

Strategies for creating consumer awareness in the context of Functional Foods

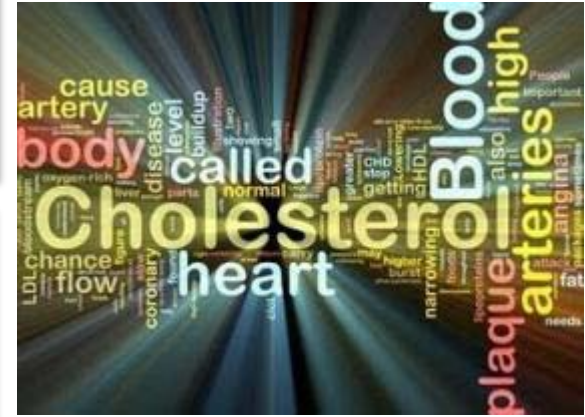
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The Measures of
Success & lifestyles
have changed..



..and so have
the Measures of
Health..

**Burgeoning
state of non-
communicable
diseases in India**



What are Functional Foods?

*Digestive
Health*

*Performance
nutrition*

*Weight
management*

*Blood sugar
control*

*Cholesterol
reduction*

*Beauty
enhancement*

Rapidly building awareness led by Media & increased choices in the market

NEW DELHI

SMART SNACKING

The urge to nibble creeps up at odd hours. But snacking isn't something to brown on — it can actually be good for your health. The best way to beat those hunger pangs is to go for **smart snacking**, which essentially means eating the right food with less calories and more energy content.

Snacking is not just about eating a quick burger or a pack of chips. There are smarter ways to stave the munching craving as well as healthy — to prevent excess calorie intake, it is advisable to avoid oily and greasy stuff and instead choose light and fresh foods. Dr Rajal Parthiv, chief dietitian at Srisaan Bhavaye Institute and



SALT & PEPPER CRISPY CORN

Ingredients

- 1 large can of green peas corn
- 2 tbsp cornstarch
- Oil for deep-frying
- 2 tbsp onion, very finely chopped
- 2 green chilies, finely chopped
- 2 spring onions, finely chopped

EAT SMART

Fibre for fitness

Fibre, like other nutrients, is an integral part of a healthy diet with a wide range of benefits...

JALAJA MADABHUSHI

It is well known that fibre is essential for a healthy diet. It helps in digestion and keeps the gut healthy. It also helps in maintaining a healthy weight and preventing chronic diseases like diabetes and heart disease. Fibre is found in a variety of fruits, vegetables, and grains. It is important to eat a diet rich in fibre to stay healthy and fit.



A toast to oats

High soluble fibre makes this grain a potent health food

Sanchita Sharma

CHOOSING BREAKFAST cereal is getting harder by the day. Supermarket shelves are chock-



Outsmart Prevention Guide:

Diabetes

EAT TO BEAT Diabetes

- ✓ Reduce Insulin Resistance
- ✓ Balance Blood Sugar Levels
- ✓ Lose Dangerous Belly Fat

Breakthroughs that will keep you safe

“I walked my blood sugar off!”

Diabetes Defying Recipes

Find out how old is your heart

HEALTHY HEART

CONSIDER THIS:

- According to the World Health Organization, heart disease will be almost 28 million people globally by 2025. India contributes and especially India will account for a major portion of this heart disease related deaths.
- Regular checkups have it that by 2010, 46.5 million Indians will suffer from heart disease. This figure will account for 60 per cent of heart disease patients worldwide.
- Research shows that half of all heart attacks among Indian men occur in people less than 38 years of age. About a quarter (25 per cent) of these heart attacks occurs in people less than 25.
- Over 80 per cent of Indians are at high or moderate risk of heart attack and at least 2 million of it has occurred before households, is already afflicted.

HEART-HEALTHY DIET

THIS may mean looking super change in your dietary habits. Cutting down substantially on your saturated and trans-fat intake will work wonders for you. To that end avoiding butter, fast foods, deep fried foods, processed and so on is completely desirable. However, a heart healthy diet is not just about avoiding these. Equally important, if not more, is increased consumption of fruits and vegetables. High in soluble fibre like oats, whole grains, rajgana, green tea, curries, wheat etc.

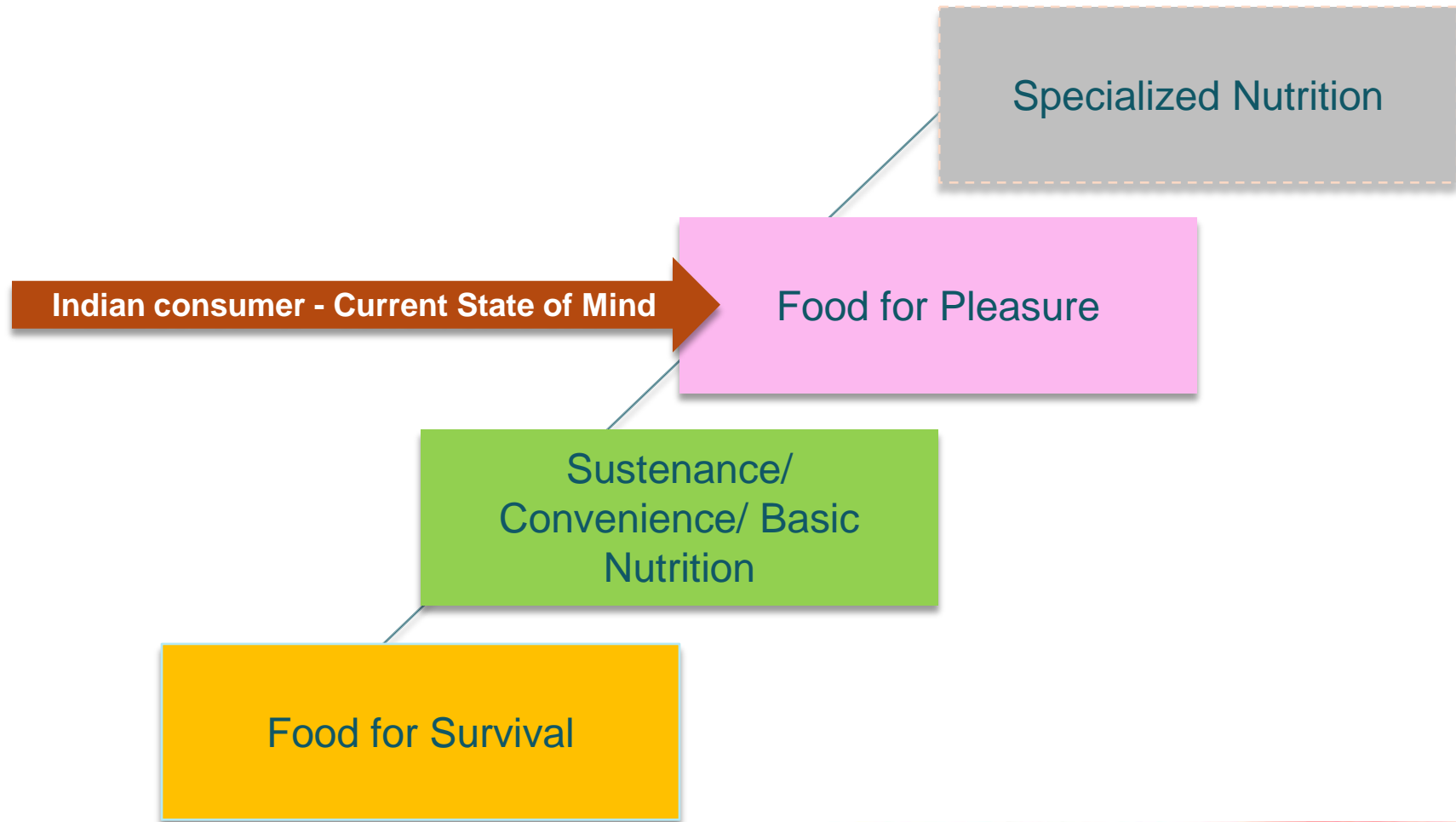
2. TAKING YOUR PHYSICAL ACTIVITY LEVELS A NOTCH HIGHER



Wholegrain young at HEART

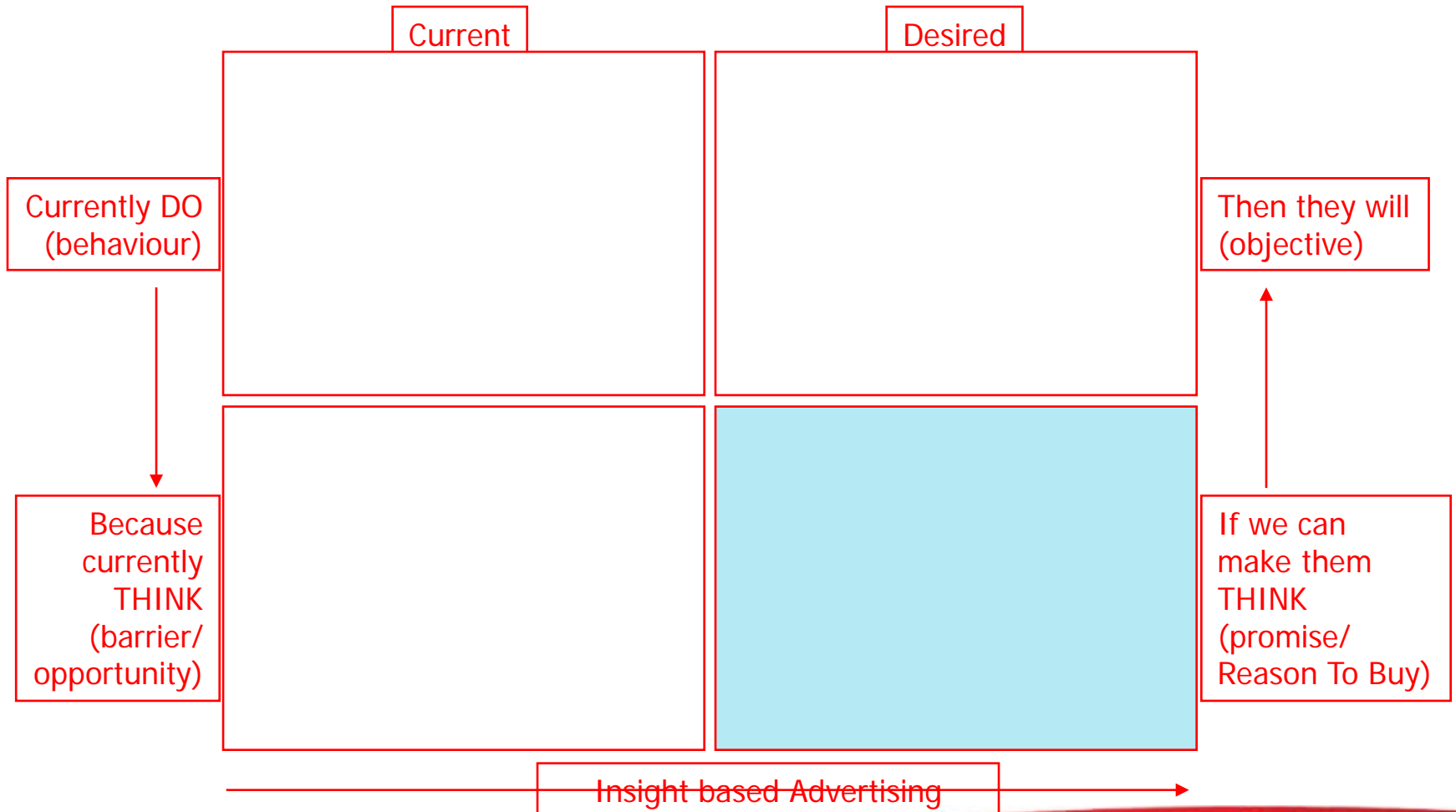
Landing into 30s..... and your stress list in mind..... approached 30s my family to the nearby lab for a start considering the inherent nature of these preventive health checkups of anxiety and unnecessary nightmare report depicted "high cholesterol". doctor revealed that in the current scenario of Indians in their 30s and 40s are in pain and consequent heart

However the Adoption challenge still remains steep in Functional Foods

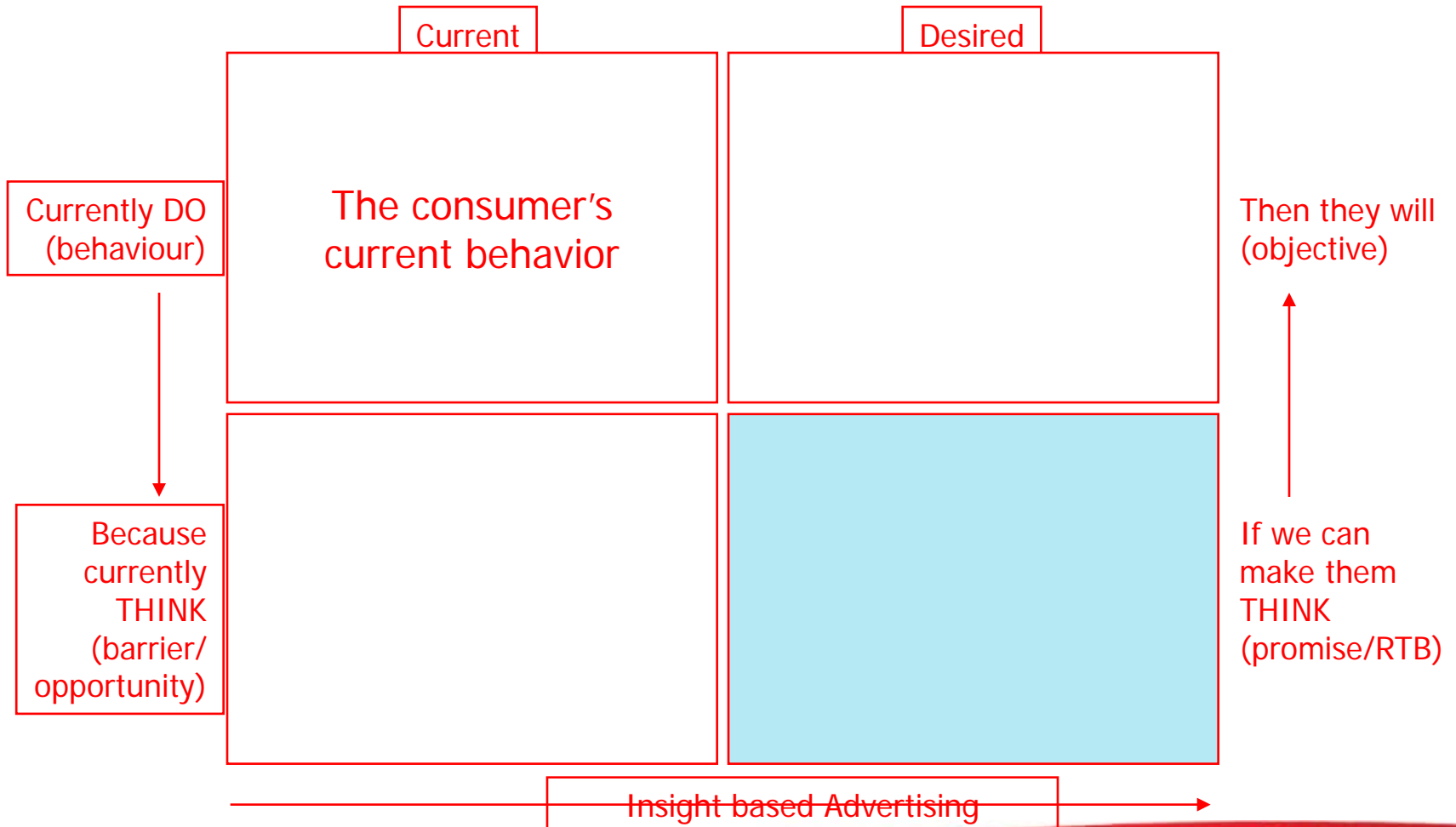


Some Theory on Communication Strategies

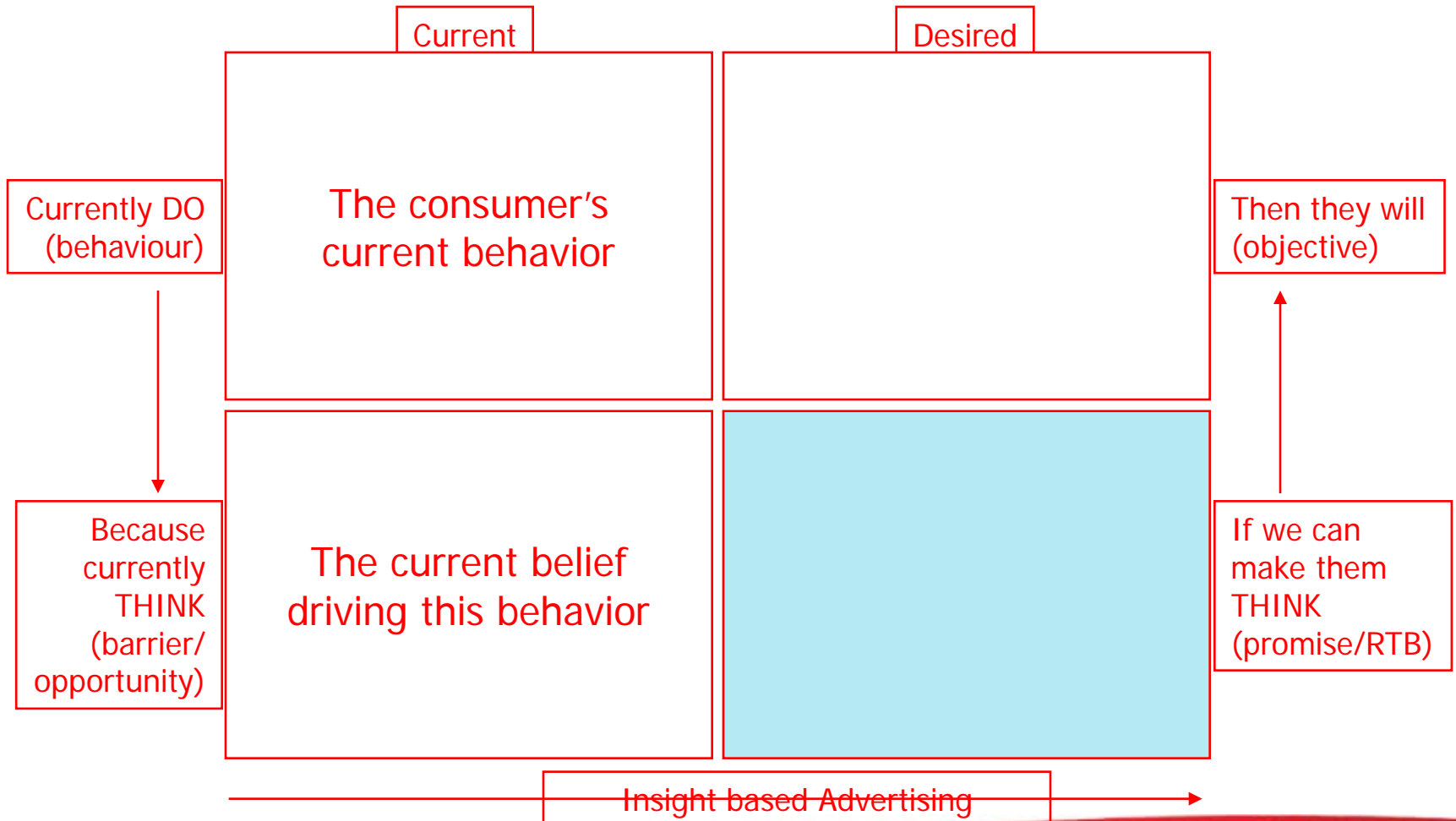
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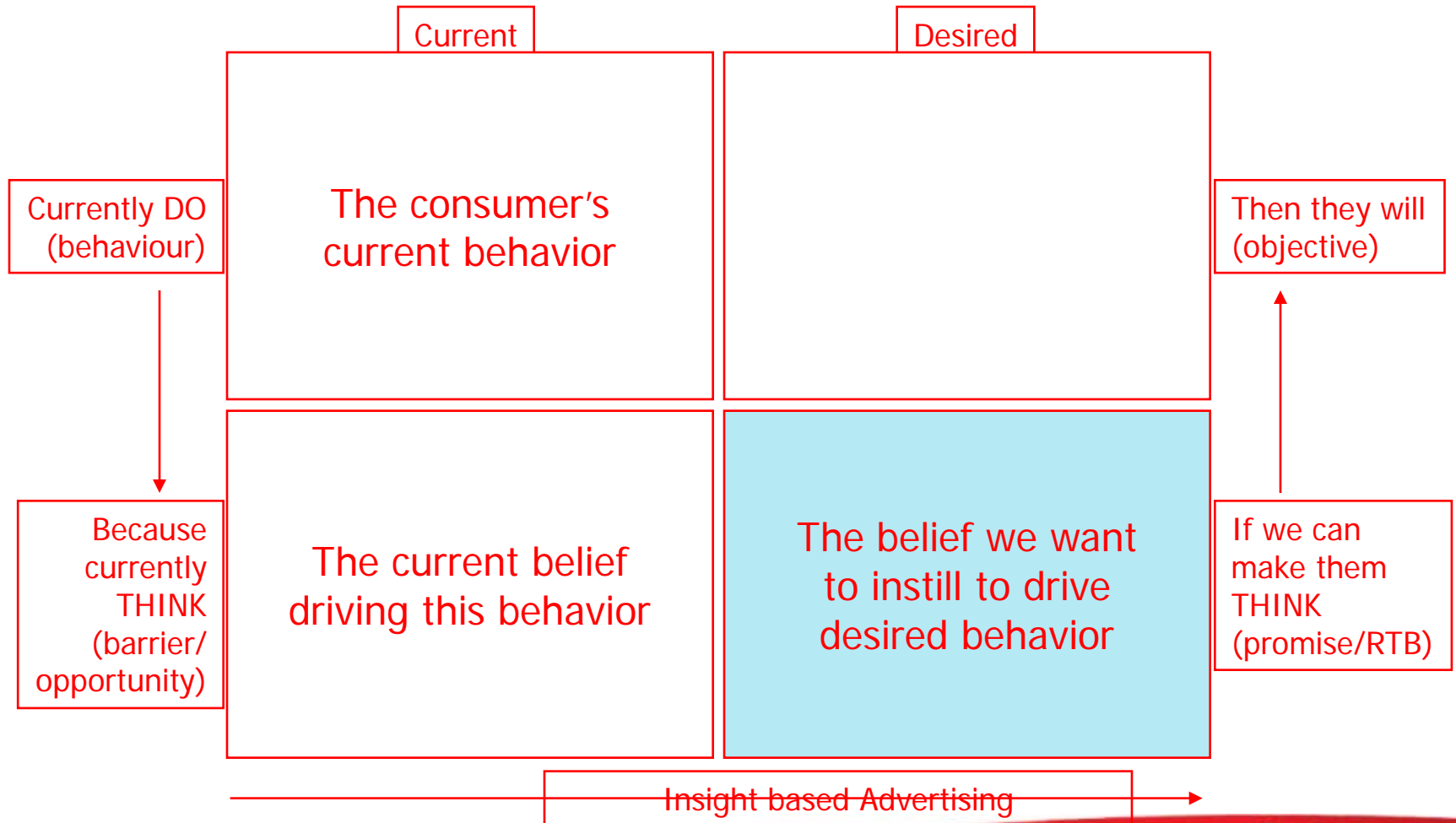
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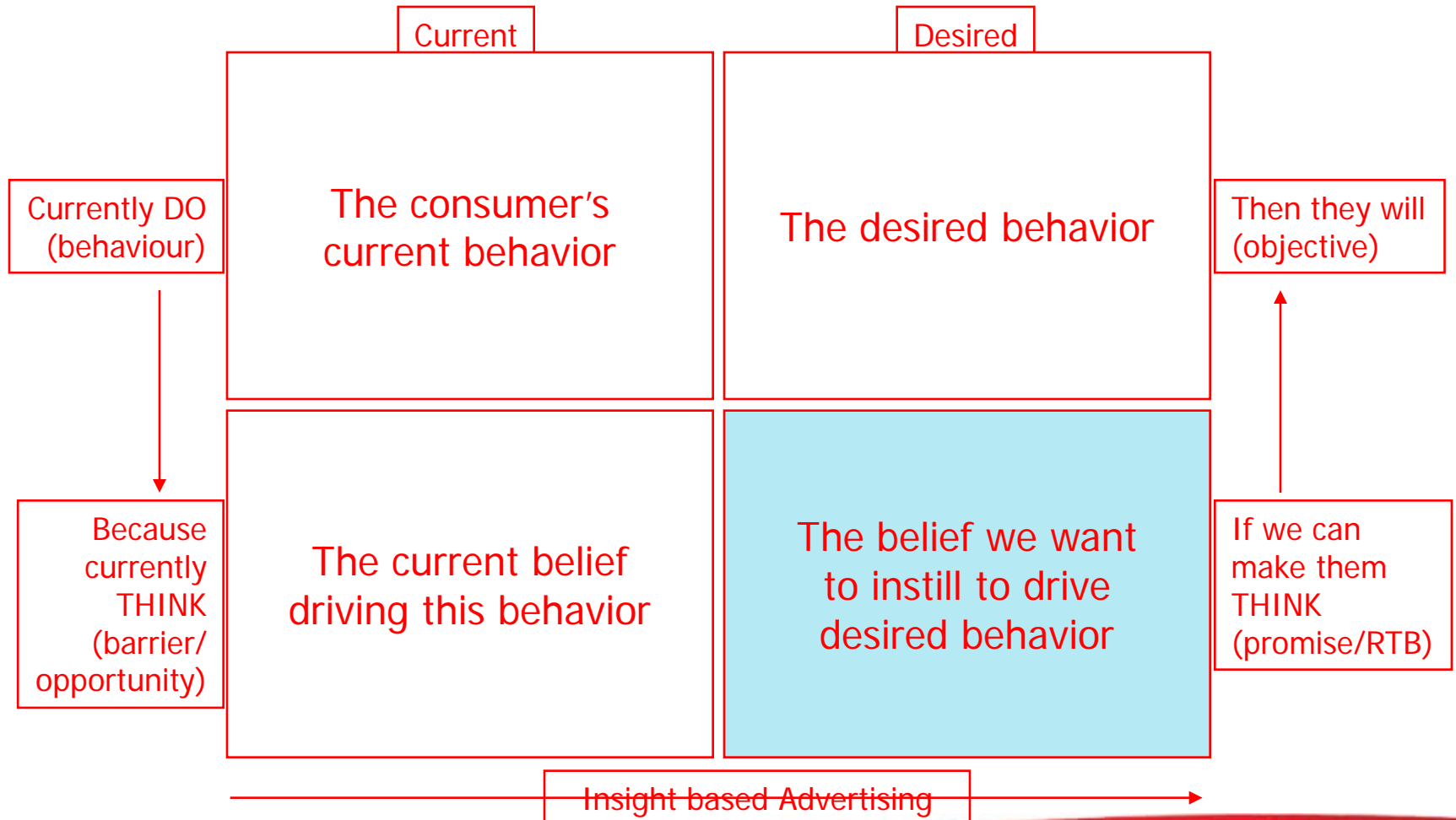
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ADMAP



ADMAP

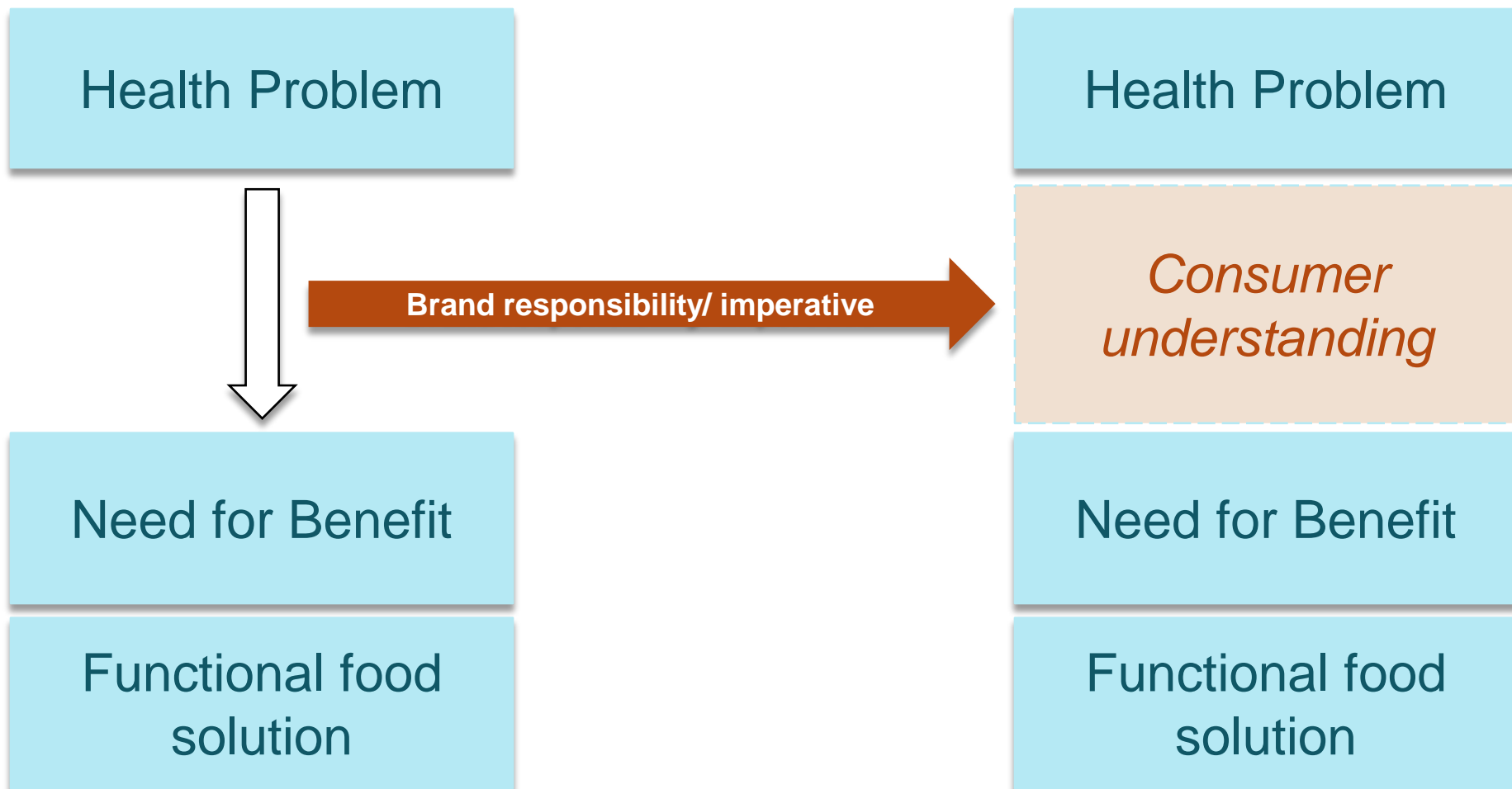


Areas of Benefit Barriers – to look for Insights

- “I don’t want the benefit”
- “I already have the benefit”
- “I don’t believe you deliver the benefit”

Applying Communication Theory to Functional Foods

Gap between diagnosis/ concern for the **Health problem** and the **Need for a benefit** is invariably consumer's correct and holistic understanding of the Health problem.



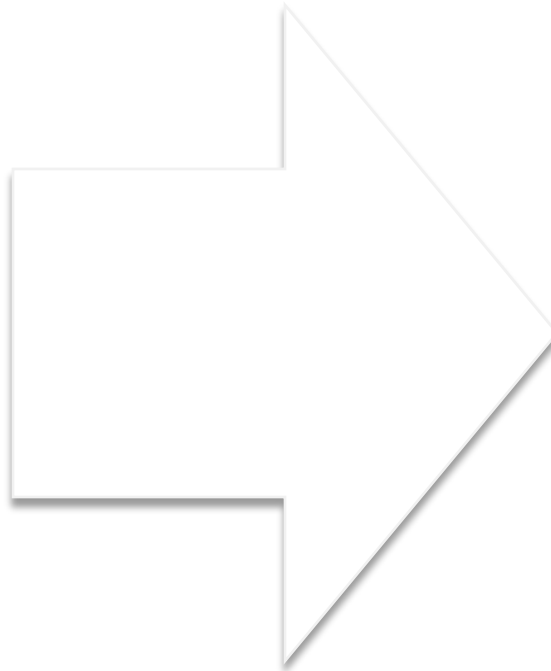
Hence, the **BIG** communication challenges

“I don’t have a Problem”

“Healthy Foods are tasteless”

“This is not the kind of food I am used to”

“I am confused about which is right for me”



1. Building Awareness

2. Building Interest

3. Building Trial

4. Building Habit

“I don't have a Problem”



1. Building Awareness



Get into her shoes,
understand the life
space

Find the sweet spot
where the functional
food can make a
difference



Other triggers for
success:

1. Quantum of
messaging
2. Credentials from
recognized/
leading
institutions

Target psychology
instead of only
physiology

Make a connection
through
communication



The entire Insurance industry especially Health Insurance has relentlessly worked on creating awareness about the problems of securing oneself and hence the need to get insured adequately

“Healthy Foods are tasteless”



2. Building Interest



Keep the message **Interesting** and **Inviting**

Don't go the **Hippocrates way** in communication..“Let food be thy medicine” does not work

Avoid the risk of sounding ‘pharmaceutical’ or ‘therapeutic’

Remember..consumer is buying food for enjoyment

Television and Entertainment content providers have generated a lot of interest and excitement around 'Cooking' and 'Cookery shows' and taken the genre to a large no. of viewers beyond Housewives.



A screenshot of a TV menu for NDTV God Times. The menu is titled 'ACTIVE COOKING' and offers options for English, Hindi, Gujarati, and Telugu. It includes a 'Menu for the Day' section with recipes like Palak Pooi, Matar Ka Dulma, Apple Walnut cake, and Pulioggare. There is also a 'COOK BOOK' section with numbered options: 1 Drinks, 2 Soups & Salads, 3 Vegetarian, 4 Non Vegetarian, 5 Diwali Special, and 6 Contest. The NDTV God Times logo is in the top right, and the TATA Sky logo is in the bottom right. Navigation instructions like 'tv exit' and 'हिन्दी में पढ़ें' are at the bottom left.

IPL – Do I need to explain?



“This is not the kind of food I am used to”



3. Building Trial

Ensure superb **Reach** and **Access**



Unit Price & affordability

Price – consumer does not think about buying once

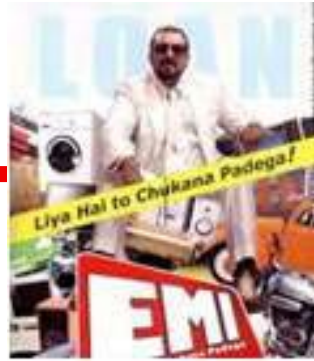
Should seem affordable enough for everyday usage



Win @ **Point of Purchase**, use packaging strategically



EXAMPLE 1.0 Driving affordability has been the cornerstone of growth across categories



EXAMPLE 2.0 'Easy access to Capital and Finance' coupled with the right communication has changed age old behavior to borrowing; and is driving Consumption across categories and enabling Enterprises across the pyramid



“I am confused about which is right for me”



4. Building Habit



Every element must play perfectly

Benefit proposition

Product delivery

Price

Consistent availability

Reminders

One to one engagement

Key opinion leaders



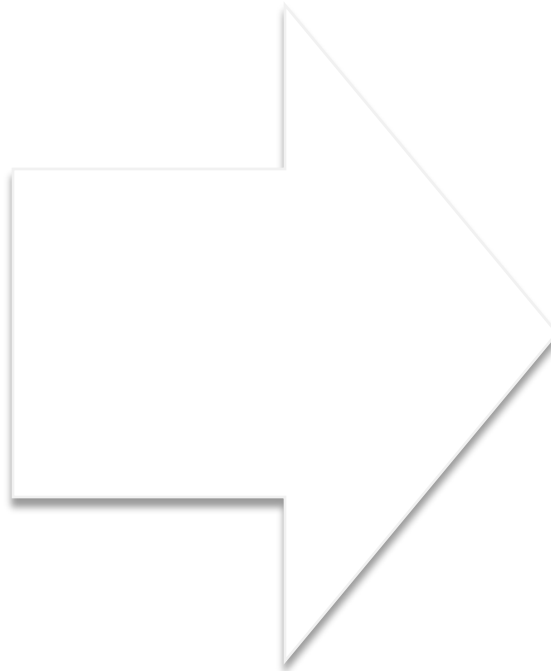
Once again, the **BIG** communication challenges & implications

“I don’t have a Problem”

“Healthy Foods are tasteless”

“This is not the kind of food I am used to”

“I am confused about which is right for me”



1. Building Awareness

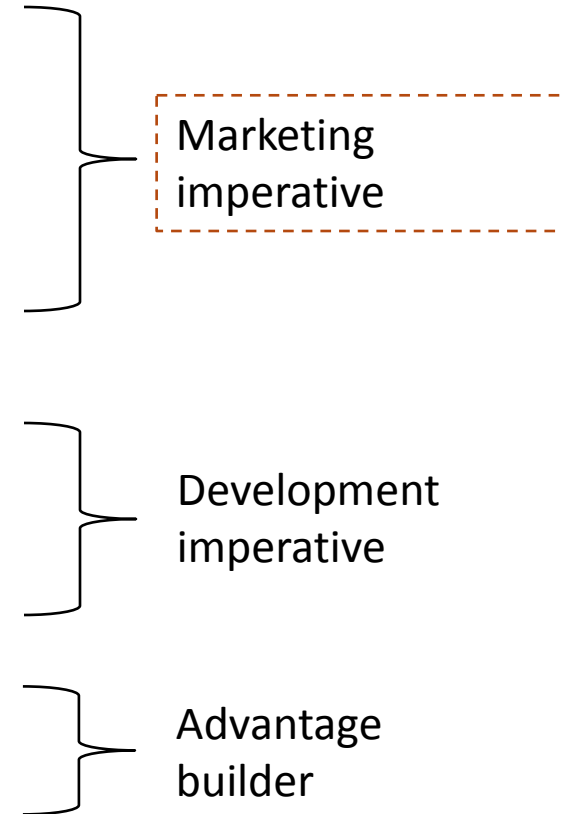
2. Building Interest

3. Building Trial

4. Building Habit

Functional Food Brands have to play an active role to create to create this **consumer understanding** first and then market the solution.

Factor	What does it mean?
Need the product	<ul style="list-style-type: none"> • Positive Choice - Food format already a part of Target consumer's daily habits • Should be communicated as a food product - Health Plus • If the functional food product is priced at a premium it must have the taste, appearance, and quality of a premium food product • The product (even if functional) should be great tasting
Understand the benefit	<ul style="list-style-type: none"> • The success depends primarily on what the target group already knows, accepts and has heard from credible sources. • Special groups of consumers have detailed knowledge about ingredients. What does your target group know and believe about your ingredient
Accept the ingredient	<ul style="list-style-type: none"> • Consumers are interested in health, not ingredients. It is not necessary for consumers to understand the ingredient, as long as they accept it in a healthy food product. • If the ingredient is unknown or unattractive, the consumer will chose other products to reach the same health benefit e.g. Probiotic vs. Fiber to deliver Digestive Health • For maximum acceptance place your ingredient in a food context and place subject matter in the context of what consumers already know and accept. • Otherwise – educate health professionals and other opinion leaders to match consumer readiness
Trust the brand	<ul style="list-style-type: none"> • You can't trust any brand to provide for your health • In every marketplace there are already a number of food brands consumers associate with health e.g. Britannia, Horlicks, Nestle etc. • It takes time/ endorsement to build consumer trust



Source: FourFactors, Wennstrom

Signing off: The Three Golden Rules

- Remember “Taste, Taste, Taste”
- Leverage powerful human insights, drive through a simplistic message
- Don’t Talk AT the consumer, Talk TO the consumer