

## CHOOSE COLOUR LAB

- Choose Colour Lab is a 6-week nudging and social marketing intervention to promote the purchase of fruit and vegetables (FV) in the supermarket in the Netherlands, in which multiple promotion strategies were simultaneously implemented to encourage FVs purchases (Table 1).
- To evaluate the effectiveness of the Choose Colour Lab on the purchase of FVs a control supermarket (without Choose Colour Lab) was included in the experiment to account for external factors, such as the weather.
- For both supermarkets, sales data of FVs purchases from 2017 and 2018 were collected; differences in sales data between 2018 and 2017 were calculated and compared between the supermarkets.
- In addition, questionnaires were administered in both supermarkets to measure customers' satisfaction with the supermarket ambience, FVs prices and promotions, and the promotion of healthy food choices in the supermarket during the Choose Colour Lab.

**“Nudging”** (designing the choice architecture in such a way that people’s behavior alters in a predictable way without forbidding any options or significantly changing their economic incentives) **and “social marketing”** (the use of commercial marketing techniques to promote healthy eating behavior) **are promising strategies to encourage healthy food choices in supermarkets.**



Further analyses will investigate the details of the specific strategies and particular types of FVs affected by nudges. Please check our website ([www.nagf.nl](http://www.nagf.nl)) to stay up to date about the latest findings of this study. For questions and more details about this study please contact Mekky Zaidi ([s.m.zaidi@vu.nl](mailto:s.m.zaidi@vu.nl)) of Vrije Universiteit Amsterdam, Amsterdam Public Health Institute – Faculty of Science, Department of Health Sciences.

For more information about the Choose Colour Lab, please contact the Dutch National Action Plan for Fruit and Vegetables ([info@nagf.nl](mailto:info@nagf.nl)).

## CHOOSE COLOUR LAB



An overview of the nudges that were implemented during the Choose Colour Lab

Bill boards with information about the purchasing behavior of other customers in the supermarket, e.g. most popular FVs in this supermarket.

In-lays in shopping baskets and trolleys:

- Baskets: FVs depicted
- Trolleys: FVs depicted + information about the most popular vegetables in the supermarket

Posters in- and outside the supermarket with information about the most popular FVs in the supermarket.

Weekly presentation of healthy recipes.

For different products throughout the supermarket, shelf cards saying "tasty in combination with" followed by three FVs suggestions.

Weekly sales promotion of different fruits that can be combined with yoghurt.

Fruits baskets at the cash register.

Large floor stickers at the entrance with pictures of FVs.

Promotions with FVs for a very low price immediate after entrance.

