

# How Branded Marketing and Media Campaigns Can Support a Healthy Diet and Food Well-Being for Americans: Evidence for 13 Campaigns in the United States

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## ABSTRACT

This report summarizes the available evidence for strategies used in large-scale, branded marketing campaigns to promote healthy dietary behaviors to Americans between 1990 and 2016. An adapted health-branding framework guided the 3-step mixed-methods approach to identify evidence for campaigns using a scoping review, comprehensive literature review, and key-informant interviews ( $n = 11$ ). Results show that industry, government, and nongovernmental organizations supported 13 campaigns that used various health-branding strategies. The authors suggest opportunities that may inform the design and evaluation of diet-related campaigns to improve understanding and application of health-branding strategies to promote a healthy diet and to advance consumer health and well-being.

**Key Words:** communications media, food preferences, health promotion, healthy diet, marketing (*J Nutr Educ Behav.* 2019;000:1–9.)

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## INTRODUCTION

Most American adults, adolescents, and children do not meet recommendations for healthy eating patterns that align with the 2015–2020 Dietary Guidelines for Americans,<sup>1</sup> reflected by suboptimal Healthy Eating Index scores (53–60 out of 100) reported in 2015.<sup>2</sup> In 2016, poor quality diet was ranked third among the top risk factors that contributed to premature morbidity and mortality among American adults.<sup>3</sup> Leading dietary risk factors associated with noncommunicable disease burden in the US have largely persisted over the past 25 years.<sup>4</sup> A poor quality diet is low in whole grains, fruits, nuts and seeds, legumes and vegetables; and has excessive amounts of refined grains, added sugars, sodium, and processed and red meats. Americans can reduce their risk of obesity and diet-related chronic diseases by

consuming a nutrient-dense, minimally processed plant-based diet comprised of fruits, nuts, seeds, vegetables, legumes, whole grains, fish, and vegetable oils.<sup>1,5</sup> Fruit and vegetable intake is especially far from recommended levels, as only 12.2% and 9.3% of US adults met the recommendations in 2015, respectively.<sup>6</sup>

Block et al<sup>7</sup> have proposed repositioning diet-related research and recommendations from promoting the nutrient and health aspects of foods to emphasizing how foods contribute to consumer well-being to support optimal population health. The food well-being (FWB) model<sup>7</sup> identifies cultural, economic, environmental, and policy factors that influence consumers' attitudes, knowledge, and beliefs related to food socialization, food literacy, food marketing, food availability, and food policy. Over the past 2 decades, marketing environments in the US have rarely

supported FWB. Most of the marketing communications have promoted predominantly energy-dense and nutrient-poor processed food and beverage products in large portions to Americans,<sup>8</sup> particularly children and adolescents, which may have contributed to rising obesity rates.<sup>9</sup>

Marketers employ strategies designed to build relationships between consumers and products or services through associations with a brand to increase awareness, loyalty, purchases, and sales.<sup>10</sup> Marketing is used to influence consumers' attitudes and behaviors related to food and beverage products through traditional marketing mix strategies (ie, product, price, place, and promotion); audience segmentation, targeted advertising, and branding. Brands are symbolic representations of a product, service, or behavior that are unique to one company's product or service,<sup>11</sup> and are used to provide a customer experience based on associations of what the brand represents in terms of its values, ideas, and personality.

Food marketing practices have been identified as a contributor to unhealthy dietary patterns, yet many of the same integrated marketing communications strategies used by industry actors could be leveraged

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and applied to promote consumer demand for healthy food and beverage products that support healthy eating patterns recommended by the Dietary Guidelines for Americans.<sup>7,12,13</sup> Health-branding is a public health intervention framework that specifies how marketing principles can be used to influence positive health-related behaviors.<sup>14</sup> Health-branding is aligned with FWB recommendations to use positive marketing approaches to encourage consumption of healthy foods and beverages, rather than to discourage the consumption of unhealthy and nutrient-poor products.<sup>13,15</sup> Marketers can appeal to consumers' food-related goals, including functional (eg, disease prevention and physical performance) and hedonic (eg, sensory experience and pleasure) goals by promoting related aspects (eg, sustained energy and great taste) of healthy products through marketing promotions. This approach contrasts with nutrition interventions that commonly emphasize the health aspects of foods and beverages,<sup>7</sup> which are often valued less by consumers than other determinants of food choice such as taste, cost, and convenience.<sup>12</sup>

A review of the effect of health communication to enable people to reach specific behavioral goals found that applying commercial or social marketing principles, including defining target populations, communication activities and channels, message content, and monitoring and evaluation could influence the diet-related behaviors of populations.<sup>16</sup> Moreover, a separate systematic review of peer-reviewed literature on health-branding interventions conducted in 2014 identified only 1 national campaign that promoted specific components of a healthy diet, *Five A Day*, which encouraged daily intake of 5 servings of fruits and vegetables to Americans.<sup>14</sup>

Currently, there is a lack of published literature on the strategies and effectiveness of many national, diet-related, branded marketing campaigns implemented in the US over the past 3 decades. This report addresses this evidence gap in health-branding strategies used in diet-related marketing and media campaigns. The objective of this report is to summarize the available evidence for branded marketing and media campaigns used

to encourage American adolescents and adults to consume healthy dietary components between 1990 and 2016. The findings are used to highlight opportunities for designing future marketing and media campaigns to promote FWB that nutrition researchers and practitioners can translate into practice to improve Americans' dietary behaviors and health outcomes.

## EVIDENCE REVIEW

The evidence for this report was compiled using a three-step, mixed-methods research approach that involved: (1) conducting a scoping review to identify national, branded diet-related campaigns; (2) implementing a comprehensive review of the available evidence for identified campaigns; and (3) conducting interviews with key informants (n = 11) knowledgeable about the selected campaigns. The approach to gathering evidence was informed by the National Academy of Medicine's LEAD principles (ie, *locate, evaluate, and assemble evidence to inform decisions*),<sup>17</sup> which are used to guide evidence reviews from different disciplines to inform policies and practices, particularly when the peer-reviewed literature is lacking on a topic.<sup>18</sup> The evidence selection was guided by 5 qualitative research criteria including data relevance, research design quality, professional judgment, contextual analysis, and validation or credibility through data triangulation.<sup>19</sup>

The scoping review<sup>20</sup> identified prominent, national, diet-related branded marketing and media campaigns through academic peer-reviewed, and nonacademic gray literature and news media sources. Gray literature can contribute important information unavailable in commercially published literature, including electronic or print theses and dissertations; reports; conference proceedings; press releases and Web sites.<sup>21</sup> The inclusion criteria were English-language, peer-reviewed and gray literature sources available in the public domain through a journal, organization, or news source that reported information on the development, implementation, or evaluation of branded diet-related marketing and media campaigns. For inclusion, the

campaigns had to be primarily focused on encouraging the purchase or consumption of specific foods and beverages, or related food or beverage groups recommended as components of a healthy diet or dietary pattern. Campaigns also had to be implemented nationally, or in more than 1 state market location throughout the US. Exclusion criteria were campaigns that promoted a general dietary pattern (eg, Mediterranean diet); proprietary documents that required payment; and personal blogs. Between March and April 2016, 8 electronic databases (ie, ABI/INFORM, Business Source Complete, CINAHL, Communication & Mass Media, Health Source, Medline, PsycINFO and PubMed), LexisNexis, and several Internet browsers (ie, Google Chrome, Firefox and Internet Explorer) were searched to identify peer-reviewed, gray literature<sup>21</sup> and news releases that reported on branded, diet-related marketing campaigns. The search strategy included free-text terms and subject headings related to national campaigns (eg, media or marketing or campaign or advertising), diet (eg, diet or nutrition) and food groups (eg, fruits or vegetables, legumes or nuts, water, and milk).

Step 2 involved conducting a comprehensive review of campaigns identified through the scoping review to assemble more detailed information on each campaign. A follow-up search was conducted in July 2017 to identify additional literature that may have been overlooked or published after the initial search referencing information on the campaigns between January 1, 1990 and December 31, 2016. Searching continued until it became apparent that data saturation was reached. Step 3 involved using an adapted health-branding framework<sup>14</sup> to develop a 32-item, semistructured guide to interviewing informants based on their experience, knowledge, and availability to discuss the planning, design, implementation, monitoring, or evaluation of the campaigns identified through the scoping review.

Key informants (n = 11) who were knowledgeable of or involved with the identified campaigns were recruited through a purposive and snowball sampling procedure.<sup>22,23</sup> The Virginia Tech

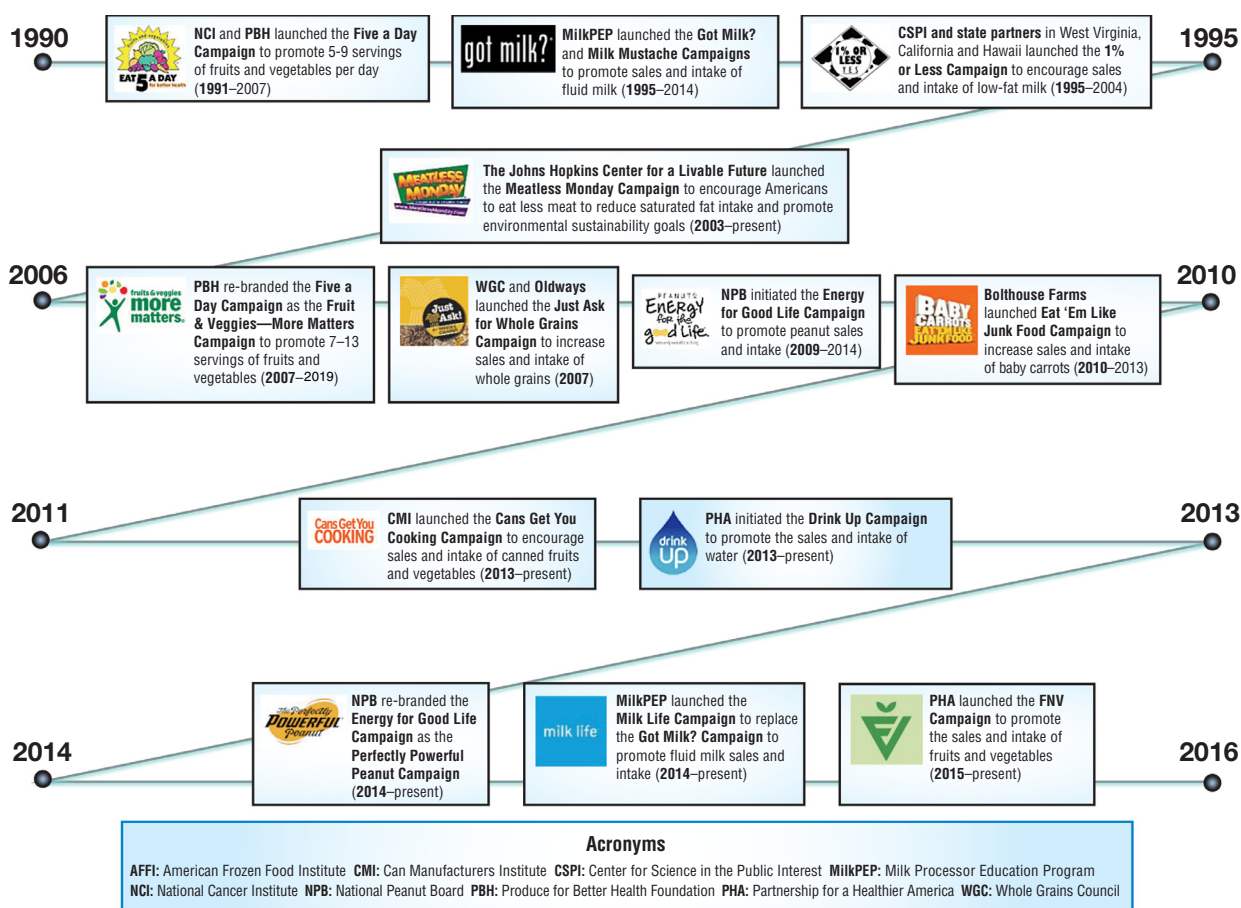
Institutional Review Board approved to conduct this research in December 2016. Participants were informed about the research purpose and provided written and verbal consent before being interviewed. The interviews were conducted by trained researchers in-person or by phone between July 1, 2016 and October 31, 2016. The average interview time was 51 minutes. The interviews were transcribed and input into NVivo 11 software (QSR International, Melbourne, Australia, 2015) for coding and analyzed using a theoretically grounded approach<sup>24</sup> to identify emergent themes. The interview findings were synthesized and triangulated with evidence from the literature review. The evidence was assembled using an adapted health-branding framework<sup>14</sup> that included factors associated with brand development, brand marketing execution, and campaign monitoring and evaluation.

### CAMPAIGN CHARACTERISTICS AND STRATEGIES

Thirteen campaigns were identified through the scoping review (Figure 1): *Five A Day for Better Health, Fruits & Veggies—More Matters, Eat ‘Em Like Junk Food, Cans Get You Cooking, Fruits & Veggies (FNV), Just Ask for Whole Grains, Energy for the Good Life, The Perfectly Powerful Peanut, Got Milk?, Milk Life, 1% or Less, Drink Up, and Meatless Monday.* The most common dietary components promoted in the identified campaigns were fruits and vegetables, followed by fluid milk and peanuts. Individual campaigns were identified that promoted whole grain intake, water consumption, and reducing meat consumption. The comprehensive evidence review resulted in 146 sources from published peer-reviewed articles (n = 34), gray literature (n = 78), and news media

(n = 34). Evidence sources for the 13 branded diet-related marketing and media campaigns are available in the [Supplementary Data](#). Of the 22 stakeholders that were contacted, 11 informants agreed to participate in the research. The informants interviewed had experience with or knowledge of 1 or more of the campaigns identified through the scoping review except for the *Eat ‘Em Like Junk Food* and *Milk Life* Campaigns. The informants worked in government (n = 1), private sector companies or firms (n = 5), and non-governmental organizations (NGOs; n = 5).

The characteristics of each campaign by the goals, sector sponsors, timeframe implemented, and estimated funding during the implementation period are provided in [Table](#). Most of the campaigns received support from the food or beverage industry or commodity groups (n = 9) and



**Figure 1.** Timeline of 13 US marketing and media campaigns to promote foods and beverages that support a healthy diet, 1990–2016. FNV indicates fruits & vegetables.

**Table.** Characteristics of Selected Marketing and Media Campaigns Used to Promote Components of a Healthy Dietary Pattern to Americans, 1990–2016

<b>Branded Campaign</b>	<b>Goal</b>	<b>Main Sponsor(s)</b>	<b>Location and Years Implemented</b>	<b>Estimated Funding</b>
Fruit and vegetable (n = 5) <i>Five A Day</i>	Promote consumption of 5–9 servings of fruits and vegetables per day for all Americans	Produce for Better Health Foundation (NGO) National Cancer Institute (GOV)	Nationwide (1991–2007)	\$2 to \$5 million/year
<i>Fruits and Veggies-More Matters</i>	Promote consumption of 7–13 servings of fruits and vegetables per day for all Americans	Produce for Better Health Foundation (NGO) Centers for Disease Prevention and Control (GOV) National Fruit & Vegetable Alliance (PPP)	Nationwide (2007–2019)	\$2.5 to \$4 million/year
<i>Eat 'Em Like Junk Food</i>	Change the way people think about carrots by creating a new brand and building consumer demand for baby carrots	Bolthouse farms (IND) Alliance of ~50 member carrot producers (IND)	Cincinnati, OH (2010) Syracuse, NY (2010) Nationwide (2010–2013)	\$25 million/3 years
<i>Cans Get You Cooking</i> ( <a href="http://cansgetyoucooking.com/">http://cansgetyoucooking.com/</a> )	Inform, educate, and inspire current canned food users to use canned food more often, with an emphasis on canned fruits and vegetables	Can Manufacturers Institute (IND)	Nationwide (2013–present)	\$5.2 million/year (2013–2015) \$4 million (2016)
<i>FNV</i> ( <a href="https://fnv.com/">https://fnv.com/</a> )	Increase sales and consumption of fruits and vegetables by applying creative integrated marketing communications and celebrity endorsers to fruit and vegetable promotion	Partnership for a Healthier America (NGO) Produce Marketing Association (IND) Over 20 public and private sponsors (IND/GOV)	Fresno, CA (2015) Hampton Roads, VA (2015) Nationwide (2016–present)	\$5 million (2015)
Whole grain (n = 1) <i>Just Ask for Whole Grains</i> ( <a href="https://wholegrainscouncil.org">https://wholegrainscouncil.org</a> )	Increase consumer demand, sales, and intake of whole grains and encourage US restaurant and foodservice operations to offer at least one whole grain choice on their menus	Oldways Whole Grains Council (NGO)	Nationwide (2007)	\$10,000 (2007)
Nuts (n = 2) <i>Energy for the Good Life</i> ( <a href="https://www.nationalpeanutboard.org/">https://www.nationalpeanutboard.org/</a> )	Promote public awareness of the nutritional and energy benefits of peanuts to increase consumer demand	National Peanut Board (IND)	Nationwide (2009–2014)	N/A

(continued)

**Table.** (Continued)

<b>Branded Campaign</b>	<b>Goal</b>	<b>Main Sponsor(s)</b>	<b>Location and Years Implemented</b>	<b>Estimated Funding</b>
<i>The Perfectly Powerful Peanut</i> ( <a href="https://www.nationalpeanutboard.org/">https://www.nationalpeanutboard.org/</a> )	Promote the relevance and health and wellness benefits of peanuts to increase consumer demand	National Peanut Board (IND)	Nationwide (2014–present)	\$4.7 million (2014) \$5.2 million (2015)
Fluid milk (n = 3) <i>Got Milk?</i> ( <a href="http://gotmilksales.org/">http://gotmilksales.org/</a> )	Promote the sales and consumption of fluid milk among Americans	Milk Processor Education Program (IND)	Nationwide (1995–2014)	\$100 million/year
<i>1% Or Less</i> ( <a href="https://cspinet.org/">https://cspinet.org/</a> )	Encourage Americans to switch from drinking high-fat (whole and 2% milk) to low-fat (1% or skim) to reduce saturated fat intake and cardiovascular disease risk	Center for Science in the Public Interest (NGO) West Virginia University (ACD) University of Hawaii (ACD) California Adolescent Nutrition and Fitness Program (NGO)	West Virginia (1995–1996) Los Angeles, CA (2000) Hawaii (2004)	\$43,000 (Wheeling, WV) \$51,000 (Beckley, WV) \$51,000 (Parkersburg, WV) \$61,000 (Clarksburg, WV) \$50,000 (Los Angeles, CA) \$140,000 (Hawaii) \$66.9 million (2015) \$70.8 million (2016)
<i>Milk Life</i> ( <a href="https://milklife.com/">https://milklife.com/</a> )	Increase the relevance of milk and brand engagement to promote the sales and consumption of fluid milk among Americans	Milk Processor Education Program (IND)	Nationwide (2014–present)	\$66.9 million (2015) \$70.8 million (2016)
Water (n = 1) <i>Drink Up</i> ( <a href="http://youarewhatyoudrink.org">http://youarewhatyoudrink.org</a> )	Encourage Americans to drink more water, more often by building demand through creative marketing	Partnership for a Healthier America (NGO) 40 public and private sponsors (IND/GOV)	Nationwide (2013–present)	N/A
Reducing meat consumption (n = 1) <i>Meatless Monday</i> ( <a href="https://www.meatlessmonday.com">https://www.meatlessmonday.com</a> )	Reduce meat consumption by 15% for human and planetary health	The Monday campaigns (NGO) Johns Hopkins Center for a Livable Future (ACD) Over 40 industry partners (IND)	Nationwide (2003–present)	N/A

ACD indicates academia; FNV, fruits & vegetables; GOV, government; IND, industry; NGO, nongovernmental organization; PPP, public-private partnership; N/A, not available.



NGOs (n=7), and half of the campaigns received support from more than 1 sector. Four campaigns (ie, *Energy for the Good Life*, *The Perfectly Powerful Peanut*, *Got Milk?*, and *Milk Life*) were supported by government-authorized, industry-funded checkoff research and promotion programs. Three of the campaigns were rebranded to replace existing campaigns; *Five A Day* was rebranded to *Fruits & Veggies—More Matters* in 2007 based upon extensive marketing communications research around fruit and vegetable promotion.<sup>25</sup> The *Milk Mustache* campaign (commonly referred to as the *Got Milk?* campaign) was implemented nationally by the National Milk Processor Education Program from 1995 until it was replaced in 2014 by the *Milk Life* campaign.<sup>26</sup> The National Peanut Board created the *Energy for the Good Life* campaign to promote peanut sales and intake to Americans from 2010 to 2014, which was rebranded

thereafter as *The Perfectly Powerful Peanut* campaign.

### Health-Branding Strategies

Figure 2 outlines the findings for the 13 campaigns organized by reported use of health-branding strategies adapted from the 3 framework domains (ie, brand development, marketing execution, and evaluation and outcome reporting). Seven campaigns used a scientific theory or conceptual framework to support brand development, most often using psychology theories (n=4) to guide brand development. Two campaigns, *Cans Get You Cooking* and *Got Milk?*, developed means-end communication frameworks based on consumer research, to align communications around canned food and milk products with existing consumer emotions and values.<sup>27,28</sup> Twelve campaigns reported conducting formative research to guide brand

development. All campaigns identified used logos or graphical identifiers. Other brand development strategies, including co-branding, use of celebrity endorsers, and brand mascots or media characters, are outlined in Figure 2.

Marketing execution to promote the brand was conducted through unpaid and earned media (ie, publicity generated externally, often through media coverage of campaign activities) in all the identified campaigns, and through paid media channels in most of the campaigns (n=11). All but 3 of the campaigns (ie, *Five A Day*, *Just Ask for Whole Grains*, and *1 % or Less*) used social media, and those that did not were implemented before social media was widely used as a communication platform. Most of the campaigns (n=11) used audience segmentation to promote brands to target groups and reported tailoring messages to be relevant for target audiences. Most campaigns reported segmenting

Health-branding Domain	Reported use of health-branding strategies	Five a Day	Fruits and Veggies—More Matters	Cans Get You Cooking	Eat 'Em Like Junk Food	FNV	Just Ask for Whole Grains	Energy for the Good Life	The Perfectly Powerful Peanut	Got Milk?	1% or Less	Milk Life	Drink Up	Meatless Monday
Brand Development	Theory or conceptual framework	●	●	●	○	○	○	○	○	●	●	○	●	●
	Formative research	●	●	●	●	●	○	●	●	●	●	●	●	●
	Aspirational image	●	●	●	●	●	○	●	●	●	●	●	●	●
	Logo/graphical identifier	●	●	●	●	●	●	●	●	●	●	●	●	●
	Co-branding	○	●	●	○	●	○	●	●	●	●	●	●	●
	Celebrity endorsement	●	○	●	○	●	○	○	○	●	○	●	●	●
	Brand mascot / media character	○	○	○	○	○	○	○	○	●	●	●	○	●
Marketing Execution	Paid mass media	●	●	●	●	●	○	●	●	●	●	●	●	○
	Unpaid mass media	●	●	●	●	●	●	●	●	●	●	●	●	●
	Social media	○	●	●	●	●	○	●	●	●	○	●	●	●
	Earned media	●	●	●	●	●	●	●	●	●	●	●	●	●
	Audience segmentation	●	●	●	●	●	○	●	●	●	●	●	●	●
	Message tailoring	●	●	●	○	●	○	●	●	●	●	●	●	●
Evaluation & Outcome Reporting	Awareness	●	●	●	○	●	○	○	●	●	●	●	○	●
	Impressions	●	●	●	●	●	○	●	●	●	●	●	●	●
	Behavioral determinants	●	●	●	○	●	○	●	●	●	●	●	●	●
	Consumption	●	●	●	○	●	○	●	●	●	●	●	●	●
	Sales	○	○	●	●	●	○	●	●	●	●	●	●	●

○ Indicates use of health branding strategy was not reported  
● Indicates reported use of health branding strategy

Figure 2. Reported use of health-branding strategies of 13 diet-related media and marketing campaigns in the US, 1990–2016. FNV indicates fruits & vegetables.

audiences on demographic characteristics, or for *Fruits and Veggies—More Matters*, and the Partnership for a Healthier America's *FNV* and *Drink Up* Campaigns, based on psychographic characteristics of audiences' health attitudes, beliefs, and values that influenced their choice behaviors. Psychographic characteristics include lifestyle and personality profiles that can differ widely within a demographic segment.<sup>29</sup>

Campaign evaluation and outcome measurements were reported for all but 1 of the campaigns. The key informant for the *Just Ask for Whole Grains* campaign confirmed in the interview that the campaign was not evaluated because of a lack of resources. Nine campaigns reported measuring brand awareness, and all but one campaign reported measuring impressions or exposure. Most campaigns (n = 11) measured other behavioral determinants that included perceptions and attitudes toward brands or target products. Behavioral outcomes measured included the intake of targeted products (n = 11) and product sales data (n = 10). Two campaigns, *1% or Less* and *Drink Up*, reported outcomes of cost-effectiveness evaluations. Wootan et al<sup>30</sup> found that in the *1% or Less* campaign, a combination of paid advertising and earned media was the most cost-effective strategy to shift consumers' from high-fat to low-fat milk consumption. An evaluation of the *Drink Up* campaign suggested that targeted household advertising provided an estimated return of \$6 in incremental sales of bottled water and filtered water products for every \$1 spent, and identified target audience segments that were most cost-effective to reach and influence.<sup>31</sup> Sales of bottled water, water filters, and sparkling water increased after the *Drink Up* campaign, whereas market share of soft drinks, milk, and juice products decreased. The increased sales were attributed to increased purchase volume and frequency by consumers rather than increasing the number of new purchasers.

## DISCUSSION

The 13 marketing and media campaigns identified in this review used a

variety of health-branding strategies across the 3 domains of the health-branding framework. Most campaigns reported conducting formative research to guide brand development, but reported use of theory or conceptual frameworks was mixed. All campaigns utilized low-cost unpaid and earned media as part of marketing execution, and despite wide varieties in funding, paid mass media, and audience segmentation within marketing channels were also frequently reported. Rigor and reporting of campaign evaluations varied, but most campaigns included some measure of reach, intermediate prebehavioral outcomes, and 1 or more indicators of behavior change.

Strengths of this mixed-methods research approach include the enhanced scope of diet-related, branded national marketing and media campaigns identified outside of the public health field, and the triangulation of multiple data types and sources; including peer-reviewed and gray literature, media sources, and key-informant interviews. Limitations of this approach were the lack of empirical evaluations and outcomes reported for evaluations of the 13 campaigns. Many of the campaigns identified did not have evaluations published in peer-reviewed journals, and therefore, gray literature and media sources of evidence were used to assess their use of health-branding strategies. Moreover, it is likely that substantial evidence for the industry-supported commercial campaigns was proprietary and therefore not available in the public domain and not included in the review.

## IMPLICATIONS FOR RESEARCH AND PRACTICE

Stakeholders have opportunities to use behavioral, marketing, or communication theories and conceptual frameworks to guide the design, implementation, and monitoring and evaluation of future diet-related marketing and media campaigns to promote healthy eating patterns that support FWB. The campaigns described in this review received support from industry, NGO, and government-sector actors, and many engaged in cross-sectoral

partnerships. Marketing offers a unique mechanism to balance diverse sectors' goals of business and health or well-being, to find common ground to increase the sales, purchasing, and consumption of healthy food and beverage products.<sup>32</sup> Guiding principles exist that can be adapted to improve the effectiveness of cross-sectoral collaborations that promote components of a healthy diet to complement additional interventions and improve consumer FWB and diet-related health outcomes.<sup>33</sup>

Although most of the campaigns reviewed reported conducting formative research to guide brand development, detailed outcomes of formative research were largely unavailable. Dissemination of formative research findings can provide campaign developers with valuable insights on consumers' understanding and relevance of, and relationships with, specific brands or marketing strategies, which in turn can direct developers away from wasting resources testing ineffective strategies and toward testing promising or unexplored approaches. The same limitation applies to the use of theory as some of the campaigns did not report specifically how the theory was integrated into brand development or if the theory also guided evaluation methods. Media platforms and channels used by campaigns were mostly consistent, and selected evaluations suggest that paid mass media may be a cost-effective means of reaching and influencing target audiences.

However, more rigorous cost-effectiveness and cost-benefit evaluations are needed to determine whether strategies are efficient at not only reaching target audiences but also whether they produce meaningful changes in health behaviors.<sup>34</sup> For example, the *Drink Up* campaign evaluation identified target audience segments that were most influenced given their intervention dosage, but also found that sales of water products increased after the campaign ran.<sup>31</sup> Although it appeared that water sales displaced those of soft drinks, milk, and juice product sales also decreased. This effect may be an unintended negative consequence of the promotions, depending on the nutritional profile of the milk and juice products displaced. Furthermore, understanding consumers

prior beverage consumption and types (eg, bottled, tap), would help understand whether the campaign increased consumption of water (as opposed to switching from tap to bottled) and whether consumption of other beverages (eg, sugar-sweetened beverages, milk, 100% juice) was affected.

The explicit use of branding as a campaign strategy has only recently been incorporated into public health interventions.<sup>14</sup> The current lack of empirical evidence underpins the need for future branded marketing campaigns that promote components of a healthy dietary pattern to conduct rigorous campaign evaluations and publicly report goals, implementation strategies, evaluation measures, and outcomes. Rigorous and targeted evaluations of campaigns are needed to assess influences on diet-related cognitive and behavior change, and subsequent health outcomes. Unfortunately, experimental evaluations of mass marketing and media interventions are difficult to conduct at the national level because of many challenges, which include the scale of the evaluation and extraneous or confounding factors (eg, competing marketing, secular trends) that may influence target outcomes.<sup>14,34,35</sup> Evaluating campaigns implemented in targeted markets can improve the feasibility of conducting more rigorous assessments that can then be scaled up after demonstrating effectiveness in a smaller market.<sup>36</sup> Financial limitations are a universal constraint for large-scale campaigns and thus identifying, evaluating, and adopting the use of efficient and evidence-based strategies is essential.<sup>37</sup>

To advance the FWB agenda, researchers should explore how health-branding strategies can be used in large-scale marketing and media campaigns to promote FWB and complement existing public health and industry initiatives. Brand development for future campaigns should explicitly test and report on FWB factors, including how brands and marketing strategies influence consumers' emotions, cognitions, and behaviors around food. Although positive marketing approaches that shift behaviors and norms toward healthy dietary patterns can provide numerous benefits

to individuals, businesses, and society, publicly funded programs should prioritize the focus of campaigns on foods and beverages that have the most potential to benefit or mitigate harm to public health.<sup>13</sup> On the basis of premature deaths and disability related to dietary risk factors in the US, increasing consumption of whole grains, fruits, nuts and seeds, and vegetables; and decreasing consumption of processed meat, could have the most benefit to public health.<sup>4</sup> In 2019, the *Have A Plant* campaign replaced the *Fruits & Veggies—More Matters* campaign with emotion-based branding and messaging with greater emphasis on the well-being benefits of produce consumption, in addition to health benefits.<sup>38</sup> Although beyond the scope of this research, the *Have A Plant* campaign presents an ideal opportunity for future research to examine the shifts in health-branding strategies used in the new initiative and potential effects on fruit and vegetable intake and related health outcomes.

Bublitz and Peracchio<sup>13</sup> list many future research directions for positive marketing approaches to promote healthy foods that are of interest to this article as well. Additional research is needed to comprehensively adopt and test health-branding domains to determine which are most promising in a given context and whether different combinations or greater use of health-branding strategies is related to improvements in FWB and target outcomes. Policymakers involved in campaign financing should earmark funding specifically for the evaluation and outcome reporting of large-scale campaigns so that insights can be used beyond those directly involved in the campaigns. Detailed documentation of iterative processes of campaign development, implementation, monitoring, and evaluation should also be made public to improve transparency and reproducibility of promising or novel intervention and evaluation methods.

This review contributes important information to expand nutrition researchers' and practitioners' awareness and adoption of innovative strategies that can be used to influence dietary behaviors and promote FWB among consumers. Adoption of recommended health-branding strategies

and practices should be a priority of researchers, practitioners, and policymakers to advance research and practice for effective diet-related marketing and media interventions.

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## SUPPLEMENTARY DATA

Supplementary data related to this article can be found at <https://doi.org/10.1016/j.jneb.2019.09.018>.

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