Nutrition Branding

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What is nudging?

“Any aspect of the choice architecture that alters people’s behaviour in a predictable way *without forbidding any options or significantly changing their economic incentives*” (Thaler & Sunstein 2008, p. 6).
“...function of (condition I) any attempt at influencing people’s judgment, choice or behavior in a predictable way (condition a) that is motivated because of cognitive boundaries, biases, routines, and habits in individual and social decision-making posing barriers for people to perform rationally in their own self-declared interests, and which (condition b) works by making use of those boundaries, biases, routines, and habits as integral parts of such attempts” (Hansen 2016).
Meeting with Sharon Kirkpatrick

Purpose of Meeting:
Understand balanced diet, eating and what are the most important messages to educate UWaterloo students on
Information Gained from the Meeting:

- Engage with students on campus to find out what they would like to see improved
- Be wary of misleading info
  - Ie. Booster Juice is not healthy (too much sugar)
  - Ie. Subway & Pita Pit promoting healthy eating, but there’s Coke Machine right beside it
• Have budget go towards promoting healthy eating (healthy food is too expensive)
• Better way to relay info to students is to provide incentives for healthy eating & target students based on their interests
  • ie. Environment/Sustainability
  • ie. Did you know that Food Services gets a ___%?
• Use NEMS Tools
NEMS-GG (Grab-and-Go):

- Audit tool assessing food outlets that sell grab and go foods around a University setting
What is the Message We Want to Get Across?

- Approach healthy eating in a **positive way** (do not want to promote dieting).
- Make students aware about what healthy eating means and how they can incorporate it into their everyday lives.
- Nutrition impacts one’s sleeping, mental health, general well-being, energy level & study habits.
Mock-ups for our Branding

- We wanted to create a logo that shows the interconnectedness of UW Food Services for our Nutrition Awareness Program with a clean look.
- Gradient of colours around our circular logo that can be incorporated into other promotional material for our branding/on our menu boards.
Next Steps

- Meet with Creative Services to create a proofs of our logos for the Nutrition Awareness Program
- Next term we hope to carry out our branding and spread our messages via social media and in our residence cafeterias


