

# Module 1: Hydrothermal processing to promote micronutrient bioavailability in processed food products

Introduction to Nutritive Food Product Development -  
Communication.



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# Providing new values to consumers

Globally, consumers are shifting from counting calories to looking for the right nutrition. But at the same time, healthy food is mostly perceived as expensive and tasteless.

Beside using traditional food marketing strategies, food companies selling nutritive food need to incorporate (and translate for consumers) learnings from research.

As a food company producing nutritive food, your marketing strategy needs to carefully consider not only who is your target consumer and what are their needs, but also the awareness level regarding the ingredients and potential health benefits.

# Knowing your consumers

Marketing influences how consumers “*think*” and “*feel*” about a product and ultimately drive consumers to purchase it.

## Three key tips

- Use creative ads to show positive emotions:
  - While promoting food to adults incorporate the use of emotions like emphasising on pleasurable food experiences.
  - While promoting foods to children incorporate aspects of taste, humor, action and fun.
- Focus on nutrition education (*but don't forget about emotions and good taste!*).
- Promote healthy eating habit.

Read more: Bulitz. M.G. and Peracchio, L.A., 2015. Applying industry practices to promote healthy foods: An exploration of positive marketing outcomes. Journal of Business Research, 68(12),pp.2484-2493

# What is important to communicate

- Focus on informing consumers about the nutritious nature of the product or the health benefits of consuming the product.  
**Inform beyond minimum requirements.**
- Focus on the dimensions of taste of a product to trigger an affective response. Remember that **taste is known to be the primary influence on food choice.**
- When ads trigger an emotional response, consumers then shape positive attitudes toward the ad and the brand.

(Read more: Bulitz and Peracchio, 2015)



*“New design with the right factors of motivation and permission for both mums and kids along with a new Engaging TVC led to 200% sales growth at JUNIOR”.*

# Best creative marketing practices

## Target group and offering

- Target health conscious consumers but offer products designed to satisfy consumer desires for good tasting indulgences.
- Include those with the ability to positively influence healthy eating habits while sending your message.
- Show how your product helps consumers pursue their health/nutrition goals.
- Put strong emphasis on taste at the same time.

Emotional appeal is more effective compared to rational appeal that concentrates exclusively on nutritional claims.

*(Read more: Bulitz and Peracchio, 2015)*

# Best creative marketing practices

## Packaging as a communication vehicle

- Use simplistic labels.
- Add “*Smart choice*” icons.
- Inform about the texture and/or weight of the product.
- Display nutrition information beyond what other brands do.

Packaging with such components can thus influence consumers judgments of product taste and healthfulness and help them to make smart choices.

(Read more: Bulitz and Peracchio, 2015)

# Examples

## The Oatly way

The founder's idea behind the development of Oatly – to develop a better milk – really resonated with market trends. A milk that was better for both humans and the environment. This helped to establish the fact that Oatly was in the business of transformation, which set them apart from the competition.

Read more: HMT creative, <https://www.thehmt.com>



“Today Oatly has established itself as a world pioneer in the vegan and vegetarian lifestyle. The Oatly Way is a powerful reminder that plant-based diets are a sustainable way to a better world and a healthier you”.

# Examples



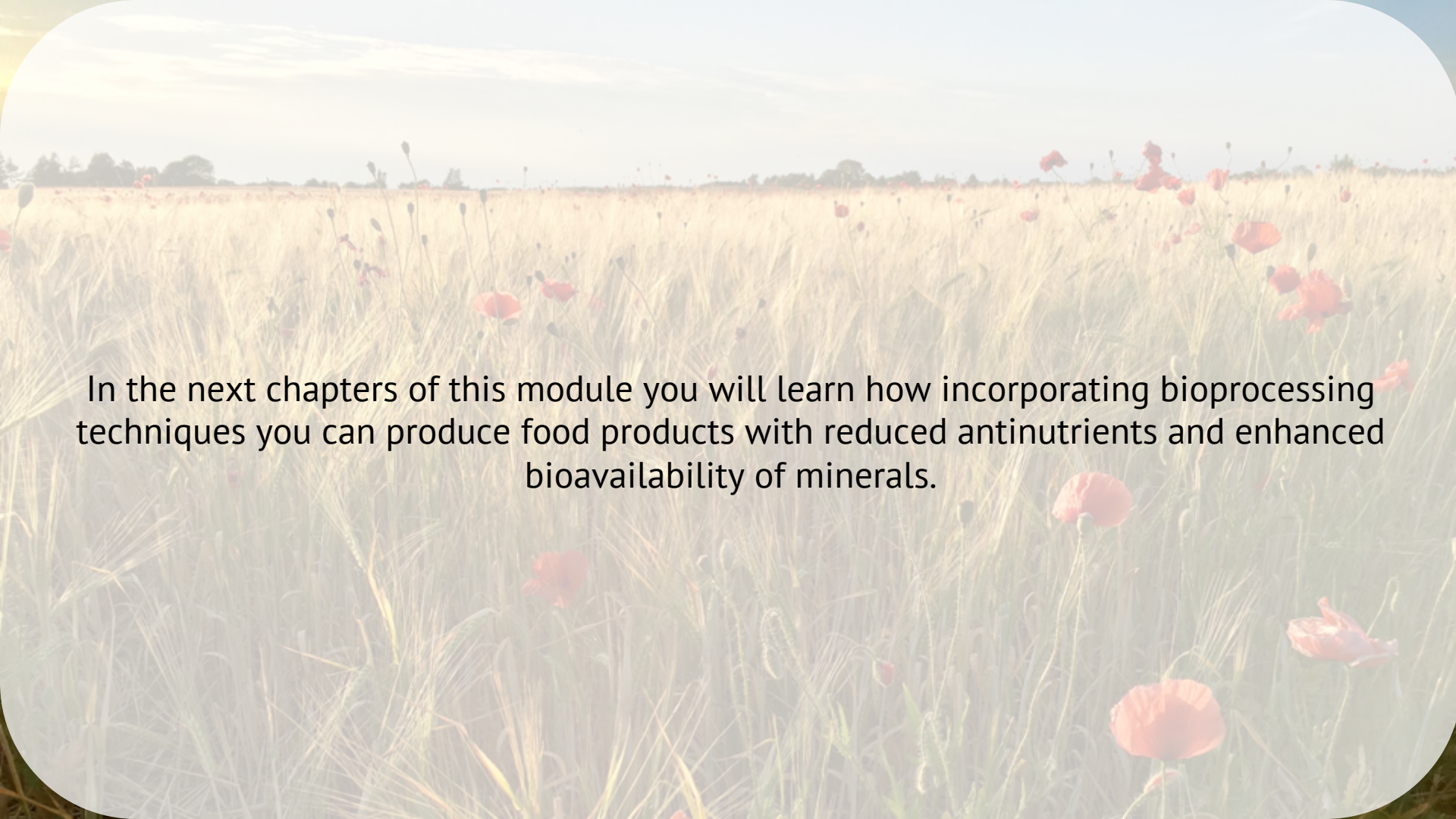
As a result, an overarching 'Expert' Role for Benecol was established. The corporation used Best Practice examples and Brand Workshops to bring this 'Expert' status to life in various countries. Which had a direct positive impact on Benecol sales.

## Benecol

Back in 2008, Benecol was a well respected functional brand. It was, however, under pressure from rivals with more resources in multiple countries. Benecol lacked clarification on what the brand should stand for and how it should act while it was still recruiting new countries. The task at hand was to add clarification to the company's ads, and therefore to its customers.

Read more: HMT creative, <https://www.thehmt.com>



A wide-angle photograph of a field of tall, golden-yellow grass. Scattered throughout the field are numerous red poppies, some in full bloom and others as buds. The background shows a distant treeline under a clear blue sky with a few wispy clouds. The overall scene is bright and natural.

In the next chapters of this module you will learn how incorporating bioprocessing techniques you can produce food products with reduced antinutrients and enhanced bioavailability of minerals.