



Best-ReMaP
Healthy Food for a Healthy Future

D2.5 Promotional movies completed

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Promotional movies D2.5

Promotional Movie 1

A short film titled "[Food Marketing to Children](#)" was produced to introduce the project and the topic of food marketing. The concept of the film revolves around the idea that children are constantly exposed to marketing messages both offline and online, which significantly influences their food choices. Our project aims to advance marketing and advertising restrictions across the EU, especially in the digital realm, to contribute to reducing childhood obesity.

Total number of views: 24,579 on YouTube.

Promotional Movie 2

An animated short film named "[Fresh Food Hollywood](#)" was created by WP2 in collaboration with WP6 with the mission of raising awareness about the tactics and influence of food marketing. The primary objective of the film is to directly engage children across Europe and encourage them to consider healthier food options. The core message of the film is to emphasize the importance of making healthier food choices through positive messaging. The short video features relatable and charming characters, aiming to shift the narrative by suggesting that fresh food and drinking water can be even cooler and trendier than fast-food options.

The production and dissemination followed the process described below:

WP2 selected an illustrator company based on their previous projects, which featured high-quality illustrations and animations. The script (annex 1) and characters were jointly designed by the illustrator, WP2 members, and WP6 leader Maria Joao Gregorio through regular online meetings. The film was completed by the estimated delivery date and promptly uploaded to the Best-ReMaP YouTube channel and website.

WP2 developed an educational package (age group: 10-16) (annex 2), which includes an editable lesson plan template for teachers describing the focus, aim, and learning objectives of the lesson. It also provides recommendations for discussions and small group activities. Additionally, an info sheet was created, offering basic nutritional and food marketing-related guidance to assist teachers in planning their lessons. Recommendations on incorporating these materials into school subjects and opportunities for non-curricular activities were also specified. A leaflet for families (annex 3) and [two quizzes](#) featuring characters from the movie were designed.

The dissemination process of the film was executed as follows:

- WP2 sent a cover letter describing the project to educational umbrella organizations (annex 4), along with the attached materials for teachers.
- Dissemination to local institutions was conducted in two rounds of communication:
 - In the spring semester of 2023, WP2 circulated the materials among all project partners of the JA for further dissemination.
 - In the autumn semester of 2023, WP2 sent all materials to each MoH /MoE body. A few countries (Estonia, Lithuania, Austria, and Hungary) expressed special interest in including the materials in their national curricula. Collecting feedback from countries/institutions was somewhat challenging despite periodic reminders.

[Colouring/Activity Book](#): An Additional Communication Item on Demand

Partners from countries like Croatia and Bosnia Herzegovina expressed the need for an additional material suitable for kindergarten settings, as their networks primarily consist of such institutions.

In collaboration with the illustrator, WP2 designed a colouring/activity book tailored to the pedagogical needs of children aged 3-8. The book includes nine activities with explanations and illustrations of the required tools for completion. These activities were designed to develop fine motor skills, eye-hand coordination, deep learning, and conceptual thinking through various tasks featuring the characters from the movie. The primary pedagogical goal is to promote awareness of the importance of healthy, fresh, and balanced nutrition. The book is available in a downloadable format and has been distributed among partners for further use.

A promotional social media campaign for the film was launched in the summer of 2023 (annex 5). WP2 selected a media agency based on their promising and ambitious media plan, which they had submitted in response to our brief. During the preparatory phase, partners in the project helped translate the advertising message into the official national languages of the partner countries. Visual images and other media items (trailer, banner) for the campaign were designed by the agency. The campaign utilized Best-ReMaP platforms such as Facebook, Instagram, and YouTube and directed viewers to the Best-ReMaP landing page.

The strategically targeted campaign aimed at children exceeded expectations, reaching 1.1 million viewers and being displayed on the target audience's feed over 15 million times. The full movie on YouTube was watched over 359,000 times. Detailed campaign text and performance metrics broken down by countries can be found in annex 5.

List of annexes

1. Script
2. Education materials (lesson plan & info sheet for teachers)
3. Leaflet for families
4. List of NGOs, umbrella organizations that received the edu package
5. Social Media Campaign report

Annex 1 Script

V01:

We see Coke and some fast food characters finishing up a commercial. 'Cut!' The camera pulls out and we see the whole filming set with lights and cameras. The director waves that the shooting is over, the actors suddenly turn into sad and exhausted from cheerful and happy. We see the studio door from outside as all the actors are leaving (tired), Coke is the last one. We follow Coke while he is walking home. He is surrounded by happy and content healthy food items (veggies, legumes, full grain pastries etc...). They are jogging, doing yoga and chatting in the nearby café. Coke arrives to his apartment, takes the elevator where he is still surrounded by fresh vegetables, and finally he arrives to his apartment, and crashes into bed. We see a fast montage sequence from here: Next morning he wakes up early, puts his cup hat and straw on and goes to work with metro. On the tube he almost falls asleep while everybody is wide awake and happy. He fills his cup up with coke at the studio and does the shooting. He goes home extremely tired again and crashes into bed. We see this daily routing one more time faster to highlight how boring and repetitive his days are.

One morning he stands on the metro again outworn and sleepy as usual but he starts noticing something unusual. He looks right and sees an advert in front of him saying: 'Unhealthy but cool! New fast-food commercial is a hit!'. Then he looks left and sees a carrot reading a newspaper with the headline: 'People are hooked on fast-food after the new commercial!'. Finally, he looks down and sees a little baby pea in a fast-food t-shirt smiling at him. Something hits him suddenly. He rushes into his changing room and stops in front of his vending machine. He hesitates a bit then finally he pushes the 'soda' button instead of the 'coke' one. The energy immediately flows through his body. On the next shot we see how energetic and happy he is at the shooting. His co-actors can't believe their eyes. Then at the end of the shooting as an extra performance Coke blows out some water from his straw like a little fountain. This is when his co-actors realize that he has soda in his cup instead of coke. Everybody rushes into their changing room. Burger quickly searches through his costumes and transforms himself into a full grain bun. He also fills up himself with salads and veggies. Fries changes the potato inside him into carrots. Ice-cream chooses the 'yoghurt and fruits' option on the vending machine instead of the vanilla- chocolate ice-cream. They are full of energy when they are leaving the studio. Cola is jogging home. He is cheerfully waving to the other healthy food joggers. Zoom-out: we see the billboards in the city: 'Healthy is cool!' etc etc.... (I will need a little help here what kind of titles and headlines would work the best.:))

V02:

We see Coke and some fast food characters finishing up a commercial. 'Cut!' The camera pulls out and we see the whole filming set with lights and cameras. The director waves that the shooting is over, the actors suddenly turn into sad and exhausted from cheerful and happy. We see the studio door from outside as all the actors are leaving (tired), Coke is the last one. We follow Coke as he is travelling home on the tube filled with other tired fast food characters. He peeks through the window and sees some happy and content healthy food items (veggies, legumes, full grain pastries etc...). They are jogging, doing yoga in the park and chatting in the nearby café. Coke arrives to his apartment, takes the elevator where he is surrounded by fresh

vegetables who make him even more annoyed. Finally, he arrives to his apartment, and crashes into bed. We see a fast montage sequence from here: Next morning he wakes up early, puts his cup hat and straw on and goes to work with metro. On the tube he almost falls asleep. He fills his cup up with coke at the studio and does the shooting. Goes home extremely tired again and crashes into bed. We see this daily routing one more time faster to highlight how boring and repetitive his days are.

One morning he stands on the metro again outworn and sleepy as usual but he starts noticing something unusual. Lots of little peas get on the tube with their mom. They are happy and energetic. They sit down next to Coke. The mom gives fresh water to one of the peas. Another pea starts to use the handrail like an acrobat. Coke stares at them suspiciously. Then something hits him. He looks outside through the window and sees the healthy veggies drinking fresh water in the park, doing yoga, jogging etc....He looks back and one of the peas holds a glass of water towards him. He suddenly realizes something. He rushes into his changing room and stops in front of his vending machine. He hesitates a bit then finally he pushes the 'soda' button instead of the 'coke' one. The energy immediately flows through his body. On the next shot we see how energetic and happy he is at the shooting. His co-actors can't believe their eyes. Then at the end of the shooting as an extra performance Coke blows some water from his straw like a little fountain. This is when his co-actors realize that he has soda in his cup instead of coke. Everybody rushes into their changing room. Burger quickly searches through his costumes and changes himself into a full grain bun. He also fills up himself with salads and veggies. Fries changes the potato inside him into carrots. Ice-cream choose the 'yoghurt and fruits' option on the vending machine instead of vanilla- chocolate ice-cream. They are full of energy when they are leaving the studio. Cola is jogging home instead of taking the tube again. He is cheerfully waving to the other healthy food joggers, winking at the baby peas at the playground etc etc..

V03:

We see Coke and some fast food characters finishing up a commercial. 'Cut!' The camera pulls out and we see the whole filming set with lights and cameras. The director waves that the shooting is over, the actors suddenly turn into sad and exhausted from cheerful and happy. We see the studio door from outside as all the actors are leaving (tired), Coke is the last one. We follow Coke as he is travelling home on the tube filled with other tired fast food characters. He peeks through the window and sees some happy and content healthy food items (veggies, legumes, full grain pastries etc...). They are jogging, doing yoga in the park and chatting in the nearby café. Coke arrives to his apartment, takes the elevator where he is surrounded by fresh vegetables who make him even more annoyed. Finally, he arrives to his apartment, and crashes into bed. We see a fast montage sequence from here: Next morning he wakes up early, puts his cup hat and straw on and goes to work with metro. On the tube he almost falls asleep. He fills his cup up with coke at the studio and does the shooting. Goes home extremely tired again and crashes into bed. We see this daily routing one more time faster to highlight how boring and repetitive his days are.


One morning he oversleeps a bit and misses the metro so he has to walk to the studio. He is walking next to a bunch of happily jogging veggies and fruits, sees some little peas drinking fresh water, some full grain pastries doing yoga and a couple of legumes sunbathing. He suddenly realizes something. He rushes into his changing room and stops in front of his

vending machine. He hesitates a bit then finally he pushes the 'soda' button instead of the 'coke' one. The energy immediately flows through his body. On the next shot we see how energetic and happy he is at the shooting. His co-actors can't believe their eyes. Then at the end of the shooting as an extra performance Coke blows some water from his straw like a little fountain. This is when his co-actors realize that he has soda in his cup instead of coke. Everybody rushes into their changing room. Burger quickly searches through his costumes and changes himself into a full grain bun. He also fills up himself with salads and veggies. Fries changes the potato inside him into carrots. Ice-cream choose the 'yoghurt and fruits' option on the vending machine instead of vanilla- chocolate ice-cream. They are full of energy when they are leaving the studio. Cola is jogging home instead of taking the tube again. He is cheerfully waving to the other healthy food joggers, winking at the baby peas at the playground etc etc.. Questions: He or she? Should we make female/male characters or is it better to make everybody genderless?

Annex 2 Education materials (lesson plan & info sheet for teachers)

Fresh Food Hollywood - Lesson Plan

by Best-ReMaP EU Joint Action project



Subject:	Date:
Topic: Fresh food Hollywood educational film	Lesson #

Lesson Focus and Goals:

The video aims to guide children about the importance of making healthy food choices and how it affects their energy and mood throughout the day.

Students will be able to identify and differentiate between healthy and unhealthy food choices.

Students will be able to make informed decisions about their food choices based on the benefits of consuming nutritious food.

<p>Materials Needed:</p> <p>projector+screen link to the film: https://bestremap.eu/edu-video/ colored paper, glue, pencils for group work</p>	<p>Learning Objective:</p> <p>To introduce children to the concept of healthy eating and how it contributes to their overall well-being.</p>
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Activity:

Scripted Questions to help understand the messages of the film

- What is the main message of the video?
- What effect does unhealthy food have on our bodies and energy levels?
- What role do advertisements and marketing play in our food choices?
- Why do you think the characters in the video started making healthier choices?
- What are some ways we can encourage others to make healthier food choices?
- How can we resist the temptation to choose unhealthy foods when they are advertised so heavily?
- What are some healthy food options that you enjoy?
- How can we make healthy eating a part of our daily routines?
- What unhealthy options can be substituted by a more nutritious one? Can you recall a couple of food replacements presented in the video, for example the cola turns into water?


Activity: Small-group work


- Create an ad: ask students to create their own advertisements promoting healthy food choices.
- Plan a healthy school meal: ask students to plan a meal that is both nutritious and appealing to children. They can discuss the challenges of marketing healthy food to children and brainstorm ways to make healthy foods more attractive.

Potential Student Misunderstanding:

Believing that they are immune to the influence of marketing:

Students may underestimate the impact that marketing can have on their own food choices, believing that they are not influenced by advertising or branding. Discuss and acknowledge this cognitive dissonance. Read more on the topic at: <https://www.everydayhealth.com/neurology/cognitive-dissonance/cognitive-dissonance-communication-from-tv-ads-pr-campaigns/>





JA Best-ReMaP was funded by the European Union's Health Programme (2014-2020).

Fresh Food Hollywood Background Information sheet for teachers

by Best-ReMaP EU Joint Action project



When discussing the scripted questions in class, a teacher should bring the following ideas to the students:

Nutritional value: Healthy food options generally provide more essential nutrients, such as vitamins, minerals, and fiber, than unhealthy food options.

Calories: Unhealthy food options tend to be higher in calories and lower in nutrients, which can contribute to weight gain and other health problems.

Fat content: Unhealthy food options often contain more saturated and trans fats, which can raise cholesterol levels and increase the risk of heart disease.

Sugar content: Unhealthy food options are often high in added sugars, which can contribute to obesity, type 2 diabetes, and other health problems.

Processing: Unhealthy food options are often highly processed and contain additives, preservatives, and other chemicals that can be harmful to health.


Portion size: Healthy food options are often served in appropriate portion sizes, while unhealthy food options tend to be oversized.

By discussing these ideas, students can learn how to differentiate between healthy and unhealthy food options, make informed food choices, and improve their overall health and well-being.

For more information about the Best-ReMaP project's mission and scientific background please visit our website and download our leaflet or official project presentation.

<https://bestremap.eu/about-us/>

Annex 3 Leaflet for families



Food Marketing

Advertising and marketing have an effect on our food choices. The advertisements we see on TV, on the internet and in the streets influence our food choices as they try to convince us to consume foods that are not always the healthiest options.

Unhealthy food


Foods with high energy value, excessive fat, sugar and salt content are considered unhealthy. Examples include sweets, sweet and savoury snacks, soft drinks, sugary desserts, cakes, hamburgers and fried foods such as fries.

You are what you eat

Foods with excessive sugar, such as soft drinks, sweets, and candies, are unhealthy. They can lead to tooth decay, obesity, and other diseases, while also causing fatigue and affecting mood or mental health. **Therefore, it is crucial to prioritize nutrition and make wise food choices for a healthier and happier life.**


It's your choice

Change your eating habits and decide with confidence!
Try to consciously resist the temptation to opt for unhealthy foods even when they are heavily advertised. Instead, prefer foods that bring benefits to your body and prevent diseases.



Drink water

Choose water over soft drinks because it helps your body to keep hydrated, supports absorption of nutrients, boosts physical performance, improves concentration, prevents fatigue, and aids weight management efforts.



Encourage others!

The main characters in the film have replaced hamburgers with sandwiches with a lot of vegetables, chips with carrots and celery sticks, sugar-rich desserts with yogurts and cakes with various fruits.

Although unhealthy foods appear more appealing and provide a false sense of pleasure due to their intense flavours, you should opt for a complete, varied and balanced diet, preferring cereals, vegetables, fruit, pulses and dairy products.

Annex 4 List of NGOs, umbrella organizations that received the edu package

- ESHA (European School Heads Association)
- EuroHealthNet
- FEAST/ICLEI (Federation of European Associations for the Advancement of Teaching)
- Harvard School of Public Health
- WordObesity (World Obesity Federation)
- European Schoolnet
- Futurum Careers
- European Association of Teachers
- Seeds Eu Project
- NFOC Salut (No Finish Line Organization - Catalan Institute of Health)
- Core Evidence (Children in the Digital Age)
- Science in School EU Journal for Science Teachers
- OBESSU (Organising Bureau of European School Student Unions)
- BetterInternetforKids/Youth
- Lacaixa Foundation
- Scientix
- EUCIS-LLL (European Civil Society Platform for Lifelong Learning)
- European Schools Project Association
- European Commission - Directorate-General for Education, Youth, Sport, and Culture (DG EAC)
- European Association for Quality Assurance in Higher Education (ENQA)
- European Association for International Education (EAIE)
- European Association for Practitioner Research on Improving Learning (EAPRIL)
- European Association for Research on Learning and Instruction (EARLI)
- European Council of International Schools (ECIS)
- European Educational Research Association (EERA)
- European Federation of Education Employers (EFEE)
- European Federation of National Associations of Teachers (EFNAT)
- European Association for the Education of Adults (EAEA)
- European Association for Teacher Education (EATE)
- European Association of Institutes for Vocational Education and Training (EVBB)
- European Centre for Modern Languages (ECML)
- European Council for Steiner Waldorf Education (ECSWE)
- European Distance and E-Learning Network (EDEN)
- European Forum for Technical and Vocational Education and Training (EfVET)
- European Foundation for Quality in e-Learning (EFQUEL)
- European Parents' Forum (EPF)
- European Students' Union (ESU)
- European Trade Union Committee for Education (ETUCE)

- International Association for the Evaluation of Educational Achievement (IEA)
- International Bureau of Education (IBE-UNESCO)
- International Council for Education of People with Visual Impairment (ICEVI-Europe)
- International Society for Technology in Education (ISTE)
- Joint Research Centre - European Commission (JRC)
- Lifelong Learning Platform (LLL)
- Network of Education Policy Centers (NEPC)
- The Student Voice
- Institute of Child Education and Psychology

Annex 5 Social Media Campaign report

Best-ReMaP EU 2023 Campaign Report



Facebook /
Instagram

Country	Reach	Video views	€ Cent/view	Amount costs (EUR)
ITA SOTE Video	1 974 044	84 619	2,51	144 EUR
RO SOTE Video	1 486 221	115 708	3,05	240 EUR
POL SOTE Video	1 234 941	94 544	2,81	180 EUR
FR SOTE Video	1 123 704	53 513	4,97	180 EUR
GR SOTE Video	1 079 129	73 458	3,62	180 EUR
DE SOTE Video	1 066 735	59 739	4,45	180 EUR
BG SOTE Video	1 038 251	100 901	3,50	240 EUR
PT SOTE Video	801 178	43 980	4,84	144 EUR
HU SOTE Video	617 968	67 272	3,16	144 EUR
BA SOTE Video	573 007	70 038	5,05	240 EUR
IE SOTE Video	457 517	31 795	8,37	180 EUR
HR SOTE Video	454 609	41 386	6,43	180 EUR
BE SOTE Video	452 405	27 935	9,52	180 EUR
AT SOTE Video	418 607	28 088	9,47	180 EUR
SI SOTE Video	376 241	40 961	5,20	144 EUR
RS SOTE Video	359 007	38 063	4,99	129 EUR
DK SOTE Video	324 499	20 464	13,00	180 EUR
LV SOTE Video	300 020	35 780	7,43	180 EUR
MT SOTE Video	289 572	30 302	8,78	180 EUR
EE SOTE Video	260 820	30 533	8,71	180 EUR
NL SOTE Video	248 819	17 220	15,45	180 EUR
FI SOTE Video	217 775	17 257	12,33	144 EUR
Összesen	15 155 069	1 123 556	147,65	3 915 EUR

D2.5 Promotional movies completed

