



This presentation is part of WhoEUGrain (Grant agreement 874482), which has received funding from the European Union's 3rd Health Programme.



Consumer communication

different arguments to different consumer groups and in different times

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Why do we discuss consumer communication?



- Authorities are governed by they mandate, food based dietary guidelines and regulations
- But you still need to adapt to the context and current time in order to achieve effective communication
- Communication will only become relevant to the consumer when you are able match their preferences, needs and current situation with the right arguments, messages and channels
- Remember that you still have to build up a brand and consumer trust with consistent messaging

2

Different purposes

Shapes the communication

Raise awareness

News are suitable, numbers, successes described in press releases



Increase preference

Make it easy to choose and try WG through labeling and increased availability. Develop new recipes and nice pictures. Tastings in supermarkets and at events

Increase knowledge

Describe health and climate benefits of WG, based on consistent food based dietary guidelines and health messages on websites and in nutrition education activities from authorities and NGOs



Change social norms

Make WG part of the school food programs, worksite food service. Post best practice cases, testimonials, and myth busting on SoMe

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Different consumer groups

Are appealed by different arguments



Hedonists

They are preoccupied by taste and they hunt the good food experience - the job is to persuade them to taste WG and slowly build preference for WG



Health conscious

Most consumers will state that they are concerned about health, fewer will actually act on it - so it is important to make it easy for them to follow their disposition



Governed by money

Out of need or disposition consumers will choose foods because of the economic incentive to buy cheap foods and offers - here the job is to convince them that WG products are more satiating



Food professionals

Important for chefs and store managers are that we assist them in achieving their ultimate goals - customer satisfaction, market shares and earnings



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Different channels

To different situations and target groups

Press releases

To increase and maintain awareness in the public and among decision makers

Social media

Increase awareness, improve attitudes towards WG in most consumer groups. Recipes and test your self, and competitions are valued content here

Campaigns

Mainly to raise awareness and increase knowledge among the public with a hero video and by use of celebrities, influencers and bloggers

Websites



Partnership website and partner websites to educate the public and health professionals

On pack labeling

Make it easy for the consumers to identify WG products



Events



Yearly whole grain day



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How to reach different consumers at different times and contexts – in a historic perspective from Denmark

Health

Higher intakes of WG can prevent NCD – carb fear and residing markets



Easy

How easy it is to get enough WG – few knew the requirements



Health

WG as an important source of protein – fear off not getting enough



2007



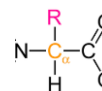
Taste

Convince consumers that WG tastes good and to try WG products – WG dull and dry



Sustainability

WG as a climate friendly food – EAT Lancet and SDG



Food and energy crises

How to achieve satiety the cheapest way

2022



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Learnings – from Danish experience



- Be aware that consumer concerns change over time and in different contexts
- Be aware that one size doesn't fit all – different consumer groups have different attitudes and different preferences
- Remember to monitor consumer knowledge and attitudes towards WG – and use results from monitoring to create stories and PR
- Shape the key messages and argument according to mayor consumer trends
- Activate the right channels to the different groups , situations and purpose
- Create partnership channels and use partners channels for communication - engage partners in communication campaigns
- Communicate on products
- News you can use and recipes are highly valued
- Humor is an effective vehicle

