



Innovating healthy eating with The Good Mood Food

With only 5.4% of adult Australians meeting their fruit and vegetable intake requirements, Hort Innovation were looking at ways to provide credible and valuable information for health professionals, teachers, and the media, as well as everyday Australians. The Good Mood Food was an above the line concept created by Hort Innovation – a not for profit tasked with promoting and innovating horticulture in Australia – to support healthy eating of Australian horticultural produce.

THE CHALLENGE

Covid also led to significant declines in consumption and export of fruit and vegetables. In addition, the isolation led to an increase in the consumption of “comfort food”, which resulted in a decline in physical and mental health among the population.

To reach more Australians with its message of healthy eating habits, Hort Innovation turned to Niteco and creative partner AnalogFolk to transform the campaign into a digital solution.

THE SOLUTION

Built on Optimizely, the partners delivered a truly innovative and engaging solution highlighting the physical and mental health benefits of fresh fruit and vegetables. Based on the design by our partner AnalogFolk, Niteco built a unique website that emphasizes recipes, seasonality and fun ways to appeal to children, while also offering resources to health practitioners and dietitians.

Users can explore fruit and vegetable of different colors to find out more about their effects on the human body, with, as the campaign name implies, particular emphasis on their ability to change people's mood. Users can also go the reverse route, getting to know moods and the specific fruit and vegetables that can affect them.

— THE RESULT

At the heart of the experience sits “The Food Finder” a fun and informative navigational tool that switches between mood and food to show the relationship between the food we eat and how it affects our mood. As well as nutritional information, the website provides hints and tips on when food is in season, how to prepare, cook and store it and a delicious selection of recipes inspired by amazing Australian produce.

The new site achieved impressive performance result of 99/100 for Google Lighthouse speed performance and 92 for Google Lighthouse SEO score.