

# "One Click Healthy"

An initiative co-chaired by  &  **DANONE**  
ONE PLANET. ONE HEALTH

For the very first time in France,  
1 retailer and 5 manufacturers  
teamed up to successfully promote  
healthier recipes nationwide

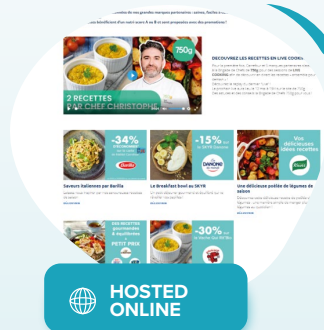


Consumers are looking for ways to eat healthier. To support this trend, Carrefour and five manufacturers (Barilla, Bel, Danone, Savencia, Unilever) teamed up to **define Nutriscore A or B recipes**, mixing products from the brands.



(••) **LIVE COOKING**

Carrefour, the five brands and famous chefs on a popular French cooking website partnered up to hold three **live cooking sessions**! Consumers got to **discover the healthy, tasty recipes live on their screens**, and get valuable tips from the professional chefs.



These healthy recipes were made available over a one month period through a **dedicated webpage on Carrefour's e-commerce website** - with special discounts! With the "One Click Healthy" option, e-shoppers were able to conveniently **order all ingredients in a single click**, making it easier to make healthier choices!



A robust, **collaborative communications campaign** drove traffic to the website and drove high audience engagement.

## Media Campaign

**45 million** impressions

**210 000** clicks

**3X** increased average click-through rate (CTR)



## Sales

**+21%**

increase in sales for Carrefour BIO products, in the baskets of the e-shoppers that visited the page

**+18%**

increase in sales performance for all products highlighted in the recipes

**+77%**

increase in sales for the 5 promoted brands, in the baskets of the e-shoppers that visited the page

## Live Cooking

**1.5 million +**

livestream views

**N°1**

for ten consecutive days on 750g.com

**Healthier Habits**  
**+8% increase**  
in fruits and vegetables bought  
**1/3 baskets**  
with Nutriscore A or B products / 110 index

