

Background & Objective

Let's Grow is a community benefit programme that is designed to inspire children to follow a healthier lifestyle, and to get them excited about fresh produce. There is an increasing concern that children today have very little understanding or interest in the story of fresh food and the importance of eating a healthy balanced diet. Morrison recognises that perhaps its greatest impact on society is through the food that it sells and the lifestyle choices that customers make when they shop with Morrison's stores.

Morrison's creative approach to the campaign considers all of its values alongside the characteristics of Let's Grow. The photography used throughout the campaign reflects freshness, along with children interacting, learning and having fun. The creative is designed to be professional due to the educational nature of the programme, yet it is also considerate of the participants using appropriate language for teachers, children and parents.

Audience

Let's Grow is a national campaign open to nurseries, primary and secondary schools, colleges and Ofsted-registered childminders and clubs. More than 5 million children in education aged between 3 and 18 years have had access to gardening equipment supplied by the Let's Grow programme. The campaign captivates children's imaginations, appealing to their inquisitive and hands-on nature, as well as providing support for teachers and equipment for schools in a time when budgets are tight.

Results

Morrison ran a direct mail campaign to 10,000 schools to introduce Let's Grow when it launched the programme in 2008. More than 1,000 schools registered in the first week and Morrison also saw a huge increase in traffic on its website immediately after the launch. Since then, more than 23,500 schools across the country have registered, with millions of vouchers being exchanged by schools. This means that over 60% of UK primary schools and 40% of UK secondary schools are now growing fresh fruit and vegetables.

Budget

In two years, Morrison has donated over £6.5 million worth of gardening equipment to schools nationwide.

Judges Thought

This campaign uses the notion of a 'healthy, balanced diet' to emphasise the importance of fresh and locally sourced ingredients. By providing support to schools through this campaign and the donation of gardening equipment, Morrison's are educating children on the benefits of growing their own food, and inculcating a preference for local food.