

# 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



Menu

## Lorem ipsum dolor epsit dolor etsium

We hope you find your visit informative and useful and thank you for your interest.  
Be treatwise® is a resource for consumers and the Australian confectionery industry. Its presence on packaging is to encourage responsible consumption of confectionery.

[Discover more about](#)



What is Be treatwise

Treats in a balanced diet

Changes in labelling

Be treatwise trademark.



Consumers



Industry



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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.



Menu

**About Be treatwise**

- ▶ Consumer Benefits
- ▶ Industry Benefits
- ▶ Australian Industry Group

**Consumers**

- ▶ Role of treats in a balanced diet
- ▶ Nutritional Information Panels
- ▶ Health Star Rating System
- ▶ Balanced Choices
- ▶ Oral Health and Tooth care
- ▶ Advertising To Children
- ▶ Want to know More?
- ▶ FAQs

**Industry**

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

**Contact**

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Site by Splash

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

# ABOUT BE TREATWISE LANDING PAGE



Active Section

Roll-over effect

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

# CONSUMERS LANDING PAGE



Menu



▶ Consumers

- ▶ Treats in a Balanced Diet
- ▶ Nutritional Info Panels
- ▶ Health Star Rating System
- ▶ Balanced Choices
- ▶ 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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# FREQUENTLY ASKED QUESTIONS



Menu



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

## Frequently Asked Questions

- ▶ What are the key inclusions in the updated Be treatwise® logo?
- ▶ How many products does Be treatwise® feature on?
- ▶ Who can use Be treatwise®?
- ▶ Is there any evidence to prove Be treatwise® is affecting consumers?
- ▶ How long will it take for companies to roll out the new Be treatwise® logo?
- ▶ Is Be treatwise® simply a marketing initiative to sell more confectionery?
- ▶ Why isn't Be treatwise® mandatory?
- ▶ Are some confectionery products exempt from featuring Be treatwise®?

Be treatwise® is available under license in Australia to interested participants in the confectionery industry on application to the owner's trustee, Confectionery BTW Pty Ltd. There is no fee or royalty for the Be treatwise® license, although licensees are bound by the terms and conditions of the license agreement.



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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/](http://www.afgc.org.au/key-projects/daily-intake-labelling/)).



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# BE TREATWISE TRADEMARK

The screenshot shows a website for 'Be treatwise' with the tagline 'Enjoy a balanced diet'. At the top right is a 'Menu' button. Below the header is a large image of a confectionery factory. A navigation menu on the left lists: Industry, How Be treatwise Works?, Be treatwise Trademark (highlighted), and Australian Industry Group. Below the menu are four PDF document icons: Licence Application, Notice Form, Licence Agreement, and Style Guide. A red arrow points from the 'Licence Agreement' icon to the text 'Direct PDF download Functionality.' in the footer. The main content area features the heading 'Be treatwise Trademark.' followed by a list of four bullet points. Below this is a section titled 'Why Become a Licensee?' with two paragraphs of text. A blue downward-pointing arrow is at the bottom of the content area. The footer contains the text '© 2015 Confectionery BTW Pty Ltd as Trustee of the Confectionery Trust.', 'Site by Splash', and navigation links for Home, About Be treatwise, Contact, Consumers, Industry, Terms, and Privacy. The AiGROUP logo is also present.

Direct PDF download Functionality.

## Be treatwise Trademark.

- The trademark for Be treatwise® is owned by the Confectionery Trust, which was established by The Australian Industry Group (Ai Group) on behalf of members of the confectionery industry in Australia, for the ongoing information, education and development of the industry.
- The Be treatwise® trade mark is available for licensing to interested participants in the Australian confectionery industry on application to the owner's trustee, Confectionery BTW Pty Ltd. The terms of use are set out in the application.
- Note: The Confectionery Trust owns two other trade marks on behalf of the confectionery industry in Australia. These are Halloween® and Trick or Treat® which are also included on the Be treatwise® application form and in the licence agreement. Application for these trade marks may be made in the same manner.

### Why Become a Licensee?

The trademark for Be treatwise® is owned by the Confectionery Trust, which was established by The Australian Industry Group (Ai Group) on behalf of members of the confectionery industry in Australia, for the ongoing information, education and development of the industry.

The Be treatwise® trade mark is available for licensing to interested participants in the Australian confectionery industry on application to the owner's trustee, Confectionery BTW Pty Ltd. The terms of use are set out in the application.

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



# CONTACT US PAGE



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## Contact Us

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

Technical & Regulatory Manager Confectionery Sector  
The Australian Industry Group  
Level 2, 441 St Kilda Road,  
Melbourne VICTORIA 3004, Australia  
**Tel:** +61 3 98670181  
**Fax:** +61 3 98670199  
**Email:** [confectionery@aigroup.com.au](mailto:confectionery@aigroup.com.au)  
[www.betreatwise.info](http://www.betreatwise.info)  
[www.aigroup.com.au](http://www.aigroup.com.au)

### Media enquiries to:

Director Public Affairs and Government Relations  
The Australian Industry Group  
PO Box 4213, Kingston ACT 2604  
**Tel:** +61 2 6233 0700  
**Email:** [Melville@aigroup.com.au](mailto:Melville@aigroup.com.au)  
[www.aigroup.com.au](http://www.aigroup.com.au)

### Enquiries concerning membership of Ai Group:

Member Relations Executive Confectionery Sector The  
Australian Industry Group  
Level 2, 441 St Kilda Road,  
Melbourne VICTORIA 3004  
Australia  
**Tel:** +61 3 98670147  
**Fax:** +61 3 98670199  
**Email:** [confectionery@aigroup.com.au](mailto:confectionery@aigroup.com.au)  
[www.aigroup.com.au](http://www.aigroup.com.au)  
[www.aigroup.com.au/industrysectors/confectionery](http://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](mailto:admin@fgc.org.nz)  
[www.fgc.org.nz](http://www.fgc.org.nz)

Your Name

Your Message

Your Email

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