

American Heart Association
Heart-check Program
Advertising Campaign Evaluation

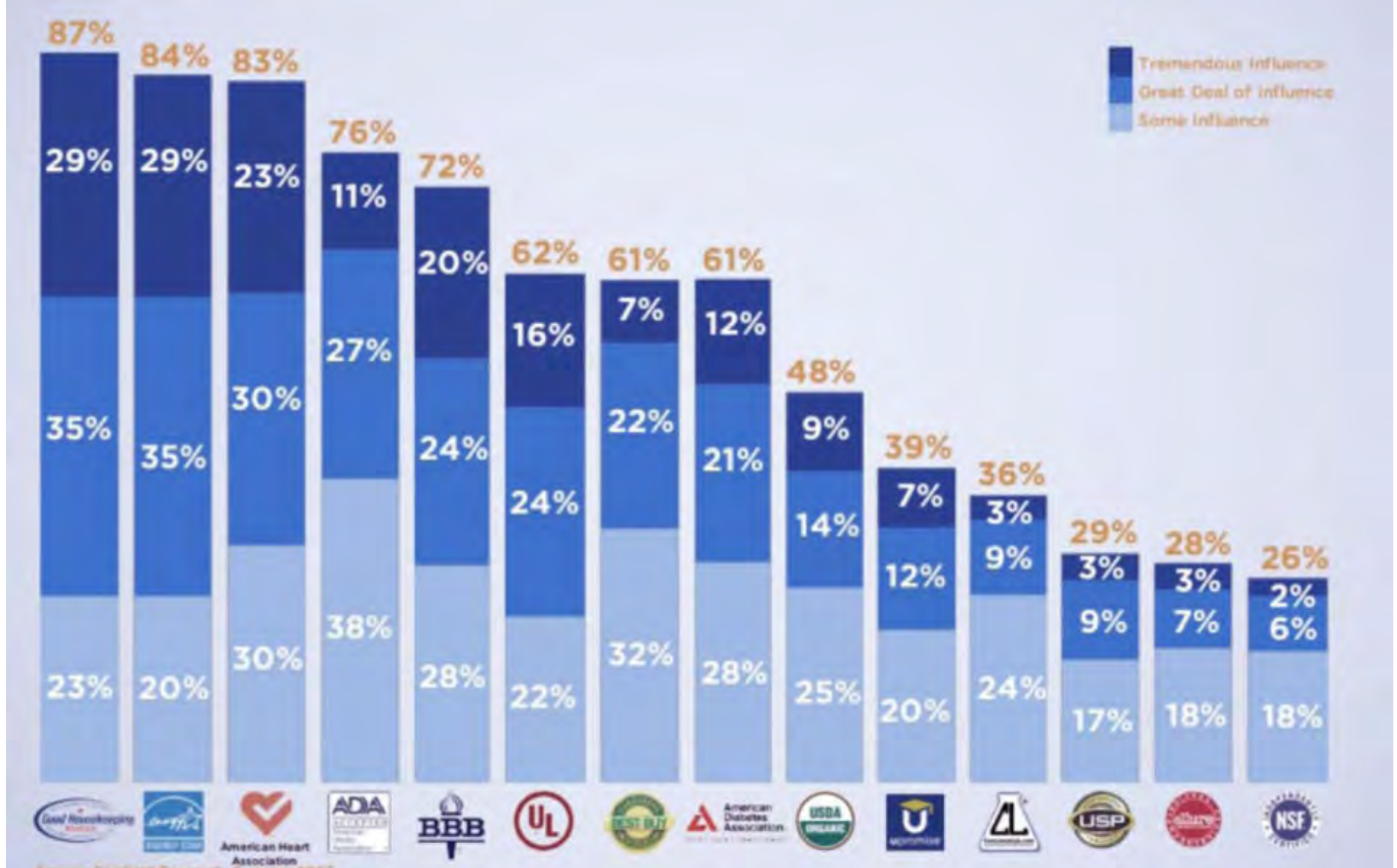


Presented By:

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American Heart Association

Top-ranked Consumer Icons - Report 2010

Good Housekeeping



Vestcom Shelf Edge Ads/Signage: Helping Shoppers Find Healthy Selections

- Multiple configurations available.
- QR scanning codes for Smart Phone message delivery of additional nutrition facts, recipes, digital coupons, etc.
- Can be customized with retailer name and/or programs
- Spanish





Sales Lift Campaign Design

Catalina Advertisements were aligned with Vestcom Shelf Tag Promotions

- AHA retained Vestcom to place shelf tags displaying the AHA Food Certification logo next to AHA certified products.



- Catalina advertisements were designed to work synergistically with the shelf tag promotion in order to boost awareness.

Targeting Criteria

- Consumers who purchased products certified by AHA fell into one of the following Catalina Heart Healthy Segments:
 - Heart of Gold
 - Healthy Alternatives
 - Healthy Convenience
 - Conflicted Heart

Catalina's Heart Healthy Segments are Different Behaviorally, Demographically, and Attitudinally

Heart of Gold

A cardiologist would be proud of this healthy eating group! Big spenders. Market to what they're already practicing.

\$ on Heart Products: \$7.79 per trip

% on Heart Products: 6.7%

Top Products: Cholesterol reducing spreads, egg substitutes, nutritional supplements.

Demographics: High income, older, more likely to be managing heart conditions.

Attitudinal: More purchases driven specifically by heart issues/concerns. High level of heart nutrition awareness.



Healthy Alternatives

A very heart focused group with organic tendencies - emphasis on substitutions of healthy alternatives.

\$ on Heart Products: \$7.69 per trip

% on Heart Products: 8.2%

Top Products: Meat substitutes, soy milk, oatmeal, whole grains.

Demographics: More likely to be single, metro, more educated.

Attitudinal: Proactive general health seekers.



Conflicted Heart

Low focus on Heart Health among this more rural/suburban group, so promote healthy products that taste good.

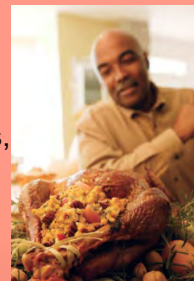
\$ on Heart Products: \$4.44 per trip

% on Heart Products: 2.0%

Top Products: Juices, snacks, hot dogs, mayonnaise, rolls.

Demographics: Lower income, larger families, younger.

Attitudinal: Heart health is not emphasized, partly because of their life stage.



Healthy Convenience

They do some things right, but have a long way to go. This younger group is less likely to have heart disease.

\$ on Heart Products: \$4.29 per trip

% on Heart Products: 5.9%

Top Products: Frozen entrees (Nutritional), Tuna, Milk, Eggs, Butter.

Demographics: Younger, middle of the road.

Attitudinal: Taste/convenience important. Focus is on general nutrition.



Catalina Message Creative

Program Period: 09/18/09 – 10/01/09

17720 10915 15272
0866 1771 3146



A healthy heart is as close as your cart.



And here's another way you can take charge of your heart.

Look for the American Heart Association's heart-check mark on food packaging and shelf tags throughout your store. Foods displaying the heart-check mark are certified to meet the American Heart Association's standards for saturated fat and cholesterol.

[Learn more at heartcheckmark.org.](http://heartcheckmark.org)



◀ **Heart of Gold**

Conflicted Heart



17720 10915 15272
0866 1781 3146



Enjoy what you eat.



And take a simple step for your heart.

Look for the American Heart Association's heart-check mark on food packaging and shelf tags throughout your store. Foods displaying the heart-check mark are certified to meet the American Heart Association's standards for saturated fat and cholesterol.

[Learn more at heartcheckmark.org.](http://heartcheckmark.org)



17720 10915 15272
0866 1791 3146



Be kind to your heart.



Take simple steps to limit saturated fat and cholesterol.

Look for the American Heart Association's heart-check mark on food packaging and shelf tags throughout your store. Foods displaying the heart-check mark are certified to meet the American Heart Association's standards for saturated fat and cholesterol.

[Learn more at heartcheckmark.org.](http://heartcheckmark.org)



Healthy Alternatives

Healthy Convenience



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Enjoy what you eat.



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Analysis Methodology

Test & Control Stores

- Prior to the start of the program, a matched panel of test and control stores were selected. Matching was based on shopper demographics, store size, AHA certified product purchase trips and dollar sales over a 52 week period.
- 63 test & 63 control stores (9 test & 9 control stores per chain) were selected in each of the following chains:

Chain

SuperValu/Albertsons

SuperValu/Acme

SuperValu/Jewel-Osco

SuperValu/Shaw's

SuperValu/Albertsons (Northwest)

SuperValu/Albertsons (Intermountain)

Pathmark

Market

Southern California

NY Metro/Philadelphia

Chicago

New England

Washington

Utah

NY Metro/Philadelphia

Analysis Parameters

Promoted Products: Products with AHA's Heart-Check Mark Certification
(upcs with shelf tags provided by Vestcom)

Pre Period: **07/31/09 – 08/27/09 = 4 wks**

Program Period: **09/18/09 – 10/15/09 = 4 wks**

Program Geography: **SuperValu & Pathmark (63 Test & 63 Control Stores)**

Purchase Measure: **Dollars**

Heart Healthy Segment	Test IDs	Control IDs
Heart of Gold	43,727	34,735
Conflicted Heart	16,133	37,664
Healthy Alternatives	29,786	24,357
Healthy Convenience	22,574	17,989

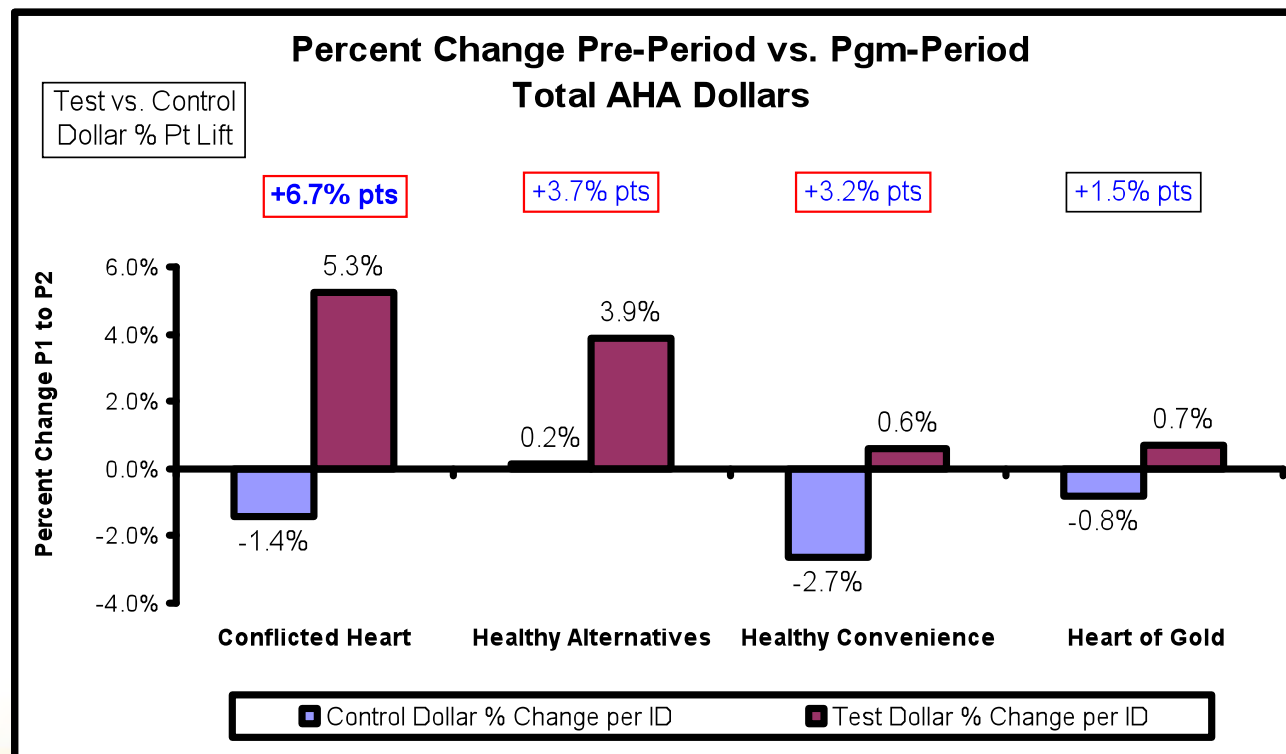
Sales Lift Analysis - Key Findings

- **The AHA Catalina advertising campaign in conjunction with the shelf tag promotion achieved its primary objective by increasing sales of AHA certified products among the four targeted Heart Healthy consumer segments.**
 - Sales lifts by shopper segment ranged from 1.5% to 6.7% points, test vs. control.
 - The campaign was most impactful among Conflicted Heart shoppers. This is very positive given that this group had the lowest focus on heart health.
- **At a total store level, sales for AHA certified items were up 5% points in test vs. control stores.**
 - This translates to **\$1.1MM incremental dollars** in stores where the Catalina advertising campaign and Vestcom shelf tag program was present.
- **Post-shopping survey.** Although most shoppers are not specifically looking for the mark when they enter the store, 75% said they are pleased to see it while shopping and that the mark does influence their purchase decision.

AHA Certified Products

Estimated Dollar Sales Lift by Heart Healthy Segment

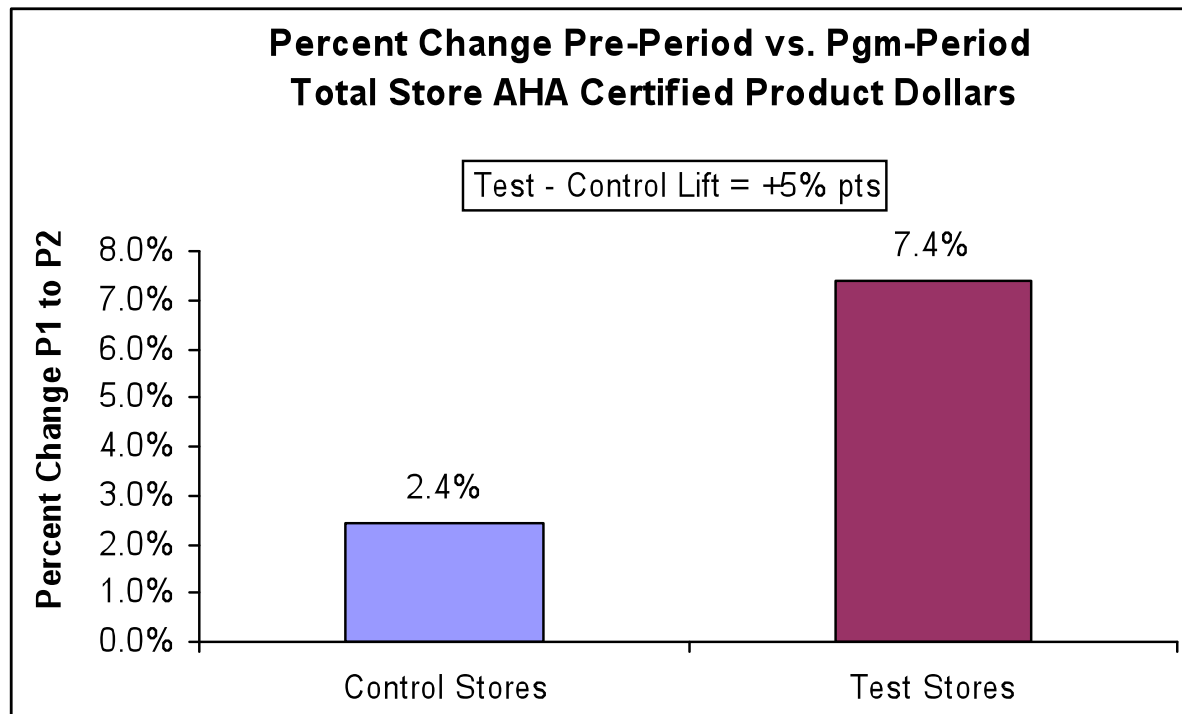
- When Dollar lift is calculated (Test vs. Control) the segment that saw the largest percentage gain is the Conflicted Heart (+6.7% pts). Both Healthy Alternatives and Convenience saw solids lifts, with more moderate performance between +3% pts and +4% pts.
- Interestingly, but understandably, the Heart of Gold shoppers with a 1.5% point increase achieved a slightly lower performance – but they are already attuned to a Heart Healthy lifestyle.



AHA Certified Products

Total Estimated Incremental Dollar Sales

- Looking at AHA certified product dollar sales at a total store level, the sales increase in test stores was 5% points higher than in control stores.
- This translates to a lift of over \$1.1MM for the promoted heart-check mark items in stores where the Catalina AHA advertising program executed and AHA shelf tags were present.



AHA Certified Products Categories Included In Analysis

Biscuit & Bread Mixes

Canned Fish

Canned Meat & Poultry

Canned Vegetables

Cheese

Crackers

Dried Fruit

Egg Substitutes

Fish/Seafood

Fresh Bread

Fresh Fruit & Vegetables

Fresh Meat/Poultry

Frozen Breads/Rolls

Frozen Breakfast

Frozen Desserts/Novelties

Frozen Dinners/Entrees
Nutritional

Frozen Juice/Cocktail

Frozen Meat/Poultry

Hot Cereal

Juice - Shelf stable

Lunch Meat

Margarine

Milk

Other Breads/Bagels/Muffins

Packaged Salads

Pasta Dry

Refrigerated Juice

Rice/Rice Mixes

RTE Cereal

Sauces/Pastes/Purees

Shelf Stable Dinners/Entrees

Snacks

Soup

Soy Milk/Milk Alternatives/Flavored Milk

Tortillas

Currently Testing QR Codes to Capitalize on Mobile Marketing



Scan the QR code with your smartphone for **FREE** digital access to Heart Insight magazine from the American Heart Association

Look for foods displaying the heart-check mark to spot heart-healthy choices throughout your store.

Part of good health heart.org/nutrition



To download QR code reader, text **'AHAPP'** to **82350** from your smartphone. No smartphone? Text **'HEART1'** to **82350**



HOW TOOLS
 22 2219137
 4 034 031 A 0005113186606
 SCOTCH BUBBLE POUCH 8X10 8 CT
 UNIT PRICE 43.6¢ PER EACH

3.49

2.79

02/27/10
 04

34.9¢ PER EACH

Save 70% with Card



Products with this mark meet criteria for **Saturated Fat & Cholesterol**

American Heart Assoc. heartcheckmark.org



Targeting In-store Health & Wellness Events Rollout Q3 &Q4 2011



Recipes

HOME TOOLS
22 2219137
4 034 039 A 0005113186606
SCOTCH BUBBLE POUCH 8X10 8 CT
(34288)
UNIT PRICE
43.6¢
PER EACH

3.49

2.79

02/27/10
04

34.9¢
PER EACH

Save 70¢
with Card

Shelf tags

Products with this mark
meet criteria for
**Saturated Fat
&
Cholesterol**

American Heart Assoc.
heartcheckmark.org

Displays



Signage



Mailers

THANK YOU

