



University of Dundee

Impact of a targeted direct marketing price promotion intervention (Buywell) on food purchasing behaviour by low income consumers

Stead, M.; MacKintosh, A. M.; Findlay, A.; Sparks, L.; Anderson, A. S.; Barton, K.

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Figure 1 Content of the promotion

Healthy Meal Deal

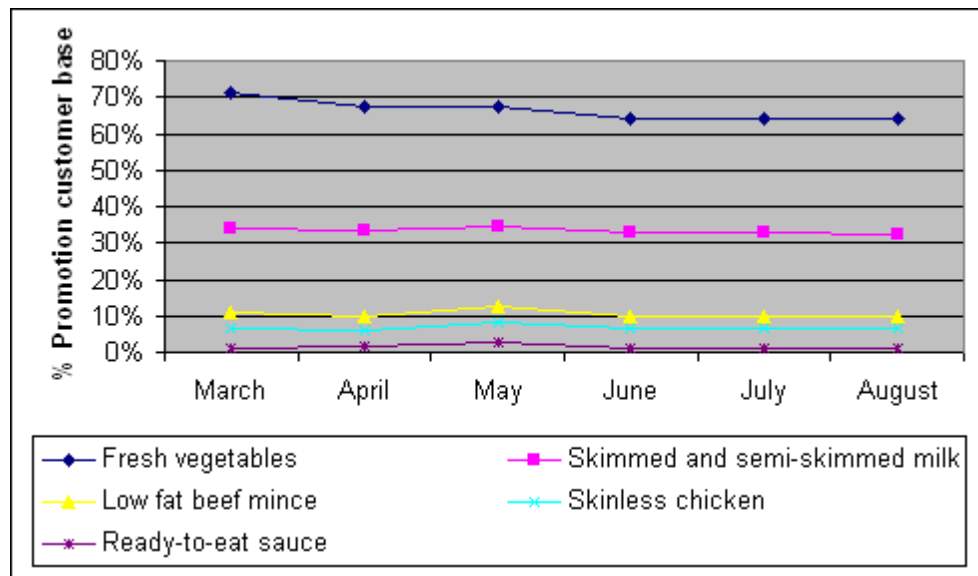
Aimed to encourage a switch to healthier meals through price reductions on the main ingredients of healthy meals based on low fat beef mince and skinless chicken. Each deal included two attractive simple recipes featuring the promoted ingredients, and three discount coupons worth £2.50 (€2.90) for retailer brand low fat beef mince and skinless chicken breasts, any fresh vegetable, and a retailer brand ready-to-eat sauce which met health criteria (including sodium levels).

Low Fat Milk Repeat Purchase Offer

Comprised six money-off coupons for retailer brand skimmed and semi-skimmed milk (2 and 4 pint). Usage was restricted to one coupon per visit to encourage repeat purchase. The promotion included messages about the value of calcium to teeth and bone development and guidance regarding young children and milk consumption.

Figure 2: Changes in proportions of customers buying the promoted products

A: Intervention customers



B: Control customers

