



**LIVELIGHTER®**

**MENU APP CAMPAIGN**

**WAVE THREE**

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Partner:



Government of Western Australia  
Department of Health



Cancer  
Council  
WA

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# ABOUT LIVELIGHTER®

LiveLighter® is a healthy lifestyle social marketing campaign targeting Western Australian adults. It is funded by the WA Department of Health. The campaign was originally developed by the National Heart Foundation (WA) and officially launched in 2012. The campaign has been delivered by Cancer Council WA since July 2018.

The LiveLighter® campaign aims to reduce the burden of chronic disease caused by overweight and obesity, poor diet, and physical inactivity. Its main goals include:

- Stabilising rates of growth and reversing the current trend of overweight and obesity in Western Australia.
- Increasing the prevalence of Western Australian adults consuming a diet in line with the national dietary guidelines.
- Increasing the prevalence of Western Australian adults meeting the physical activity and sedentary behaviour recommendations.

LiveLighter® is comprehensive in its approach and employs a range of hard-hitting, TV-led public education campaigns, community-based support strategies, production and distribution of public education materials, research and evaluation, public relations activities, media and political advocacy on obesity prevention issues, and input into the development of public health policy.

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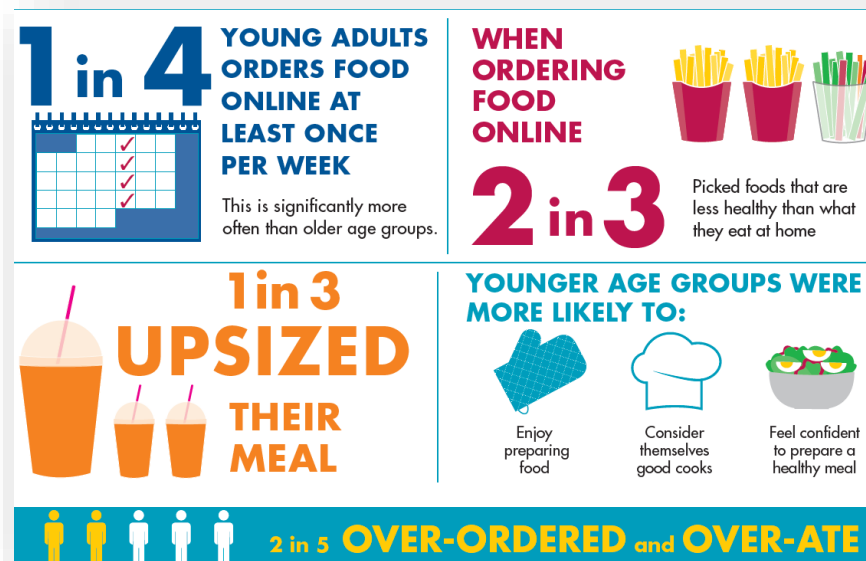
# ABOUT MENU APP

In 2019, Cancer Council WA commissioned qualitative research to inform the next phase of the LiveLighter® campaign. This research guided the development of a new long-term creative strategy to raise awareness of the health risks associated with being above a healthy weight and give practical advice on how to eat well to reduce your risk. Four new creative concepts for TV-led advertising were developed as part of the overall strategy.

These creative concepts were tested in early 2020 with members of the LiveLighter® target audience. Online video focus groups were conducted with people from diverse backgrounds, ages, locations, and body weights. Results from this process indicated that two concepts resonated strongly with the target audience, and the concept that was deemed most suitable for the next wave of LiveLighter® advertising was *Menu App*.

Full scale production of the new TV-led campaign commenced later that year. Three scenarios depicting different people and settings were chosen.

## Online ordering trends



ORIGINAL SURVEY REPORT: Dana, L. M., and Pettigrew, S. (2019), Shape of Australia 2018 Survey Comprehensive Report, WA Cancer Prevention Research Unit (WACPRU), Curtin University, Perth

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The proportion of Western Australians using food delivery services has risen from 30 per cent in early 2019 to 51 per cent in mid-2021 (Roy Morgan, 2022). The proliferation of meal delivery apps and services has made unhealthy food and drink more available, more accessible and more heavily promoted than ever before. The LiveLighter® *Menu App* campaign shows common situations in which people consider ordering junk food using a meal delivery app. As they scroll through the menu on their phone the true cost of eating too much junk food is gradually revealed. The ads conclude with them deciding to prepare a simple, healthy meal at home instead.

*Menu App* links the regular consumption of junk food to the development of excess body fat and highlights the increased risk of cancer associated with this.

“Don’t treat junk food as everyday food” is the campaign’s call to action.

It features three different TV creatives. The campaign first launched in Western Australia on 18 March 2021, which ran until 15 May 2021 using two creatives depicting a couple, and a mother and her children, at dinner time. Wave two of the campaign ran from 4 July 2021 until 11 September 2021 and included a third creative depicting an office environment at lunch time. **Wave three will run from Sunday 13 March 2022 until 2 July 2022 and will include the first two creatives again.**

View the campaign webpage, including the TV ads, here: <https://livelighter.com.au/learn/junk-food>



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# ABOUT MENU APP

## Campaign aims

- Encourage and motivate people to reduce purchases and consumption of junk food.
- Raise awareness of the link between carrying excess body fat and increased risk of cancer.
- Raise awareness of the link between junk food consumption and weight gain.

## Target audience

The primary audience for this campaign is Western Australian adults aged 25-64 who have a BMI of 26-30 or are at risk of moving into this BMI category.

## Secondary target audiences include

- People who regularly (weekly or more) consume and/or purchase junk food, including those who frequently make purchases via food delivery apps.
- People living in low-SES or disadvantaged areas, including those from regional locations.
- Aboriginal and Torres Strait Islander people.
- Parents of school-aged children, to encourage role modelling and providing supportive environments for children to develop healthy lifestyle behaviours.
- Young men aged 18-30 who are high consumers of sugary drinks and junk foods.

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# KEY MESSAGES

- The regular consumption of junk foods can lead to excess body fat.
- Carrying excess body fat (and having more fat around your middle) is linked to an increased risk of 13 different types of cancers.
- Junk foods are unhealthy foods and drinks which are high in sugar, salt and/or saturated and trans fats. They are typically highly processed and have limited nutritional value.
- One action you can take to prevent weight gain is to limit junk food consumption. **Don't treat junk food as everyday food.**
- A healthy diet and regular exercise can help lower cancer risk by reducing excess weight gain; these behaviours can also decrease the risk of certain cancers regardless of your current weight.
- There are plenty of quick, tasty and nutritious meals you can make at home that don't cost a lot and require minimal planning.

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# CAMPAIGN SCHEDULE

MENU APP (WAVE THREE)															
13/03/22	20/03/22	27/03/22	03/04/22	10/04/22	17/04/22	24/04/22	01/05/22	08/05/22	15/05/22	22/05/22	29/05/22	05/06/22	12/06/22	19/06/22	26/06/22
					AFL: TV and Digital (metro & regional)										
Television (metro & regional) – including A - League, Socceroos & Matildas															
		Cinema													
	Radio (metro)														
Outdoor: Commute Panels (metro)				Outdoor: Commute Panels (metro)						Outdoor: Commute Panels (metro)					
			Outdoor: Digital Panels (metro)												
Digital: Video on Demand (metro & regional)															
Digital: Game Apps (metro & regional)															
Digital: Social Media (metro & regional)															

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## Outdoor: Commute Panel locations

Ellen Stirling Bvd, Innaloo  
Karrinyup Rd - Balcatta  
Wanneroo Rd - Westminster  
Abernethy Rd N/O Fulham St E/S, Cloverdale  
Abernethy Rd N/O Kew St W/S, Cloverdale  
Albany Hwy E/O Dalziell St S/S, Maddington  
Albany Hwy N/O Boundary Rd W/S, St James  
Albany Hwy N/O George Way E/S, Cannington  
Albany Hwy N/O Lake Rd E/S, Gosnells  
Albany Hwy S/O Clara St W/S, Gosnells  
Albany Hwy S/O Oak St W/S, Cannington  
Armadale Station, Armadale  
Beach Rd E/O Davllia Rd N/S, Carine  
Beaufort St N/O Lincoln St E/S, Highgate  
Beechboro Rd S/O Benara Rd E/S, Morley  
Benara Rd W/O Strutt Way S/S, Noranda  
Canning Hwy E/O Stock Rd S/S, Palmyra  
Canning Hwy S/O Hovia Tce W/S, South Perth  
Canning Hwy W/O Conon Rd N/S, Applecross  
Charles St S/O Bourke St W/S, North Perth  
Cockburn Central Station, Cockburn Central  
Dixon Rd E/O Dowling Rd S/S, Rockingham  
Dixon Rd W/O Ennis Ave N/S, Rockingham  
Gilmore Ave N/O Sulphur Rd E/S, Medina  
Great Eastern Hwy E/O Cornwall St E/S, Lathlain  
Great Eastern Hwy E/O Greenmount Rise S/S, Greenmount  
Great Eastern Hwy E/O Sawyers Rd S/S, Sawyers Valley  
Great Eastern Hwy S/O Fauntleroy Ave W/S, Redcliffe  
Great Eastern Hwy W/O Bushby St S/S, Midvale  
Great Eastern Hwy W/O Carbine St N/S, Ascot

Great Eastern Hwy W/O Hehir St N/S, Ascot  
Great Eastern Hwy W/O Leake St S/S, Rivervale  
Guildford Rd N/O Seventh Ave E/S, Maylands  
Hay St E/O Denis St S/S, Subiaco  
Hester Ave E/O Baltimore Pde S/S, Merriwa  
High Rd E/O Granville Way N/S, Riverton  
Karel Ave S/O Hurley Way W/S, Bull Creek  
Leach Hwy E/O Quinn St N/S, Myaree  
Manning Rd W/O Cashel Way S/S, Como  
Marmion Ave N/O Prince Regent Dr E/S, Heathridge  
Marshall Rd W/O Energy St S/S, Malaga  
Moore Ave W/O Providence Dr S/S, Connolly  
Perth Underground Station, Perth  
Ranford Rd S/O Queensgate Dr W/S, Canning Vale  
Rockingham Rd N/O Wattleup Rd W/S, Wattleup  
Rockingham Rd S/O Phoenix Rd W/S, Spearwood  
Shenton Ave E/O Connerly Dr N/S, Currambine  
Shenton Ave W/O Grand Blvd S/S, Joondalup  
South St W/O Jarvis St N/S, O'Connor  
Spencer Rd N/O Hume Rd W/S, Thornlie  
St Georges Tce E/O Pier St S/S 1 of 2, Perth  
Walter Rd W/O Progress St N/S, Morley  
Wanneroo Rd N/O Windsor Rd E/S, Kingsley  
Wanneroo Rd OPP Canham Way E/S, Marangaroo  
Wanneroo Rd S/O Hastings St W/S, Wanneroo  
Wanneroo Rd S/O Wallawa St W/S, Wanneroo  
Warwick Rd E/O Marmion Ave S/S, Duncraig  
Wellington Rd N/O Walter Rd West E/S, Morley  
William St E/O Diamond St S/S, Beckenham

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## Outdoor: Digital Roadside locations

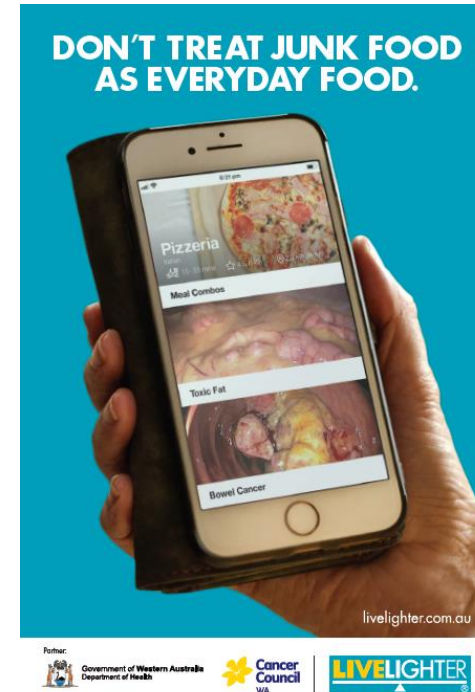
Ellenbrook, Cnr Broadway & Promenade -  
Ellenbrook  
Bibra Lake, Stock Rd - Bibra Lake  
Melville, Leach Highway - Melville  
Yagan Square - Perth  
Mitchell FWY - Greenwood  
Tonkin Hwy South - Perth Airport  
Mitchell Fwy - Greenwood  
Graham Farmer Fwy - Burswood  
Kwinana Fwy - Bull Creek  
Spencer Street - Bunbury  
56 Hannan Street - Kalgoorlie  
121 King Road - East Bunbury  
3484 Great Eastern Highway - Northam  
Victoria St Car Park - Midland  
Caledonian Ave - Maylands WA 6051  
Mt Lawley Subway - Mt Lawley  
Great Eastern Hwy - Woodbridge  
386 Wanneroo Rd - Westminster  
Albany Hwy - Gosnells  
1291 Albany Hwy - Cannington  
Sevenoaks St - Perth  
Archer St - Carlisle

## Cinema locations

Ace Midland Cinemas  
Event Cinemas Innaloo  
Event Cinemas Whitford  
Grand Cinemas Currambine  
Grand Cinemas Joondalup  
Hoyts Carousel  
Hoyts Karrinyup  
Hoyts Southlands  
Luna Palace Nedlands Windsor  
Palace Raine Square  
Reading Cinemas Mandurah  
Grand Cinemas Bunbury  
Orana Cinemas Busselton  
Orana Cinemas Kalgoorlie  
Ace Rockingham Cinemas  
Event Cinemas Morley  
Grand Cinemas Armadale  
Grand Cinemas Cygnet  
Grand Cinemas Warwick  
Hoyts Garden City  
Hoyts Millennium  
Luna Palace Leederville  
Luna Palace SX  
Reading Cinemas Belmont  
Rockingham United Cinemas  
Orana Cinemas Albany  
Orana Cinemas Geraldton

## Radio Stations

Australian Traffic Network  
Nova 93.7FM  
Mix 94.5FM  
Triple M  
96FM  
Nova



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# CAMPAIGN MATERIALS

## Television



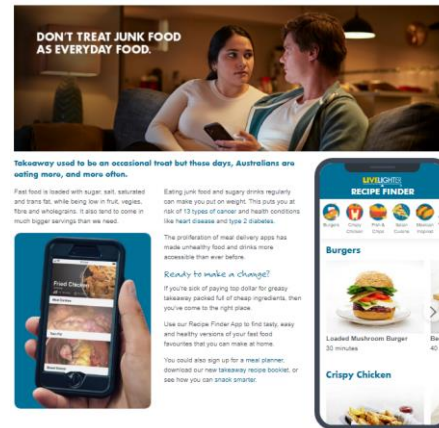
[TV ads](#)

## Radio



[Radio ads](#)

## Website

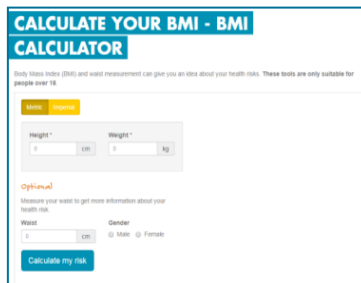


[Main campaign web page](#)

## Calculators



[Junk Food Calculator](#)



[BMI Calculator](#)

## CURRENT CAMPAIGN: MENU APP

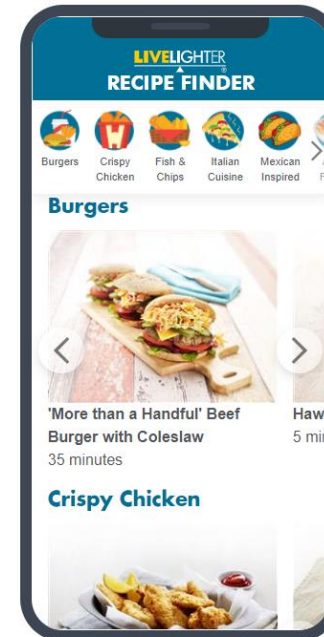
Wave 3 of LiveLighter's Menu App campaign launches in Western Australia on Sunday 13th March and runs until Saturday 2nd July 2022.



### Campaign background

In 2019, Cancer Council WA commissioned research to inform the next phase of the LiveLighter campaign. The results of this research led to the development of four new creative concepts that aimed to raise awareness of the health risks associated with carrying excess body fat while also giving practical advice on how to eat well to reduce your risk.

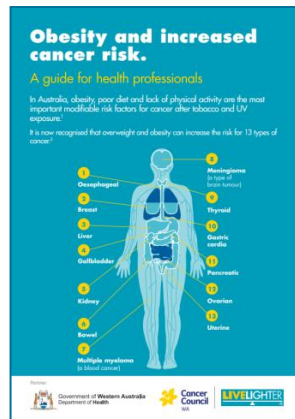
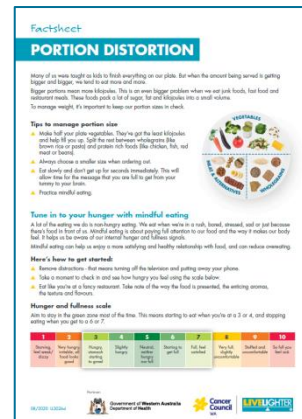
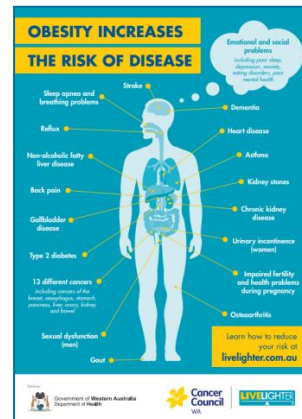
[Campaign page for health professionals](#)



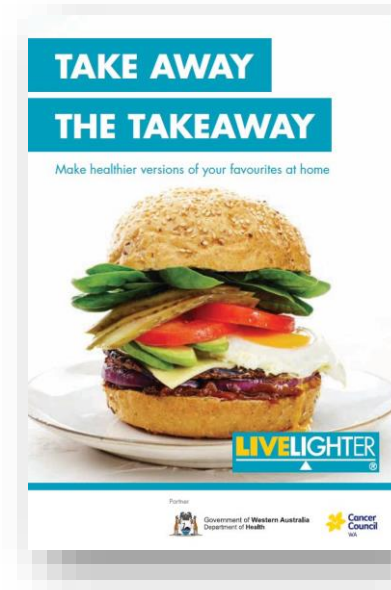
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# EXTENDING THE CAMPAIGN LOCALLY

## Resources



## Healthy Meal Plans



To download LiveLighter® resources, please visit:  
<https://livelighter.com.au/toolbox/download-resources>  
 To order hard-copy resources and merchandise (WA only),  
 please visit: <https://livelighter.com.au/order/resources>

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## Social Media Posts

LiveLighter® is active on social media. We would love you to support the campaign through your social media channels.

Follow us to share our social media posts, tag us and use the hashtags #LiveLighter and #MenuApp. More information is in the social media toolkit linked below.

 [@LiveLighterCampaign](https://www.facebook.com/LiveLighterCampaign)

 [@livelightercampaign](https://www.instagram.com/livelightercampaign)

 [@Live\\_Lighter](https://twitter.com/Live_Lighter)

 [@livelightercampaign](https://www.tiktok.com/@livelightercampaign)

 [@livelightercampaign](https://www.pinterest.com/livelightercampaign)



Download a copy of our Menu App 'Social Media Toolkit' [here](#)

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## Social Media Videos and Tiles

We're also encouraging stakeholders to share our campaign videos. Depending on what platform you're posting to, there are 30 sec and 15 sec versions of the videos to choose from.

## YouTube Videos

[Menu App Campaign – Couple \(30s\)](#)

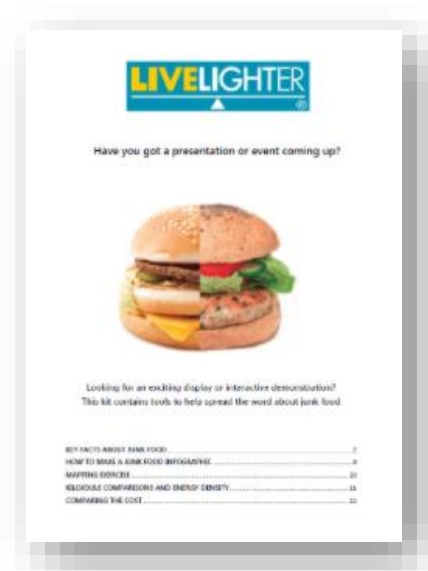
[Menu App Campaign – Mother \(30s\)](#)

[Menu App Campaign – Couple \(15s\)](#)

[Menu App Campaign – Mother \(15s\)](#)



## Activation & Presentation kits



Looking for an exciting display or interactive demonstration?

The [presentation and activation kits](#) on the website contain tools to spread the word about junk food.

\* Please refer to the latest COVID-19 updates and how they apply to any activations you are conducting.

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# CONTACT US

We would be happy to discuss how Cancer Council WA can work with you to better reach your community with the LiveLighter® campaign.

For further information please contact:

James Stevens-Cutler  
Senior Campaign Coordinator – LiveLighter®  
[James.Stevens-Cutler@cancerwa.asn.au](mailto:James.Stevens-Cutler@cancerwa.asn.au)

Partner:



Government of **Western Australia**  
Department of **Health**



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