

The committee agreed that the campaign should be carried out under the following main headings,—

- (1) Preparation of a booklet for selective distribution in United Kingdom :
- (2) Newspaper advertising, including women's publications and trade papers :
- (3) Posters :
- (4) Lantern slides in cinemas.

BOOKLET

It was considered essential that there should be a survey of the Dominion's development and outlook before and during the war, which would be a comprehensive source of interest and information if presented in the form of an illustrated booklet. Subject matter falls under the following heads :—

Historical and descriptive.

Response of community to demands of war.

The Dominion's contribution in fighting men.

The Dominion's contribution in food-production.

The maintenance of quality.

Identification of New Zealand with " Food for Peace."

The production of the booklet is now in hand and within the limited number of copies that will be printed, distribution will need to be strictly selective and confined to women's organizations, such as women's guilds, women's institutes, and the co-operative guild. Copies will also be available for distribution to representative trade bodies.

NEWSPAPER ADVERTISING

For background purposes it was necessary that the coverage through newspaper advertising should be as national in character as possible, hence all the following groups were used :—

- (a) National dailies.
- (b) Provincial evenings.
- (c) London evenings.
- (d) National Sundays.
- (e) Weekly periodicals.
- (f) Women's journals.
- (g) Trade press.

The total circulation of the above is in the neighbourhood of 45,000,000 copies. The background advertisements appeared four or five times in each.

The advertisements themselves were built around two main ideas—

- (1) Food for Britain

- (2) Your rations to-day—your choice in the future

both themes being used in each advertisement throughout the series, but presented in different ways. The scheme commenced early in May and continued until mid-October. With very few exceptions, the actual positioning of the advertisements in the newspapers has been highly satisfactory, giving the utmost advantage from the spaces obtainable. The trade has been kept informed of the advertising campaign and its purpose by advertisements in the respective trade papers.