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SECRETARY OF STATE'S OFFICE

From: [REDACTED]
Sent: 11 February 2008 12:34
To: SECRETARY OF STATE'S OFFICE
Subject: Meeting with Andy Burnham

[REDACTED]
Baroness Peta Buscombe, Chief Executive of the Advertising Association, met Andy Burnham MP, at a Breakfast Reception at the National Gallery last Wednesday morning. While they were talking, Mr Burnham mentioned that he would much appreciate a private meeting with her in the near future. Please can we try to arrange a suitable date?

Regards, [REDACTED]

Re: Campaign for obesity.

[REDACTED]
External Relations Co-Ordinator
The Advertising Association
tel: [REDACTED]
fax: 020 7222 1504
email: [REDACTED]

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Industry Food Campaign Update

3rd March 2008

This paper sets out in greater detail some of the issues raised following the meeting on the 20th February between the Department of Health and Department of Culture, Media and Sport Secretaries of State, advisers, officials and industry representatives on anti-obesity and healthy lifestyle campaigns

Governance structure

There would be an independent Non-Executive Steering Group ('Steering Group'), based at the Advertising Association, which would be the main forum for government involvement and would meet regularly, working to agreed terms of reference. We envisage regular campaign update meetings with ministers and officials as the campaign develops.

Steering group membership

- Chair – Currently being sourced
- Deputy Chair – Peta Buscombe (Chief Executive, Advertising Association)
- Campaign Director – Currently being sourced
- Government – representatives from DoH, DCMS and COI
- Broadcasters and other media sectors.
- Food and retail industry.
- Advertising agencies
- External experts, including academics.

Working to the Steering Group would be a small executive team, run by the Campaign Director including the Creative Director, planners and other campaign executives. This group would be based in the immediate short-term at the Advertising Association.

The ongoing costs of both campaign groups would be funded by Advertising Association members.

The Advertising Association will draw-up and circulate Steering Group names for agreement between core campaign partners. Cost funding requirements will be modest and met by coalition members.

Evaluation

We envisage comprehensive qualitative and quantitative campaign evaluation, based around agreed campaign objectives and according to industry principles. We would work with a reputable market research agency to assess the efficacy of the campaign in areas such as impact and comprehension.

Relationship with government

Our messages will be complementary and amplify the government's top line objectives supporting healthy diets and physical activity. The reach of the media and producers involved in our campaign mean that we will get messages to typical UK families. We want to focus on positive messaging and behaviour that leads to healthier, happier lifestyles; to encourage aspiration and self-esteem.

Editorial opportunities

The specific phasing of both campaign promotional activity and editorial opportunities will be a matter for the Campaign Director. However, ITV has already highlighted the opportunity of promotion activity in the break immediately prior to ITV's evening news. We would also look to place campaign spots in other parts of the ITV schedule, again taking direction from the Campaign Director. ITV is in conversation with Channel 4, Five and Sky about the weighting, timing and volume of their potential respective contributions

Working with other media organisations, we will also develop editorial opportunities in addition to any targeted promotion slots. ITV's regional news programmes are a great way to launch national campaigns with a strong regional focus. We also see potential to include appropriate messaging and storylines in key programming.

We will also work with radio, on-line, outdoor, mobile operators to ensure the messages are further amplified.

On-pack and in-store promotions

Messages will be placed on a selection of products up to a predetermined value. We would aim to select food products with the greatest possible reach of the highest numbers of relevant consumers.

Olympics issue and timing

Industry partners are prepared to offer a long-term commitment to this campaign over a four year period.

We recognise elite and competitive sports turn some consumers off. However we do think that the three and half year run up to the London Olympics provides a hook - that all marketers would look to - to encourage the British population to get fit. Particularly as this will be a time that they will aspire to do so.

In line with government statements:

Rt Hon Gordon Brown MP, Prime Minister "But the vision for London 2012 is about more than just hosting a fantastic summer of sport. It is about using this opportunity as a catalyst for lasting change in our country."

Partners

It is intended for industry campaign partners to include:

- Major media owners and bodies from broadcasting (tv and radio), outdoor poster, direct marketing, cinema, newspapers, magazines, online and mobile.
- Retailers
- Advertisers
- Food and Drink advertisers

We have been in contact with over 100 separate companies and organisations, each falling into one of the categories, and have had an overwhelmingly positive response. However, this wider group cannot be activated to become more formally engaged until the government, and the campaign, publishes a firmer statement of its intention and the partnership approach.

Campaign material

We will work to produce a style guide to ensure consistent logos and messages are used and that they are not used in a way that would weaken the campaign. There are, of course, benefits to be gained from consistency of messaging.

Baroness Peta Buscombe
Chief Executive
The Advertising Association

