Mind the Gap: Romancing the Food

Melanie Hall MS, RD: Kellogg Company
Melissa O’Brien MS, RD, LDN: Jewel-Osco
"The Gap"

Under redemption of WIC foods.

Nutrition Short Falls

- Calcium: 69%
- Vitamin D: 65%
- Folate: 54%
- Iron: 53%
- Protein: 51%
- Fiber: 70%
- 70%
- 75%
- 80%
Common Reasons for Under Redemption

- Approved foods are not available
- Poor in-store signage/placement
- Can’t find the right size
- Out of stock
- Don’t know how to use foods
- Don’t like food/brand

Problems to address through industry partnerships

Problems that can be addressed through nutrition education and food marketing

IPSOS. WIC Cereal Attitude and Use Survey; June 2013
WIC Staff are Marketers

FACT!!
Are You a Marketer?

Marketing:
The action or business of promoting and selling products or services.

Attitude Change

“Won’t Like It”
“Low Priority”
“Too Hard”

“Delicious”
“I Want This”
“Easy”
Examples of Marketing in Retail

Changing shopper attitudes towards healthy foods from Yuck to Yum!
Examples of Marketing in Manufacturing
“Food Forward” messaging to engage and delight.
Segmentation Methods

**Demographic**
Profile Information
- Income
- Age
- Life Stage

**Behavioral**
Buying Behavior
- Trip Type
- Seasonal
- Full/Partial/No Redemption

**Psychographic**
Lifestyle & Attitudes
- Stages of Change
- Perception of Health
- Perception of WIC

“This Feels Right”
Health and Wellness Views and Trends

*Hartman Group Health and Wellness Attitude Segmentation*

- **Periphery**
  - Price
  - Convenience
  - Brand
  - The Periphery borrow quality cues from the Mid-level

- **Outer Mid-level**
  - Experience, Expert Opinion
  - Fun/Enjoyment
  - Quality

- **Inner Mid-level**
  - Authenticity
  - Knowledge
  - Fun/Enjoyment
  - Quality

- **Core**
  - Authenticity
  - Sustainability
  - Knowledge
  - Quality

**Opportunity**

- The Mid-level is influenced by the Core

**Trend Setters**

The diagram illustrates the segmentation of health and wellness views and trends, with the core segmenting into core, mid-level, and peripheral areas, each emphasizing different factors such as price, convenience, brand, experience, expert opinion, fun/enjoyment, and quality. The mid-level is influenced by the core, and the periphery borrows quality cues from the mid-level.
Income is a Determining Factor of Health and Wellness Views

FICTION!!
Income Does Not Determine Health and Wellness Views...

Hartman H&W Segmentation by Income

All Consumers

- Periphery: 24%
- Outer Mid-level: 41%
- Inner Mid-level: 21%
- Core: 13%

Less than $24,999

- Periphery: 28%
- Outer Mid-level: 38%
- Inner Mid-level: 21%
- Core: 12%

$25,000-$34,999

- Periphery: 25%
- Outer Mid-level: 43%
- Inner Mid-level: 15%
- Core: 17%

$35,000-$49,999

- Periphery: 26%
- Outer Mid-level: 40%
- Inner Mid-level: 19%
- Core: 15%

$50,000-$74,999

- Periphery: 21%
- Outer Mid-level: 45%
- Inner Mid-level: 22%
- Core: 13%

$75,000-$99,999

- Periphery: 20%
- Outer Mid-level: 38%
- Inner Mid-level: 25%
- Core: 17%

$100,000 or more

- Periphery: 25%
- Outer Mid-level: 42%
- Inner Mid-level: 23%
- Core: 10%

CS/C6. Which of these areas of your life would you say URGENTLY NEEDS TO GET BETTER and which is CURRENTLY AS GOOD AS YOU WANT? Base: n=2551-Total

S7. Total family income in past 12 months. Base: n=2551-Total; n=554-$24k; n=279-$25-34k; n=354-$35-49k; n=501-$50-74k; n=260-$75-99k; n=590-$100k+.
...Changes In Our Bodies Does.

47% Parents of children younger than 3 years

8% Pregnancy and having kids often forces people to take a closer look at their health now and in the future.

69% Personal health issues often serve as a wake-up call. My health condition has changed. Having too much stress. Having too little energy.

43% Aging can present a range of physical and emotional changes that prompt increased participation.

29% Vicarious health issues are also a wake-up call. The health condition of a family member worsened. The health condition of a friend worsened. Someone I know died from poor health.

22% The media can provide cultural momentum around Health & Wellness issues. Something I read. A TV or radio program.

A4. What caused you to change your views on health and wellness? (Select all that apply) Net of relevant items for each trigger type. Base: consumers that changed their views on what health & wellness means n=1104-Total; N=131-Parents of 0-2 year olds whose views had changed.
Seasonal Buying Behavior Study
New Year, New You

FICTION!!
## Notable Seasonal Shopping Behaviors

<table>
<thead>
<tr>
<th></th>
<th>Thinking</th>
<th>Doing</th>
<th>Shopping for...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>I’ve got to get back to the basics.</td>
<td>Trying to recover from holiday spending and over eating.</td>
<td>Basic, low cost, ready-to-eat, easy-to-cook staples.</td>
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<td></td>
<td>Making less frequent, regular size shopping trips.</td>
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<td></td>
<td></td>
<td>New foods across many categories.</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Out with the old, in with the new.</td>
<td>Adopting an active/on-the-go schedule.</td>
<td>New foods across many categories.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Making smaller, more frequent shopping trips.</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>I need to balance my unhealthy indulgences with good habits.</td>
<td>Adopting a relaxed summer routine and getting outdoors.</td>
<td>Easy, quick, and light choices for busy summer schedules.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Making quick in &amp; out shopping trips.</td>
<td></td>
</tr>
<tr>
<td>Sept</td>
<td>It’s the calm before the storm.</td>
<td>Going back to a more regular weekly and bi weekly shopping routine.</td>
<td>Hot items and noticing Fall flavors (e.g. cinnamon, pumpkin).</td>
</tr>
</tbody>
</table>
Marketers Make The Latest Trends

FICTION!!
The Evolving Power of The Shopper

1970/80’s
- Manufacturer Power

1990-2010
- Retailer Power

Today
- Shopper Power

If you Tell them, They Will Come

Play to the averages and you’ll win with everyone

How can we further build brand engagement?

Different consumers have distinct desires
What’s Trending?

**Food Style & Culinary**
- Presentation
- Global Flavors
- Convenience

**Influence & Communication**
- Experience/DIY
- Short/Simple Social Media
- Mindfulness
- Farming / Local Choices

**Nutrition, Health & Wellness**
- Pulses
- Alternative Uses for Vegetables
- Plant Based Protein
- Digestive Wellness
Dealing With Trends that are Contrary To WIC

• Why do they believe in the trend?
• Find relevant ways to counter the information.
  • Personal testimonies, do you eat/enjoy WIC foods?
  • Take away the mystery
• Focus on positive food trends.

Understand, Integrate, and Practice
Retailer Use of Trends to Market WIC Foods

Presentation

Local

DIY

Flavor
Manufacturers Use of Trends to Market WIC foods

Experience & International Flavors

Recipe Videos

Stuffed Appels
- Cereal
- Apples
- Apple Juice

Veggie Patties
- Rice Cereal
- Beans
- Egg
- Onions
In Summary

• You are a Food and Wellness Marketer.
• Audience segmentation helps focus resources and create messaging.
• Seasonal influences can help or hurt our efforts, be aware of them and integrate solutions into your interventions.
• Strategic use of food trends can help you keep your messaging relevant.
Group Application
It’s Your Turn!

1.) Choose a low redemption food
   • Peanut Butter/Legumes
   • Whole Grains
   • Cereal
   • Nonfat Milk/Plain Yogurt

2.) Choose a trend
   • Global Flavors
   • Pulses
   • Alternative uses for produce
   • Digestive Wellness

3.) Time of year (assigned)
Questions?