Developing rapid and effective communications testing: Appendices

A. Methodology

Ipsos piloted the following tools:

- **i:Omnibus:** Ipsos' standard surveying approach using our online panel to access of a representative sample of 2,000 adults aged 16-75 in the UK. Fieldwork took place across two waves, the first being 4-7 March 2022 and the second 14-16 March 2022
- **fastFacts:** This tool is very similar to the i:Omnibus approach, using the same questionnaire. However, it is more flexible, as it is a stand-alone survey as opposed to an Omnibus and provides quicker result to test during a crisis comms, for example. Fieldwork took place on 21 March 2022
- **Ipsos DUEL:** A standardised survey tool which aims at measuring front of mind preferences between pieces of material and infer what specific words/ messages/ images land best. Participants quickly pick between different stimuli and were asked to select the ones that they found most helpful in knowing when milk is safe to drink. Fieldwork took place 25-26 March 2022.

B. Communication pieces tested

Through the Creative Testing platform (i:Omnibus and FastFacts) we tested 27 pieces featuring a mix of characteristics, as the table below summarises.

These pieces of communication can be found by following the URL links in the table below. Where some materials were still only drafts, the exact text tested has been provided instead.

List of communication titles and links to the communication:

- [Tweet, Reheating rice safely](#)
- [Article, cooking frozen raw chicken (food.gov)](#)
- [Tweet, raw eggs](#)
- [Tweet, freezer friendly food](#)
- [Tweet, wrinkly apples](#)
- [Blog, climate change and diet (food.blog.gov)](#)
- [Blog, sustainable diets (food.blog.gov)](#)
- [Blog, eco-labelling (food.blog.gov)](#)
- Draft message: CBD 1 - "CBD is a novel food which means CBD businesses must apply for authorisation for individual products before they can be authorised. There are currently no CBD products on the market which are authorised novel foods. We have received hundreds of applications and are working to progress these applications through the process."

- Draft message: CBD 2 - "People should think carefully before taking CBD and follow the FSA's advice about CBD products. Scientific studies suggest CBD can affect the liver if taken at higher doses, but there have been very few studies. As a precaution we recommend healthy adults do not take more than 70mg a day, unless a doctor agrees to more. This is about 28 drops of 5% CBD. FSA will not hestitate to take action if evidence emerges that products are unsafe and put consumers at great risk."
- Draft message: CBD 3 - "People should think carefully before taking CBD and follow the FSA's advice about CBD products. As a precaution we do not recommend CBD for people in vulnerable groups, unless under medical direction. These include: pregnant and breastfeeding women and people taking any medication."
- Draft message: CBD 4 - "As THC occurs naturally in CBD and it is difficult to extract completely, it is possible that there could be small amounts of THC in CBD products"
- [Article, environmental labelling rules (ITV news)](#)
- [Tweet, check FHRS](#)
- [Article consuming insects](#) (food.gov.uk)
- Draft message: Milk 1 - "Milk can have either a use-by date or best-before date. You should not use the 'sniff test' on milk that has a use-by date. Food can look and smell fine even after the use-by date has passed. You can't see or smell the bugs that can cause food poisoning."
- Draft message: Milk 2 - "Milk can have a use-by date or best-before date. A use-by date is about safety. If the milk has a use-by date, it can be used until the end of this date but not after."
- Draft message: Milk 3 - "Milk can have a use-by date or best-before date. For milk with a best-before date, you can check the look and smell to decide whether it's appropriate to drink."
- Draft message: Milk 4 - "Milk can have either a use-by date or best-before date. A best-before date is about quality, and it is guidance for when the product should be consumed to get the best quality, taste and texture."
- [Video, FHRS explained (food.gov.uk)](#)
- [Video, PPDS explained (food.gov.uk)](#)
- [Video, New allergen labelling laws](#)
- [Video, Tyler on TikTok](#)
- [Video, Emily on TikTok](#)
- [Video, Jack on allergens](#)
- [Video, use by vs best before](#)
- [Tweet, pork scratchings recall](#)

Table 2.1 Pieces of communication tested through Ipsos Creative testing tool

Features	Count (amongst 27 pieces tested)
Topics	Food safety: 9 Food sustainability: 6 Foodborne illnesses: 2 Novel food: 5 Food allergies: 5
Objectives	Increasing reputation of the FSA: 4 Raising awareness: 12 Increasing understanding and knowledge: 12 Changing behaviours: 3
Live pieces versus draft messages	Live pieces: 19 Draft messages: 8
Formats	Social media posts: 6 Articles: 3 Blogs: 3 Messages: 8 Videos: 7

Features	Count (amongst 27 pieces tested)
Channels	Twitter: 6 FSA website: 1 Gov.UK: 4 ITV News: 1 YouTube: 5 Facebook: 1 TikTok: 1 N/A (draft message): 8
Voices	FSA: 16 External: 3 N/A (draft message): 8
Use of expert voices	Y: 15 No: 4 N/A (draft messages): 8
Use of supporting visuals	Yes: 18 (10 videos, 8 images) No: 9 (including draft messages)
Use of case studies/everyday stories	Y: 4 No: 23
Practical tips/advice provided	Y: 14 No: 13
Use of statistics/scientific terms	Y :6 No: 21
Signposting provided	Y: 12 No: 15

Through DUEL we tested 16 combinations of the same message (around milk best before and use-by dates).

Table 2.2: Different executions of the message tested (16 in totals)

Messages	No image	Picture of milk	Picture of milk and a child	Graphic style image
Message 1: Use by + sniff test (but NO explanation of use by/best before)	Stimulus 1	Stimulus 2	Stimulus 3	Stimulus 4
Message 2: Use by + explanation of use by/best before (but NO sniff test)	Stimulus 5	Stimulus 6	Stimulus 7	Stimulus 8
Message 1: Best before + sniff test (but NO explanation of use by/best before)	Stimulus 9	Stimulus 10	Stimulus 11	Stimulus 12
Message 2: Best before + explanation of use by/best before (but NO sniff test)	Stimulus 13	Stimulus 14	Stimulus 15	Stimulus 16

C. Data tables

Table 1: Overview of how different engagement indicators vary across each other, showing highest, lowest and average.

Piece of communication tested	Lowest score	Average	Highest score
Carries an important message	28%	60%	80%

Piece of communication tested	Lowest score	Average	Highest score
Is relevant	22%	50%	73%
Clear	30%	58%	80%
Is trustworthy	23%	52%	72%
Told me something new	21%	42%	62%
Is for someone like me	16%	36%	57%
Eye-catching	12%	30%	50%
Interesting	22%	42%	60%
Memorable	17%	34%	54%
Made me emotional	8%	14%	24%

E7. How well does each of the following statements describe the information we have shown you? Showing highest, lowest, average NET scores (average of those selecting 7-10 on a scale of 0-10 where 0 is not at all and 10 completely), across all 27 pieces of content.

Table 2: Overview of awareness and familiarity for the top/ bottom performing pieces of content (ranked by familiarity shift)

Pieces of communication tested	Awareness shift	Awareness baseline	Familiarity shift	Familiarity baseline
Average across all pieces of content	+1	84%	+8	54%
Video, FHRS explained	+4	86%	+20	61%
Draft message Milk 3	+8	86%	+19	54%
Article, cooking frozen raw chicken	+6	77%	+18	47%
Tweet reheating rice safely	+2	82%	+17	50%
Draft message Milk 4	+6	83%	+15	54%
Video, use by vs best before	+5	88%	+15	64%

A1/C1. How much, if anything, do you know about the Food Standards Agency, also known as the FSA? Combined figures for awareness are: I know a lot about the FSA and what it does, I know a little about the FSA and what it does, I've heard of the FSA but know nothing about it. Combined figures for familiarity are: I know a lot about the FSA and what it does, I know a little about the FSA and what it does.

Table 3: Overview of Awareness and Familiarity for the bottom performing pieces of content (ranked by familiarity shift)

Pieces of communication tested	Awareness shift	Awareness baseline	Familiarity shift	Familiarity baseline
Average across all pieces of content	+1	84%	+8	54%
Video, PPDS explained	-5	92%	0	60%
Draft message CBD 3	-6	86%	-1	52%
Article, consuming insects	+2	86	+-2	52
Tweet, wrinkly apples	0	89%	-2	64%
Draft message CBD 4	-1	75%	-4	45%
Draft message CBD 1	-9	82%	-5	46%

Table 4: Overview of favourability for the top/bottom performing pieces of content (ranked by highest shift in favourability)

Pieces of communication tested	Favourability shift	Familiarity baseline
Average across all pieces of content	+4	62%
Video, FHRS explained	+30	53%
Article, cooking frozen raw chicken	+25	57%
Video, Tyler on TikTok	+15	59%
Tweet, reheating rice safely	+14	64%
Draft message Milk 3	+11	63%

A2/C2 The Food Standards Agency (FSA) is the Government Agency responsible for food safety in England, Wales and Northern Ireland. How favourable or unfavourable do you feel towards the Food Standards Agency (FSA)? Combined figures for favourability are: very favourable + somewhat favourable.

Table 5: Overview of favourability for the bottom performing pieces of content (ranked by shift in favourability)

Pieces of communication tested	Favourability shift	Favourability baseline
Average across all pieces of content	+4	62%
Video, Jack on allergies	-3	68%
Draft message: Milk 4	-4	76%
Article, environmental labelling rules	-5	60%
Draft message: CBD 4	-6	59%
Blog, climate change and diet	-12	69%

A2/C2 The Food Standards Agency (FSA) is the Government Agency responsible for food safety in England, Wales and Northern Ireland. How favourable or unfavourable do you feel towards the Food Standards Agency (FSA)? Combined figures for favourability are: very favourable + somewhat favourable.

Table 6: Overview of trust for the top/bottom performing pieces of content (ranked by shifts in trust)

Pieces of communication tested	Trust shift	Trust baseline
Average across all pieces of content	+3	69%
Article, cooking frozen raw chicken	+24	64%
Video, use by vs best before	+18	63%
Video, FHRS explained	+14	65%
Draft message: Milk 3	+13	63%
Video, Tyler on TikTok	+9	69%

A3/C3 The Food Standards Agency (FSA) is the Government Agency responsible for food safety in England, Wales and Northern Ireland. How much do you trust or distrust the Food Standards Agency to do its job? That is to make sure that food is safe and what it says it is. Combined figures for trust are: I trust it a lot + I trust it.

Table 7: Overview of trust for the bottom five performing pieces of content (rank by shift in trust)

Pieces of communication tested	Trust shift	Trust baseline
Average across all pieces of content	+3	69%
Draft message: CBD 1	-5	61%
Article, consuming insects	-6	71%
Video, PPDS explained	-6	74%
Article, environmental labelling rules	-8	75%
Blog, climate change and diet	-9	72%

A3/C3 The Food Standards Agency (FSA) is the Government Agency responsible for food safety in England, Wales and Northern Ireland. How much do you trust or distrust the Food Standards Agency to do its job? That is to make sure that food is safe and what it says it is. Combined figures for trust are: I trust it a lot + I trust it.

Table 8: Pieces of communication showing greatest/lowest levels of increase in familiarity with of topic (ranked by shifts in familiarity)

Piece of communication tested	Topic	Awareness shift	Awareness baseline	Familiarity shift	Familiarity baseline
Average across all pieces of content	-	+2	89%	+3	54%
Video, PPDS explained	Rules and information available about allergens	+7	90%	+27	40%
Video, New allergen labelling laws	Rules and information available about allergens	+6	92%	+22	39%
Article, cooking frozen raw chicken	Food hygiene at home	+2	92%	+19	72%
Article, consuming insects	Novel food (e.g., CBD/ cannabidiol, genetically modified food)	+4	98%	-12	86%
Video, FHRS explained	Food hygiene when eating out	+3	98%	+16	63%
Draft message: Milk 3	Date label, such as "best before" and "use by" labels	-4	98%	-12	86%
Draft message: Milk 4	Date label, such as "best before" and "use by" labels	0	95%	-12	86%
Tweet, raw eggs	Food hygiene at home	-1	97%	-10	80%
Draft message: Milk 2	Date label, such as "best before" and "use by" labels	1	97%	-9	83%

QC5. How much do you feel you know about the following topic? Combined figures for awareness are: I've heard of it and know quite a lot about it, I've heard of it and know a bit about it, I've heard of it but don't know much about it, I've heard of it but don't know anything about it. Combined figures for familiarity are: I've heard of it and know quite a lot about it, I've heard of it and know a bit about it.

Table 9: Top/bottom performing pieces of content for increasing levels of concern (ranked by shift in concern)

Pieces of communication tested	Topic	Concern shift	Concern baseline
Average across all pieces of content	-	+7	49%
Video, use by vs best before	Date label, such as "best before" and "use by" labels	+20	44%
Draft message: Milk 3	Date label, such as "best before" and "use by" labels	+18	36%

Pieces of communication tested	Topic	Concern shift	Concern baseline
Draft message: CBD 3	Novel food (e.g., CBD/cannabidiol, genetically modified food)	+17	36%
Draft message: Milk2	Date label, such as "best before" and "use by" labels	+17	39%
Article, environmental labelling rules	Making diets more sustainable	+16	51%

C6. To what extent, if at all, are you personally concerned about the following issue? Combined figures for concern are: Very concerned, fairly concerned.

Table 10: Pieces of content showing lowest levels of increase in concern (ranked by shift in concern)

Pieces of communication tested	Topic	Concern shift	Concern baseline
Average across all pieces of content	-	+7	49%
Tweet, freezer-friendly food	Food waste	-1	78%
Video, FHRS explained	Food hygiene when eating out	-3	73%
Draft message: CBD 4	Novel food (e.g., CBD/ cannabidiol, genetically modified food)	-5	42%
Tweet, check FHRS	Food hygiene when eating out	-5	67%
Draft message: CBD 1	Novel food (e.g., CBD/ cannabidiol, genetically modified food)	-5	35%

C6. To what extent, if at all, are you personally concerned about the following issue? Combined figures for concern are: Very concerned, fairly concerned.

Table 11: Increases in levels of intended behaviour – top/bottom performing content (ranked by intended behaviour shift)

Pieces of communication tested	Target behaviour	Intended behaviour shift	Intended behaviour baseline
Average across pieces	-	+2	49%
Tweet, Reheating rice safely	Storing cooked food (eg rice, meat etc) in the fridge, as opposed to leaving it out overnight	+14	65%
Video, Jack on allergies	Checking information about food allergies before buying/ consuming food	+11	29%
Video, PPDS explained	Checking information about food allergies before buying/ consuming food	+8	34%
Draft message: Milk 3	Throwing away food which has passed its use-by date	+7	40%

QC7. How often, if at all, do you do the following…? QC8. And thinking about the next few months or so, how likely or unlikely are you to do the following…? Combined figures for likely behaviour are: Very likely, Somewhat likely. Combined figures for past behaviour are: Always, Most of the time. Source: Ipsos' online panel, first wave fieldwork: 04/03/2022-07/03/2022, second wave fieldwork: 14/03/2022-16/03/2022, FastFacts fieldwork: 21/03/2022. Bases: All UK adults shown one piece of comms (between first wave, n = 2,243 and second wave, n = 2,246; n = 500 for "Pork scratchings recall").

Table 5.10: Increases in levels of intended behaviour – lowest performing content, (ranked by likely behaviour shift)

Pieces of communication tested	Target behaviour	Likely behaviour shift	Likely behaviour baseline	Past behaviour baseline
Average across pieces	-	+2	49%	38%

Pieces of communication tested	Target behaviour	Likely behaviour shift	Likely behaviour baseline	Past behaviour baseline
Video, Tyler on TikTok	Checking information about food allergies before buying/ consuming food	0	29%	19%
Draft message: CBD 2	Consuming CBD in certain doses/ not consuming it at all	-1	6%	5%
Article, cooking frozen raw chicken	Being careful when handling and cooking raw meat products	-2	82%	77%
Video, Emily on TikTok	Checking information about food allergies before buying/ consuming food	-3	37%	28%
Draft message: CBD 3	Consuming CBD in certain doses/ not consuming it at all	-5	15%	12%

QC7. How often, if at all, do you do the following…? QC8. And thinking about the next few months or so, how likely or unlikely are you to do the following…? Combined figures for likely behaviour are: Very likely, Somewhat likely. Combined figures for past behaviour are: Always, Most of the time.

Table 6.2: Preference, punch and promise scores of each piece of stimulus from Duel

Piece of content	Preference scored	Punch score	Promise score
Stimulus 12 (Message C, Image 3)	129	110	134
Stimulus 4 (Message A, Image 3)	123	109	127
Stimulus 11 (Message C, Image 2)	106	110	113
Stimulus 7 (Message B, Image 2)	104	108	110
Stimulus 6 (Message B, Image 1)	99	114	110
Stimulus 9 (Message C, No image)	117	95	109
Stimulus 5 (Message B, No image)	110	99	106
Stimulus 3 (Message A, Image 2)	101	107	106
Stimulus 8 (Message B, Image 3)	100	106	104
Stimulus 16 (Message D, Image 3)	108	94	100
Stimulus 15 (Message D, Image 2)	88	107	94
Stimulus 10 (Message C, Image 1)	104	83	89
Stimulus 14 (Message D, Image 1)	98	88	88
Stimulus 12 (Message A, Image 1)	95	84	83
Stimulus 13 (Message D, No image)	74	92	74
Stimulus 1 (Message A, No image)	43	96	52