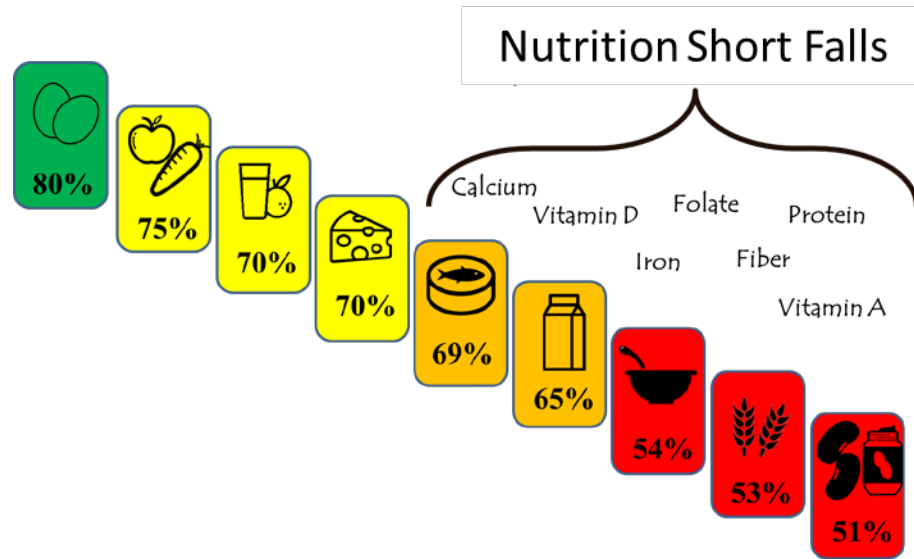


Mind the Gap: Romancing the Food

**Melanie Hall MS, RD: Kellogg Company
Melissa O'Brien MS, RD, LDN: Jewel-Osco**

“The Gap”

Under redemption of WIC foods.



Common Reasons for Under Redemption

- **Approved foods are not available**
- **Poor in-store signage/placement**
- **Can't find the right size**
- **Out of stock**



Problems to address through industry partnerships

- **Don't know how to use foods**
- **Don't like food/brand**



Problems that can be addressed through nutrition education and food marketing





WIC Staff are Marketers

FACT!!

Are You a Marketer?

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



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

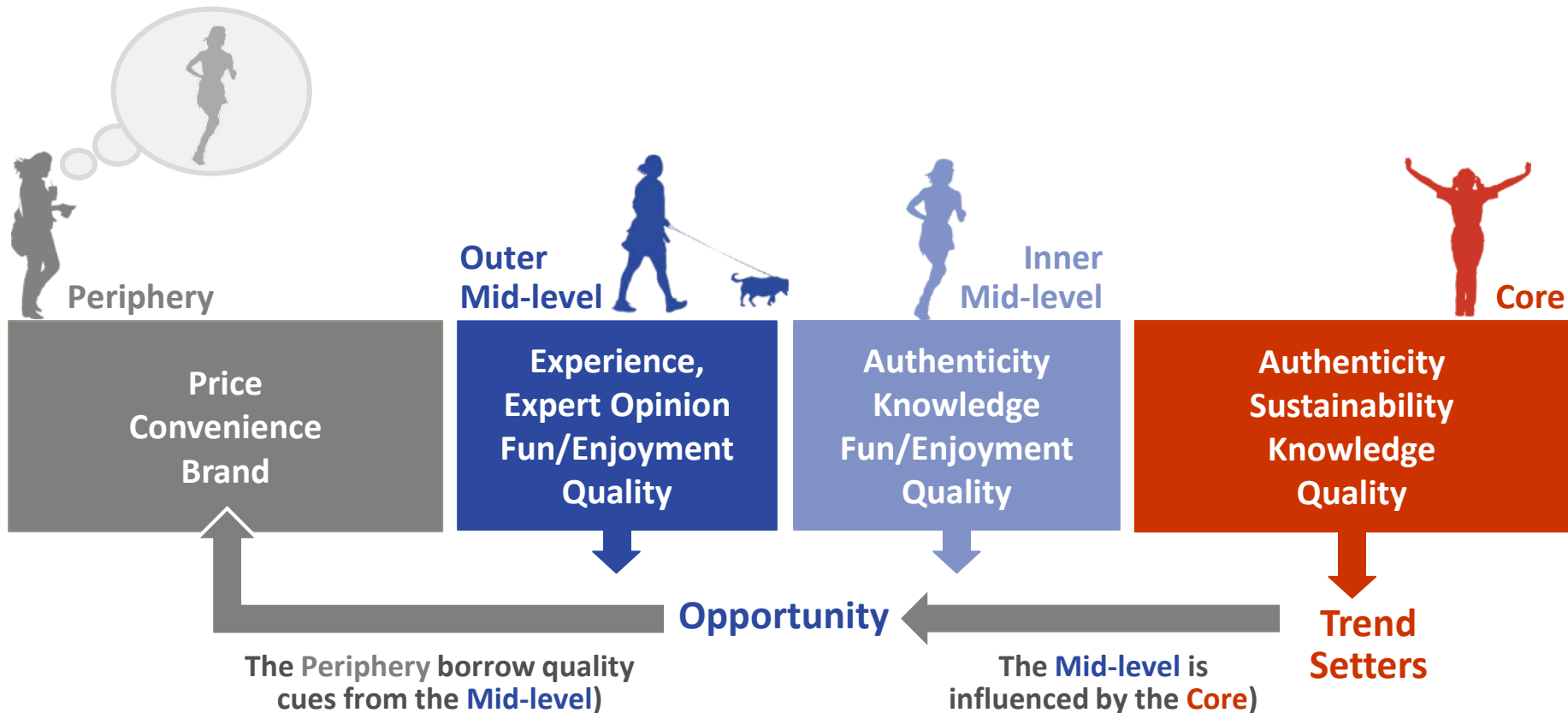
Lifestyle & Attitudes

- Stages of Change
- Perception of Health
- Perception of WIC



Health and Wellness Views and Trends

Hartman Group Health and Wellness Attitude Segmentation



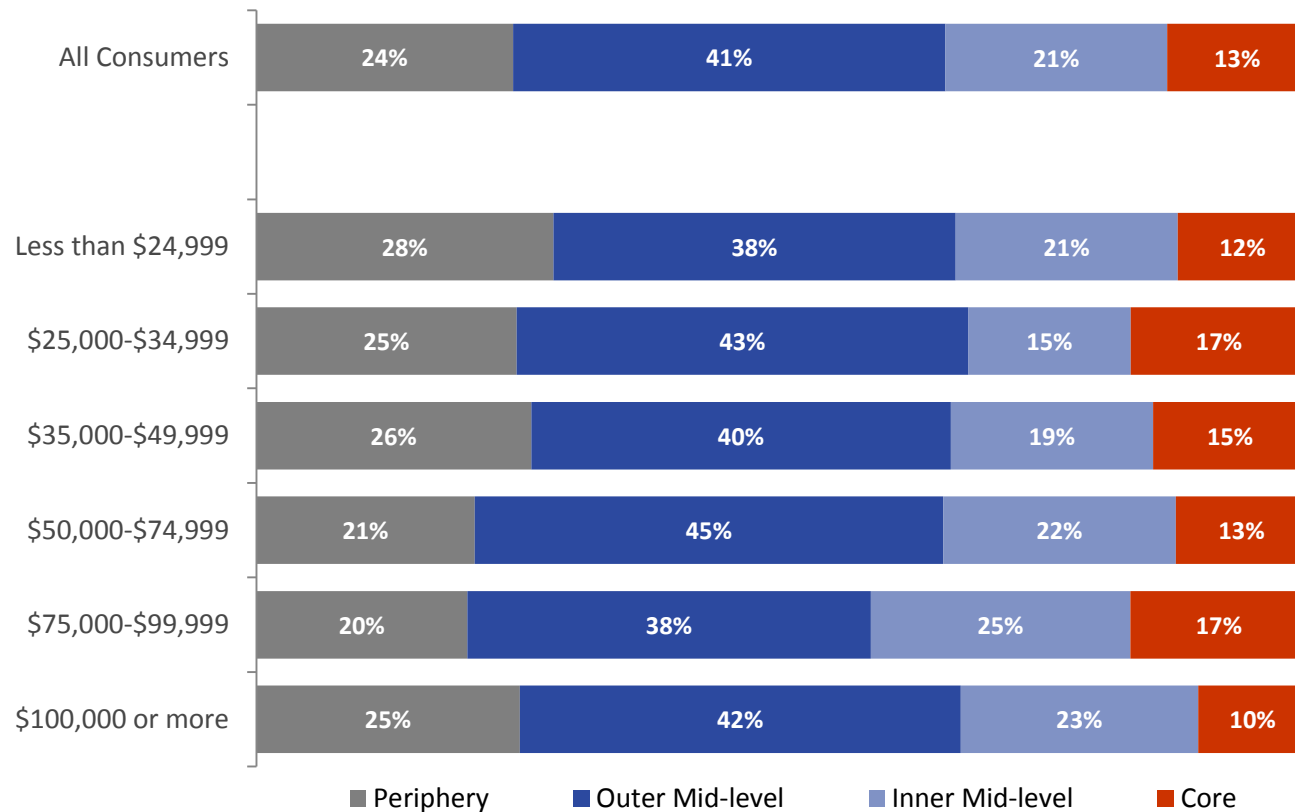


**Income is a Determining Factor of
Health and Wellness Views**

FICTION!!

Income Does Not Determine Health and Wellness Views...

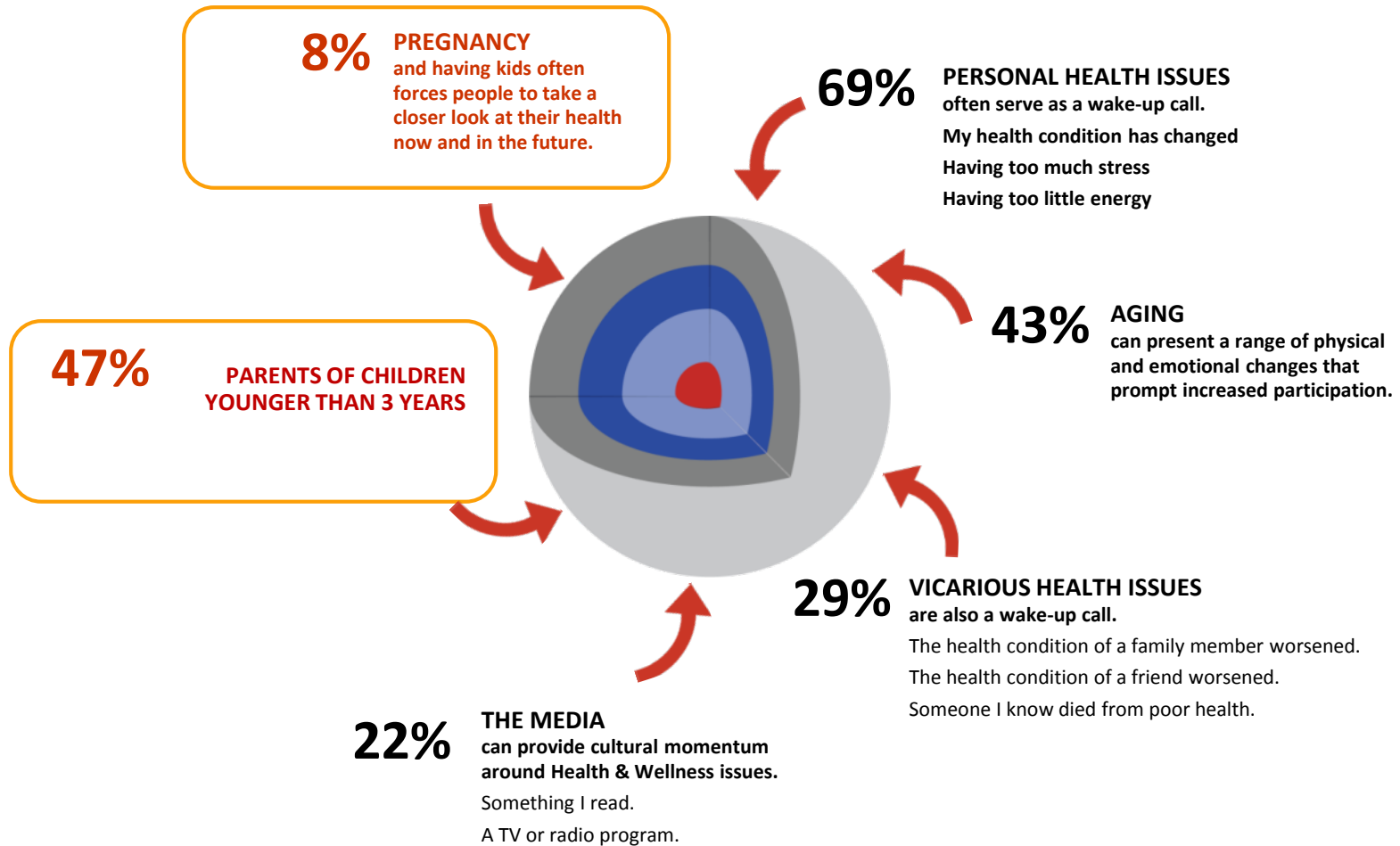
Hartman H&W Segmentation by Income



C5/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.



Seasonal Buying Behavior Study





New Year, New You

FICTION!!

Notable Seasonal Shopping Behaviors

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



**Marketers Make
The Latest Trends**

FICTION!!

The Evolving Power of The Shopper

1970/80's

1990-2010

Today

Manufacturer Power

Retailer Power

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



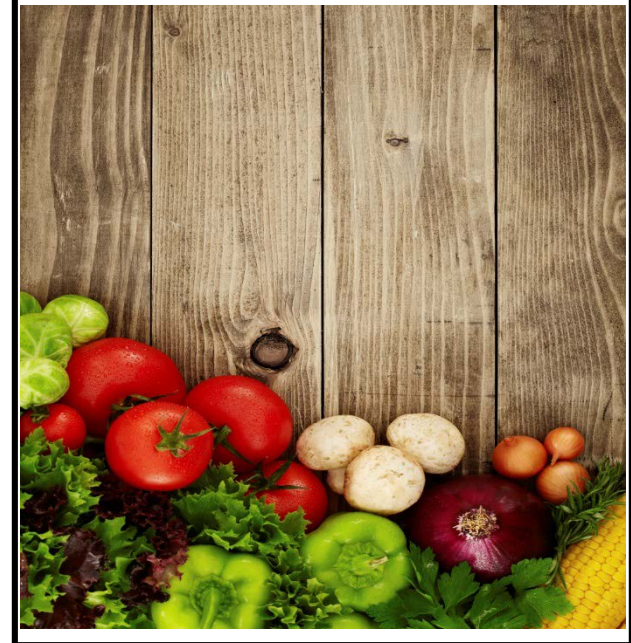
- Presentation
- Global Flavors
- Convenience

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



DIY



Presentation



Flavor



Local

Manufacturers Use of Trends to Market WIC foods

Experience & International Flavors



Digestive Wellness



Recipe Videos



Stuffed Apples

- 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?