

# 'BACK TO SCHOOL' SCHOOL RESOURCE PACK

*Innovate*

This document includes a list of the marketing materials available to support 'Back to School' student and parent engagement.

The document titles and images are linked to files you can view and download.

If you have any problems accessing the files, or have any questions, please contact [ifgmarketing@impactfood.co.uk](mailto:ifgmarketing@impactfood.co.uk)

## **This Pack Includes:**

- ✓ **Flyers**
- ✓ **Social Media Content**
- ✓ **Digital Screen Content (Slide Deck)**
- ✓ **Video**

# FLYERS

A

## Digital & Print 1 Page Flyer

To be shared with students and parents via emails, newsletters, websites and other school channels.

B

## Back to School Folded Booklet

Folds into a 6-page booklet to be handed to students/parents. (This should only be printed professionally; please request these if you would like them).

B



A

Welcome back to your **SERIOUSLY GOOD FOOD COURT**

**back to school**

Meal deals available!

Each day, choose from:

- Hot main meals or 'grab-and-go' takeaway items
- Sandwiches, wraps, pasta pots, salads & jacket potatoes
- Street food style dishes made your way
- Savoury snacks, fruit pots, home bakes, and much more

**TIME TO TAKE CHARGE OF WHAT YOU EAT...**

**MORE THAN JUST LUNCH!** At secondary school, food isn't just for lunchtime...

**✓ BREAKFAST** Start your day right! Grab toast, cereal, yoghurt, or a hot snack before your first lesson.

**✓ BREAKTIME** Need a boost? Pick up hot snacks such as our PowerBites pots – noodles, rice, and more – or snack pots and bakes to keep you going.

**✓ LUNCHTIME** Your main event! From hot meals to street food style dishes and grab-and-go options, you've got loads to choose from.

**✓ AFTER SCHOOL** Pick up a snack on your way out. (Not available at all schools)

**WHAT'S ON THE MENU?** From the global flavours of our StreetVibes range to a light and refreshing option from Chill Deal, there's a choice to match every mood, every day!

**FSM** Look out for the Free School Meal logo! Anyone who receives a FSM can choose a great meal!

**DAILY MEAL DEALS & OFFERS** We've got great food at great value – whether you're in the mood for something hot, cold, or totally street food inspired.

**Hot Meal & Dessert** Pick from daily hot mains or favourites such as topped jacket potatoes and pasta pots and combine with a hot homemade dessert or a piece of fruit!

**chill deal** Grab a quick cold lunch! Choose any 4 items marked with the Chill Deal sticker including filled rolls, sweet or savoury snack pots, and mini home bakes.

**LOOK OUT FOR THE CHILL DEAL STICKERS!**

**StreetVibes is here** Tuesday – Thursday! Mix things up midweek with our StreetVibes street food. Choose your base (like noodles, rice or a wrap), add your protein, then top it your way. There's something new each week – from zingy noodles to loaded spuds and saucy wraps. Visit the restaurant to see what's on!

**MADE YOUR WAY!**

**FSM chill deal**

**chill deal**

**Innovate**

# SOCIAL MEDIA CONTENT

## C Social Media Post Copy

Word document with suggested social media post copy for x4 posts linked to the below.

### 1 Free School Meals

### 2 Chill Deal

### 3 Allergen Buddy

### 4 StreetVibes Made Your Way

Tip: Click on the graphics on the right to view and download the jpeg image files. Upload the jpegs (to your chosen social platform) and copy and paste the text from the Word document into the body copy.



## Captions for Back to School Social Media Posts

### 1. Free School Meals

Free school meals do exist!  
If you're eligible, you could save up to £500 a year while your child enjoys hot, nutritious meals every day at school. We're talking tasty food, no extra cost, and all the food they love, included.

Head over to the government website and check if you qualify and apply today!

#FreeSchoolMeals #SchoolLunches  
#MoneySaver #FamilySupport



### 2. Chill Deal

Need a quick, tasty lunch?

Swing by the food court and check out the Chill Deal section of our fridges!

Pick 4 items with the Chill Deal sticker - choose from a filled roll, snack pot, small home-baked treat, and a yoghurt pot.

It's quick, easy to grab, and perfect to fuel your school day! 🍌 🥛

#ChillDeal #SchoolLunch #FuelYourDay  
#GrabAndGo #SmartEating #TastyChoices



# DIGITAL SCREENS & PRESENTATIONS

D

## Digital Screens - Tutor Group/Assembly Slides (10 slides total – 4 shown)

This can be downloaded as a PowerPoint or PDF and shared with students via TV screens (on loop around the school) or presented during tutor groups or assemblies.

E

## Video

Similar content to the above slide deck but with animation to engage students. Better for sharing on digital screens where possible, unless someone is personally presenting the content, i.e. in a form/tutor group scenario.

D

The collage consists of four slides:

- Slide 1:** Features the 'back to school' logo and the text 'Innovate IFG WELCOME BACK! Here's a taste of what's on offer at the food court this term!' with an image of dumplings.
- Slide 2:** A grid of images showing various food options with the text 'EVERY DAY, THERE IS A HUGE VARIETY OF DELICIOUS FOOD OPTIONS FOR YOU TO CHOOSE FROM!'.
- Slide 3:** Titled 'YOUR MENU RECAP!' and 'DAILY DEALS & OFFERS'. It explains the 'Chill Deal' (choosing 4 items from a fridge) and 'Hot Meal & Dessert' options. It also includes a 'REMEMINDER OF HOW IT WORKS' section with 'CHOOSE IT!', 'ADD IT!', and 'TOP IT!' steps.
- Slide 4:** Titled 'THEME DAYS' and lists 'FIRESIDE FAVOURITES', 'EASTER TREATS & EATS', 'DIWALI DELIGHTS', and 'CHINESE NEW YEAR'. It includes dates and descriptions for each theme.

E

The video player shows a slide with the 'STREET VIBES' logo and the text 'DON'T FORGET TO TRY' and 'IT'S FULLY CUSTOMISABLE!'. The slide is divided into three steps:

- STEP 1. CHOOSE YOUR BASE**  
Choose from a variety of delicious options - whether it's rice, noodles, potatoes or salad!
- STEP 2. PICK YOUR PROTEIN**  
Add mouthwatering proteins, including grilled chicken, savoury beef or plant based alternatives!
- STEP 3. TOP IT YOUR WAY**  
Add fresh, flavourful toppings and sauces, from nachos to cheese to dressings!

The video player interface includes a play button, a progress bar at 124/238, and volume, full screen, and share icons.