

# Fight Food Waste - 'Its Easy As'

## FINAL REPORT



**FIGHT FOOD WASTE**  
Cooperative Research Centre

REDUCE - TRANSFORM - ENGAGE



Australian Government  
Department of Industry, Science,  
Energy and Resources

**Business**  
Cooperative Research  
Centres Program

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## Industry partner foreward

Fight Food Waste Cooperative Research Centre engaged our agency (Saatchi & Saatchi) as their advertising partners for the pre-national food waste behaviour change campaign/COVID-19 campaign to provide strategic thinking, creative direction and creative outputs to help accelerate food waste reduction in Australian households during COVID-19.

Upon being onboarded for the campaign, we were shocked to learn just how large of an issue food waste is in Australia and that there are actually many simple solutions we can apply in our own homes to contribute to the fight against food waste. This fuelled our fire to get this message out there.

Our research (*multiple existing sources including Food Waste Australian Household Attitudes and Behaviours National Benchmarking Study, May 2020 and Saatchi Human Instinct Survey, conducted 30.03.20*) found that the social and environmental issues caused by food waste had intensified during COVID-19 and that there were four key motivating factors: save money, environmental, 'the right thing' and shopping trips. The strategy was to use these motivating factors as fuel for a campaign that sought to educate Australians on; the benefits of food waste reduction during COVID-19 and food waste reduction solutions during COVID-19. Phase one of this strategy aimed to reach as many people as possible, to drive awareness of the issues that surround food wastage in order to shock people into paying attention and phase two drove engagement with the solution, by providing easy to adopt tips and tricks to help people fight food waste once awareness of the problem was established.

Not only did the results of the campaign show proof of success, but we also saw this firsthand. As our team worked through the project, we began picking up food waste tips and tricks and applying these in their own homes.

If we can continue to remind and encourage Australian's to keep up these food waste solutions and create food waste reduction habits, we can push towards a true behaviour change. To achieve this, we would suggest Fight Food Waste Cooperative Research Centre adopt an 'always on' approach, with two months burst in market throughout the year (eg pre-holidays such as Christmas, Easter etc.) to remind people not to waste food and be in the forefront. Only once we have done this can we hope to make a dent on the real KPIs of this on-going campaign and the reduction of food waste in Australia.

Caitlin O'Connor, Senior Account Manager

Matt Morgan, Strategy Director

Anthony Gregorio, Chief Executive Officer

## Executive Summary

As part of the Australian Government stimulus package to COVID-19, the Fight Food Waste CRC received \$100k in income tax rebates intended to be spent immediately and locally by recipients to stimulate the economy. In considering the best options to use this funding, we were very aware that Australians were experiencing food and grocery panic buying/hoarding issues at the time, a trend that was likely to lead to increased levels of food waste and therefore wasted money. This led to us working with leading Australian creative agency Saatchi and Saatchi to develop a national food waste digital campaign full of tips and tricks – Fight Food Waste – ‘It’s Easy As’.

This campaign was a success! Not only did we surpass the forecast targets for reach, clicks and landing page views, we acquired some particularly useful knowledge for future campaigns. Like with any first step cautiously taken by a toddler, you need to just start taking those steps. The Fight Food Waste ‘It’s Easy As’ campaign was our first steps. Thankfully given the experience of those involved, it wasn’t as wobbly as that toddler. The strategy was solid, to first ‘shock’ as many people as possible with the big facts around food waste (our research has already told us that Australians don’t recognise it is a big issue yet) and then to reengage with specific tips and tricks to reduce food waste in the home in a really simple and tangible way. Whilst similar campaigns for climate change have struggled given the distant and invisible nature of climate change, reducing food waste is an immediate benefit to the household budget and is physically noticeable.

With the development of the business case for a national behaviour change campaign, the opportunity exists to run more digital campaigns that would enable us to put into practice some of the lessons. These lessons include rotating a large pool of creative assets rather than putting them all in-market at the same time, also to target a broad audience rather than more niche interest groups (although there is further exploration of the interest groups that could yield positive results).

To ask a question in creative copy or not to ask a question in creative copy ... what was the question again? There is definitely scope for further investigation around the performance of the combined imagery and copy. It would be useful to draw on the particular experience of those who have run food waste consumer education campaigns in the past, what have we collectively learned and what does this mean for future campaigns? This is more than the behaviour change research targeting particular behaviours, it about comms, marketing and advertising. What can we learn from these disciplines about reaching the hearts and minds of Australians?

### Objectives

Household food waste represents about a third of the total food waste in Australia along the entire food supply chain<sup>1</sup>. Across 2020, Australians faced tough economic conditions as a result of the COVID-19 and associated economic disruptions. Therefore, the aims of this project were two-fold:

- Deliver a national digital public education campaign to get creative and impactful messages out to Australians on how they can save money in these tough economic times by reducing food waste
- Investigate the impact of using these digital channels in delivering important food waste reduction messages.

### Results

From a forecast reach of 3.2m, the Fight Food Waste ‘Its Easy As’ campaign achieved a **reach of 4.5m** in the three months of paid ‘push’ of our creative content with **nearly 6k engagements** on those posts.

Website traffic was forecast to be 27k landing page views of our Fight Food Waste - ‘Its Easy As’ content hub when we achieved **over 70k** during this timeframe.

### Next steps

The lessons from this short and very defined digital campaign will be invaluable to future efforts to use social media as part of a broader behaviour change effort.

**Timing**

As part of the new Stop Food Waste Australia and the Fight Food Waste CRC's ENGAGE program, a business case will be developed in 2021 for a national behaviour change campaign. Social media will be an important part of this next element of reaching Australia's target to reduce food waste by half by 2030.

**Project milestones**

The project milestones were set up to match the phases of the campaign – all were delivered successfully with the targets well achieved!

- Phase One: Awareness raising
- Phase Two: Engage with further content

**Project impacts**

This project will reduce household food waste by an estimated minimum amount of 8,259 tonnes over 4 years. Based on the minimum food waste reduction impact above the greenhouse gas savings would be 30,000 tonnes of CO<sub>2</sub>e.

The Facebook and Instagram accounts will continue to share the creative assets from the campaign as well as other relevant food waste information. The visitors to the content hub will continue to be monitored as part of the reporting activities of the FFW CRC Communication Manager

Approved by:

Professor David Pearson  
ENGAGE Program Leader

<sup>1</sup> Arcadis (2019) National Food Waste Baseline [www.environment.gov.au](http://www.environment.gov.au)

## Introduction

Helping Australians save money by reducing their food waste has become more important than ever in these current tough times as a result of COVID-19 and the associated economic disruption. Even before this time, our research from the 2019 national household survey told us that ¾ of Australians were motivated to reduce food waste, with over half wanting to save money. It is likely this figure has only increased during 2020.

Reaching large numbers of Australians with these messages can be difficult, however using social media to communicate is one approach that reaches large audiences in a cost and time effective manner. To achieve this, the Fight Food Waste CRC partnered with leading advertising agency Saatchi and Saatchi to deliver a creative campaign based on the idea that 'it's easy as' to reduce food waste to save money ... it's easy to plan your meals, love your leftovers and store your food correctly.

The aims of this project were two-fold:

- Deliver a national digital public education campaign to get creative and impactful messages out to Australians on how they can save money in these tough economic times by reducing food waste
- Investigate the impact of using these digital channels in delivering important food waste reduction messages.

In addition to the insights from our 2019 household survey, Saatchi and Saatchi conducted market analysis in May 2020 and identified a range of specific Australian COVID-19 concerns, including avoiding the shops, helping the environment, and doing the right thing for the benefit of the community.

Saatchi and Saatchi used these COVID-19 insights as the backdrop to accelerate food waste reduction and set up the campaign to reach Australians with the save money/reduce food waste messages during this crisis. They positioning food waste reduction as a way of combatting some of the economic and social hardships being felt across every Australian household during this crisis.

This campaign aimed to replicate success seen internationally, like the success of WRAP's Love Food Hate Waste UK campaign during the Global Financial Crisis where avoidable food waste decreased by 14% following their campaign. Additionally, current WRAP research shows a 34% reduction in household food waste during the early stages of the pandemic in 2020 (WRAP 2020).

The scale of our campaign was not intended to be as large as that campaign, rather more a pre-cursor to a full national behaviour change campaign, of which the development of the business case for such an investment is now a priority task of the Fight Food Waste CRC and the newly formed Stop Food Waste Australia.

The overarching objectives of the campaign are to -

- Highlight the importance of food and food waste prevention to help Australians through this difficult time (current COVID -19 pandemic). This will be measured through awareness and engagement metrics which will allow us to understand how many people we have reached with our message, and what engagement we have seen.
- Reinforce that reducing food waste will save money. We will measure the financial impact of the campaign by measuring the engagement with individual 'save money benefits' ad messages and the Australian Household Waste Reduction survey.
- Encourage utilising ingredients within the home and family cooking. We will measure the financial impact of the campaign by measuring the engagement with individual 'food waste reduction recipe solution' ad messages and the Australian Household Waste Reduction survey.
- The campaign will be measured against digital media KPIs:



- Awareness through broad digital reach (3.9m reach per month)
- Engagement and click-through referral web traffic to the FFW content hub and key partner websites.

A complementary Fight Food Waste CRC research project commenced towards the final stages of the campaign. The NSW EPA (who have run Love Food Hate Waste for many years) was interested to understand more about the impact of social media in food waste reduction communication. Therefore, they partnered with QUT's Digital Media Research Centre to pursue this inquiry.

## Methodology

This project delivered a short and targeted public education campaign on Facebook and Instagram. Saatchi and Saatchi's successful campaign concept 'Fight Food Waste – It's Easy' was one of five submitted. It was approved by the Fight Food Waste CRC Board in April 2020. In this proposal, the strategy was based on the identified motivations of Australians to actually reduce their food wastage<sup>1</sup>:

- 51% Save Money
- 16% Environmental
- 18% 'The Right Thing'

Saving money has been previously identified as the most commonly used motivator for individuals to reduce food discard in Love Food Hate Waste communication<sup>2</sup>. Whilst Australians are motivated to reduce waste, there is a lack of understanding of the issue more broadly, as well as specific food safety concerns and date label uncertainties are holding them back<sup>1</sup>:

- 42% Very motivated to reduce waste
- 49% Don't understand Best Before & Use By labels
- 32% Dispose of food that they're not sure if it's safe to eat

To help people understand more about food waste, the 'Fight Food Waste – It's Easy As' campaign provided Australian's with simple kitchen 'hacks' to make reducing their food waste 'easy as'. By using dominant social media platforms Facebook and Instagram, the creative content from Saatchi and Saatchi was developed specifically to generate interest and click throughs to a new consumer facing hub on the existing Fight Food Waste CRC website: [www.fightfoodwastecrc.com.au/itseasyas](http://www.fightfoodwastecrc.com.au/itseasyas)

This content hub was developed as the (necessary) landing page for the campaign. The driving principle for this content hub was to promote and provide easy access to the existing resources of our participants who already provided consumer education resources rather than duplicating their existing efforts.

Saatchi and Saatchi developed the creatives and copy for the campaign in conjunction with the team at the Fight Food Waste CRC. It was decided that to give this campaign an additional unique 'edge', commissioning a bespoke photoshoot was the right approach. This not only provided the campaign with fresh new imagery but also added to the image library of the Fight Food Waste CRC.

The media strategy and management component of this campaign was sub-contracted through Saatchi and Saatchi to media buying agency Performics. They developed the optimisation strategy, initial forecast results as well as set up the requirements on both Facebook and Instagram including booking the digital spend in with the platform ad accounts.

## Food safety

It is critical that people's health is not compromised in the pursuit of lower food waste volumes, therefore specific advice was sought during the project development stage. Fight Food Waste CRC Theme Leader – Food Safety and Integrity, Dr Valeria Torok provided expert input into the proposal to ensure the necessary provisions were in place.

<sup>1</sup> Fight Food Waste CRC (2019) *National Household Benchmarking Survey*, [www.fightfoodwastecrc.com.au](http://www.fightfoodwastecrc.com.au)

<sup>2</sup> Pearson et al (2017) *Reducing food waste: A practitioner guide identifying requirements for an integrated social marketing communication campaign*, <https://journals.sagepub.com/doi/10.1177/1524500417750830>

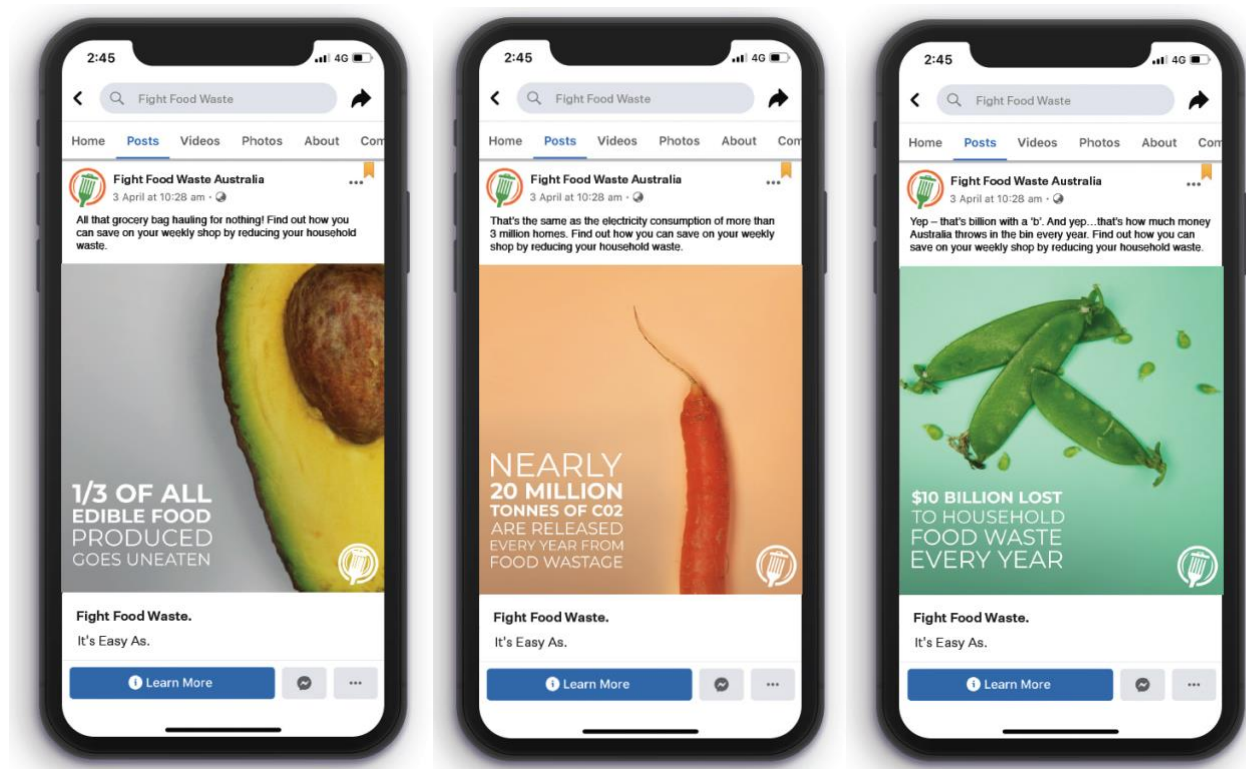
### Phase One - July

The optimisation strategy for the phase was to push out the creative content to Australian consumers via paid-for targeting to interest groups on Facebook and Instagram:

- Environmentalists
- Money-savers
- Cooking enthusiasts
- Gardeners
- Social causes

This phase started on 13 July 2020, with the sole objective of raising awareness of the problem of food waste. Phase one was designed to reach as many people as possible to drive awareness of the issues that surround food wastage in order to shock people into paying attention. These 'big stats' were used to get attention.

KPI for Phase One: Reach



### Phase Two – August – October 2020

The optimisation strategy changed for this phase, with the focus shifting initially to clicks then modified in the later stages of the campaign to focus on landing page views.

In addition to targeting the interest groups from the first phase, this phase strongly focused on re-engaging those users who engaged with the first phase of the campaign. This strategy saw the next round of creative messages posted in their feed that did link to our content hub and then benefit from all of our participant resources including LFHW NSW, Victoria and ACT, OzHarvest, Woolworths, Foodbank.

PHASE TWO aimed to provide easy to adopt solutions to help people fight food waste once awareness of the problem was established.

KPI: Engagement; clicks and landing page views



## Results

### Overview

From the very first discussion of a possible campaign to provide tips and tricks to Australians doing it tough during the COVID-19 lockdown, this campaign was always going to provide benefit even if it was just one family realising they could save their carrot by popping it in a bowl of water!

What was truly unexpected was the level of engagement with the content itself and just how much reach we were able to achieve. Simply put, the 'Fight Food Waste – Its Easy As' campaign was a success in reaching millions of Australians, and we can track the use of the website to be certain that it was more than just a passing swipe or click for many.

The initial targets forecast by the media buying agency were:

Facebook						
Phase	Reach	Impressions	Clicks	Click Through Rate	Cost Per Click	Cost Per Mille (per 1000 views)
One	3,250,000	20,833,333	10,417	0.05%	\$4.00	\$2.00
Two	222,222	2,222,222	4,222	0.19%	\$1.97	\$3.75
	3,472,222	23,055,556	14,639	0.06%	\$3.42	\$2.17

Google Analytics				
Phase	Sessions	Users	New Users	Page Views
One	7,813	4,688	3,516	19,531
Two	3,167	1,900	1,425	7,917
	10,979	6,588	4,941	27,448

However, at the completion of the campaign on 11 October, we had actually:

- Reached 4.5M Australians
- Had over 70k visits to [www.fightfoodwastecrc.com.au/itseasyas](http://www.fightfoodwastecrc.com.au/itseasyas)

- Nearly 6k (recorded) engagements with our posts (likes, shares, comments)

## Post engagement

There are a number of numbers that make up the campaign analytics. Making sense of them is the interesting task! The number of comments that were directly the result of the campaign ad being 'pushed' onto someone's newsfeed was 446, however the total number of comments on the campaign posts was 873 – this means that over half were organically posted by friends/connections of these original posted after seeing that their friend/connection had posted on the original ad. This is good news, it means it is topical enough to make people want to engage.

Below are the analytics from the two phases, by creative asset and audience:

### *Post engagement by creative asset*

Phase	Format	Post	Likes	FACEBOOK			INSTAGRAM	
				Comments	Shares	Likes	comments	shares
Phase 1	Image Ad	Avocado	63	4	6	300	13	
Phase 1	Image Ad	Carrot	27	6	4	37	2	
Phase 1	Image Ad	Snowpeas	5	5	0	43	5	
Phase 2	Image Ad	Pie	983	228	210	373	7	
Phase 2	Image Ad	Pad Thai	128	13	22	15		
Phase 2	Image Ad	Ice	6	3	1	2		
Phase 2	Image Ad	Garlic	770	139	161	46	1	
Phase 2	Image Ad	Chilli	61	15	8	7	1	
Phase 2	Image Ad	Mushroom	737	205	137	21		
Phase 2	Carousel Ad	Soup	6	1	1	3		
Phase 2	Carousel Ad	Storing Greens	538	130	141	255	4	
Phase 2	Carousel Ad	Freezer Storage	15		3	8		
Phase 2	Carousel Ad	Plan Ahead	2					
Phase 2	Carousel Ad	Check Dates	116	58	35	224	14	
Phase 3	Carousel Ad	Waste Wisdom	54	18	12	11	1	
			3511	825	741	1345	48	
			4856	total likes				
			873	total comments				
			741	shares				

## Creative Overview – Phase 1

**Fight Food Waste Australia**  
Sponsored · 🌐

Yep – that's billion with a 'b'. And yep...that's how much money Australia throws in the bin every year. Find out how you can save on your weekly shop by reducing your household food waste. #FoodWaste



**\$10 BILLION LOST TO HOUSEHOLD FOOD WASTE EVERY YEAR**

FIGHTFOODWASTECRC.COM.AU  
**Fight Food Waste.**  
It's Easy As.

LEARN MORE

Pranit Raorane and 4 others · 5 Comments

Like Comment Share

Metrics	CTR
CTR	0.04%
CPE	\$16.88
CPR	\$2.09

**Fight Food Waste Australia**  
Sponsored · 🌐

All that grocery bag hauling for nothing! Find out how you can save on your weekly shop by reducing your household food waste. #FoodWaste



**1/3 OF ALL EDIBLE FOOD PRODUCED GOES UNEATEN**

FIGHTFOODWASTECRC.COM.AU  
**Fight Food Waste.**  
It's Easy As.

LEARN MORE

Meg Good... · 4 Comments 6 Shares

Like Comment Share

Metrics	CTR
CTR	0.04%
CPE	\$23.85
CPR	\$4.57

**Fight Food Waste Australia**  
Sponsored · 🌐

That's the same as the electricity consumption of more than 3 million homes. Find out how you can save on your weekly shop by reducing your household food waste. #FoodWaste



**NEARLY 20 MILLION TONNES OF CO2e ARE RELEASED EVERY YEAR FROM FOOD WASTE**

FIGHTFOODWASTECRC.COM.AU  
**Fight Food Waste.**  
It's Easy As.

LEARN MORE

M Ali Moha... · 6 Comments 4 Shares

Like Comment Share

Metrics	CTR
CTR	0.06%
CPE	\$15.79
CPR	\$1.99

## Audience Overview – Phase 1

Audience	CTR	Post Engagements	Cost Per Engagement	Reach	LP views
Cooking Enthusiasts	0.04%	520	\$24.03	3,130,879	2,330
Environmentalists	0.05%	232	\$18.18	1,125,633	863
Money Savers	0.05%	52	\$15.16	226,752	148



## Creative Overview – Phase 2

### Best Performing Image Ad

**Fight Food Waste Australia**  
Sponsored · 🌱

Aussie households throw 2.5 million tonnes of food in the bin each year. Why not throw some of that into a pie instead?



It's as easy as (veggie) pie

FIGHTFOODWASTECRC.COM.AU  
**Fight Food Waste.**  
It's Easy As. [LEARN MORE](#)

Lindi ... 228 Comments 211 Shares


Like Comment Share

Metrics	CTR
CTR	2.15%
CPLP	\$0.39
CPC	\$0.35

### Best Performing Carousel Ad

**Fight Food Waste Australia**  
Sponsored · 🌱

What's the story on storage? Wrap your herbs in damp paper towel, leave your cucumbers in their plastic, and your leafy greens ...[See More](#)



**FIGHT FOOD WASTE**

Exploring storing [LEARN MORE](#)  
Fight Food Waste.

Herbs in paper towel  
In the fridge

Darlen... 131 Comments 143 Shares

Like Comment Share

Metrics	CTR
CTR	1.58%
CPLP	\$0.42
CPC	\$0.35

## Audience Overview – Phase 2

Audience	CTR	Post Engagements	LP views	Cost Per LP	Clicks
Cooking Enthusiasts	1.48%	2,116	31,274	\$0.60	44,124
Environmentalists	1.63%	1,210	12,143	\$0.51	17,797
Money Savers	1.37%	54	426	\$0.53	622
Gardeners	1.37%	166	2,553	\$0.59	3,276
Social Causes	1.17%	130	1,408	\$0.61	1,746
Lookalikes	1.95%	508	6,442	\$0.49	9,050
Phase 1 Engagers	2.12%	363	3,400	\$0.49	4,622
Retargeting	3.25%	488	7,448	\$0.42	9,744



## Discussion

This short campaign was such a valuable opportunity to 'test' many creative options with the imagery, copy, schedule, and target audiences. As a result, we know so much more about the 'nuts and bolts' of a food waste digital campaign that can be directly applied to future campaigns run in this space.

### Creative

Overall, the strategy to feature bold food waste statistics in phase one allowed us to get the message out to as many people as possible. And phase two did surpass the forecasts for engagement (clicks and landing page visits). Looking more closely, there was a very surprising element to the performance of the creatives. Some images performed much higher than others. It was not always consistent across the two platforms either, although avocado had the highest engagement across both for the first phase, it was carrot in second for Facebook and snowpeas in second for Instagram. Avocado performed outstandingly on Instagram with over 300 engagements alone!

In assessing why there was such a different performance between the two phases, the distinction given by the media buying agency was that the similarity between the top performing creatives was that they include questions that promote engagement. However, upon closer inspection, only 4 of the 15 total creatives included questions, and only 50% of those were 'top performers'. This is an area that requires great exploration.

There is a huge area of the communication, marketing and advertising worlds that should inform the creative development here. In working with Saatchi and Saatchi, we accessed that experience and knowledge. It would be valuable to have that discussion with the practitioners and researchers in food waste communication to uncover what we've individually learned and how this can be brought together for future impact.

### Target audiences

The audiences selected initially were 'Cooking enthusiasts', 'Environmentalists', and 'Money savers' – these were considered broad enough and with alignment to what we knew about money being a motivating factor for reducing food waste. In phase one, the click-through-rate was low however this was not the strategy. It was during phase two that we initially set the strategy to be clicks, and with a 'test and learn' approach we reflected along the way on the performance of these audiences. Ultimately, we removed 'Money savers' as it was not performing as we had hoped. We introduced 'Social causes' and 'Gardeners' audiences as an optimisation, and these had a positive impact on engagement.

### Strategy

Our media buying agency advised us that during the Covid-19 period, we saw a general increase in social media usage. This unlocked the opportunity for us to be in front of our audiences at a significantly low cost. Having a two-phase approach allowed us to firstly reach our intended users while focusing on driving traffic to the site, engage with the content and influence mindsets in phase two.

It was recommended that an extra 9:16 asset is built for each creative to allow us to customise for stories placement. This ensures we utilise the whole full screen placement for a more aesthetic look.

Phase two image ads (single image) delivered a 42% higher click-through-rate and a 38% lower cost per engagement than carousel ads (series of images that enables a longer message to be conveyed). The media buying agency concluded this likely because 'users respond better to the more organic look of an image ad that looks no different to an organic post, compared to a carousel ad which is distinctly an ad format'.

With 12 creative variations eligible to each user at any given time, some creatives had only \$250 spend behind them.

We changed the optimisation strategy towards the end of the campaign to prioritise the landing page as our goal. There are some 'unknowns' in this component of the campaign as exactly how this was managed by the media company is their intimate knowledge, but it was a useful lesson for those running campaigns to be aware that the actions under the two optimisation strategies will be different, and it is better to run these strategies for longer than a few weeks to provide proper recommendations.

The media company stated that the performance of the landing page target was 'on par with clicks optimisation but they recommend running a proper test in the future between the two optimisation strategies. An interesting point about the measures of 'clicks' and 'landing page views' – clicks stats are created when a user who clicks on the image is intending to go to the resource, however there is a discrepancy in this total against the number that actually land on that resource. The explanation for this is the time it takes to go to that resource is too long so people quit that action.

It is difficult to assess the success of the click-through-rate (CTR), cost-per-engagement (CPE) and cost-per-reach (CPR) without any other campaigns to compare within a similar area. This is something that can be discussed within the newly formed Stop Food Waste Australia Communication Community of Practice.

### **Commentary**

There was nearly 6000 engagements recorded against the paid-for posts which was predominantly 'likes' and then nearly over 450 comments. This is a very good result on its own but what is more impressive is that this result is only the comments against the paid-for posts, not when it is shared and additional comments are made. From the Phase two – Creative Overview above, those two posts had 211 and 143 shares alone so all of the additional comments that resulted from these are not included in the reported total from the media buying agency. The total volume of comments was over double from what the paid-for posts achieved which is a fantastic result for a campaign in the market for such a short time. Whilst food waste is not the polarising issue that climate change is, the 'Fight Food Waste Australia' brand was not established in the market to draw on any loyalty to be involved, it means that the cause itself draws people in and our creatives worked to get attention.

## Impact and ongoing monitoring

Reducing household food waste is an important part of meeting Australia's commitment to halve food waste by 2030 under the 2017 National Food Waste Strategy. Food waste reduction involves multi-stakeholders such as producers, retailers, consumers, environmentalists, activists, community groups, and policymakers.

We know from initial findings in the Fight Food Waste CRC's *Social media: reducing food waste beyond the swipe or the click* project that food waste behaviour is a mundane, everyday phenomenon unlike veganism, climate change or anti-animal abuse that often polarise public opinion. Therefore it is important to link behavioural change with mainstream values with is what we did with the Fight Food Waste – 'It's Easy As' campaign.

This project has also uncovered that social media is only part of the influential/promotional mix. Its effect should not be measure alone but combined with other intervention tools leading to behaviour change. What we are pleased with as part of this campaign is that it has impacted a broader network of users, and a further 'deep dive' into the commentary received as part of this campaign will seek to better understand the themes of the comments and conversations.

The Facebook and Instagram pages set up as part of this project remain active and organic posting at a reduced frequency is managed by the Fight Food Waste CRC Communication Manager. These engagements and commentary as well as the analytics of the content hub will continue to be monitored as part of the Fight Food Waste CRC communication reporting.

## Conclusions and recommendations

The 'Fight Food Waste – Its Easy As' campaign was a success! At a very basic level, we exceeded reach, click and landing page targets! Ultimately, this was a combination of the right creatives directed at the right target audiences using the right strategy. We hit the mark by reaching Australians and educating them on (1) benefits of food waste reduction and (2) food waste reduction solutions.

Some more specific lessons that we learned include:

A 'less is more approach' will be a good framework to properly test out in future campaigns. With so many creatives 'in play' at the same time, it did not result in even distribution across the audiences. There is a lot of this wrapped up in the elusive social media 'algorithm', however next time we should give each creative more of a chance rather than competing against our own creatives. Recommendations from the media buying agency was that we run 5-6 creatives at any given time. After a reasonable amount of time, we swap out those underperforming creatives, which is something we didn't do in this campaign.

Opt for a more organic feel with the paid-for posts by sticking with image ads. These look more like standard posts in a newsfeed rather than sponsored ads. Given this, the carousel ads call for a more engaged audience, so are likely to perform better once campaign has been in market for longer. We did wait until phase two to roll these out however that was still only 4 weeks after we started which is not a long time to be in-market.

The selection of specific interest groups gave us some good lessons, whilst we thought 'money savers' would be interested in our messages it turned out very differently. This in fact was only a small interest group anyway so targeting a broad audience to start with (versus granular targeting) should be our focus for the next activation. Having said that, 'cooking enthusiasts' performed very well so this should also inform some of the creative development to ensure we 'speak their language' and resonate with them.

The evaluation of creative content is a very difficult task! There are so many metrics and numbers provided in the analytics but it is difficult to understand what it all means. And what action would result in improvement in this area? If we did ask questions in every post, would this work? Does a particular background colour perform better than others? Do people just not like chillis or ice cubes? This is an opportunity to use the Communication Community of Practice for Stop Food Waste Australia to brainstorm why some creatives perform better than others. It might be possible to determine reasons for this, or it may be a case of “creativity is like washing a pig. It’s messy. It has no rules. No clear beginning, middle or end. It’s kind of a pain in the ass, and when you’re done, you’re not sure if the pig is really clean or even why you were washing a pig in the first place.” – **Luke Sullivan, ad guru**

While we are not even close to having all the answers yet, this campaign has given us more success than we forecast and it has also given us some very valuable lessons for the future. However, to truly drive behaviour change and establish new food usage habits, more opportunities to test our recommendations are needed. In addition to this testing, the basic reality is that we need to be in market for longer to trigger a repeated response in the pre-frontal cortex. This is the part of the brain responsible for new habits.

It is only by transforming fighting food waste from a reaction into a habit that we can hope to make a dent on the real KPIs of this fight:

- Reduce the \$10b spent annually on food waste
- Reduce the 20 million tonnes of CO2 released every year from food wastage
- An Australia without food waste.

To achieve this, Saatchi and Saatchi have recommended taking an ‘always on’ approach, with 2 months burst in-market throughout the year, particularly at known food-waste occasions such as holidays, Xmas and Easter. This will remind people not to waste food and be in the front of their mind.

[fightfoodwastecrc.com.au](http://fightfoodwastecrc.com.au)

