



De  
**kleijne  
swap**  
van Albert Heijn

**The small step  
with big impact.**

**How Albert Heijn  
made “Swappen”  
a behaviour.**



# THE MISSION





## OUR MISSION

**Together, make  
food accessible.  
For everyone.**



**80%**  
want to live  
healthier

Only  
**37,1%**  
actually take  
the step

Of whom only  
**25%**  
keep it up for longer  
than a few months

**45%**  
Doesn't find  
healthy eating easy





## THE MINDSET SHIFT

**How do we create awareness of this  
among Flemish people and change this  
from ‘unconsciously unhealthy’ to  
‘consciously healthy’ or even to  
‘unconsciously healthy’ ?**



## THE BEHAVIOURAL SHIFT

How do we ensure that this awareness  
is turned into action, so that more  
people start taking more  
**‘small steps’** toward healthier  
alternatives ?



THE AMBITION

**How do we make this not just a  
campaign, but a  
**true brand**  
philosophy uniquely and  
exclusively Albert Heijn's?**



**DIFFICULT**

**BIG**



**EASY**

**SMALL**











# CREATIVE STRATEGY





# The art of small steps.

The idea is simple: big changes are best achieved by taking small steps toward your goal. Because small steps bypass the brain's automatic resistance to new behavior, so you avoid its natural fear response.



# THE IDEA







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**“ We need to  
make “Swappen”  
the word of  
the year. ”**





**Teasing**

**Release**

**Always on**



# The media strategy: media as behaviour scaffolding

## One idea, sequenced by behavioural state

**Principle:** channel choice followed the *behavioural state*, not a media checklist

**Goal:** reduce resistance → make the mechanic understood → make repeating it effortless

**Design:** each touchpoint had **one clear job**, so the system stayed simple

### Framework:

- **Open the mind** (curiosity)
- **Teach the move** (this → that)
- **Build the habit** (repeat + participate)

Media wasn't distribution. It was choreography.



**The choreography in action:**  
**curiosity** → **understanding** → **habit**  
Designed for repetition without fatigue

**Tease:** OOH + short video + creators → intrigue around one word: *Swappen*

**Reveal & educate:** TV/OLV shows **this** → **that**; social adds practical guidance; in-store supports decision-time

**Always on:** “swap of the week” + UGC + creators → fresh repetition → participation loop

Now you'll see how Swappen landed in real life.







# We didn't optimise for views. We optimised for movement.

**Brand:** awareness **+18.6%** (75.3% → 89%); consideration **+34.3%** (58.3% → 78%)

**Behaviour:** **3,000+** shared swaps

**Commercial:** **+8%** sales growth across **180** swap products

**Cultural:** “Wat is Swappen” = **7th most searched “what” question** in 2025

## Why it deserve to win an AMMA?

**Courage:** doing it differently in a shouting category

**Media strategy:** that sparked curiosity, taught the move & built the habit

**Effectiveness:** measurable brand, behaviour and sales impact





**THANK  
YOU**

