



ANATOMY
OF OOH

Out of Home influences positive behaviour change and drives action for parents

March 2022

BETTER
THAN YOU
REMEMBER

rediscover veggies
boostyourhealthy.com.au



OMA **MOVE**

Measurement of Outdoor Visibility and Exposure

Healthy eating campaign drives action



The *Better than you remember* campaign ran for four weeks and encouraged Australians to rediscover and think differently about how they consume vegetables.

The post-campaign survey showed that the campaign proved most memorable among parents with children under 15 years of age and made an impact on what they purchased.

The *Better than you remember* campaign was developed by Health and Wellbeing Queensland and Nutrition Australia, as part of a partnership with the Outdoor Media Association (OMA) and was in market from 30 January to 26 February 2022 on Out of Home (OOH) signs nationwide. Utilising the Shopper Study Survey platform, the post-campaign study was conducted by Shopper for the OMA and surveyed 3,547 Australians in February 2022.

The campaign was memorable

65%

of shoppers remembered seeing the *Better than you remember* campaign on Out of Home media.

Source: Shopper Study Survey OMA Better than you remember n=3,547.



Of those:

68%

said they purchased more vegetables than they normally do after seeing the campaign

65%

said they purchased different vegetables than they normally do after seeing the campaign.

The campaign proved most memorable for parents

70%

of parents with children under 15 remembered seeing the *Better than you remember* campaign.

Source: Shopper Study Survey OMA Better than you remember n=2,298.
Filtered to people with children U15, n=1,744.



Of those:

73%

said they purchased more vegetables than they normally do after seeing the campaign

69%

said they purchased different vegetables than they normally do after seeing the campaign.

The campaign influenced positive behaviour change and action



66%

of parents said they saw the campaign as they were heading to the shops to do their weekly shop

43%

of parents said they looked for a new recipe after seeing the *Better than you remember* campaign

31%

of parents with kids under 15 said the campaign encouraged them to visit boostyourhealthy.com.au



Measurement of Outdoor Visibility and Exposure

More research and insights may be found at
[Anatomy of Out of Home](#)