

Inspiring Action

How Insights Can Drive Behavior Change

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Presented by:

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PRODUCE FOR®
BETTER HEALTH
FOUNDATION





Moderator

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President & CEO

Produce for Better Health Foundation

have a
plant[®]
fruitsandveggies.org

Our Purpose

The Produce for Better Health Foundation (PBH), a 501(c)3, is the only national non-profit organization committed to helping people live happier, healthier lives by eating more fruits and vegetables in all their glorious forms every day.

Our Movement

Research shows, rather than a prescriptive recommendation to eat a certain amount of fruits and vegetables each day, consumers (particularly Gen Z and Millennials) want actionable, realistic and FUN approaches that make eating fruits and vegetables easy, helping them feel confident, happy and healthy.

That's where PBH's Have A Plant® movement comes in. It's a way to tap into the emotional connection consumers have to the fruit and vegetable eating experience while inspiring long-term, sustainable behavior change. And it does so with a no-nonsense approach that's simple, understandable, and, importantly for this audience, non-prescriptive.



Housekeeping

1 CPEU available through the Commission on Dietetic Registration (CDR)

You will receive a link to the certificate of attendance, the webinar recording and PDF of the presentation!

Type your questions into the Question box at the bottom of your Control Panel at any time during the webinar.

Webinar

INSPIRING ACTION

HOW INSIGHTS CAN DRIVE BEHAVIOR CHANGE

PRODUCE FOR®
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FOUNDATION

Campbell's



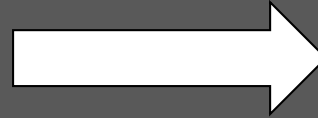
Victoria Offutt
Consumer Insights
Associate Marketing
Manager



Lindsay Watts MS, RDN
Senior Nutrition Communications
Specialist

IS IT AN INSIGHT?

- a) 58% of millennials consider themselves “foodies”
- b) 69% of Millennials have posted photos of their food to social media in the past year
- c) Most Americans say they are willing to eat more plant-based foods
- d) Flexitarians tend to be older women, while vegans and vegetarians are more often younger consumers
- e) All of the above
- f) None of the above



“Millennials appear more engaged with food and drinks than the average consumer meaning brands have an opportunity to connect with these shoppers based on their interest and passion for the category”



“Health, ethics and environmental reasons are the main drivers of trying plant based foods but taste is king. If the flavor profile falls below consumer’s expectations then it doesn’t matter how healthy it is”



WHAT IS AN INSIGHT?

An insight is not a data point.

An insight is a deep understanding of a person or thing

Brand Truth:

Why your brand or service is the best solution

Category Truth:

How a person behaves within a category

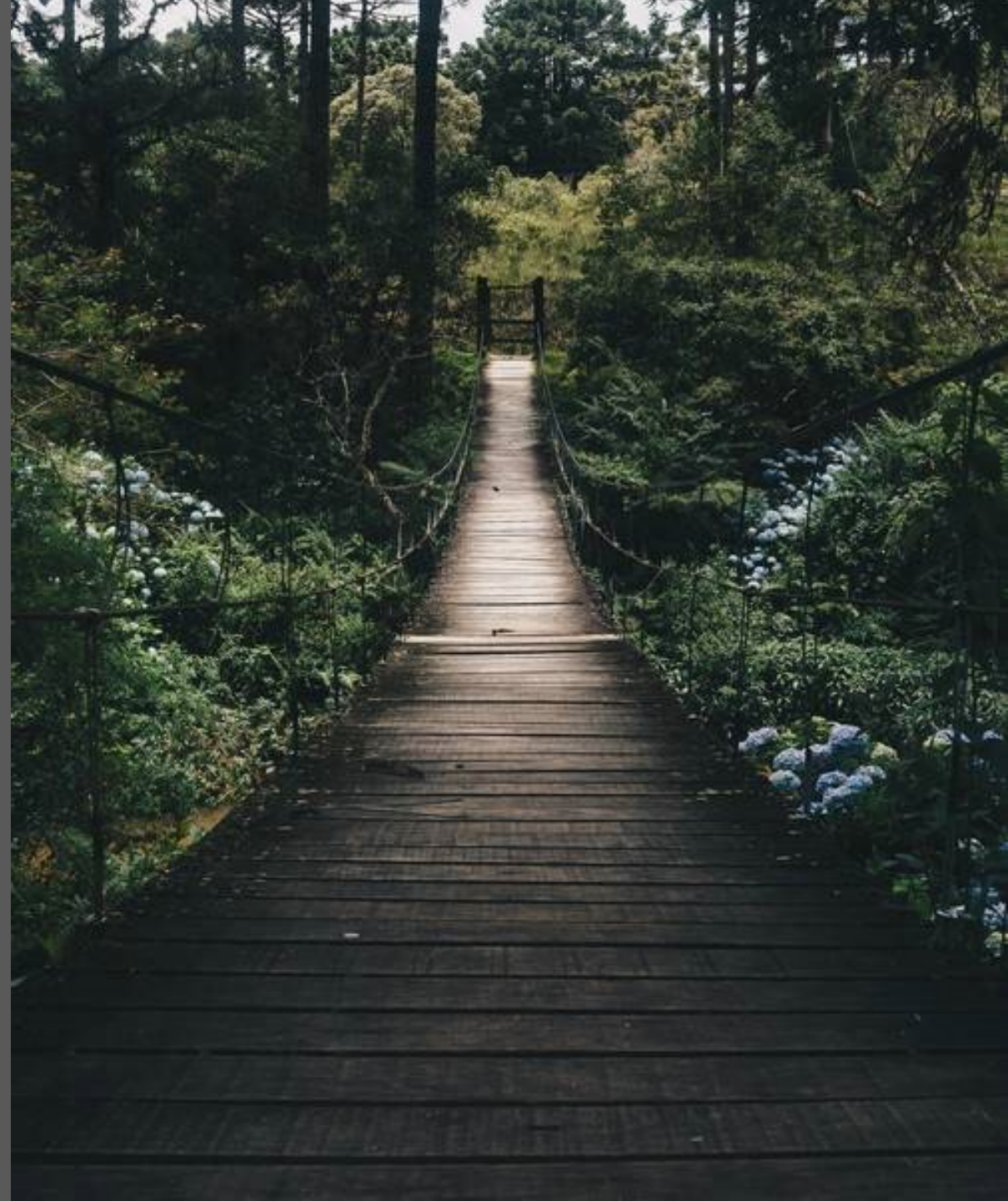
Human Truth:

what a person thinks, feels, believes,
or wants

POINTS OF TENSION

Tension between what someone believes or wants to do and what they actually do.

Your product, service, or message should help bridge this gap.



FRUIT & VEGETABLE CONSUMPTION: CATEGORY TRUTH



90%

Of people do not eat the recommended daily amount of fruits and vegetables.

UNCOVER A HUMAN TRUTH

Identify the needs,
wants, and beliefs of
your target audience

I want to
eat more
veg

Eating
healthy is
expensive

I want my
kids to eat
more veg

I don't know
how to cook
very many
types

They only taste
good with a lot
of unhealthy
ingredients
added

I want to set a good example and be a good parent

I want my kids to eat more veg so that they aren't picky eaters

I am worried about my health

I want to feel energetic and happy

I'm afraid of wasting time and money on something my family won't like.

UNCOVER A DEEPER MEANING

Ask *why* they have a belief of behavior

Consider motivations, aspirations, and attitudes

UNCOVER POINTS OF TENSION

Select a Truth + Deeper
Meaning that seem true,
but not obvious.

Identify the tensions and
implications behind them

I want my
family to eat
more veg

I'm afraid of
wasting time and
money on
something my
family won't like.

It's really
frustrating to
throw out spoiled
vegetables

I only know how
to cook a few
types and my
family is bored



INSIGHT

I want my family and I to eat more vegetables but they will not touch them unless they are delicious! I have go-to recipes to make veggies tasty but my family gets bored with the same options and I end up throwing out the new vegetables I experiment with.

CONNECTING WITH YOUR AUDIENCE

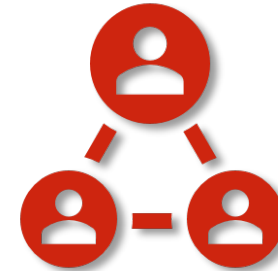
**PASSIVE
RESEARCH**



**IMMERSION
RESEARCH**

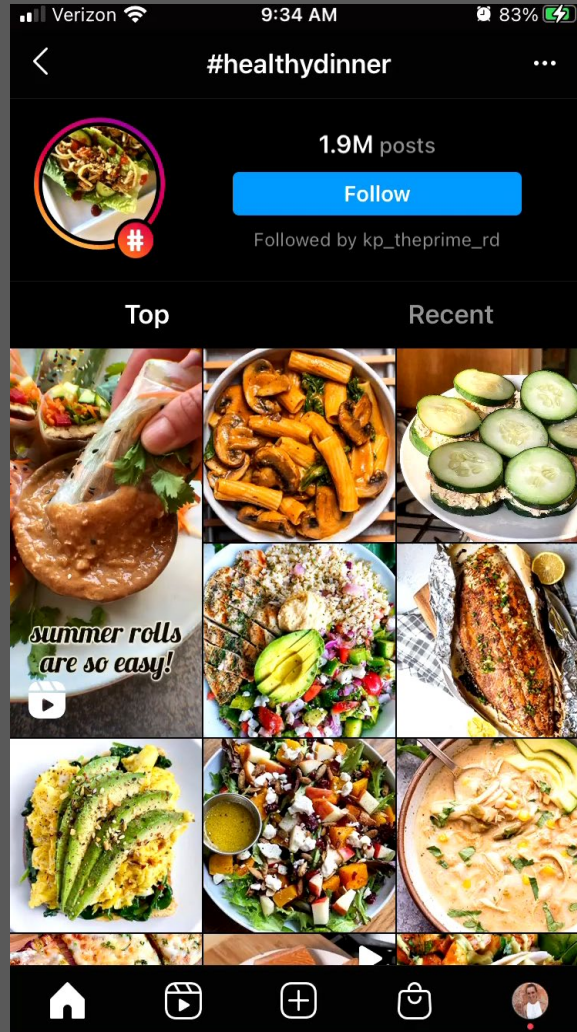
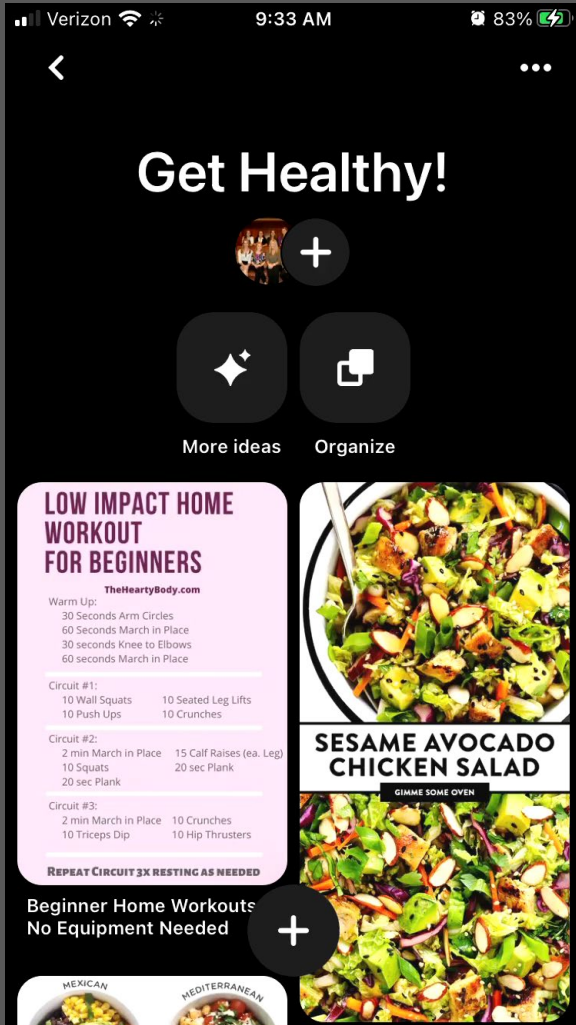


INTERVIEWS



SAMPLING





PASSIVE RESEARCH

Track trends to figure out what your consumers care about:

- Use the resources they are using
- Social media, blogs, Pinterest, popular articles.
- Be aware of the echo chamber



IMMERSION RESEARCH

Give yourself an exercise to walk in their shoes

- Do the things they do
- Go to the places they go
- Shop the way they shop
- Talk to people in stores
- Poll on social media





INTERVIEWS & FOCUS GROUPS

- Be curious, non-judgmental
- Exhibit unconditional positive regard
- Make people feel comfortable, conversational
- Ask about specific stories not generalities
- Probe for understanding, don't assume you know



SAMPLING

Build the smallest, quickest, yet functional version of your idea- scale up from there

- Make sure your minimum viable product has value
- Your MVP only needs to solve one problem for one audience
- Use data to figure out when to add features



Case Study

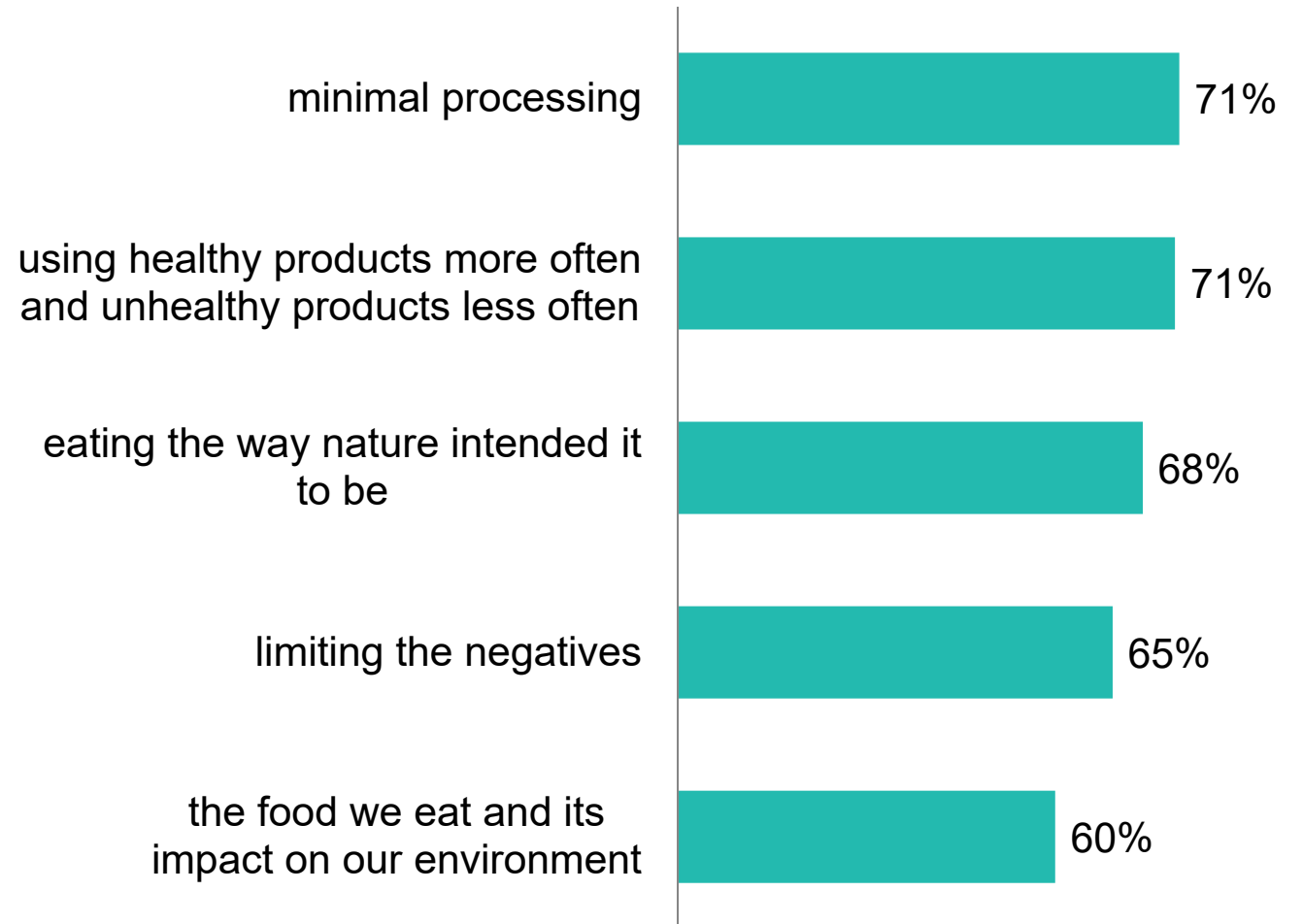
Campbell's® Well!
Yes!

Clean Eating is the New Healthy Eating

Choosing clean foods/beverages is not a consistent behavior for most shoppers only 32% of people say they always/usually do so.

That doesn't mean it's not something that interests people and they want to do more of. More than half plan to eat clean more often. This is particularly true of those in their 30s and 40s.

What does "Clean Eating" Mean?



Well Yes! Soups Launched in January 2017



Mainstream



Opportunity



Premium/Organic

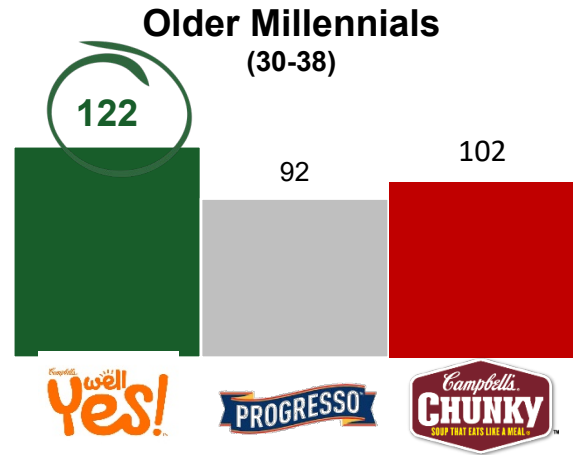


- **Brand built on saying yes**
- **Unique, but simple ingredients:**
 - Quinoa flour, kale, jicama juice, farro, great northern beans.
- **Ingredient statements that read like recipes:**
 - No artificial colors or flavors, no modified starches, no vegetable gums for texture.
- **Significant marketing investment to drive trial**

A successful launch with opportunity to do better.

✓ Attracted new & younger consumers

Category Volume Index vs. RTS Segment, by Generation



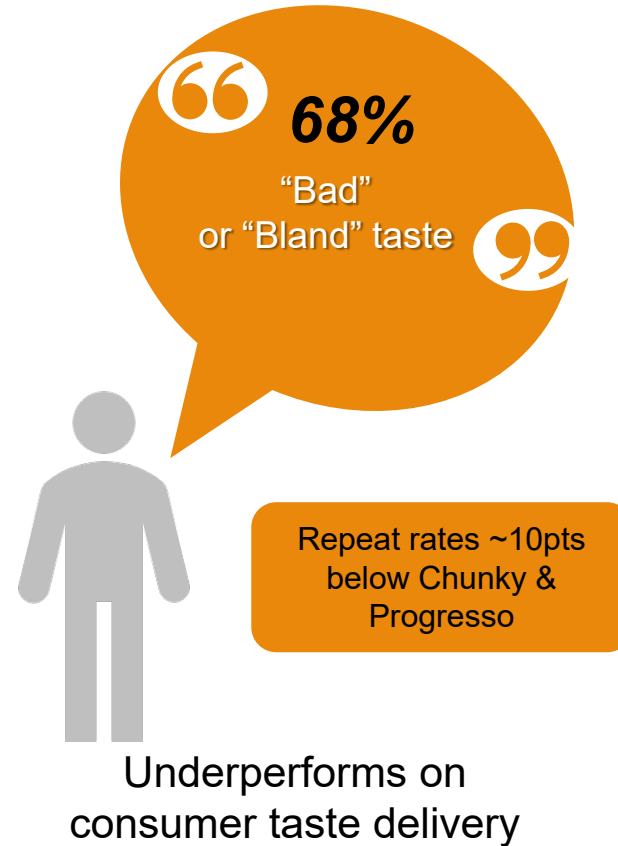
Source of Volume



Source: IRI, Total US – All Outlets, L52 weeks ending 10-6-2019

✗ Poor Product Taste

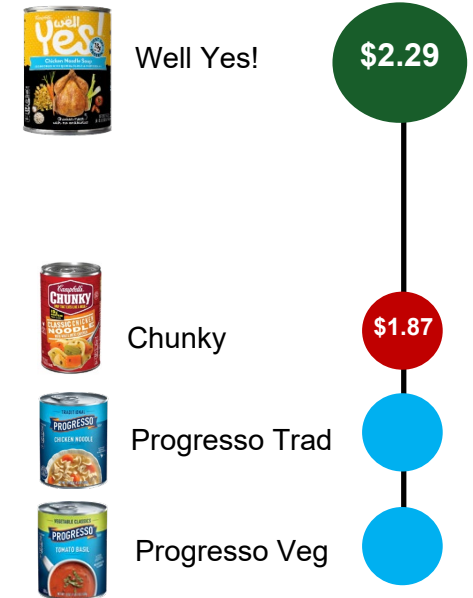
of Complaints Per Million Units (PMU) Shipped



Source: IRI MULO 52 w/e 12/31/17; Launch Year

✗ Expensive

US-Food Price



Consumers are willing to pay a price/ounce premium, but expect WY to be priced competitively



Well Yes!® Relaunch

Taste

Balanced Nutrition

Whole Foods

Meaningful food group servings

Simple, purposeful ingredients

Positive Nutrition

Convenience

Controlled in negative nutrients

Living Well

Well Yes! will deliver meaningful differentiation through unique ingredients and nutritional benefits



**Made with
Chicken Bone Broth**

5 Varieties:

Chicken Noodle
Roasted Chicken with Rice
Italian-Style Wedding
Southwest-Style Chicken Tortilla
Roasted Chicken & Vegetables



**35-85%
Daily Veggies (per can)**

8 Varieties:

Roasted Red Pepper & Tomato
Tomato & Sweet Basil
Minestrone
Garden Vegetable with Pasta
Hearty Lentil with Vegetables
Butternut Squash Bisque
Harvest Carrot & Ginger
Black Bean & Vegetables



**10+
Grams of Protein (per can)**

8 Varieties:

Chicken Noodle
Roasted Chicken with Rice
Italian-Style Wedding
Southwest-Style Chicken Tortilla
Roasted Chicken & Vegetables
New England Clam Chowder
Hearty Lentil with Vegetables
Black Bean & Vegetables

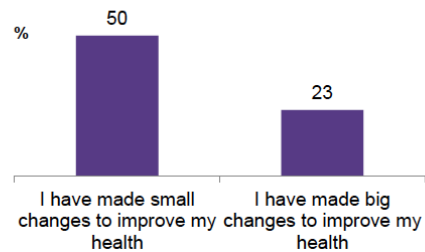
CONSUMER TRUTHS: MARIA, THE HEALTH PRAGMATIST

She has a positive outlook on life and food: put good in to get good out. She's on a journey of self-betterment and is committed to eating mindfully and living well. Doing that daily, however, can become a chore and make it hard to stick to it.

MAKING SMALL CHANGES

FIGURE 2: SMALL CHANGES AND BIG CHANGES TO IMPROVE HEALTH, NOVEMBER 2019

"Which of the following do you agree with? Please select all that apply."



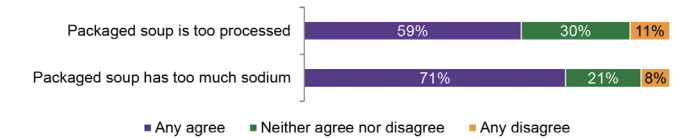
SWAPPING IN BFY OPTIONS



CANNED SOUP DOES NOT ALWAYS MAKE THE CUT

FIGURE 2: OPINIONS OF PACKAGED SOUP, MARCH 2019

"How much do you agree or disagree with each of the following statements about soup?"



Base: 2,000 internet users aged 18+
Source: Lightspeed/Mintel

PRIMARY BARRIER: SOUP BAGGAGE

In this context, canned soup is seen as the processed posterchild for trade offs and not a delicious go-to wellness food option

CULTURAL FUEL: AN ERA OF GREATER WELLNESS ENLIGHTENMENT

Food as transactional

Food as transformational

THE NEW YORK TIMES BESTSELLER

MICHAEL POLLAN
INTERNATIONAL BESTSELLING AUTHOR OF
IN DEFENCE OF FOOD

FOOD RULES
AN EATER'S MANUAL

Intuitive Eating requires letting go of food rules, rigidity, and black and white thinking around food by rebuilding trust with your body.

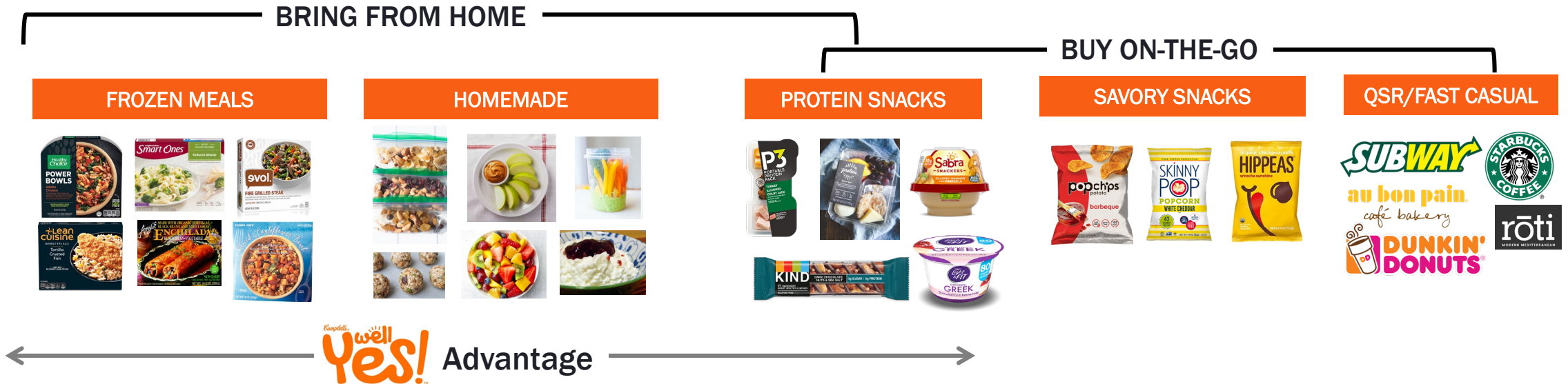
WWW.NOURISHRX.COM

Nothing BRINGS PEOPLE together like GOOD food

EAT WHAT MAKES YOU HAPPY

CATEGORY OPPORTUNITY

Recast our soups as an approachable weekday veggie and lean protein option where we are advantaged in meaningful ways



- ✓ Satisfying mini-meal (vs. paltry granola bar)
 - ✓ Warm (vs. cold lunches/snacks)
- ✓ Heartier savory profile (vs. sweet snacks)
- ✓ Quick, ready in 2 (vs. multi-step preparation)
 - ✓ Easy, convenient (vs. homemade)
 - ✓ Affordable, stock up (vs. eating out)



BRAND TRUTHS: RECAST BRAND AS MAGICIAN

Well Yes! makes trade-offs of eating positively daily, disappear

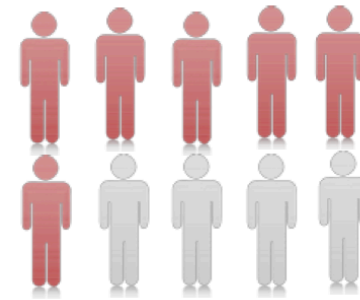
TRANSFORM WHAT IT MEANS TO LIVE WELL

We perform alchemy: craft simple real ingredients for impossibly great tastes

We bring out the best: deliver lean protein and vegetables in every can.

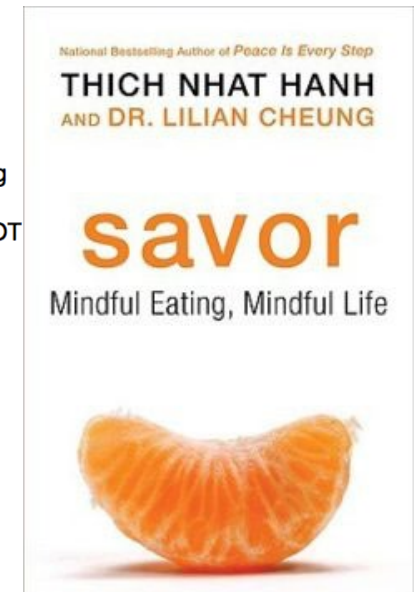
We make this accessible to all: amazing flavor combos and formats

Growing anti-deprivation movement
mainstreams mindful eating



63% of consumers are interested in hearing about what TO eat, rather than what NOT to eat

mindful eating
hunger SAVOR aroma connection texture INTUITIVE indulgence body satisfaction bite mind awareness meal



APPLYING THE INSIGHTS FRAMEWORK

A CLINICAL CASE STUDY

CASE STUDY

You work with patients who have Type 2 Diabetes. Part of your nutrition education curriculum focuses on encouraging clients to eat more non starchy vegetables in place of carbohydrate rich foods. While some clients find this to be an easy change, others struggle and consistently fall short on their goals. You have some funding to improve your nutrition education program and decide you want to focus on increasing vegetable consumption. **How do you develop your program to target and serve veggie resisters?**

RESEARCH



Trisha's Southern Kitchen



Day to Day



Assessments & Focus Groups



Guy Fieri



Walmart 

Shopping

Community Involvement



UNCOVER A HUMAN TRUTH

Identify the needs, wants, and beliefs of your target audience

I need to eat more vegetables

I want to have better control over my blood sugar

Spending time with my family and friends is the most important part of my life

I enjoy my lifestyle the way it is

I have a hard time choosing vegetables over other foods

Vegetables don't taste as good as other foods.

I want to be there for my grandkids

I am worried about my health

Other foods (vegetables) aren't as comforting to me.

My family eats the same foods I eat and enjoy the way I cook.

I do not know how to prepare vegetables in a way that everyone enjoys.

UNCOVER A DEEPER MEANING

Ask *why* they have a belief of behavior

Consider motivations, aspirations, and attitudes

UNCOVER POINTS OF TENSION

Select a Truth + Deeper Meaning that seem true, but not obvious.

Identify the tensions and implications behind them

I have a hard time choosing vegetables over other foods

My family eats the same foods I eat and enjoys the way I cook.

I want to eat the same food my family eats at meals to feel connected to them.

Eating different foods at a meal will create more work for me/my spouse.



INSIGHT

I want to eat more vegetables, but other foods are more familiar and comforting to me. Enjoying these traditional dishes with my family is important. I'm afraid that if my diet changes, I won't feel as connected to the people I love.



SAMPLING

Build the smallest, quickest, yet functional version of your idea- scale up from there

- Cooking Video or Live Class for a small group
- Veggie Recipe Kits





INSPIRE
VEGGIE
RESISTERS
TO BECOME
VEGGIE
LOVERS



Q & A

Join The Movement



SEPTEMBER IS NATIONAL FRUITS & VEGGIES MONTH
#HAVEAPLANTPLEDGE
#HAVEAPLANT #NFVM2020

Show your support by taking and sharing the Have A Plant® pledge at fruitsandveggies.org. While you're there, check out the useful resources to equip you with the tools you need to enhance your nutrition knowledge and empower consumers to enjoy more fruits and vegetables every day.

Follow PBH's social channels to keep up to date on all the insights and inspiration. #haveaplant

-  @fruitsandveggies
-  @fruits_veggies
-  @fruitsandveggies
-  Produce for Better Health Foundation

September is National Fruits & Veggies Month and each year we celebrate Have A Plant® during this monumental moment.

How can you help consumers enjoy more fruits and vegetables during the month of September and beyond to support greater health and happiness?

Start planning today for next year's celebration with our National Fruits & Veggies Month Toolkit!



<https://fruitsandveggies.org/nfvm-toolkit/>

A catalog of PBH's past webinars is available at fruitsandveggies.org/expert-professionals/webinars.

Continuing professional education units (CPEU) are available for live and pre-recorded webinars.





THANK YOU