EATING UP SOCIAL

A Maxwell Roundtable Discussion on Foodies
The Changing Food Experience

• Endless exploration and inspiration – cooking, eating, purchasing
• Highly visual
• Increased opportunity for show-and-tell and self expression
• Influenced by bloggers and online media
On the Menu

• Who are we calling foodies?
• How are they making food social?
• Influence & inspiration: Move over cookbooks.
• Becoming a key ingredient.
FOODIE AUDIENCES
Biggest Eaters

1. Millennials (79 million strong and the largest segment online)
2. Boomers (76 million, fastest growing segment online)
The Young & The Hungry

- Setting food culture trends
- Food as entertainment and self-expression
- Organize lives around food/restaurants
- Not all cook; those who do consider themselves experts
- “Ethnic”, “global” foods everyday options
- Want value, but spend more on values/experiences
- Seek small-batch, artisan over big brands
- Most closely aligned with organic and whole foods movements
- Tap social, friends for advice on what to buy/where to dine
- Use mobile to make grocery purchases, check prices, get coupons, order ahead and gather product info
Next Up: YEMMies

- Young Educated Millennial Mothers
  - Powerful emerging group predicted to set the trends and tone for spending among all consumers in coming years; older and higher income than rest of peer group
  - Even more highly focused on natural and organic than Millennials overall
  - Wants foods that are natural/convenient
  - Not brand loyal
Aging Adventurously

- Shedding past for meaningful and worthwhile food experiences
- Well-traveled and bringing those experiences back home
- Health conscious: want foods that help with anti-aging, vitality and weight control
- 1/3 eat organic some or most days
- Experimentation keeps them youthful
- Spend most on food
- Brand, story loyal
FOODIE TRENDS AND MEDIA CONSUMPTION
Top Trends

• Social Eating
• Eating with Your Eyes
• Pinspiration
• Mobile
• Online and Print
• Bloggers, not Cookbooks
• Deal-hunting
Social Eating

• Foodies never eat alone; they enhance their food experiences with social media
  o 32% of consumers (47% of Millennials) have used a social network or texted while eating, most often during lunch
  o People spend more time reading about food online (46%) than in print (31%)
  o 40% learn about food from websites, apps or blogs

• Millennials are especially social when eating. They:
  o Prefer to go grocery shopping in groups
  o Ask friends before selecting a restaurant
  o Prefer to sit at communal tables
  o Are more likely than other generations to eat out with friends and co-workers than family
  o Are 3x more likely than other shoppers to rely on info from blogs and social networks
“Culinary Paparazzi”

• No meal goes undocumented.
  o 1 out of 2 people take photos with their mobile phones at least once a month; another 19% upload those photos to the web
    ▪ People are almost never in the pictures; only 10%
    ▪ Rare to see brand mentions, just 12% of the time

• Dinner is the top meal.
  o 72% focuses on a main meal, with dinner the most-photographed
  o We're twice as likely to photograph sweets and desserts than seafood, junk food, fruit, nuts, beans, breakfast food, sandwiches and tofu
  o Just 8% of all food photography is done as a part of a critique or restaurant review
Have Photo Must Share

- Food photography crosses multiple social platforms, including Facebook, Pinterest, Twitter and Instagram
  - Not to mention all the dedicated “Foodtography” websites, like Foodspotting, and the 2,500-member Foodtography group on Flickr.
- Twitter has more users (100 Million) but Instagram users (40 Million) are visiting the app more often and are spending more time with the app in the course of a month.
  - In August, Instagram saw an average of 7.3 million daily active users, while Twitter’s average hovered around 6.8 million.
  - The average Instagram user spent 257 minutes using the app, while the average Twitter user spent 170 minutes sending and reading tweets.
  - Instagram users upload 5 Million+ photos/day; 1 Billion+ photos so far
  - 35% of Instagram users post branded content
Very Pinteresting

• Food” is the fastest-growing category on Pinterest and gets the most repins
  o 70% of Pinners cite cooking and recipes as the top item they pin
  o 21% of consumers cook recipes from Pinterest

• Pinterest shows the most promise for food brands
  o 12 Million users; 42% share content about brands on their pages
  o Pinterest beats Twitter in driving traffic to publishers and bloggers
  o Numerous studies cite Pinterest’s influence on purchasing, > than Facebook or Twitter.
Mobile: Shop, Eat, Plan On-the-Go

• Looking up recipes in-store
  o 35% of traffic to allrecipes.com is from mobile (and will be close to 50% by YE)
• Sharing their location when they’re dining out
  o 62% of mobile consumers tag their posts and pics with location; the top venue for location tagging is restaurants
• Using mobile apps to:
  o Compare prices
  o Create shopping lists
  o Look up nutritional info
  o Find out what produce is in season
  o Learn the heritage of ethnic foods
  o Get the latest recall alerts
  o Avoid endangered seafood species
  o Avoid ingredients that are allergens
  o Get coupons
• Consumers who frequently use social media and apps on their phones claim to be more loyal to brands versus private label
Online Media Rising in Influence

- Online closes in on print media
  - 40% learned about food from websites, apps or blogs
  - 46% spend more time reading about food online than in print (31%)
- Online food communities are driving the discussion and choosing what’s hot

Foodspotting  Tasting Table  Eater
Yelp  HuffPost Food  Grub Street
Serious Eats  Food52  Chow
Blogger Influence Solidified

• Bloggers impact purchase, lend influence, add credibility
  o Foodies seek opinions of people like themselves; friends first, then people they admire
• Bloggers more influential than mom and grandma
  o Food blogs are a leading recipe source
    ▪ 39% of consumers read food blogs; 73% trust food blogs for recipes and 55% cook recipes from bloggers
• Food blogs are a leading source for recipes
  o 89% of U.S. population goes online for recipes
  o 39% of U.S. population reads food blogs
  o 73% of U.S. population trust food blogs for food and recipe info
  o 55% cook recipes from bloggers, 21% from Pinterest
  o Readers look to blogs for special occasion recipes (holidays, etc.)
Recipe Inspiration

• Cost-conscious families eat at home more often, driving an increased need for recipes and meal ideas
  o Increase in recipe usage in the past year has mainly been driven by Millennials; one-half of them use them at least once/week
  o Dinner is the dominant recipe use occasion
  o How-to videos teach foodies what they didn’t learn from their parents

• Cookbooks still top recipe source but declining rapidly; replaced by recipe sites
  • Half of Americans looked for recipes online last year, with Allrecipes.com and epicurious.com top destinations
Overall Coupon Trends

- Coupons aren’t going away and now part of meal planning
  - 80.6% used coupons sometimes, very often or always in 2011
  - 90.9% planned a shopping list with coupons before going to the store

- Comfort with digital coupons growing
  - 39% downloaded coupons from manufacturer websites in Q4 2011, 37% from retailer sites and 35% from coupon sites
  - 64.1% searched the internet for coupons sometimes, very often or always in 2011

- Mobile coupons emerging but growing in popularity
  - 54% of smartphone users are interested in downloading or scanning coupons with their phones; 18-34-year-olds (66%) are the most likely to be interested in this, followed by 35-49-year-olds (48%), and those over 50 (43%)
GETTING ON THE MENU

Connecting with Foodies
Treat Bloggers Like Rock Stars

• Ensure your brand has a consistent approach to blogger relations
  o Successful blogger programs are most often tailored and targeted
    ▪ Influential bloggers who already love your brand will advocate for the brand for free
    ▪ They will often go beyond product reviews and offer a mix of editorial, recipe development, reader giveaways and paid promotions
  o Quantity not better than quality in the case of blogger content

• Real-world brand immersions/experiences are adding deeper relationships and influence
  o Lots of opportunity to extend ripple of blogger relationships with #hashtags, social content, promotions
  o Opening up additional social channels gives bloggers added incentive to work with us in exchange for broader exposure
  o ROI includes quality coverage, extended reach and influencer-generated content
Create an Experience

Columbus’ #TopWichSF

Travel Oregon’s “Full On Oregon”

@BeyondPlate
Danielle Tsi

Room with a view #fullonor
instagr.am/p/MiOg9/

TasteFood
Pedro's transportation from
#TopWichSF to ferry building to
buy secret ingredients. Awesome!
http://bit.ly/0C3c9hw

Columbus Salame
Create Mills to all of our
talented competitors!
@topwich @TasteFood
@FoodNetwork @cookingchannel
Create Engaging Content

• Earn a place on their newsfeed with content, social objects and incentives that resonate. Questions to consider:
  o What content do you want consumers to share?
  o What are they most likely to be interested in?
  o What kind of experience is our consumer looking for?

• Use multi-media, especially visuals
  o Consider videos and podcasts in addition to photography

• Find a compelling spokesperson and make them a star
  o Look for someone with credibility your target audience would relate to

• Give them a reason to share and recommend the brand
  o Create “sharable objects,” e.g. recipes, tips, how-to, etc.

• Look to online media publishers for inspiration on how to organize and distribute your content
  o They are the top-visited pages on Pinterest

• Be an advocate/supporter of the foodie community/ experience
  o Consider ways to connect more online experiences with offline, e.g. give away tickets to food & wine events you’re sponsoring and videotape their experience
Increase Exploration Via Content
Integrate Across Social Platforms

• Focus on engagement on all your SM channels
  o Manage two-way relationships with brand advocates
  o Create meaningful and memorable conversations, shifting away from “branded posts” to authentic sharing
  o The smaller the community, the more alike your fans are; take advantage of their similar interests to “geek out” on popular topics

• Invest where they are: Facebook, Twitter, Pinterest and Instagram are all Foodie hangouts
  o Re-energize existing channels and launch new ones with an integrated strategy that connects with themes of outreach
  o Use new and existing visual brand assets to create a cohesive look across platforms

• Leverage mobile to catch their attention in-store
  o Extend marketing campaigns, couponing, to point of purchase
Brand Experience Across Channels

CONVERSION CHART

CHOBANI KITCHEN

1c Sour cream = 1c Chobani
1c Oil = 3/4c Chobani
1c butter = 24c Chobani + 1/2c buttermilk

Convert to Good

Chobani is the perfect answer to a number of not-so-healthy ingredients. Use this handy conversion chart we've whipped up to find simple swaps for incorporating Chobani into any dish.

First and share this chart with your friends and family!

Share

YouTube

Rise & Shine

ChobaniReport Subscribe JT videos

Just add good

Chicken Peanut Curry #justaddgood

Originally pinned by Chobani onto Chobani Kitchen

Pinterest

Behaven Kids Via Chobani

Replied 6 days ago

Originally pinned by Chobani onto Chobani Kitchen

Results for #justaddgood

Chobani (@chobani) 4m

@Chobani @chobani just bring these Quinoa Enchiladas to your holiday office party. be/fy3782/rjwzz

Katie Mueller (@katie_mller) 12h

Today is my birthday. #justaddgood (#chobani) it's my first time trying chobani lemon. #chobani

Chase (@chaseuh) 17h

LOVING the #justaddgood campaign vimeo.com/54224732

Renee (@lilinitch) 4m

Butter Biscuit @chobani - Just add good! It's easy to create tasty recipes in a flash. #justaddgood

Andrea Valente (@andrea_the_virgin) 4m

Just a good idea! Everything is better when you #justaddgood @enriched :

Chobani (@chobani) 20 Nov

The solution for cold weather! (Chicken and White Bean Chili)

Anastasia Tavlarides (@astavlarides) 29 Nov

GROCIOOL RT (@chobani) Primal Butter Pie Caramelized Onion Dip & Kick Gingerbread Bundt Cake. The recipe is everywhere

Processed
DIVING DEEPER
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