

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
Cornell University

Environment and Behavior

Volume 39 Number 1

January 2007 106-123

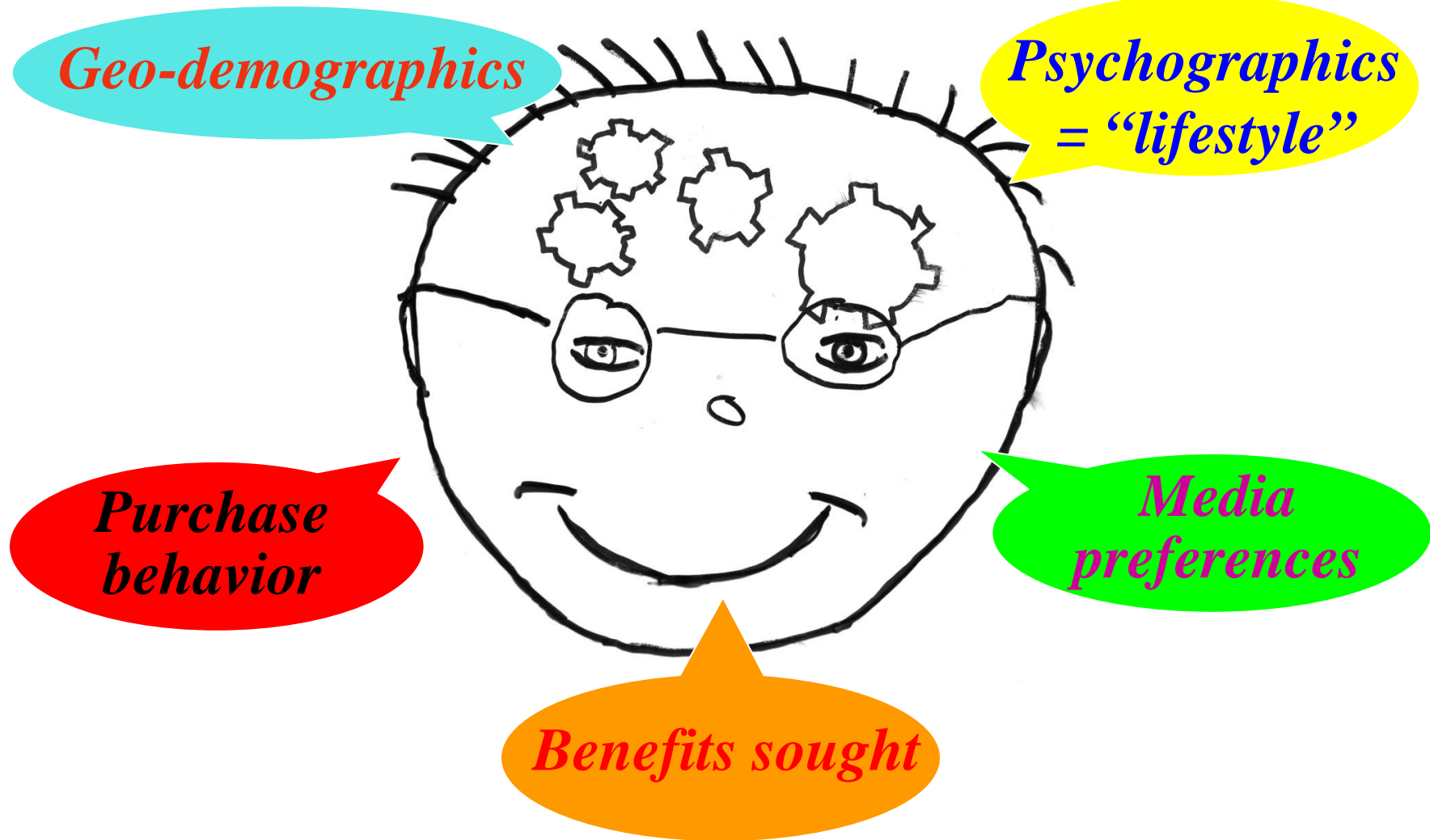
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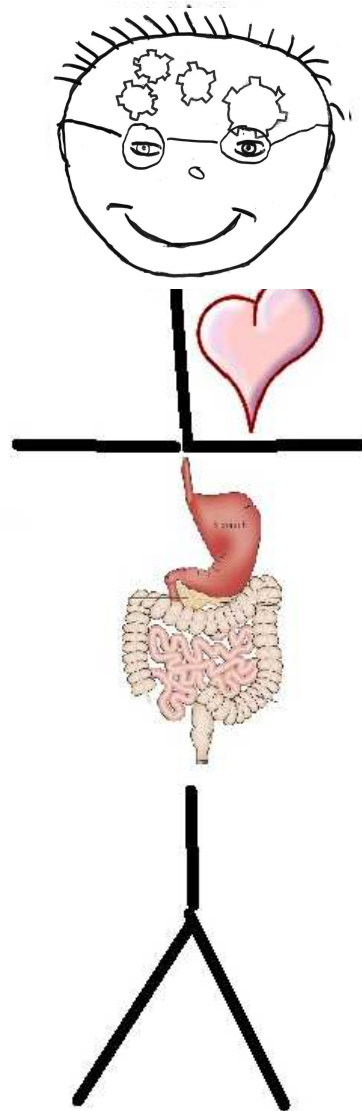
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“Bottom-Up”



“Top-Down”



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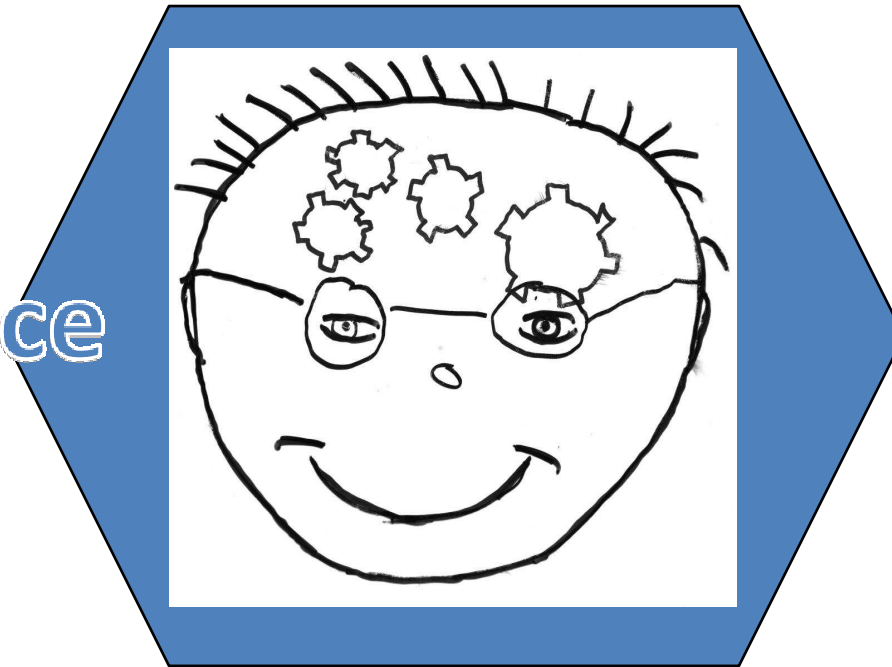
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Pleasure

Health

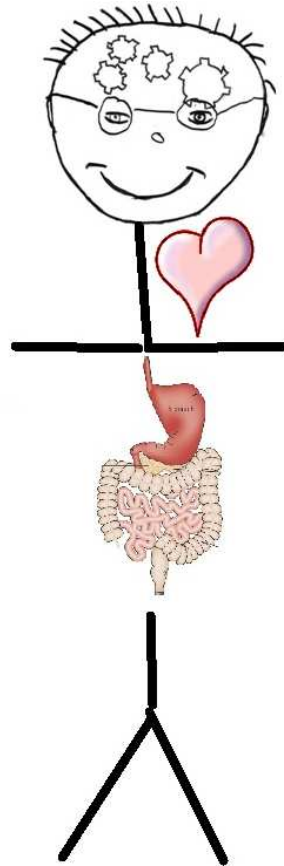
Convenience

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.**

NEW YORK When Did Young People Start Spending 25% of Their Paychecks on Pickled Lamb's Tongues?

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/>

Millennials are happily wireless, says study

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

By David Sherman | March 26, 2014

The millennnial 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 mutli-task and send out instant feedback, be it on what's on the tube or what they have just bought, eaten or seen.

Millennials, 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



* Based on 2,500 respondents, <http://blogs.salesforce.com/company/2014/01/state-of-marketing.html>

SmartBlog on Food & Beverage

Engage. Innovate. Discuss.

Grocery Aisle



Food brands use social media for Super Bowl advertising

By [Janet Forgive](#) 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.”



http://www.marketingmag.ca/news/marketer-news/skittles-launches-get-skittles-rich-digital-campaign-91769?p=91769?utm_source=EmailMarketing&utm_medium=email&utm_campaign=marketing_daily_AM

Domino's Lets You Make a Pizza On Your iPad and Then Order it in Real Life

Domino's Pizza Hero for iPad
by dominosvids



http://www.huffingtonpost.com/2011/11/21/dominos-ipad-app_n_1106285.html

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

April 16, 2014



10,966



622



120



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Le Cheese Truck

1,302 likes - 59 talking about this

 Like

Message



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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.

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ADWEEK

McDonald's Has a Pretty Good Comeback to Taco Bell's Hijacking of Ronald

The empire strikes back on Facebook By Alfred Maskeroni

March 28, 2014, 3:30 PM EDT



McDonald's
Like This Page · 2 hrs · 49

Imitation is the sincerest form of flattery.

Like · Comment · Share

2,210 people like this.

220 shares

View previous comments

 Dora Yineth The dog is afraid haha! 16 mins · Like

 Joseph Christian Panganiban hur... I get it... 15 mins · Like

 Laury Gonzalez 😊 9 mins · Like

 Tricia Romero awesome. well played 8 mins · Like

 Sarah Cobb This would be funny if breakfast options were good. Sadly, eat anything before 11am, even if you That being said, had an AM Crunch morning and it was so good it almost to my eyes. No flattery in doing your better than you do 😊 6 mins · Like

 Write a comment...



PR Insider: When Reaching the Millennial, Online Content is King

by Kanchan Kinkade | 02/13/2014



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.



Kanchan Kinkade

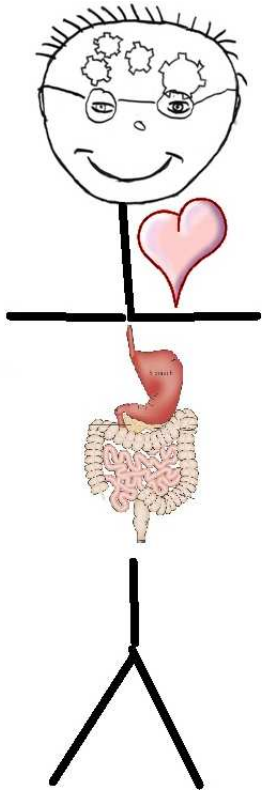
<http://www.prnewsonline.com/featured/2014/02/13/pr-insider-when-reaching-the-millennial-online-content-is-king/>



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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

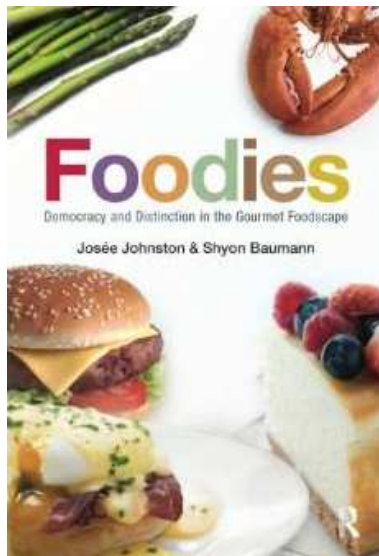
- 60% say they read social networking sites weekly & 32% say they read social networking sites daily
- 47% who say they contribute weekly & 18% say they contribute daily.

• 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.

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26TH MAR 2013 | 43 NOTES



Engage:Teens

[Home](#) > [Engage:Teens](#) > Thursday, Jan 23, 2014

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.

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<http://www.mediapost.com/publications/article/218017/social-media-is-changing-the-recipe-for-how-teens.html>

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.



**good
eggs**

Like a grocery store, but
**more heart,
better food,
less hassle.**

Shop your local market

SF BAY

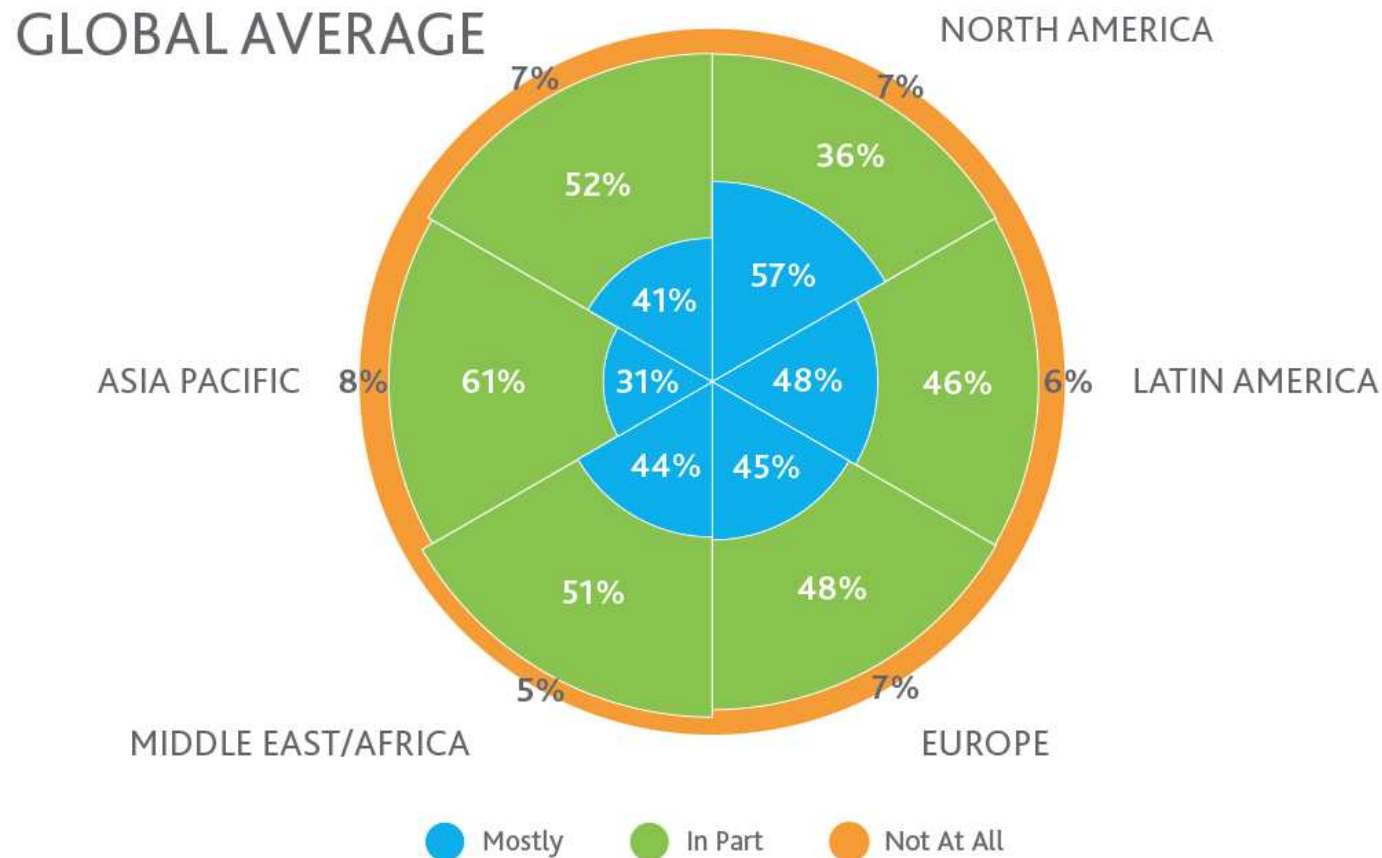
LOS ANGELES

BROOKLYN

NEW ORLEANS

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Are North American Consumers More Food-Savvy ?



Source: Nielsen Global Omnibus Survey, Q1 2011



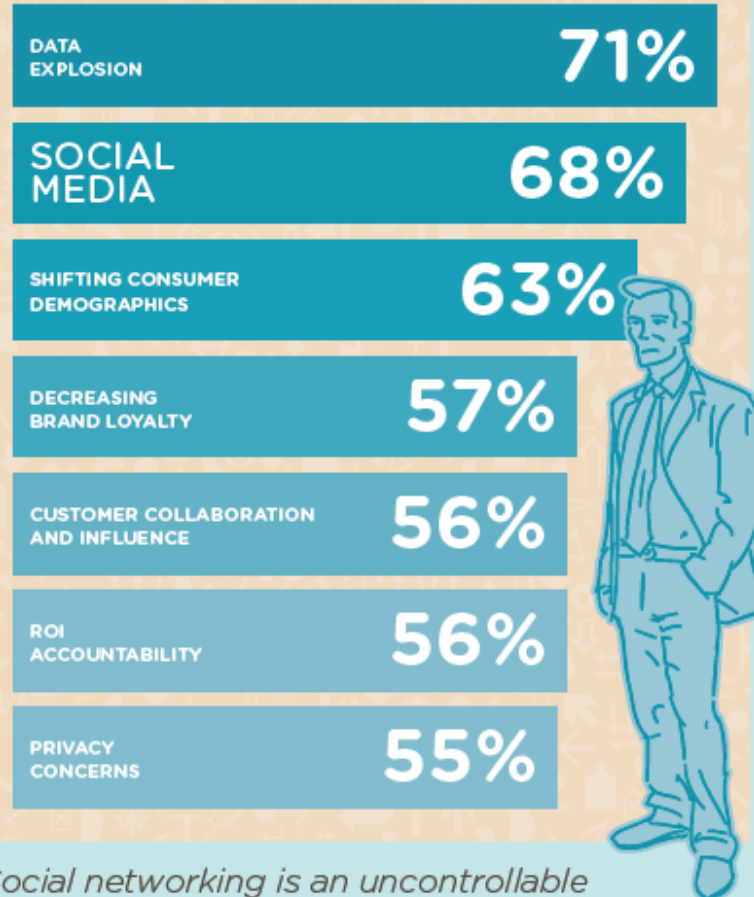
SPECIAL EDITION: ORGANIC & NON-GMO

Consumer Reports: 84% of US consumers buy food with organic seal, but some are confused about its meaning

By Elaine WATSON , 07-May-2014

<http://www.foodnavigator-usa.com/Markets/Consumer-Reports-84-of-US-consumers-buy-food-with-organic-seal-but-some-are-confused-about-its-meaning>

Areas of Marketing CMOs Feel Unprepared For³



Social networking is an uncontrollable element of the marketing mix and many CMOs feel unprepared to manage it.

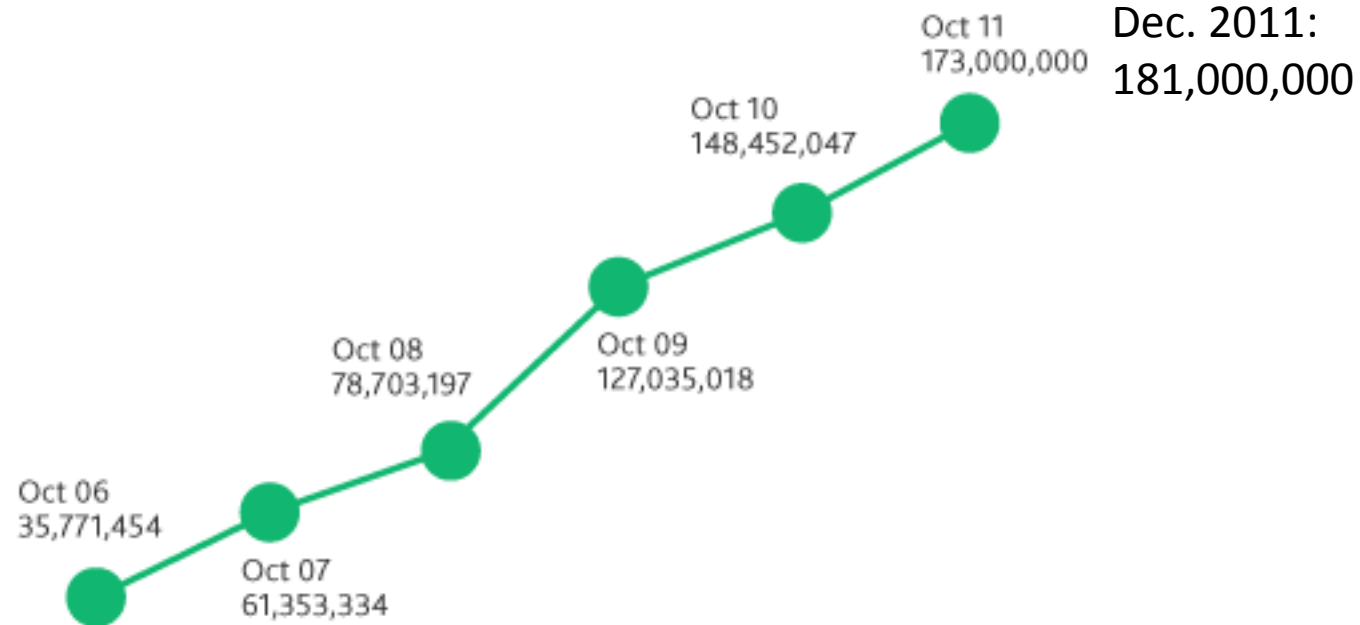
IBM®. (2011, October). From Stretched to Strengthened: Insights from The Global Chief Marketing Officer Study



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Number of Blogs Tracked by NM Incite



Read as: In October 2011 NM Incite tracked 173 million blogs as sources of online buzz.

Source: NM Incite



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The Battle for Consumers' Food Dollar: Stressed, overloaded, confused





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de la collectivité.

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Vous cherchez des réponses ?*

