



More people intended to buy meat and dairy

Purchase intent grew by **+11% pts** for meat and **+3% pts** for dairy amongst the target sample exposed to each element of the campaign.



PORK, BEEF AND LAMB



DAIRY



Fewer people intended to cut back on their meat and dairy

Against a challenging backdrop, the campaign also succeeded in protecting plate share amongst target audience, with “conscious reducers” dropping by **3% pts** for meat and **13% pts** for dairy.



PORK, BEEF AND LAMB



DAIRY



Shoppers are more reassured on nutrition

Among the target group vs pre campaign, red meat experienced a **+6%pts**, and dairy a **+7%pts** increase endorsement for the statement [red meat /dairy] ‘is an important part of a balanced, healthy diet’



PORK, BEEF AND LAMB



DAIRY

And more people believed meat and dairy is produced naturally

Amongst the nationally representative group, **4%** more people believed meat and dairy were naturally produced.



PORK, BEEF AND LAMB



DAIRY

Seen by over 15 million UK households on TV



Generated over **80 million** impressions on social media

