# Be treatwise Template Designs

27.03.2015

The following comprises the design templates that all pages will be designed from.

The purpose of this presentation is to obtain feedback on the designs, while discussion is still required on image selection.

We have taken the approach to merge lifestyle imagery, with confectionary, allowing us to adopt both a benefit and feature-driven approach.

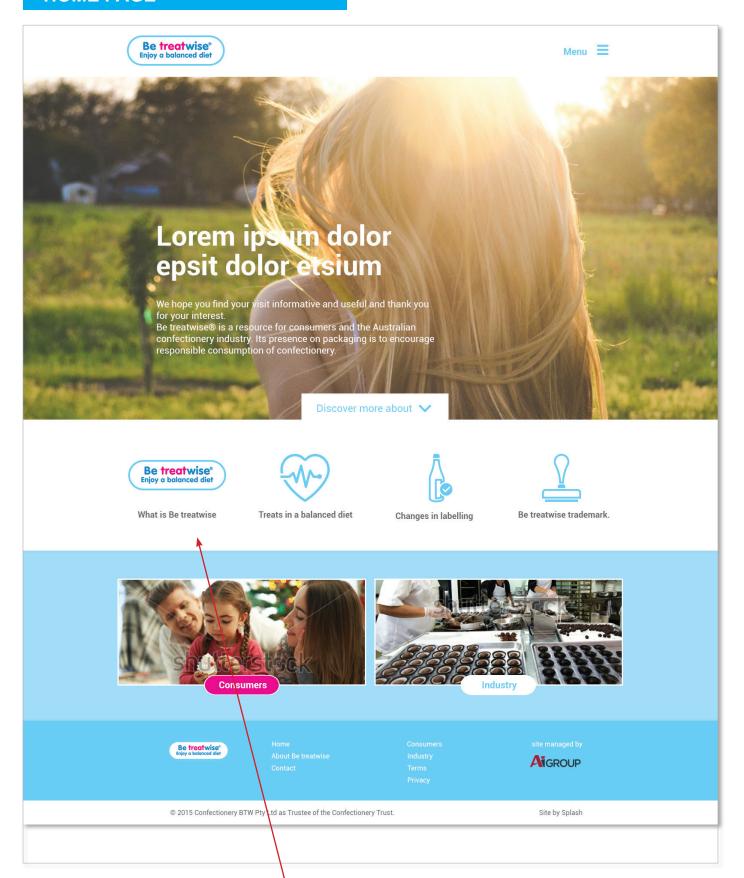








# **HOME PAGE**



4 info graphics which each the user to fast click through to a specific internal page.



# **HOME PAGE WITH DROPDOWN MENU**

Navigation menu drops down upon click at full browser width.





#### **About Be treatwise**

- Consumer Renefits
- Australian Industry Group

#### **Consumers**

- Role of treats in a balanced diet
- Nutritional Information Panels
- ► Health Star Rating System
- Balanced Choices

- Advertising to Children
- ► FAOs

#### 🔁 Indus

- How Be treatwise Works
- Be Treatwise Trademar
- Australian Industry Group

#### Contact







Changes in labelling



Be treatwise trademark.







Be treatwise° Enjoy a balanced diet

What is Be treatwise

Home About Be treatwise Consumer Industry Terms site managed by AigROUP

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Site by Splash

Roll-over effect on buttons: White text on Be treatwise pink background.



# **ABOUT BE TREATWISE LANDING PAGE**



Action on Click:

- 1. Panel slides across
- 2. Content auto scrolls down/up to respective section in the menu.



# **CONSUMERS LANDING PAGE**

Be treatwise° Enjoy a balanced diet

Menu =



- Consumers
- Treats in a Balanced Diet
- Nutritional Info Panels
- Health Star Rating System
- Balanced Choice:
- Oral Health & Toothcare
- Advertising To Children
- ▶ Want To Know More?
- ► FAQs

#### **Be Treatwise**

We all love a treat, and chocolates and lollies bring pleasure by tantalising our taste buds. Confectionery can be a fun part of our lives. It is also a food that may be enjoyed occasionally and in small amounts as part of a balanced diet and active lifestyle. However, we suggest that people of all ages should Be treatwise®.

The Be treatwise® logo, on the front of confectionery packs, encourages people to 'Enjoy a balanced diet' and to be mindful of the energy content in the product they consume. Be treatwise® complements the mandatory nutrition information panel (NIP) on the back of confectionery product packaging. NIPs on all types of food packaging are comprehensive and give information on serving size as well as additional nutrition information, and in some cases, optional percentage daily intakes (%DIs). This helps guide us to achieve balance in our overall diet.

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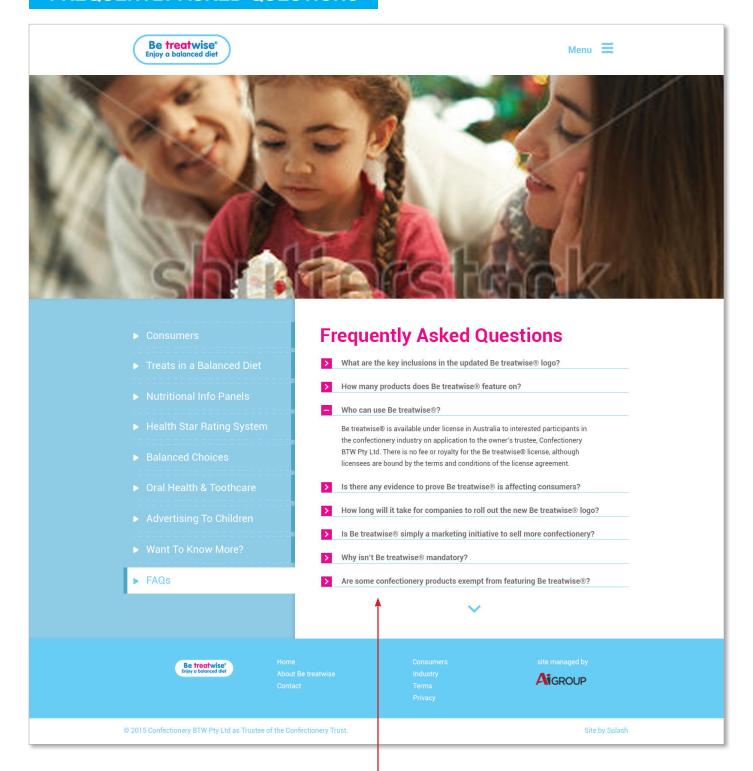


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# **FREQUENTLY ASKED QUESTIONS**



FAQs buttons functionality:

- 1. Questions underneath slide down.
- 2. Answers are revealed upon click.



# **INDUSTRY LANDING PAGE**



Menu =



- ▶ Industry
- ▶ How Be treatwise Works?
- ▶ Be treatwise Trademark
- Australian Industry Group

# For industry stakeholders and potential licensees.

This area of the Be treatwise® website is designed for the Australian confectionery industry who seek information about the Be treatwise® program and who would like to join others in promoting the responsible consumption Be treatwise® message.

Over the past few years, consumers have become familiar with the Be treatwise® logo that has increasingly been featured on confectionery packaging. Recently this has been updated, so a new style of Be treatwise® logo is appearing on local retailers' shelves right across Australia. See original and refreshed graphics below.

Original Be treatwise® logo



New Be treatwise® logo



Be treatwise® is an acknowledged information initiative for consumers, which, in the coming months, may be complemented with the Health Star Rating (HSR) System.

As an alternative to the HSR System, the confectionery industry may choose to use the food industry's voluntary Daily Intake Guide (insert link www.afgc.org.au/key-projects/daily-intake-labelling/).



Be treatwise

Home About Be treatwise - Consumers Industry Terms

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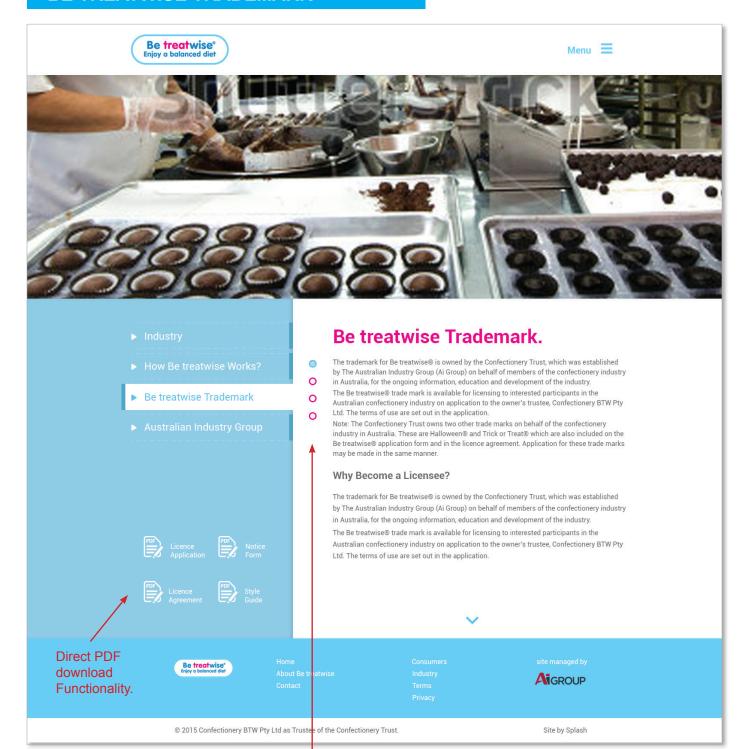
**Ai**GROUP

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#### **BE TREATWISE TRADEMARK**



Effective and convenient Sub-section navigation functionality. Content auto scrolls to next section once you click on the anchor point.



# **CONTACT US PAGE**



Menu =



#### **Contact Us**

Enquiries concerning the activities of the Trust, licences for the trademark, implementation of Be treatwise and records of licensees:

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www.aigroup.com.au

www.aigroup.com.au/ industrysectors/confectionery

#### Enquiries concerning the Be treatwise® trademark in New Zealand:

New Zealand Food & Grocery Council PO Box 25-420

Wellington 6146 Tel: +64 4 4707725 Email: admin@fgc.org.nz www.fgc.org.nz

Your Name	Your Message	
Tour Email		
		SEND

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