

VEGPOWER

Eat more veg!





Veg Power, a not-for-profit alliance on a mission is to inspire kids to love vegetables and to share that joy with their parents today and their own children tomorrow.



**SCIENCE
KNOWLEDGE**



**CREATIVITY
COMMUNICATIONS**



**EXPERIENCE
UNDERSTANDING**

AUDIENCE

MESSAGE

CAMPAIGNS

KIDS

PARENTS

FUN

CONVENIENCE



itv VEGPOWER

EAT THEM
TO DEFEAT THEM



SIMPLY VEG



EAT THEM TO DEFEAT THEM



£3.5M
ADVERTISING
donated to **our**
campaign



36M
PEOPLE
REACHED
via **ADVERTISING**



itv



sky

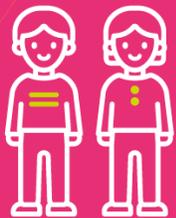
+ 12 media partners

BARB 2022

1M

CHILDREN

TOOK PART IN
SCHOOLS WITH
TASTING EVENTS
AND **REWARD**
CHARTS



3,845

SCHOOLS

took part in
OUR **SCHOOLS'**
PROGRAMME
in **2022**



SIMPLY VEG



**Making it as easy as possible to
navigate the cost-of-living crisis by
serving affordable as well as
sustainable and healthy veg-packed
meals that families will love..**