

# **BEARplate**

**NST166 - Group16 - Social Marketing Campaign - 11/17/2015**

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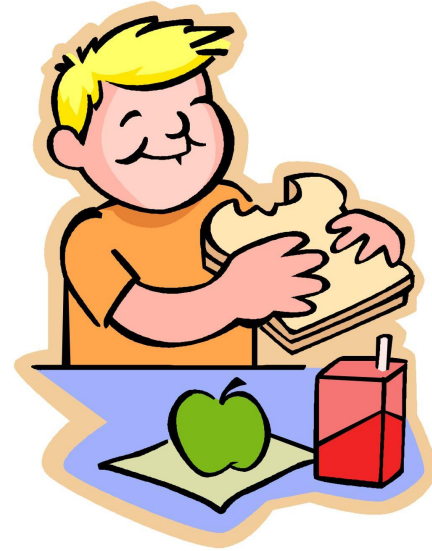
# Problems at the Dining Halls

- Even though Cal Dining is trying hard to provide students with healthy food, many students are not eating healthily
  - Not enough healthy eating promotions
  - The way food is served at the dining halls
  - Students might not know about healthy eating patterns well enough



# Our Ideas

- BEARplate
  - Balanced Eating Reach-out **P**late (BEAR)
  - A student organization that aims at helping students who dine at dining halls make healthier food choices and obtain healthier eating behaviors



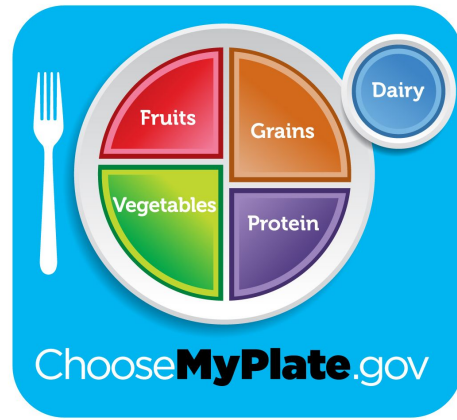
# Target: Cal Dining Locations

- Many freshmen are not eating healthily
- Dining halls attract a large number of freshmen
- Dining halls are an easy way to get our message to a large number of people



# 4 Ps

- Product - MyPlate pictures and infographics
- Price - \$5.40 Breakfast, \$6.30 Lunch, \$7.20 Dinner
- Place - CalDining
- Promotion - Increase awareness of healthy eating patterns

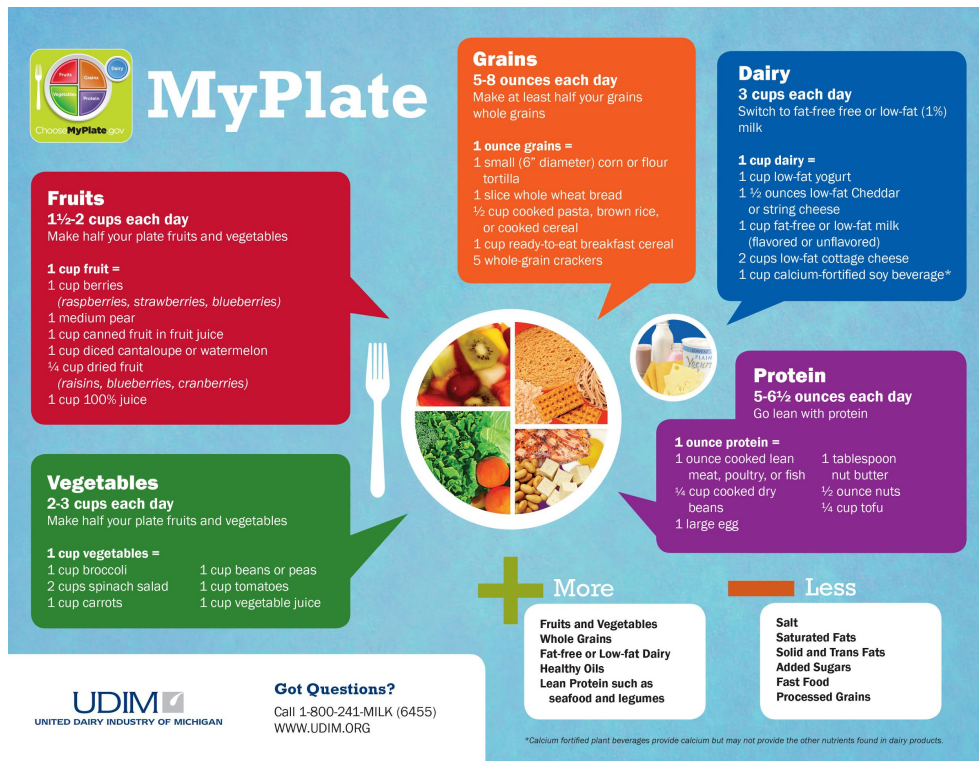


# Our Solutions

- “OskiPlate” Competition
  - Send in a picture of your balanced meal with a creative healthy hashtag and winners will be rewarded!
- Handy Reminders
  - MyPlate signs on each of the tables for reference
- Education
  - Tabling inside the dining halls to educate students

# Video

## Infographic for video:







cal\_bear\_4lyfe

4s



cal\_bear\_4lyfe #perfectplate #crossroads  
#myplatebestplate #nofilter #okaymaybejustone  
#healthy #nst166shoutout

2s

cal\_bear\_4lyfe

2m



cal\_bear\_4lyfe Brunch take 2 #myplate  
#tastetherainbow #crossroads  
Add a comment

## **Even for Fast Food, You can Make Wiser Choices**

Choose roasted potato  
over French Fries; Limit  
high fat offerings such as  
pizzas and corndogs; Use  
vinegar and olive oil  
instead of salad dressing  
on your salad

## **Eat Less Sugary Food**

Prevent tooth decay  
Stay fit and hydrated

## **Check out the Organic Salad Bar!**

Kale - rich in antioxidants

Spinach -- high in Iron

Broccoli – high in Vitamin C

# Conclusion

- Problems in student's diet
- BEARplate want to reach out and help solve problems
- Our 4Ps aims at promoting knowledge of healthy eating behaviors
  - Encouragement
  - Reminders
  - Education



# Sources

- United States Department of Agriculture (2015). *Myplate*. USDA. Retrieved from <http://www.choosemyplate.gov/>
- University of California Berkeley (2015). CalDining. UC Berkeley. Retrieved from <http://caldining.berkeley.edu/>
- Clarke University (2015). 10 Healthy eating tips for the busy college student. Clarke University. Retrieved from <http://www.clarke.edu/page.aspx?id=6510>