

Marketing Materials

Images and product descriptions can create desire and excitement about healthier food and beverage options.

Tips to Promote Healthier Food and Beverage Options

Positive Messaging

Focus messages on what customers will get out of healthy eating. In recreation environments this could include words like: taste, refuel, sport, hydrate, refresh, fresh, strength, speed, endurance or enjoyment.

Refuel with
Freshness!



Engaging Images

Use eye-catching images that depict healthy options such as fresh salads, fresh fruit, cold water or smoothies.

For example, the whole berries and the outdoor setting in this smoothie advertisement help to make the product seem more appealing.

Naming Food and Beverage Products

Choosing the right product name can make menu items seem more appealing to customers.

1. Use Descriptive Words:

A standard food item becomes more appealing when descriptive words are added to the name. Descriptive names include words that make associations with desirable product qualities such as: freshness, locally produced, rich, spicy, homemade, hearty, chunky, traditional, etc.

For example:

Chili sounds much more appealing when it is called 'hearty homemade chili' or 'spicy southwest chili'.

2. Make it Fun:

Healthy food products meant for children are more appealing when they have fun names.

For example:

A blueberry and raspberry smoothie is more appealing for children when it's named 'The Purple Monster'.

3. Avoid Using the Word 'Healthy':

Marketing healthier items can be more difficult when the word 'healthy' is used. Sometimes being direct about healthy features can reduce the product appeal.

For example:

A 'healthy, low-fat, whole-grain blueberry muffin' doesn't sound nearly as delicious as a 'blueberry explosion muffin - made with fresh, wholesome ingredients'.



Food Retail Environments
Shaping Health:
Intervention Toolkit



Canadian Institutes of Health Research
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Region of Waterloo
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