Using behavioural insights to reduce sugar consumption in Liverpool

Tools

We attached ‘pop-out’ signs to shelves containing high sugar drinks highlighting that drinks on this shelf are high in sugar. These signs were designed to resemble a red ‘STOP’ sign and contained text related to the sugar content of the drinks.

Figure 1. Barker design for high sugar drinks.

The bright colour of the signs, and the familiar design from road traffic ‘STOP’ signs, were designed to attract attention. The signs were placed at regular intervals along each shelf that contained high sugar drinks and it was clear which shelves the signs applied to. The

signs were fastened in front of the high sugar drinks. See Figure 2 for an illustration of how the barkers looked in situ.

Figure 2. Barkers in situ.

The use of non-rectangular signs was chosen to ensure the signs were distinct from the rectangular signs that are currently used in the RVS stores to denote promotions on certain drinks.

The signs were placed on shelves containing high sugar drinks – defined as drinks containing 8g or more of sugar per 100ml. This classification for high sugar content drinks has been chosen because it is the threshold of the UK Government's Soft Drinks Industry Levy.

The layout of the refrigerators was already organised based on sugar content, with high sugar drinks on the lower shelves, although this was not consistently implemented through the planograms and the high sugar drinks were not defined consistently (and not in line with the Soft Drinks Industry Levy).

The first step therefore was to ensure consistency between the planograms in the three stores. Whilst the planograms across the three stores were designed to have a similar layout in terms of brand and product, there were some minor differences because the stores all

have slightly differing ranges of products on offer. In designing the planograms, we ensured that all drinks containing 8g or more of sugar per 100ml were placed on the bottom shelf of the refrigerators. Only the bottom shelf contained high sugar drinks for the duration of the trial. All other shelves contained drinks containing less than 8g of sugar per 100ml.