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?

- Weight management
- Digestive Health
- Blood sugar control
- Cholesterol reduction
- Performance nutrition
- Beauty enhancement
Rapidly building awareness led by Media & increased choices in the market
However the Adoption challenge still remains steep in Functional Foods

Indian consumer - Current State of Mind

- Food for Survival
- Sustenance/Convenience/Basic Nutrition
- Food for Pleasure
- Specialized Nutrition
Some Theory on Communication Strategies
Then they will

If we can

make them

THINK

(promise/
Reason To Buy)

Because
currently
THINK
(barrier/
opportunity)

Currently DO
(behaviour)

Insight based Advertising

Desired
Then they will

If we can make them THINK (promise/RTB)

Because currently THINK (barrier/opportunity)

Currently DO (behaviour)

The consumer’s current behavior

Then they will (objective)

Insight based Advertising
Then they will (objective)

If we can make them THINK (promise/RTB)

Because currently THINK (barrier/opportunity)

The current belief driving this behavior

The consumer’s current behavior

Currently DO (behavior)

Insight based Advertising
If we can make them THINK (promise/RTB) then they will

Because currently THINK (barrier/opportunity) The current belief driving this behavior

The consumer’s current behavior

The belief we want to instill to drive desired behavior

Currently DO (behaviour)

Insight based Advertising

The current belief driving this behavior

The consumer’s current behavior

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If we can make them THINK (promise/RTB)
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Insight based Advertising

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The consumer’s
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Insight based Advertising
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.

- **Health Problem**
  - **Brand responsibility/ imperative**
  - **Need for Benefit**
    - **Functional food solution**
  - **Consumer understanding**
    - **Need for Benefit**
    - **Functional food solution**
Hence, the **BIG** communication challenges

1. Building Awareness
2. Building Interest
3. Building Trial
4. Building Habit

- “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”
Other triggers for success:
1. Quantum of messaging
2. Credentials from recognized/leading institutions

“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

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.
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

*Zindagi mein Life*
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

- Benefit proposition
- Product delivery
- Price
- Consistent availability
- Reminders
- One to one engagement
- Key opinion leaders

Every element must play perfectly
Once again, the **BIG** communication challenges & implications

- “I don’t have a Problem”
- “Healthy Foods are tasteless”
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1. Building Awareness
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Functional Food Brands have to play an active role to create this consumer understanding first and then market the solution.

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<th>Factor</th>
<th>What does it mean?</th>
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| **Need the product**  | • 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** | • 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** | • 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**    | • 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