Fun, Fame and Tweets: How Social Media is Shaping Food Preferences and Eating Behaviour

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Mindless Eating
The 200 Daily Food Decisions
We Overlook

Brian Wansink
Jeffery Sobal
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Benefits sought

Geo-demographics

Psychographics = “lifestyle”

Purchase behavior

Media preferences

Benefits sought
“Bottom-Up”

“Top-Down”
Pleasure

Health

Convenience

Safety

Sustainability
What drives food choices?
Social Media Defined

• ‘Forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)’ ~ Merriam Webster

• ‘Social Media is digital content and interaction that is created by and between people’ ~ Sam Decker, Mass Relevance.
When Did Young People Start Spending 25% of Their Paychecks on Pickled Lamb’s Tongues?

Foodie-ism, as youth culture.

By Michael Idov  Published Mar 25, 2012  Share

http://nymag.com/restaurants/features/foodies-2012-4/
Millenials are happily wireless, says study

This tech savvy generation is connected to their peers via social media.

By David Sherman | March 26, 2014

The millennial generation are the first generation to be happily wireless. That’s the surprising finding shared by Nielsen in a webinar Tuesday, “Breaking the Myth of this No Strings Attached Generation.”

While the wires might not be there for this tech savvy, urban oriented group, this group is attached to each other.

Beth Brady, president, Nielsen segmentation and local market solutions and Michael Mancini, VP thought leadership, Nielsen segmentation & local market solutions explained that through tireless use of social media and their abilities to multi-task and send out instant feedback, be it on what’s on the tube or what they have just bought, eaten or seen.

Millenials, defined as being between 18-36 years of age, are born between the mid-70s and mid-90s, growing up around Y2K and 2001.

The majority eat out often and are more curious and accepting of immigrant cultures and ethnic food choices than previous generations as a large portion of them are from immigrant families.
The Marketers’ Perspective

• Listening
  – 60% of marketers using social listening strategies*

• Engaging
  – online/social advertising
  – Email
  – Hyper targeting

• Responding

• Creating content

Grocery Aisle

**Food brands use social media for Super Bowl advertising**

By Janet Forgrieve on January 27th, 2014 | Comments (0)

Food and beverage companies have always played a role in Super Bowl advertising and this year is no exception. In addition to regulars like Doritos, Coca-Cola, Pepsi and Budweiser, commercials during the big game will include spots for pistachios, Butterfingers, Cheerios and two kinds of Greek yogurt, according to *Advertising Age*, and this year, companies will also use social media in their Super Bowl promotions.

One of those brands, **Dannon’s Oikos**, is back for a second time after sitting out 2013, with a spot that reunites spokesman John Stamos with former “Full House” co-stars Bob Saget and Dave Coulier, and which will also be heavily promoted via its social media channels.

“The 2012 ad was a big hit and helped encourage a lot of Americans to give Greek yogurt and Oikos a try. In 2014, we’re building on our success as the leading maker of yogurt by focusing on the lighter side of the big game with a very entertaining ad for the brand,” said Michael Neuwirth, Dannon’s senior public relations director.

The Oikos ad was crowdsourced by Philadelphia-based Poptent, an agency that lets brands create videos in collaboration with more than 70,000 filmmakers, Neuwirth said. In addition
SKITTLES LAUNCHES “GET SKITTLES RICH” DIGITAL CAMPAIGN

October 24, 2013 | Russ Martin | Comments

Skittles is about to make it rain.

The Wrigley-owned candy brand is set to award one Canadian consumer with one million Skittles. That’s 94 bulk cases of the candy, or about 5,500 of the full sized bags – enough to fill an average sized bedroom or a Volkswagen camper.

The promotion is part of the brand’s “Get Skittles Rich” campaign, created by BBDO Toronto, which riffs off pyramid schemes and the nouveau riche.

The campaign rewards consumers with “virtual Skittles” for sharing videos of the campaign’s fictional spokesperson, Danny Falcon. In one, Falcon floats in a pool full of Skittles. In another he pours them on his body like cash in a rap music video.

For every video consumers share that is viewed, they earn four virtual Skittles. If they send it to a friend who signs up for the program, they get eight virtual Skittles. For third-level connections, the initial sender gets six virtual Skittles, and so on.

As the “triangle shaped” business diagram Falcon holds in one campaign video says, the “Skittles flow up.”
Domino’s Lets You Make a Pizza On Your iPad and Then Order it in Real Life

Tweet-a-Coffee: Another example of Starbucks' brilliance

STARBUCKS.COM/TWEETACOFFEE
Taco Bell's Breakfast Endorser: Ronald McDonald

Chain's Biggest Campaign Goes After Category Leader Using Real People With its Mascot's Name

By Maureen Morrison, Published on March 27, 2014.
McDonald's Has a Pretty Good Comeback to Taco Bell's Hijacking of Ronald

The empire strikes back on Facebook By Alfred Maskeroni
How does a wine brand effectively reach the Millennial consumer? As the Director of Public Relations for Terlato Wines, this was an important question for me to answer while putting together a strategy for our Seven Daughters brand.

Seven Daughters is best known for leading the Moscato craze in recent years. In the process, the brand has built a fairly loyal following among the female Millennial consumer, an increasingly influential group within the wine category. These women are focused on their careers, lead active, balanced lives and are always ready for new experiences. This includes trying new wines, and consequently they deliver 12 times the share of wine purchases relative to their net worth.*

Another important factor that needed to be considered for Seven Daughters Wines, as it does when creating all public relations programs, is how our target demographic consumes media. Throughout the course of our research, we found the female Millennial is a heavy Internet user who lives her life online and trusts the information she finds there more than any other news source. She is also prone to share news and opinions she learns from the Internet with her friends, often times through social media channels.

* http://www.prnewsonline.com/featured/2014/02/13/pr-insider-when-reaching-the-millennial-online-content-is-king/
What are consumers doing online and with social media?

- 46% say they spend more time engaged online vs. 31% who say they are equally engaged with online and print
- 25% are inspired by recipe websites or phone apps, and 17% are inspired by restaurant review websites or phone apps
- Among Millennials, online media resources have overtaken print and food TV shows as their most valued sources of inspiration when it comes to food
  - 47% say they've searched for online/digital coupons/specials
  - 42% say they've searched online recipes.

*Based on 1,641 respondents to online survey; Clicks and Cravings Report Feb, 2012 by Hartman Communications and Publicis*
Consumers think about, talk about and experience food... then share their thoughts online

- 60% say they read social networking sites weekly & 32% say they read social networking sites daily
- 47% who say they contribute weekly & 18% say they contribute daily.

* Based on 1,641 respondents to online survey; Clicks and Cravings Report Feb, 2012 by Hartman Communications and Publicis
Megumi Konishi
Everything homemade General Tao Poutine!!!! What a gourmand night!!
Cell phones & Table tops

- Consumers virtually break bread by sharing their food experiences:
  - 29% have used a social networking site while eating or drinking at home in the last month
  - 19% have done so away from home
- 32% of consumers have texted or used a social networking site or app in the last month while eating or drinking (47% among Millennials)

- Based on 1,641 respondents to online survey; Clicks and Cravings Report Feb, 2012 by Hartman Communications and Publicis
PICTURES OF HIPSTERS TAKING PICTURES OF FOOD

DOCUMENTING THE PHENOMENON OF PEOPLE TAKING PICTURES OF FOOD THEY DID NOT THEMSELVES COOK, FOOD AT RESTAURANTS, FOOD AT PARTIES, FOOD AT BACKYARD BBQs.

Pohtpof.tumblr.com
March 27, 2013
Social Media Is Changing The Recipe For How Teens Eat
by Wilson Pryor, Jan 23, 2014, 3:51 PM

Teens from every generation have been influenced by peer pressure, and this current crop is no different. Status symbols impact purchase behavior on a daily basis. Just ask any teen if they would rather have a pair of Beats by Dre or Bose headphones (widely regarded as the better product). He won’t respond, because his shiny new Beats will cancel out the ambient noise of adult questioning.

But now, teens crave more than just cool clothes or the latest gadgets; they are hungry for social currency. Likes, comments, follows and snaps have become so important that they affect how teens spend their money. Before every purchase, they are asking “Is this post-worthy?”

This pivotal question is changing where and what teenagers are eating, because every meal could earn or burn valuable social media points. While previous generations weighed their meal choices against their wallet, taste buds and belt line, today’s teens are measuring a meal in social statistics.
There may be a point to tweeting a picture of your dinner after all: Taking a photo of food could make it taste better

- U.S. scientists claim posting photos of food on Instagram improves its taste
- Taking a photo means you are in the moment and this heightens your senses
- This is true for any ritual and could work in other situations such as surgery

By ELLIE ZOLFAGHARIFARD

PUBLISHED: 13:00 GMT, 1 August 2013 | UPDATED: 10:17 GMT, 7 October 2013
Rituals Enhance Consumption

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Author Contributions K. D. Vohs, F. Gino, and M. I. Norton developed the study concept. All authors contributed to the study designs. Data collection and analysis were overseen by F. Gino and Y. Wang, and all authors interpreted the data. K. D. Vohs drafted the manuscript, and F. Gino and M. I. Norton provided critical revisions. All authors approved the final version of the manuscript for submission.

Abstract

Four experiments tested the novel hypothesis that ritualistic behavior potentiates and enhances ensuing consumption—an effect found for chocolates, lemonade, and even carrots. Experiment 1 showed that participants who engaged in ritualized behavior, compared with those who did not, evaluated chocolate as more flavorful, valuable, and deserving of behavioral savoring. Experiment 2 demonstrated that random gestures do not boost consumption as much as ritualistic gestures do. It further showed that a delay between a ritual and the opportunity to consume heightens enjoyment, which attests to the idea that ritual behavior stimulates goal-directed action (to consume). Experiment 3 found that performing a ritual oneself enhances consumption more than watching someone else perform the same ritual, suggesting that personal involvement is crucial for the benefits of rituals to emerge. Finally, Experiment 4 provided direct evidence of the underlying process: Rituals enhance the enjoyment of consumption because of the greater involvement in the experience that they prompt.
Like a grocery store, but
more heart, better food, less hassle.

Shop your local market
SF BAY
LOS ANGELES
BROOKLYN
NEW ORLEANS
Are North American Consumers More Food-Savvy?

Source: Nielsen Global Omnibus Survey, Q1 2011
Consumer Reports: 84% of US consumers buy food with organic seal, but some are confused about its meaning

By Elaine WATSON, 07-May-2014
Social networking is an uncontrollable element of the marketing mix and many CMOs feel unprepared to manage it.
To blog or not to blog
THAT IS THE QUESTION.
Read as: In October 2011 NM Incite tracked 173 million blogs as sources of online buzz.
Source: NM Incite

Dec. 2011: 181,000,000
The Battle for Consumers’ Food Dollar: Stressed, overloaded, confused
À SURVEILLER... DÈS LE 5 JUIN 2014 !

DUX FORUM,
c'est le grand forum de l'alimentation.

On y partage ses idées et ses opinions, on y questionne l'industrie alimentaire et on contribue ainsi à promouvoir les saines habitudes de vie pour soi-même et pour le bien de la collectivité.

Vous avez des questions ?
Vous cherchez des réponses ?
Thank you!