

Monitoring markets and consumers

How to ensure effective communication



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Agenda

Part 1:

- Why monitor?
- Monitoring markets and consumers
- 4 tips

Part 2:

- Effective communication
- Channels
- 4 tips

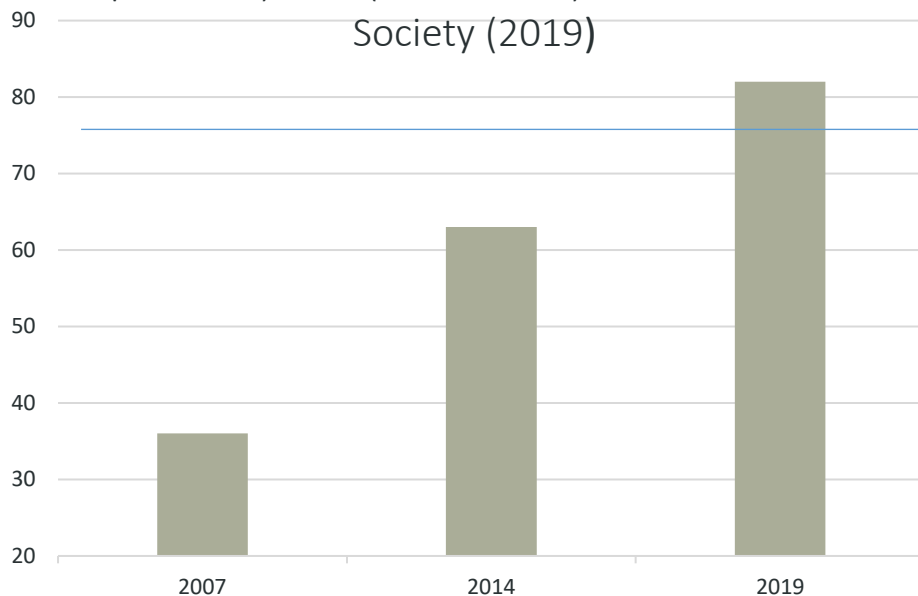
Part 1: Why monitor?

- To be able to set targets
- Make results visible for stakeholders
 - Joint efforts create results and motivate partners to continue the work
- The best results is achieved through motivated partners

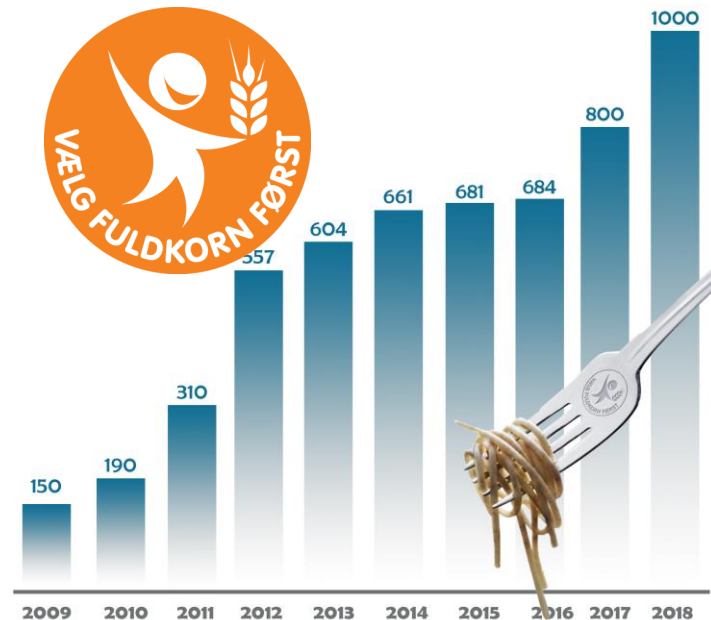


Monitoring market and consumers - examples

Danes - average intake of whole grains
per10MJ) DTU (2007, 2014) Danish Cancer
Society (2019)



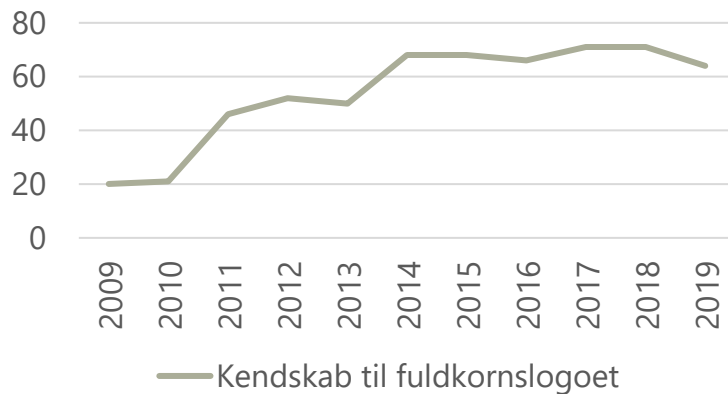
Number of whole grain logo products



Recommendation: 75 grams of whole grains per/10 MJ

Monitoring market and consumer - examples

Knowledge to Whole grain logo



Logo recognition*

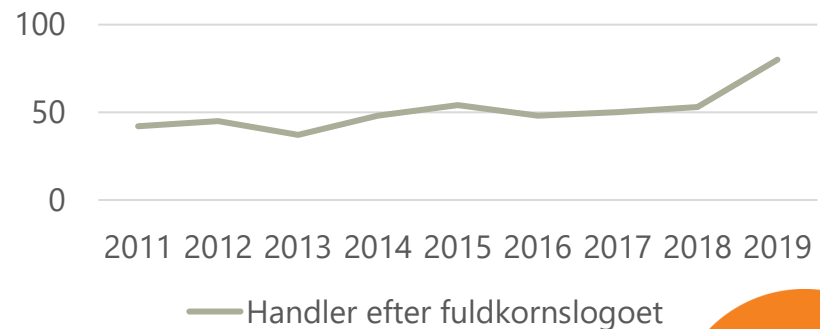
64% (of the public)

82% (women)

* Megafon – the number of Danes recognizing the logo

** Megafon – Danes saying they look for the logo when buying products

Consumer behavior Look for the logo when buying products



Buying behavior **

80% (of the public)

86% (women)

Sources: Nielsen Company, 2009-2013; YouGov, 2014-2018 og Megafon, 2019.





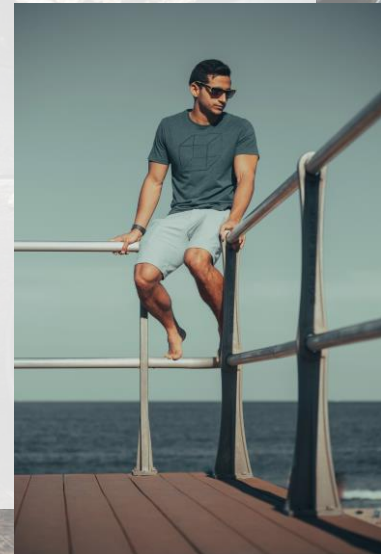
Consumer behavior surveys

- How do they perceive whole grains?
- What do they already eat? (where can we add WG?)
- Perception of logo and whole grain products
- What do they look for when buying products?
- Explore food trends in the society
- Perception of whole grains and fiber
- Knowledge to whole grain and prevention of lifestyle diseases
- Preferences regarding consumer packaging, to-go food
- Preferences regarding glutenfree, vegan and sustainable food

Profiles – consumers who eats the most whole grains

- Men under 30 years of age
- Students, persons with medium education level
- Normal weight, physically active
- Intake of alcohol below recommendation
- Non smokers

Source: Diet, Cancer and health- next generations



Profiles – consumers who eat the least whole grains?

- Only 6% of the Danes eat below 25 grams of whole grains per day.
- No differences between men and women.
- Persons with shorter education level
- Persons with overweight and physically inactive
- Alcohol intake above the recommended.
- Also smokers or former smokers.

Source: Diet, Cancer and health- next generations



Measuring sales data (Nielsen Company)

Whole Grain Logo products sales volumen (kg)	2019	2020	Index
Flour	4.138	4.466	108
Breakfast cereals	18.918	18.839	100
Baking products	2.660	2.975	112
Bread (prepacked)	21.805	22.146	102
Ryebread (prepacked)	41.950	38.466	92

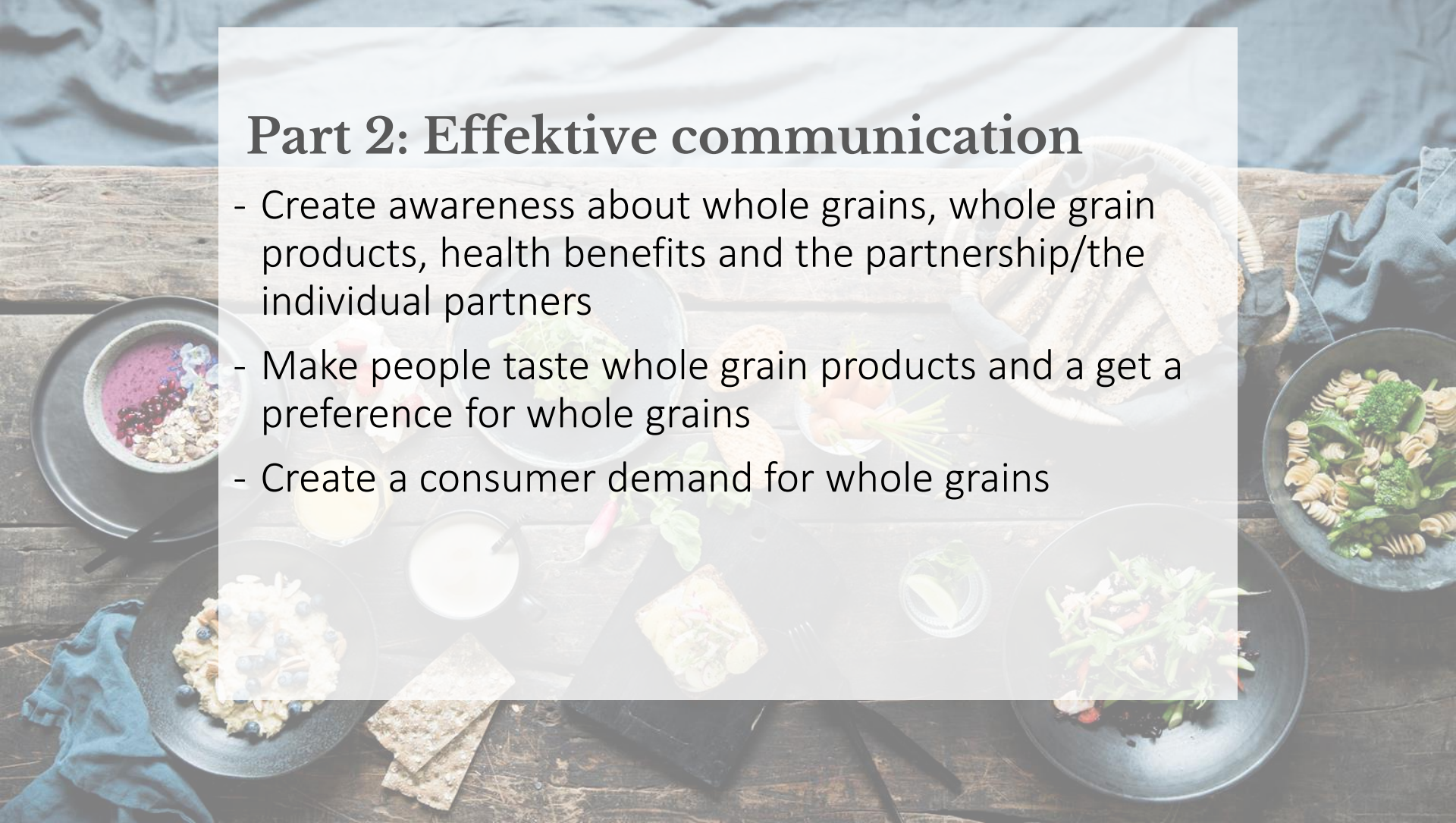


4 tips – monitoring

- Monitor from the beginning
- Let it evolve over time, what you followed up on and how often
- Be sure to use the information you get from the consumer surveys
- Make follow-up on the results an integrated part of the work within the partnership

Part 2: Effektive communication

- Create awareness about whole grains, whole grain products, health benefits and the partnership/the individual partners
- Make people taste whole grain products and get a preference for whole grains
- Create a consumer demand for whole grains



The Whole Grain Logo

Flour, flakes, cracked kernels and rice

- 100% whole grain calculated as product dry matter (%DM)
- At least 6 g dietary fibers/ 100g

Bread and bread mix

- 50% whole grain calculated on dry matter and 30% on QUID
- At least 5 g dietary fibers/100 g. No more than:
- Sugar 5 g/100 gram
- Salt 1 g/100 gram
- Fat 7 g/100 gram

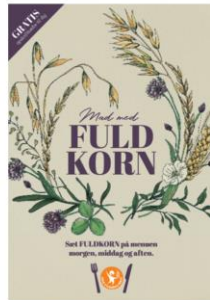


Endorsed by Government and Health NGOs. Whole Grain is one of the National Dietary Guidelines

Materials

Consumers

- Recipes
- Flyer
- Colorbook
- Songs



Opskrifthæftet kan bestilles og findes online her.



Brochuren kan bestilles, men kan også hentes online her



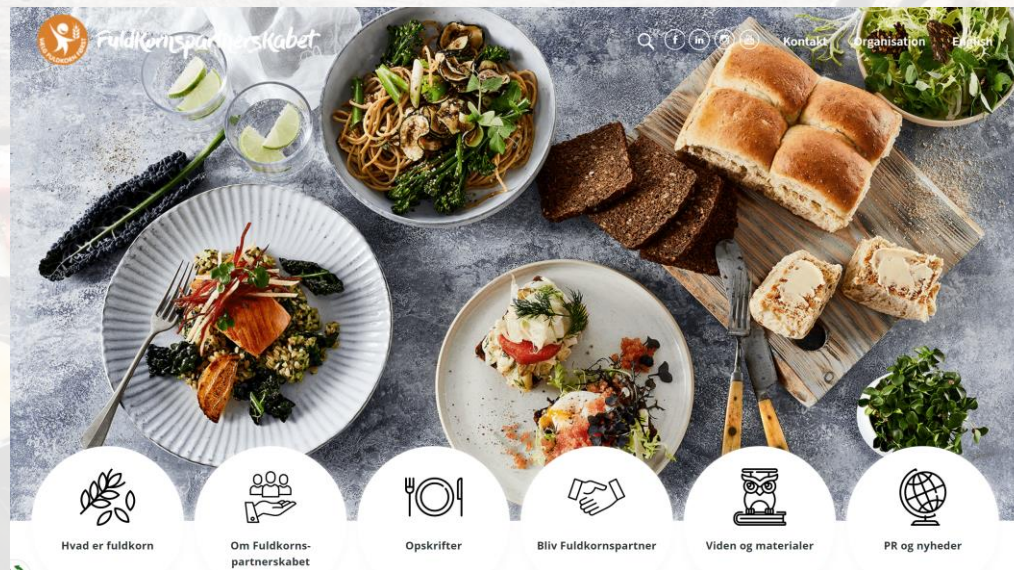
Aktivitsbogen kan også bestilles, men findes også online og kan hentes her.

Professionals

- Craft bakeries – “education”
- Store “students” – “education”



Whole Grain website

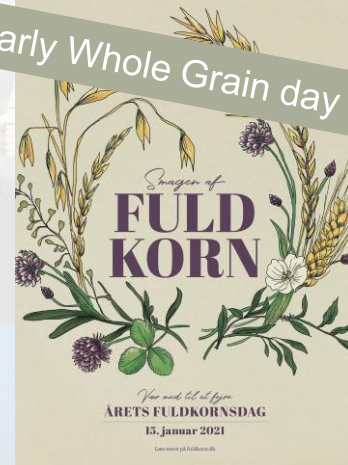


Communication campaigns

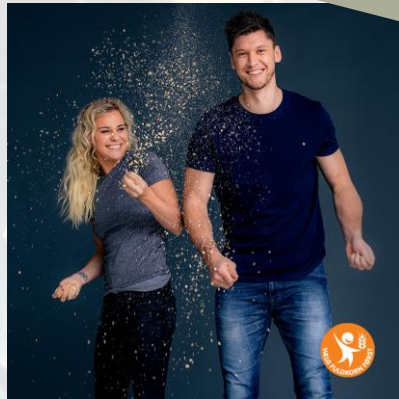
SoMe video. 1,6 mio. reach
600.000 views. Actor: Bodil Jørgensen

OL Gold Medal Winners for
Whole Grains - ambassadors

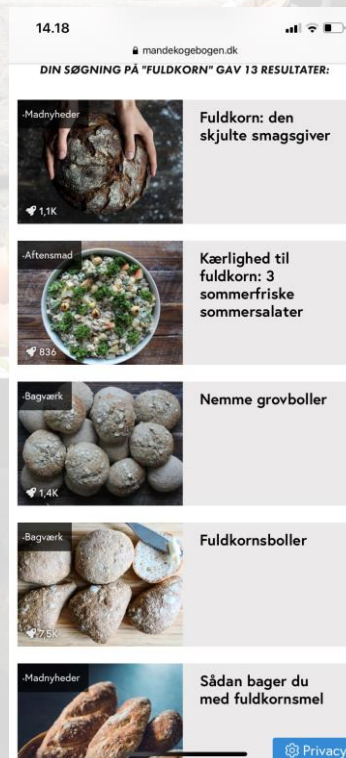
Yearly Whole Grain day



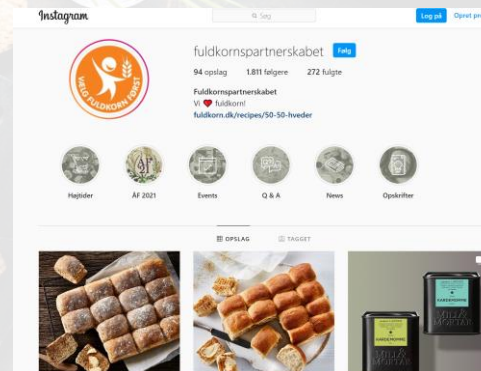
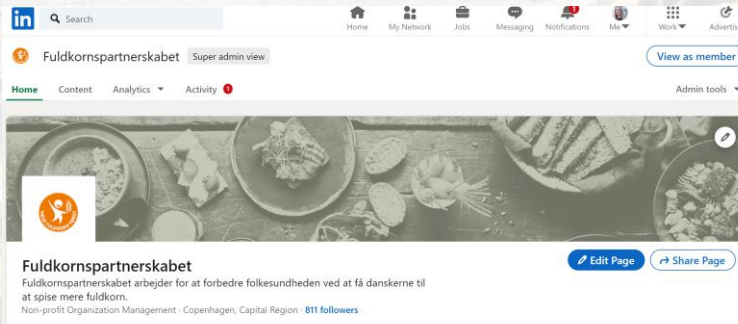
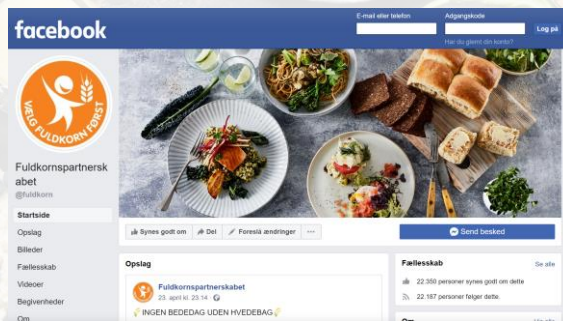
Grain and Climate video



Work with famous bloggers and influencers



PR and social media



4 tips – effective communication

- Create partnership channels and use partners channels for communication
- Communicate on products
- Use results from monitoring to create stories and PR
- Engage partners in communication campaigns

THANK YOU



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