healthy returns

### Campaign Report

29 January – 25 February 2023

**Bag some broccoli!**

Buy in season for healthy returns



[boostyourhealthy.com.au](https://boostyourhealthy.com.au)

↑ Rebel Sport  
↑ Riverbank Food Court  
→ ♿ ♿ ♿ TOILETS 3



**ANATOMY  
OF OOH**

# CAMPAIGN SUMMARY

More than **\$8M**

Advertising value (OOH/digital/Woolies)

**Multi-channel**

OOH in all capital cities; across Woolworths' Fresh Screens, digital and print catalogue; across digital sites Carsales, Nine, REA Group, The Guardian, and Yahoo!

**Multi-format OOH**

Bus externals, bus stations, EV charging stations, health environment, home delivery bikes, retail environment, roadside billboard, shopping centers, street furniture, train externals, train stations.



# ***MOVE report***

**1,850**

OOH signs measured

**More than 12M**

Total people reached in capital cities

**21x**

Frequency of OOH in cap cities

**3.0**

Neuro Impact Factor score

Source: MOVE Report OMA Healthy Returns 2023. ACT/TAS not included.  
Demographic P14+

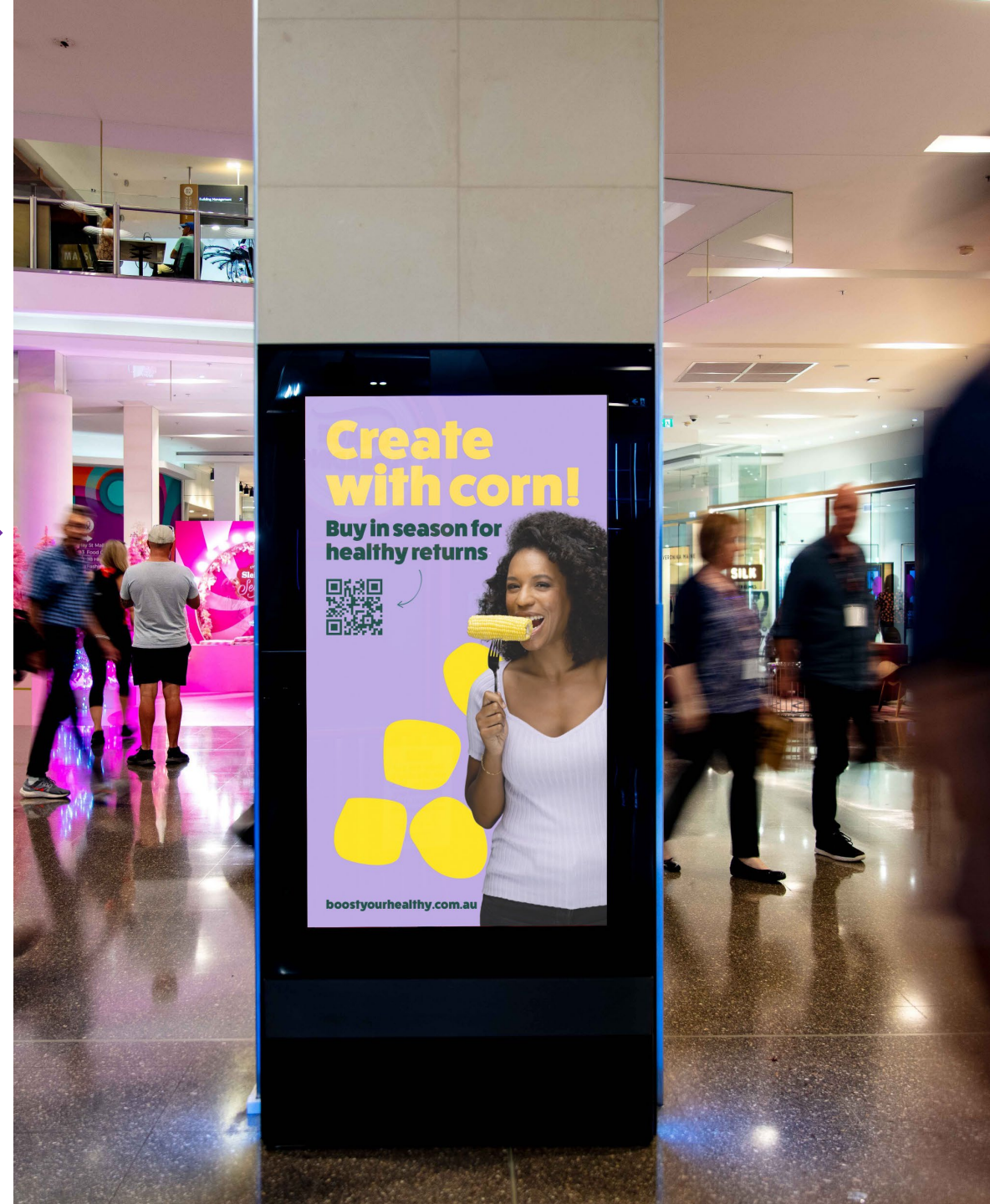


The campaign was  
***MEMORABLE***

**1** *out of* **3**

people remembered  
seeing the *Buy in  
season for healthy  
returns* campaign.

Source: Dynata survey commissioned by the OMA n=1,223; 35% recall seeing these ads or ads similar to these (428). Feb/March 2023.



# The campaign influenced **POSITIVE BEHAVIOUR CHANGE** and **ACTION**



**81%**

of people who remembered seeing the ads said they encouraged them to purchase veg on their next shop

**82%**

of people who remembered seeing the ads said they made them conscious to eat more veg

**84%**

of people who remembered seeing the ads said they encouraged them to lead a healthy lifestyle or eat healthy food

# The strong call-to-action fed **CURIOSITY** and **TALKABILITY**

*Buy in season for healthy returns* encouraged people to look for more information online and speak about the campaign with others.



**70%**

of people who recalled the campaign, visited the [boostyourhealthy.com.au](http://boostyourhealthy.com.au) website



**41%**

of people who recalled the campaign said they spoke to someone about it.



Source: Dynata survey commissioned by the OMA n=1,223; people who recalled the campaign n=428. Feb/March 2023.



Enjoy more in season veggies



Home

# WEBSITE report

43,678

Page views (all)

+503%

Increase over  
previous month

+45%

Increase over last  
year's campaign

1:25

Average  
session time

The *Buy in season for healthy returns* campaign was remembered, encouraged behaviour change, sparked conversations and drove action.





# OMA MOVE

Measurement of Outdoor Visibility and Exposure

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