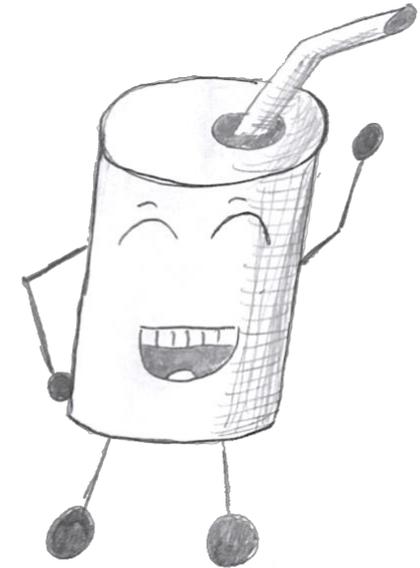




How to Bully Soft Drinks

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Block, J. P., Chandra, A., McManus, K. D., & Willett, W. C. (2010). Point-of-Purchase Price and Education Intervention to Reduce Consumption of Sugary Soft Drinks. *American Journal of Public Health, 100*(8), 1427-1433.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2901278/>

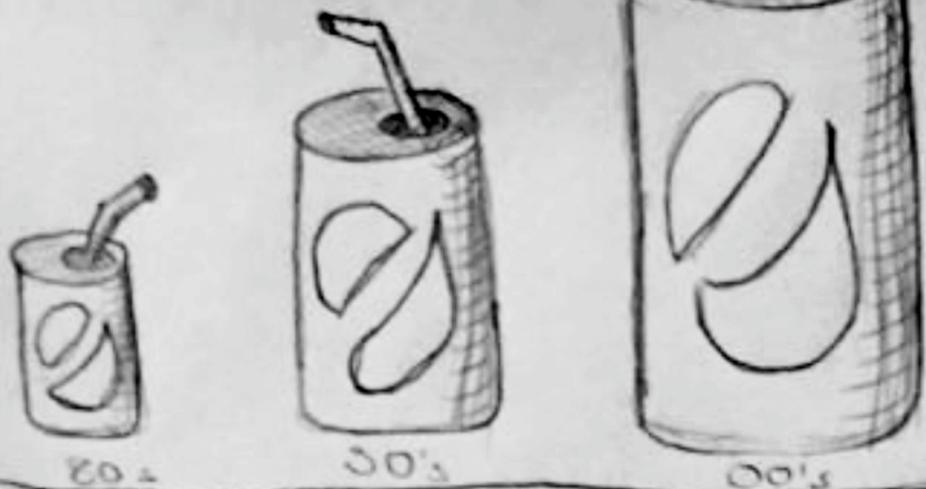
Project created for the class:

Visual Thinking and Composition, Winter 2019

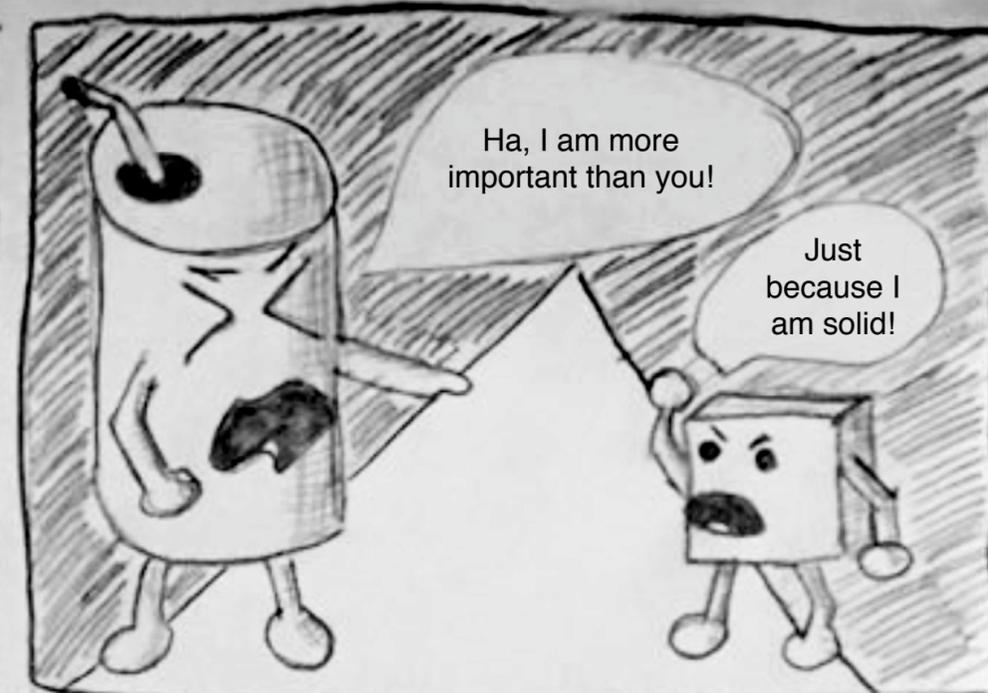
Tilburg University, Department of Communication and Cognition

Instructor: Neil Cohn, neilcohn@visuallanguagelab.com, www.visuallanguagelab.com

The soft drink consumption has risen in the last years.



Soft drinks are also the largest contributor of caloric intake in the US. They even lead to a higher caloric intake than solid sugar.



Jason P. Blakes, Ambitabh Chandra, Katherine D. McManus, Walter C. Willet / By Alexander Jungnickel

POINT-OF-PURCHASE PRICE & EDUCATION? **ADVERTISING** OF SUGARY **SOFT DRINKS**

Health consequences are:
Weight gain...



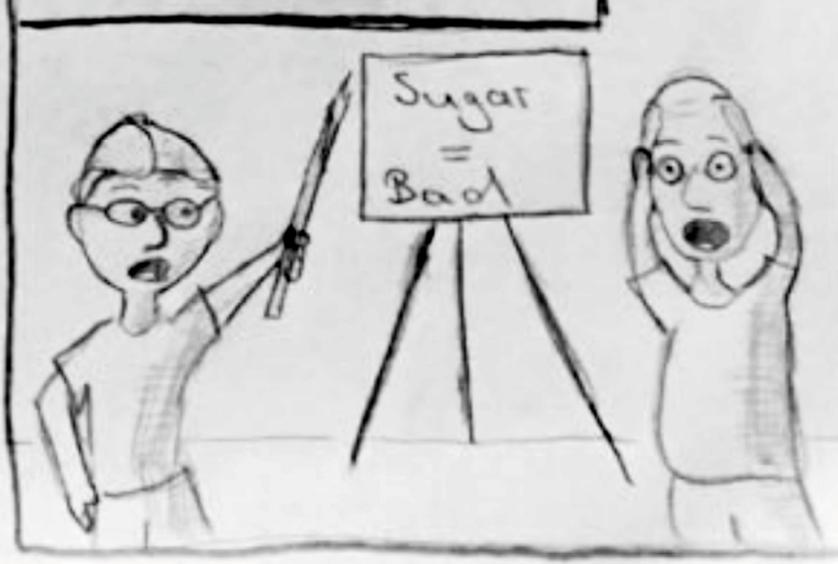
...increased risk of diabetes...



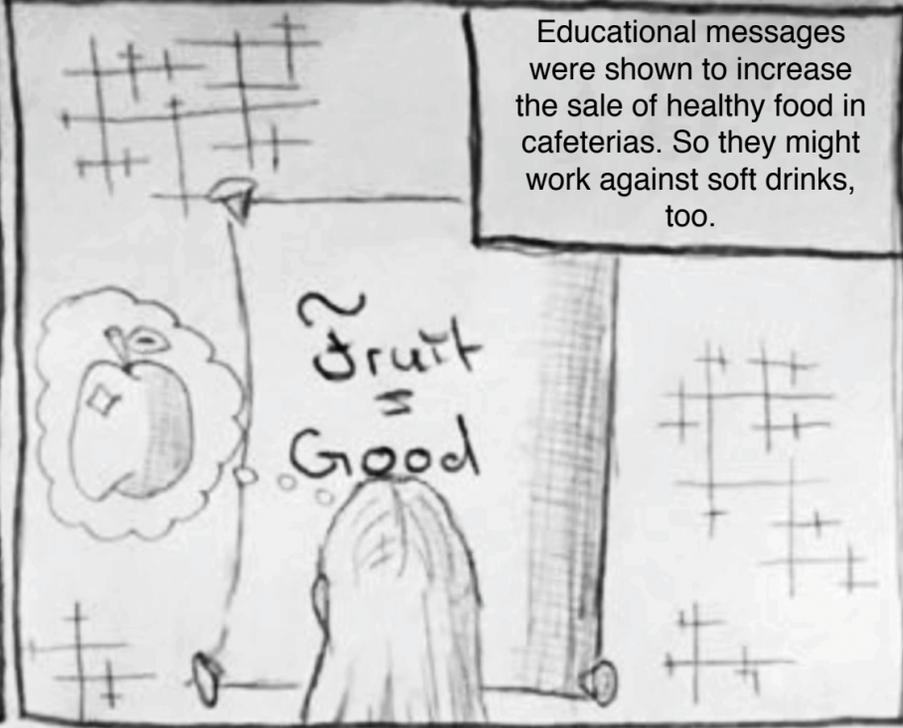
...and heart diseases.



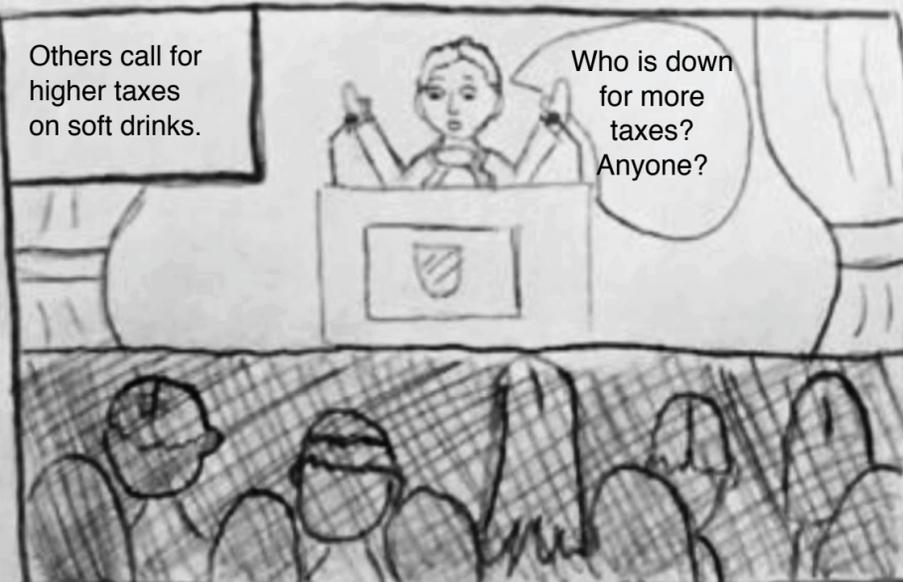
Interventions on an individual level can reduce the intake of soft drinks.



But they are even more effective on a population-level.



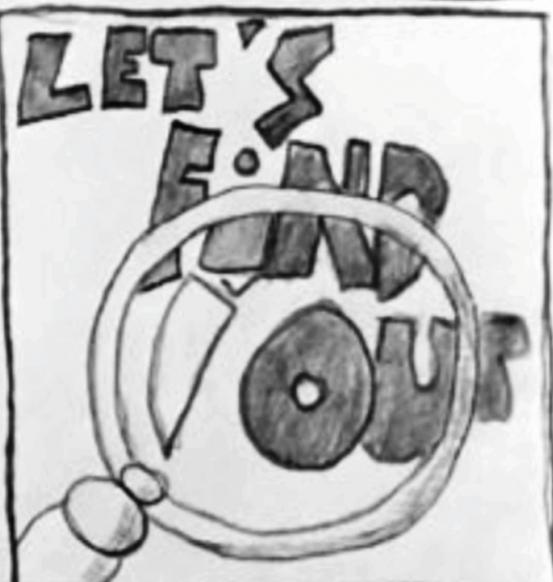
Educational messages were shown to increase the sale of healthy food in cafeterias. So they might work against soft drinks, too.



Others call for higher taxes on soft drinks.



But what works better?



An experiments was set up in the Brigham and Women's Hospital Cafeteria, Boston.

The experiment had 5 different Phases with different interventions.

* Having 5-Phases... do not ask me why!

1. Phase Base-Line

March 3 - March 17



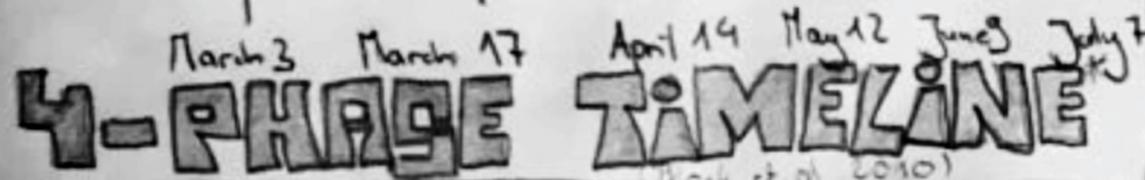
This is how I like my soft drinks: regularly priced!

2 Weeks LATER



Ey, leave me alone!

Baseline Price Washout Education Combination



2. Phase Price

March 17 - April 14



OMG! What happened? Soft drinks are more expensive!!!

Drinks	
Coke	* 1,45
Lemonade	* 1,45
Water	0,60
Cokezero	1,-
Coffee	0,80

4 WEEKS LATER

3. Phase Wash-out

April 14 - May 12



Puhhh, everything is back to normal.

4 WEEKS LATER

4. Phase Education

May 12 - June 9

Lose up to 15-25 pounds in one year and decrease your risk of diabetes by 50%!

Just skip one regular soda per day. For zero calories, try diet soda or water!

COOLED DRINKS

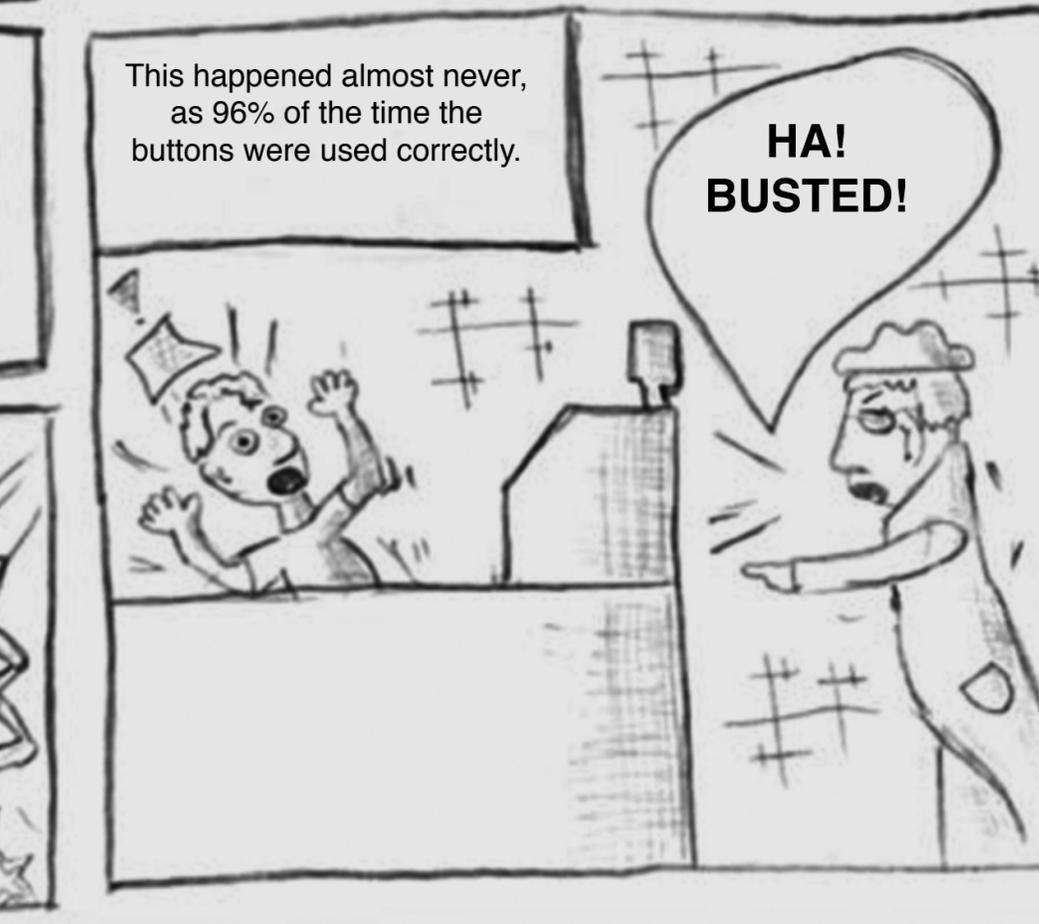
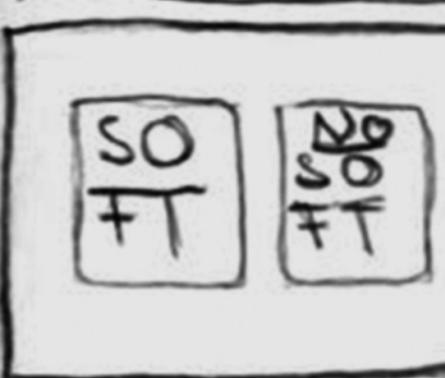
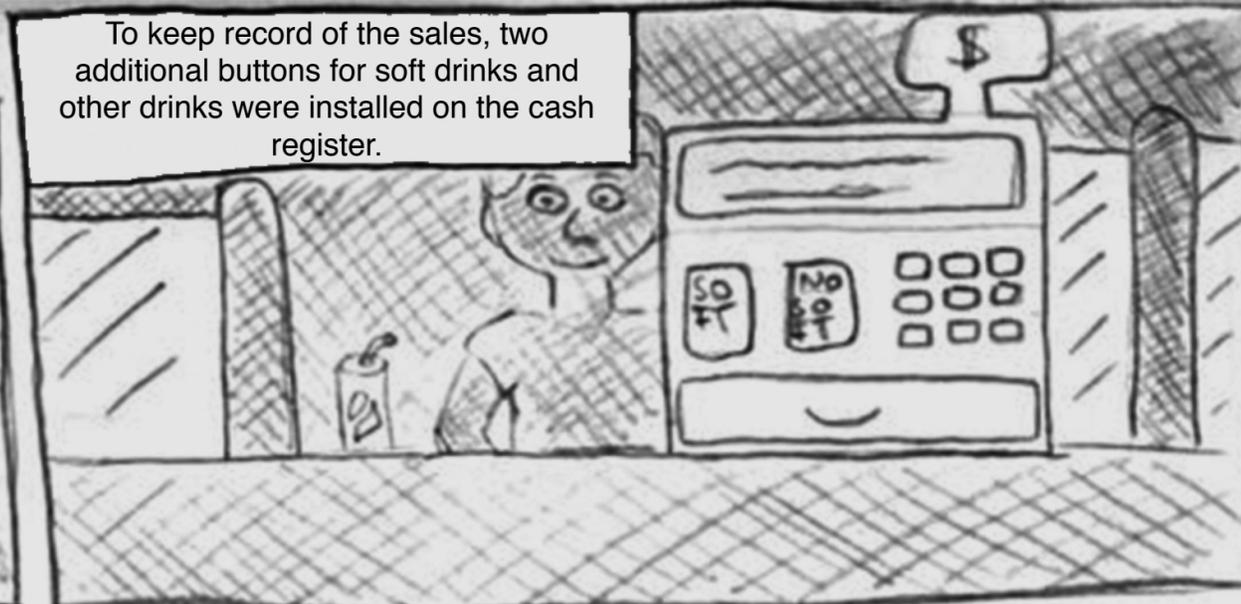
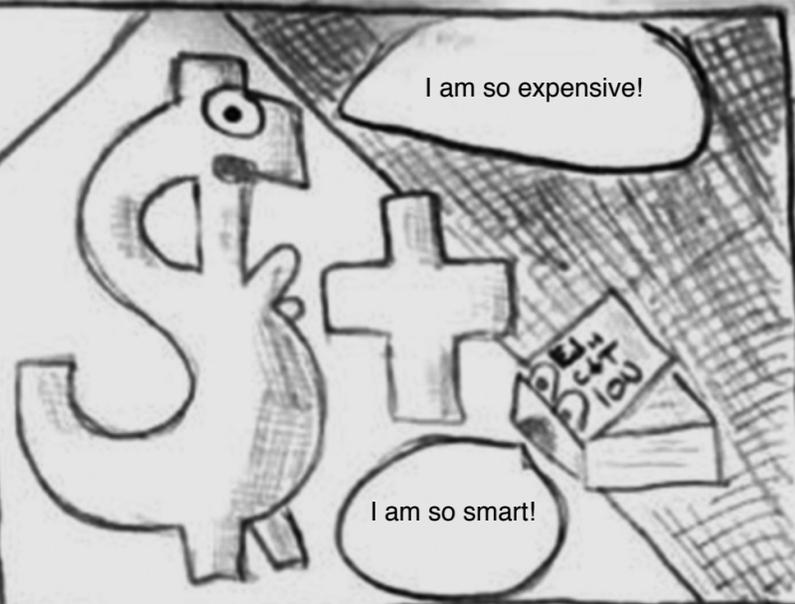
Lose up to 15-25 pounds



Sounds legit!

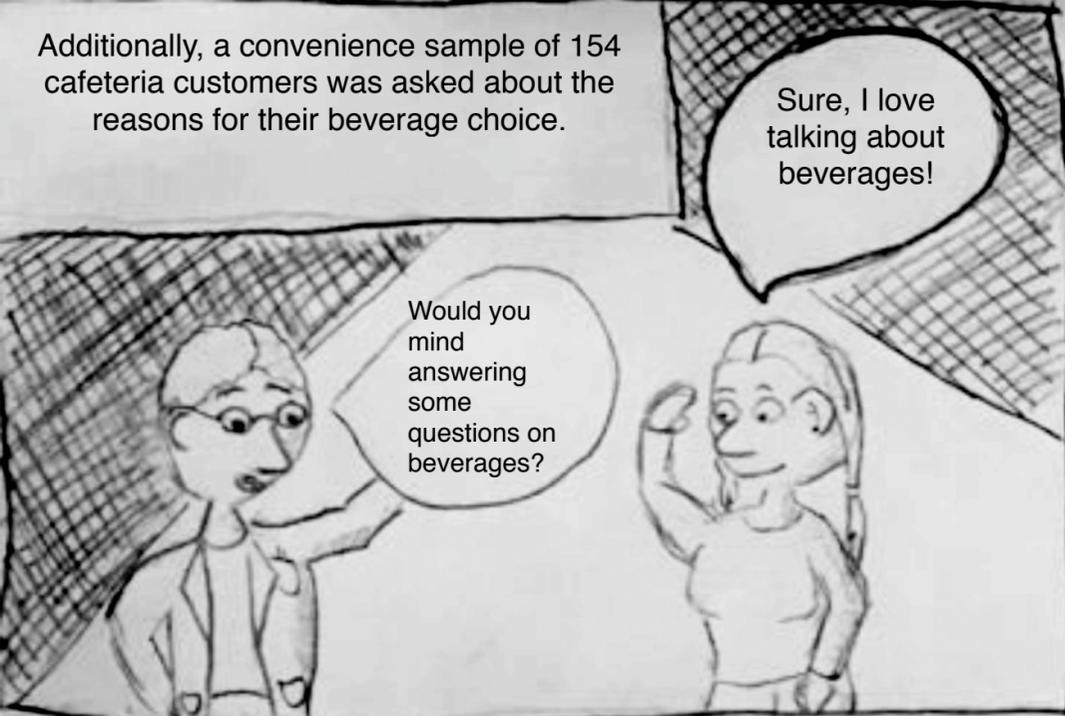
4 WEEKS LATER

J. Phay
Combi-Nation
June 9
July 7

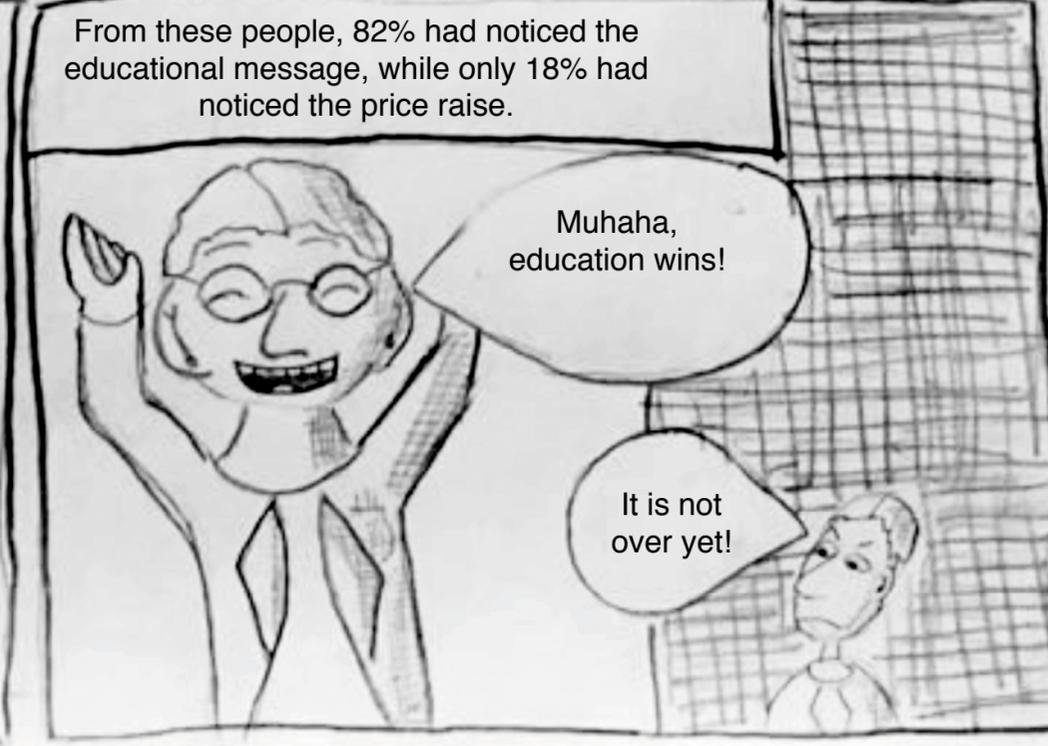
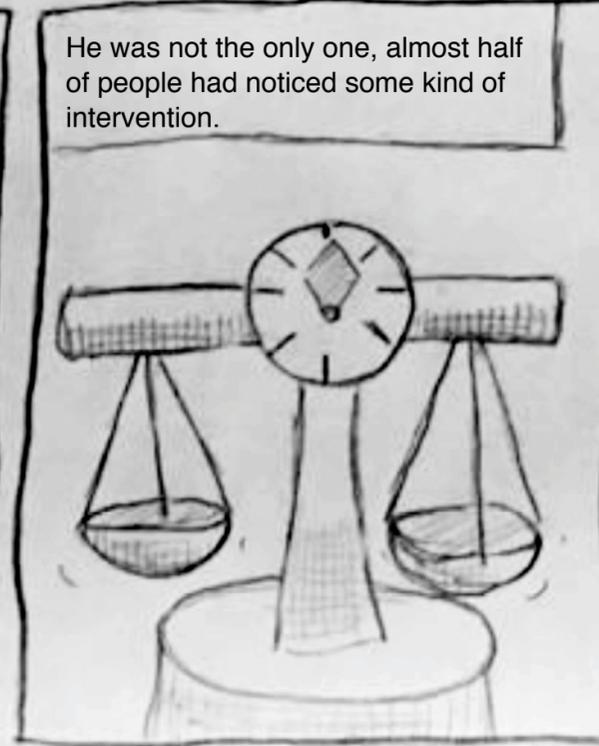
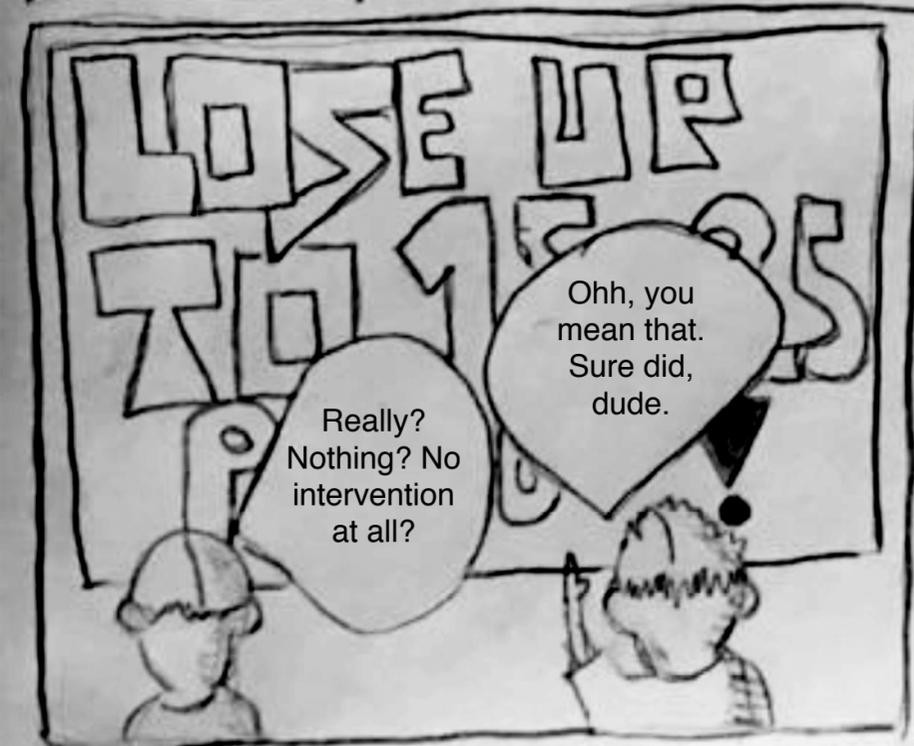
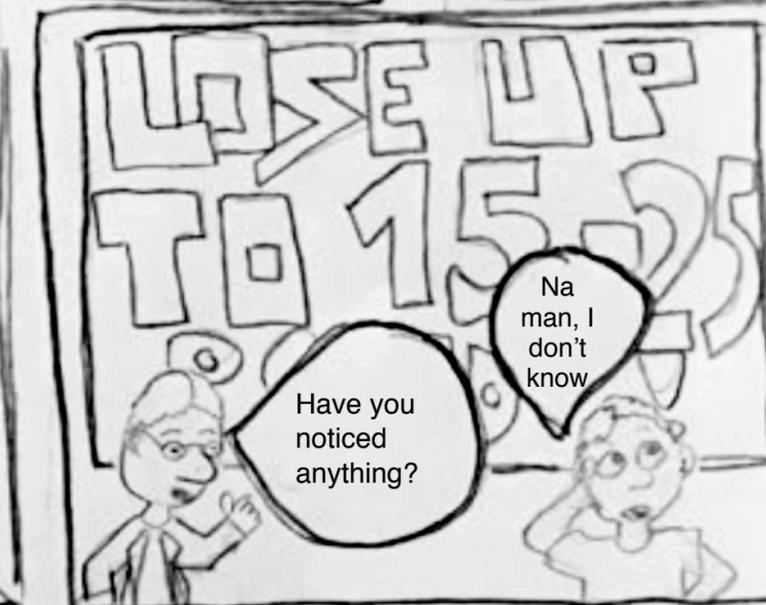
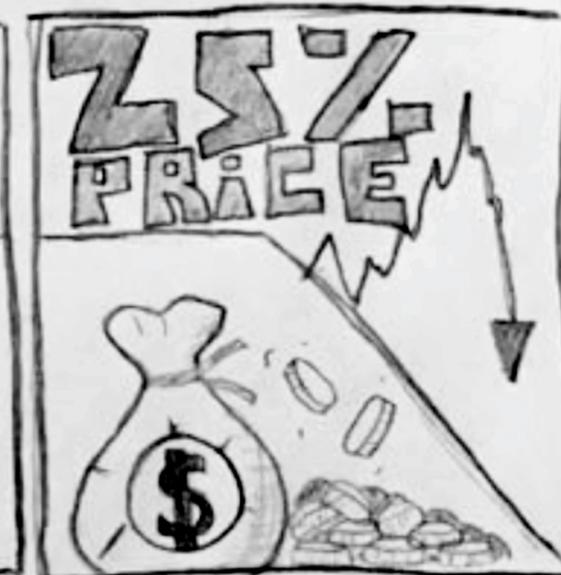


For the last 3 phases, comparative data was collected from the Beth Israel Deaconess Hospital, Boston.

Additionally, a convenience sample of 154 cafeteria customers was asked about the reasons for their beverage choice.



So...
WHY?

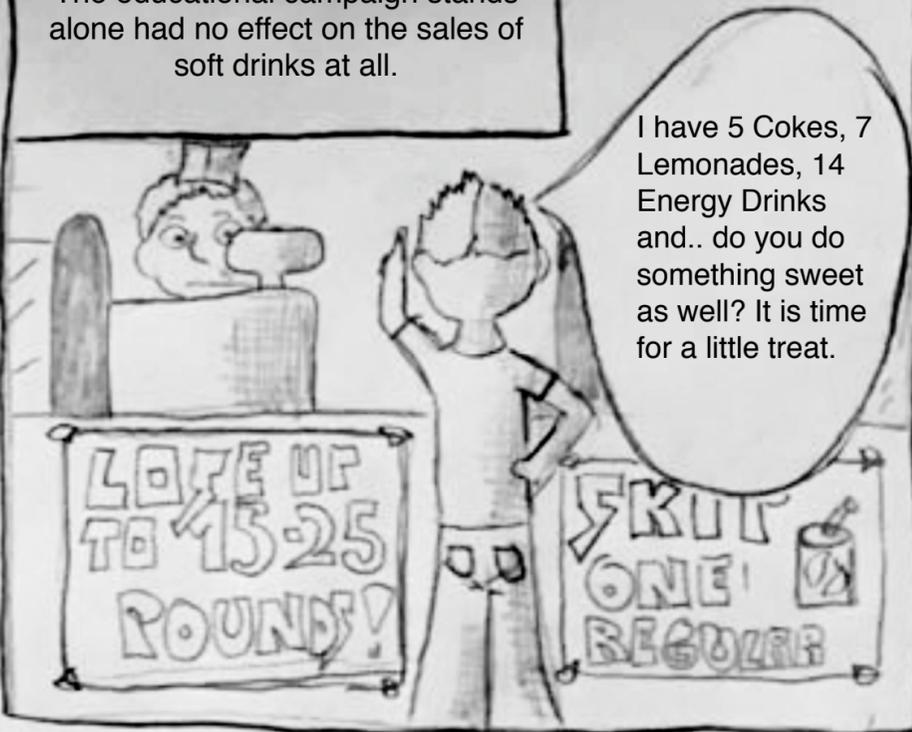


AND THE EXPERIMENTZ

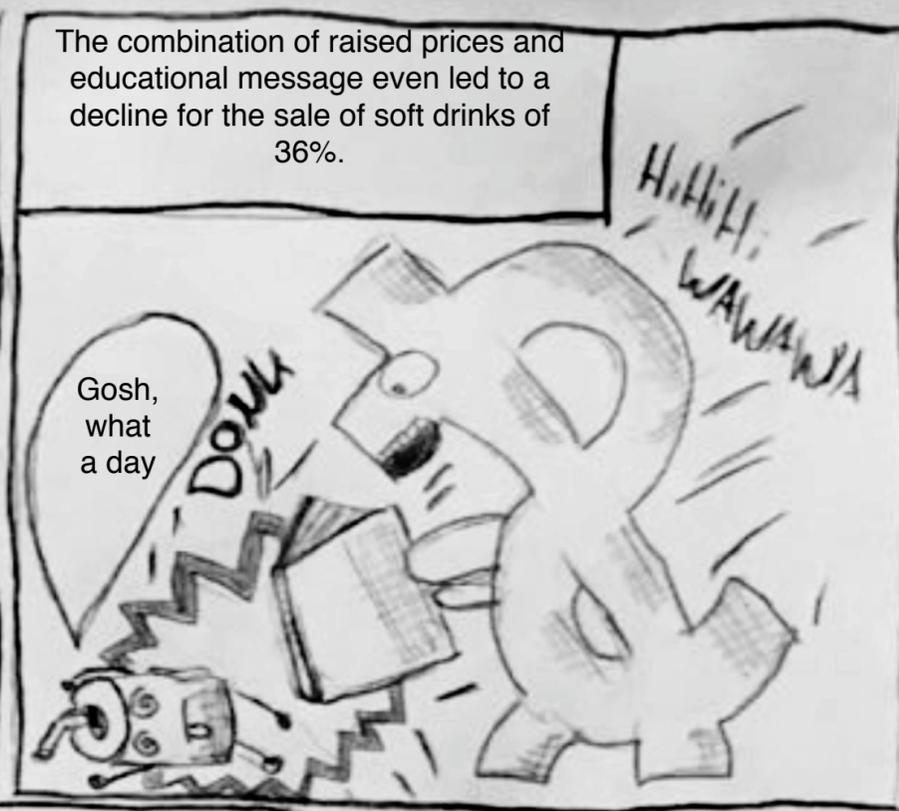
The sale of soft drinks declined 26% when the prices were raised.



The educational campaign stands alone had no effect on the sales of soft drinks at all.



The combination of raised prices and educational message even led to a decline for the sale of soft drinks of 36%.

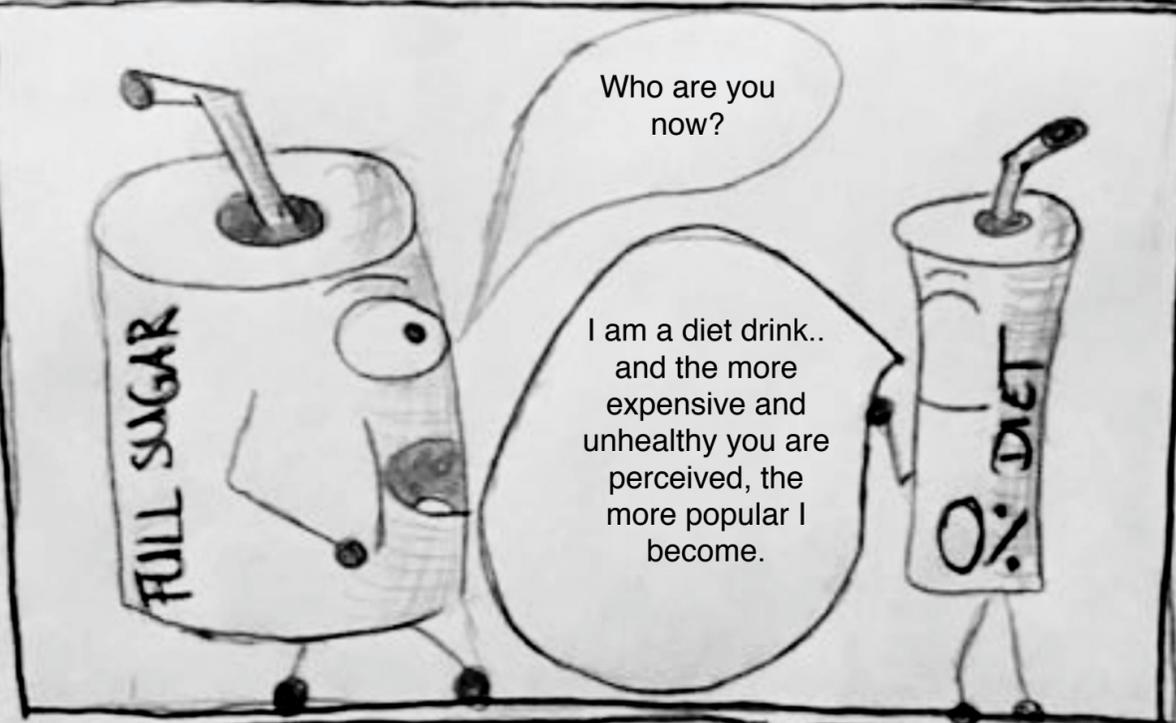


While these effects could be noted in the Brigham and Women's Hospital...

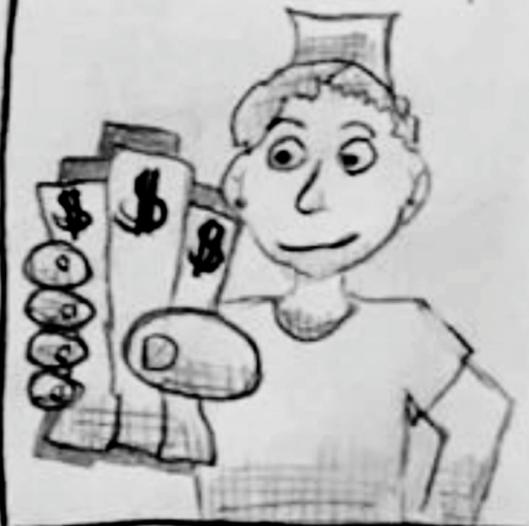


... the comparison side showed no effects at all.

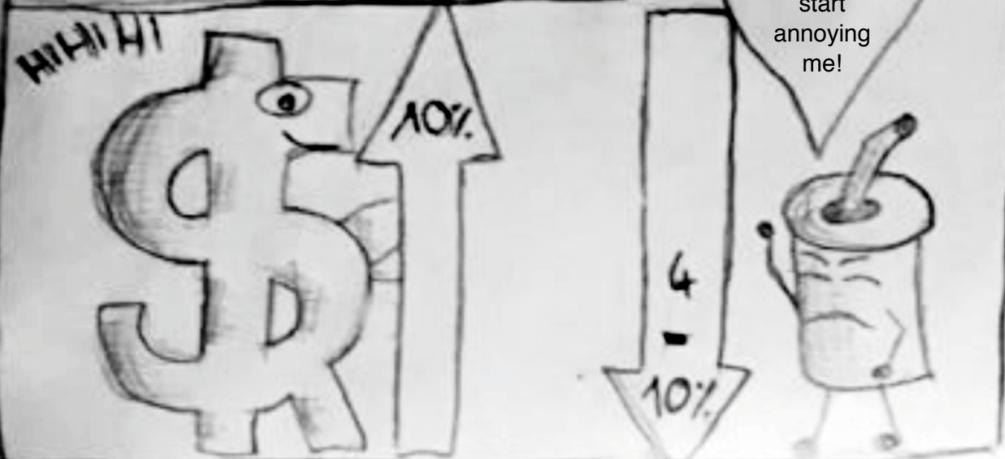
Who are you now?



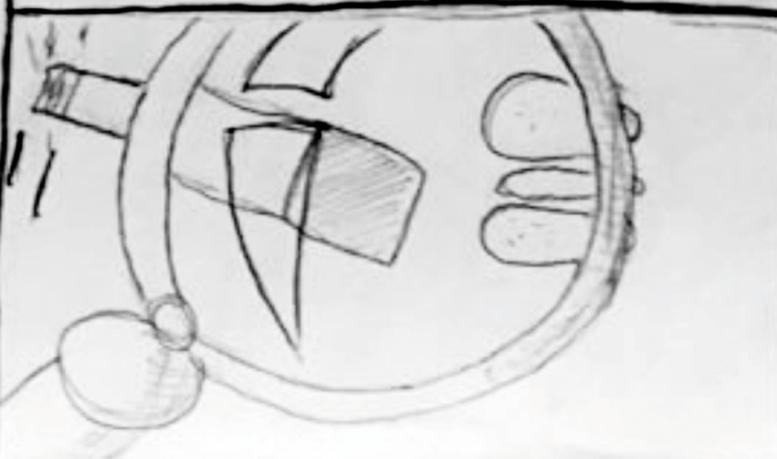
That also means, that the total monetary revenue did not change.



Conclusively, a 10% raise of the price of soft drinks led to a 4%-10% decline of their consumption.



These results are in line with other studies, using a price increase to alter behaviour.



Higher taxes are an effective tool to reduce the consumption of soft drinks. But they are even better when combined with education.



END