NFL CONSUMER AWARENESS THEMES

Overview

The goal of this campaign is to raise awareness of the new Nutrition Facts label and to encourage consumers to look for the new label when shopping or cooking and to visit the FDA's website for more information.

The following three campaign theme options all meet the same goal, but use different approaches to communicate and connect with consumers.

1: Designed to make a difference.

Designed to make a difference.

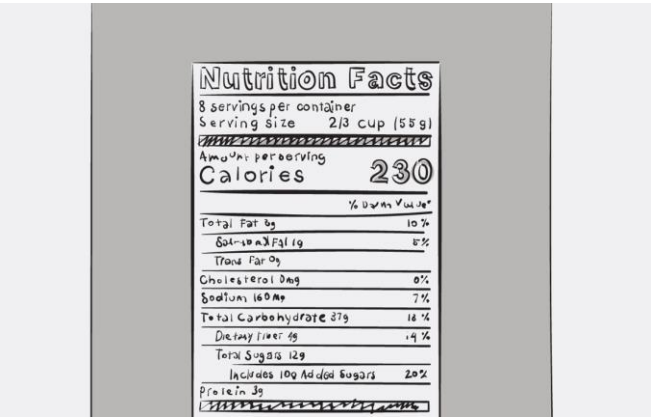
This campaign honestly admits what the Nutrition Facts label cannot do. Featuring a cast of people from different backgrounds looking at packaging with the new NFL, the following video and ad feature vignettes with quick back-and-forth responses to the question:

What can the new Nutrition Facts label do for you?

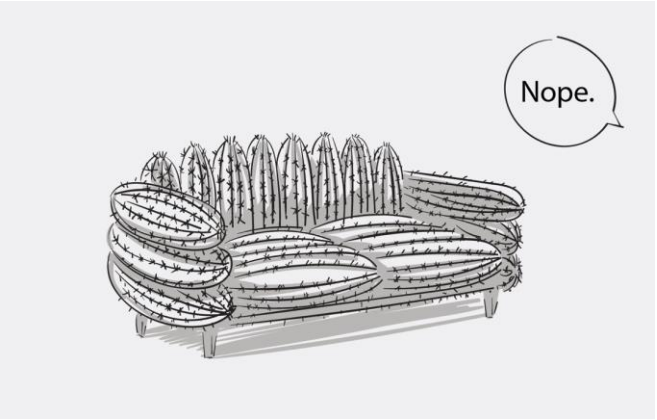
Example language:

Can it help with my house plants?	*No.*
Home decor?	*Nope.*
Choosing the right mattress?	*Negative.*
Get better gas mileage?	*Sorry.*
Will it make my roommate a better cook?	*We can't make any promises, but using this new tool **can** help you make healthier dietary decisions from calories to serving sizes.*

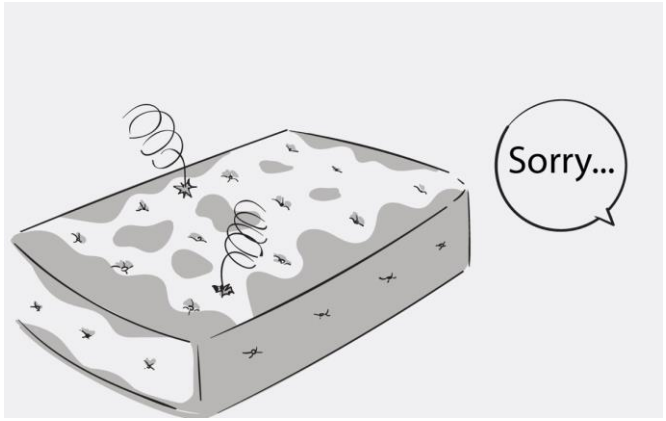
VO: **Designed to make a difference.** Look for the new Nutrition Facts label on products when shopping and visit www.here.gov to learn more.



VO: *What can the new Nutrition Facts label do for you?*



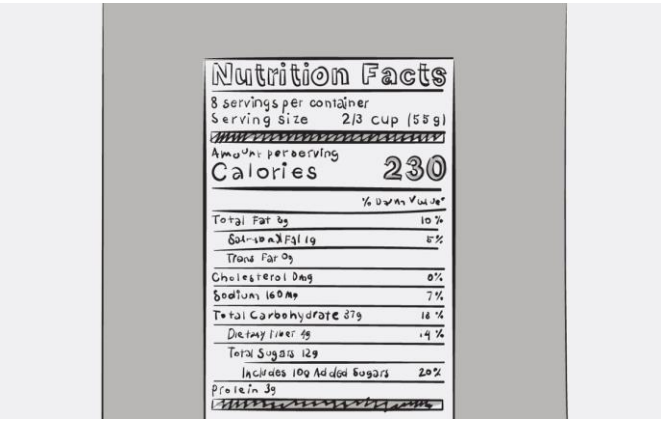
Designed to make a difference.



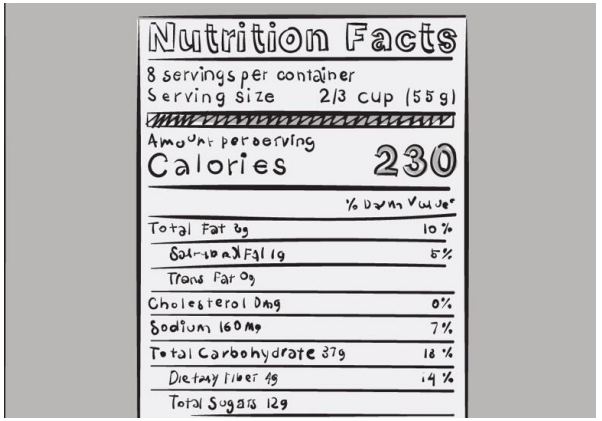
VO: *We can't make any promises…*

VO: … *but using this new tool can help you make better decisions about what you eat…*

Designed to make a difference.



VO: *Designed to make a difference…*



VO: *Look for the new, easier-to-read Nutrition Facts label on products when shopping and visit www.here.gov to learn more.*

Designed to make a difference.
Print Advertisement (example)

Actually, using the new Nutrition Facts label can help you make food choices that support a healthier diet for you and your family. The easier-to-read Nutrition Facts label. Designed to make a difference.

Learn more at www.here.gov

Theme 2: Could it be your new best friend?

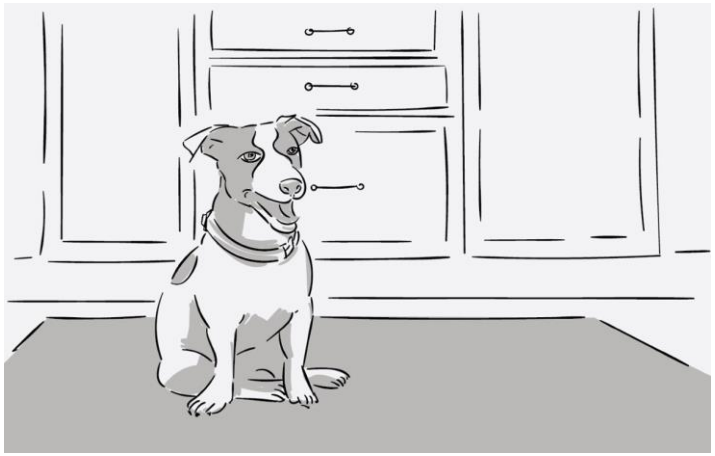
Could it be your new best friend?

In this video and ad, a cast of household pets give their points of view and commentary on the newly redesigned Nutrition Facts label.

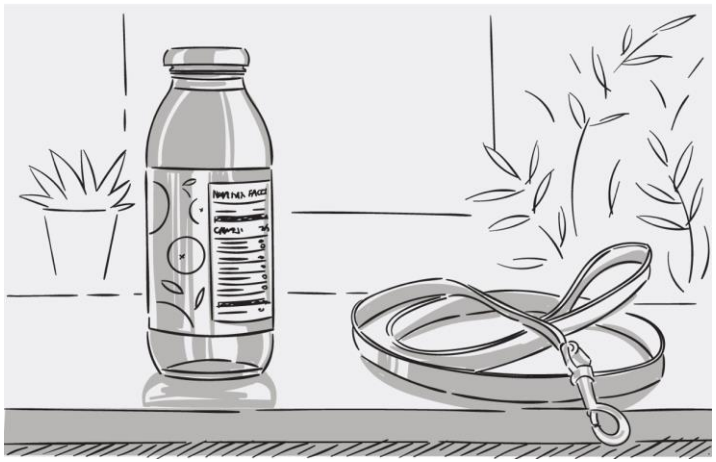
For example, In one vignette, a perky terrier recognizes the Nutrition Facts label as something her owner is using to eat healthier.

Other pets have reactions to the Nutrition Facts label akin to their personality—like the forgetful goldfish, who keeps seeing the new label for the ‘first’ time.

Could it be your new best friend?

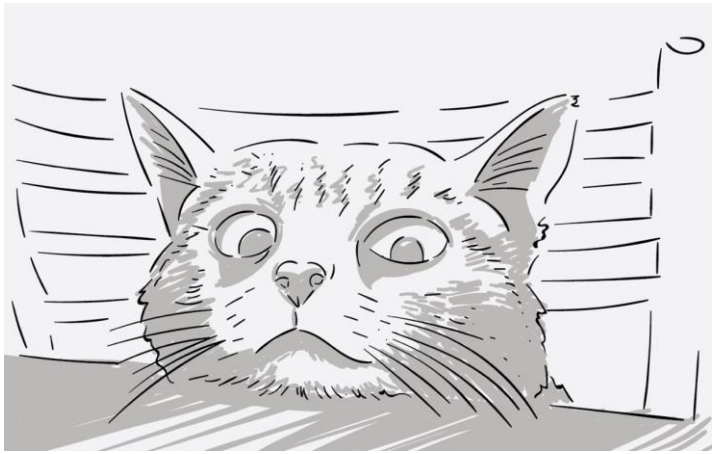


DOG: *Healthier meals and more evening walks. Thank you, thank you, FDA.*



VO: *Introducing the new Nutrition Facts label… as part of a healthy lifestyle,*

VO: *Could it be your new best friend?*



CAT *(talking to the jar with NFL)*: *“So… what’s new with you?”*

Could it be your new best friend?

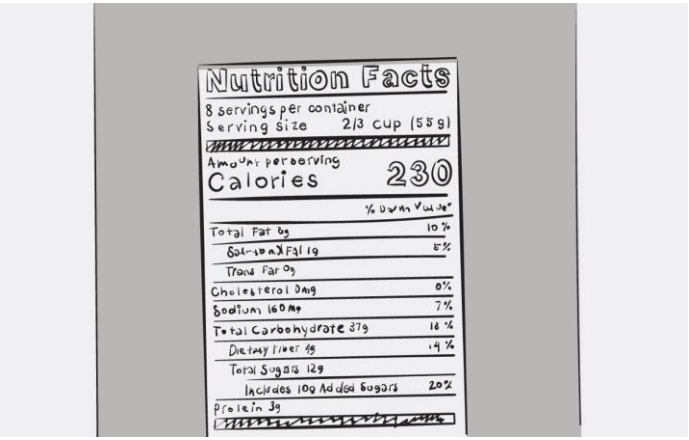
VO: *…After all, this new, easier-to-read tool* ***can*** *help you and your family…*

VO: *…make healthier food choices.*

GOLDFISH (swimming in circles past package): *“Oh look, a new label.” “Oh look, a new label.” “Oh look, a new label.”*

VO: *So look for the new Nutrition Facts label…*

Could it be your new best friend?



VO: … *on products where you shop, and visit www.here.gov to learn more.*

Could it be your new best friend?
Print Advertisement (example)

Theme 3: It’s what’s inside that counts.

It’s what’s inside that counts.

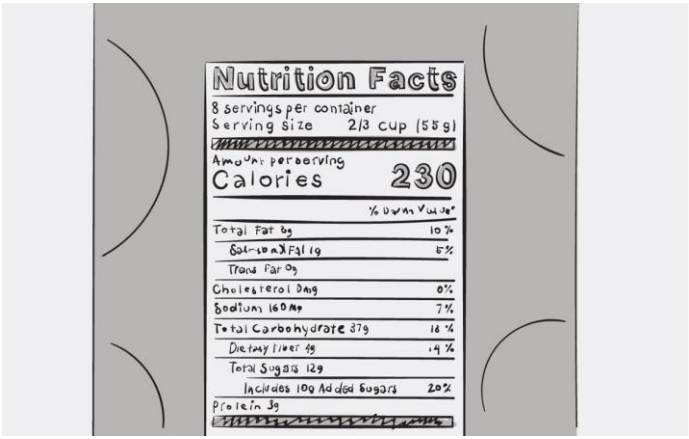
In this theme, the Nutrition Facts label is personified in a world where food and packaging comes to life in relatable ways. It also explores how the Nutrition Facts label shows you what really matters, and what’s inside the food you eat.

It's what's inside that counts.

Open on a typical morning ritual episode, where a mother character, represented as a jar of pasta sauce, is encouraging her uncooperative son, represented as a smaller can of tomato paste, to please put on his Nutrition Facts label, as they get ready for their day. It's clear that he is stubborn and does not want to cooperate.

SON: *But Mom, why do I have to wear my label???*

MOM: *Because, I want everyone to see what you're made of—it's an important part of what makes you who you are.*

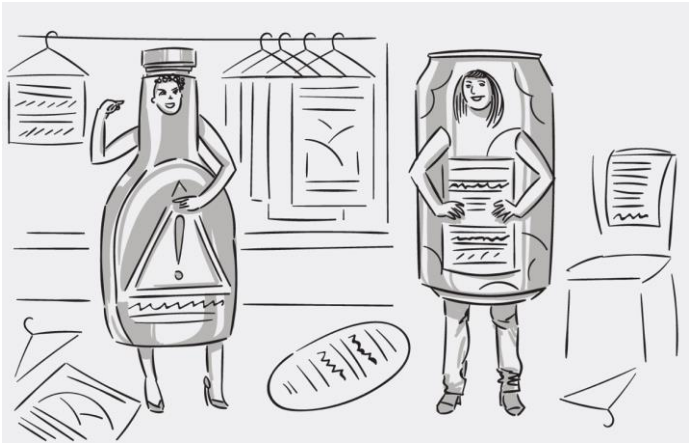


VO: : *Mom's right—as usual. Introducing the new Nutrition Facts label...*

It's what's inside that counts.

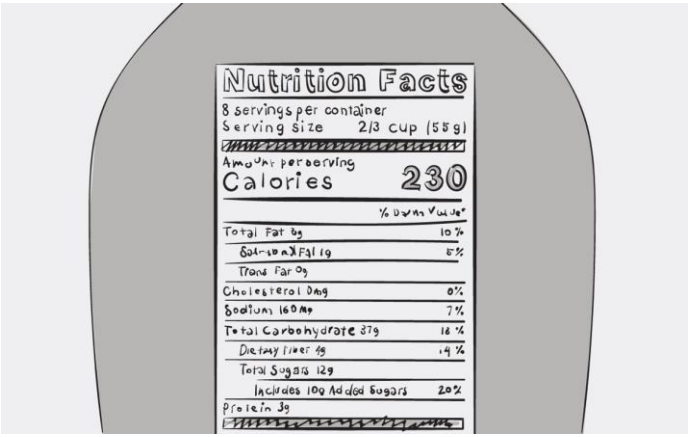
Cut to two roommates. Roommate 1 is having a hard time picking an outfit that matches her personality. Quick cuts of her trying on different labels (double label, wide label, etc.) Nothing's working until Roommate 2 makes a final suggestion… dialogue goes like this:

ROOMATE 1: *No, I don't know…*
ROOMATE 2: *How about this…*
ROOMATE 1: *That's not me…*
ROOMATE 2: *This?*
ROOMATE 1: *Nope…*
ROOMATE 2: *How about this…*



ROOMATE 1: *Nah…*

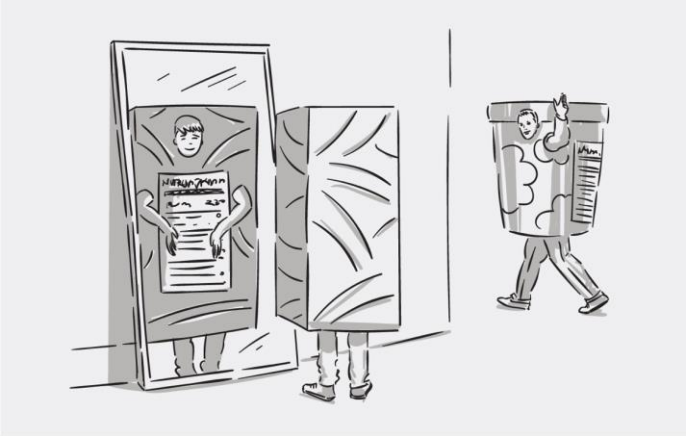
ROOMATE 2: *I know… this one…*
ROOMATE 1: *Yes! That is so me!*



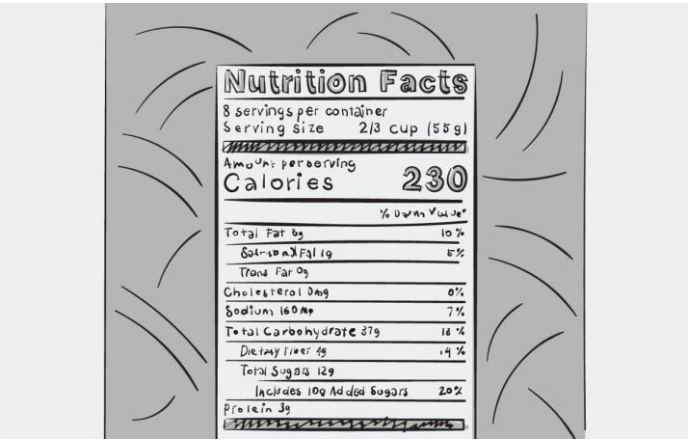
VO: *Use this newly designed tool to help you make healthier food choices.*

It's what's inside that counts.

Cut to a young packaged food admiring himself in the mirror. He is very happy with the fit and finish of his newly designed label and is feeling confident. A friend happens by, notices the upgrade, and calls out…



FRIEND: *Looking good, show off those nutrients!"*



VO: *Because it's what's inside that counts. Look for the new Nutrition Facts label on products where you shop and visit www.here.gov to learn more.*

It’s what’s inside that counts.
Print Advertisement (example)

Introducing the new Nutrition Facts label. This easier-to-read tool can help you learn about what’s in your foods and beverages. Look for it on products where you shop.

Learn more at www.here.gov

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