



FORBRUGERRÅDET
tænk

Maja Effersøe Khan, political adviser at [Forbrugerrådet Tænk](#), speaks about the Danish “Bønne Burrito” campaign, a cross-industry collaboration together with major grocery retailers.

“The campaign deliberately “pushed” one single recipe – the Bean Burrito – to reduce cognitive load and increase the likelihood of adoption.”

Q: What was the “Bean Burrito Campaign” and to which extent did retailers participate?

A: The “Bean Burrito Campaign” was a nationwide Danish joint initiative between the Danish Consumer Council Tænk and a coalition of major grocery retailers in Denmark: Dagrofa, Coop, Lidl, Rema 1000, Salling Group and Nemlig. It was a collaboration driven by a shared ambition to help consumers choose more legumes.

Our focus was on families with children, where we know there is significant interest in putting more legumes on the plate, but where making it happen in everyday life can be challenging. Consumers themselves point to inspiration and recipes as tools that can help them get started.

Therefore, **the campaign centered on communicating one simple message – one single recipe – and essentially saturating the Danish public with it, in the hope that it would be a recipe that families with children would feel encouraged to try – and ideally incorporate into the small repertoire of meals that we know many families tend to rotate between. The Bean Burrito recipe only contains ingredients that are easily accessible at all supporting retailers.**

The campaign was developed by the Danish Consumer Council Tænk in close collaboration with the supermarket chains and this was **the first time such a large portion of the Danish grocery retail sector united behind one shared message** together with us.

Q: How was the campaign structured and which aspects were most important to increase consumer demand for the promoted recipe and the required ingredients?

A: Instead of promoting many legume dishes or motivation factors for eating more legumes, **the campaign deliberately “pushed” one single recipe – the Bean Burrito – to reduce cognitive load and increase the likelihood of adoption.**

The campaign in general and the design of the recipe were developed in a way that gave the retailers strong opportunities to adapt and incorporate the content into their own formats, as well as scale it up or down according to their individual capacities.

The campaign was designed for broad multichannel exposure. **An important element was a [film](#)** in which the Bean Burrito appeared in all sorts of more or less exaggerated contexts: from being placed at the bottom of a shopping basket, to being rolled out on a banner from a dormitory building, to being plastered on the side of a truck and shouted through a megaphone from a moving car.

Different versions of the film were shared by all partners on social media, **while the recipe’s ingredients were promoted in the individual retailer’s weekly ad flyers, websites, newsletters.** Finally, the whole **recipe was shown all over the country in OOH displays.**

At the same time, we issued a joint press release highlighting the need to eat more legumes – and less meat.

The success laid particularly in the combination of bringing together an entire industry that, for the first time, **joined forces with us as a consumer organization** to communicate this shared message – which in itself became a story – and in the campaign’s clear, action-oriented message that could be adapted to each individual retailer. This ensured that the campaign achieved broad reach.

Q: What should be kept or adjusted for similar campaigns in the future?

A: Many of the chains are interested in continuing the collaboration and creating a joint campaign again, focusing on legumes or vegetables in general. A flexible concept, which the retailers can adapt so it fits the individual chains, is also something that we will take with us for our next project.

Q: Who started the initiative and what was the most important argument for so many stakeholders to participate?

A: The initiative was launched by us at the Danish Consumer Council, which managed to get funding for a broader project aimed at making it easier for consumers to choose legumes, with the campaign being one of the key initiatives.

My impression is that **the retailers are well aware that they have a responsibility to make the green choice easy and attractive for consumers.** However, it can be challenging for grocery retailers (just as it is for consumers) to determine how to approach this task effectively. The campaign therefore aligned with a responsibility they had already taken on.

The grocery retailers also tell us that **campaigns work best when carried out by a broad network of partners** as in this case. Such an agenda as ‘more legumes’ can be difficult for a single chain to implement effectively on its own.

It also made a difference that **the campaign was largely designed with consideration for their reality and day-to-day operations**. For example, it ran in January, when the chains are already focused on communicating healthy and green messages.

Q: Could you measure how much impact this initiative had?

A: 39% of the target audience recall seeing the campaign – this is significantly higher than comparable campaigns – thanks in large part to close collaboration with supermarket chains. Of those who remember the campaign, **75% liked it or liked it very much**. The main reasons cited (open-ended responses) were that the campaign conveys an important message, is easy to understand, and is fun. **72% of those who recalled the campaign were inspired to include legumes in their cooking**, our closest measure of actual behavioural impact.

The campaign is still mentioned by our partners when I’m out and about – and **many people have a story to tell about it**, for example, that their teenage son encouraged them to make it, that their kids liked it or that they found it fun, or something similar. And I know other organisations have been inspired by the concept of one simple message – and one simple recipe, so we are content with the result.

Campaigns do not do the job of helping the consumers with this agenda alone – however this has been a good one.

Q: Which further developments and effects of the initiative do you expect in the future?

A: We are already underway with a new project called *Taste Your Way Forward* – also in collaboration with a broad range of partners within the grocery sector. This time, it is not “just” a joint campaign, but an entire project focused on developing and testing various communication and behavioral design approaches in three different municipalities that can **help families make greener choices in their everyday life**. The goal is that over the three years the project runs, we can test a wide range of approaches and scale up the successful initiatives.

The grocery chains have expressed that it has been motivating to collaborate across chains, and the Bean Burrito Campaign has provided us with a strong foundation to build on in this new project.



Figure 1: The Danish "Bønne Burrito" recipe in out-of-home advertisement



Figure 2: A newspaper article about The Danish "Bean Burrito" campaign