



# A HEALTHY REWARD

ENCOURAGING HEALTHIER CHOICES WITH A LOYALTY CARD

**POOR DIET IS A MAJOR FACTOR IN AUSTRALIA'S OBESITY EPIDEMIC.**

RECOGNISING OUR PUBLIC LEADERSHIP ROLE IN ADDRESSING THIS PROBLEM, WE INTRODUCED 'TRAFFIC LIGHT' POINT OF SALE PROMPTS FOR FOOD AND DRINK CHOICES IN 2016.



## IT WORKED!

With point of sale signage, we sell 30,000 fewer 'red' lunches each year.

Then we thought... What would happen if we also rewarded customers for making healthier choices?



SO WE INTRODUCED A **LOYALTY CARD**

### THE INITIATIVE

WE RAN A TRIAL TO EXAMINE THE EFFECT OF A LOYALTY CARD PROGRAM ON FOOD PURCHASES AT AN ONSITE CAFE.

**1** Prior to the trial, we **observed food purchases** for 2 weeks over the lunch period, noting whether they were 'green', 'amber' or 'red'

**2** We then **introduced a customer loyalty card**: "buy ten 'green' salads, get one free"

**3** **Promotional materials were displayed** around the café and staff were encouraged to offer the program to customers

**4** We **observed food purchases again** for 2 weeks

**5** We **interviewed customers** who had made a food purchase



NOTE: The amount of 'green', 'amber' and 'red' food on display did not vary during the trial.



**11%** ↑

INCREASE IN 'GREEN' FOOD PURCHASES\* - WITH A 34% INCREASE IN 'GREEN' SALADS

HAPPY RETAILERS



NO SIGNIFICANT DIFFERENCE IN TOTAL SALES

**3%** ↑

INCREASE IN 'AMBER' FOOD PURCHASES



PEOPLE CONTINUED TO BUY MEALS AT THE SAME RATE, BUT SUBSTITUTED THE CHOICES THEY MADE

**6%** ↓

DECREASE IN 'RED' FOOD PURCHASES\*

\*Statistically significant difference

### THE IMPACT

BASED ON THESE RESULTS, THIS PROGRAM WOULD RESULT IN AROUND

**9,500 FEWER**

'RED' LUNCHES BEING SOLD EACH YEAR, IN ONE SETTING ALONE



## PUBLIC HEALTH



THIS SIMPLE INITIATIVE CAN LEAD TO IMMEDIATE AND LASTING EFFECTS ON THE CHOICES PEOPLE MAKE.



IMPORTANTLY, THIS INITIATIVE IS FINANCIALLY VIABLE FOR RETAILERS.



FOOD & DRINK

WE'RE PROUD TO BE TAKING A LEAD IN COMBATING THE OBESITY EPIDEMIC IN AUSTRALIA. WITH CONTINUED EFFORT, INITIATIVES LIKE THIS CAN HAVE A SUBSTANTIAL IMPACT ON PUBLIC HEALTH.