

TREND 2

QUALITY PERCEPTION, STORYTELLING & CITY BRANDING



How to boost quality perception?

For many years, quality was all about the final product. Today's consumers, however, expect every part of the food product to be of good quality. They want to know about the origins of the product's ingredients, how and where the product was made, who made it, etc. In other words, consumers expect excellent quality standards throughout the entire production process and they demand total transparency about how it's done.

The art of storytelling

If you want your product to be perceived as qualitative, healthy or future-proof, you need to tell the story behind the product wherever, whenever possible. Good stories fascinate people. In fact, the idea of storytelling – or call it 'storyselling' – is essentially about adding value to a product.

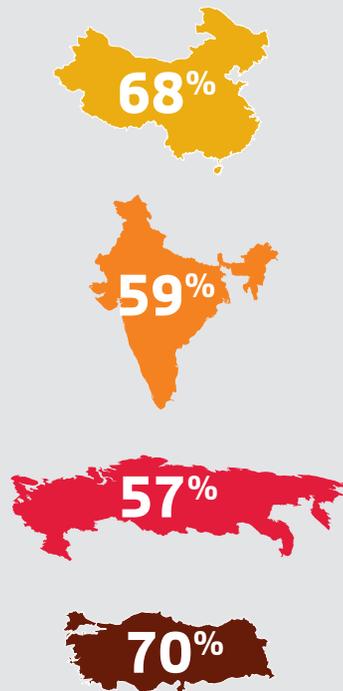


Fortunately, our sector is rich with stories that appeal to consumers emotions: stories about heritage, product origins, production methods, the producer, etc. At the same time, it offers opportunities for brands – especially in emerging markets by means of point-of-sales, marketing and packaging – to create authentic experiences, and tell compelling stories.

Communicating all this will be at the heart of selling food products in the future. It's selling with 'a heart': by expressing the passion for our products, be it large scale industrialised production or artisanal baking.

Citybranding

The use of city brands can be seen as an important trend that responds to the consumer's desire for 'a feeling of exclusivity and quality': something special for the individual.



City brands have a real potential for success in emerging markets, where there hasn't been any real development of the bread, pastry, patisserie and chocolate culture yet. In China 68% of consumers are excited about the idea of city-branded bread, pastry, patisserie or chocolate. 59% of Indian consumers like the idea. The concept of city-branding appeals to 57% of Russian consumers and 70% of Turkish consumers.

4 ways to boost quality perception

Using brands

1

Consumers in emerging markets countries are looking for status symbols, which can be the brand name on the packaging or the attractiveness of the packaging itself. This is less the case for mature markets in Europe and the Americas.

66% of Chinese consumers and 75% of Turkish consumers prefer buying branded food versus 59% in Asia overall, 43% in Europe and 55% in North America.

Storytelling & multi-sensory experience

2

Let consumers not just buy the product, create a multi-sensory shopping or tasting experience for them. Tell honest but compelling stories about how the product was made, where it comes from and what it contains. Grant them a look behind the scenes, learn them about heritage. When consumers obtain more knowledge of the production process, it becomes easier for them to understand the true value of the product.

Being Transparent

3

Consumers nowadays demand transparency about fairly everything. About where you source your ingredients, which additives you use, the carbon footprint of your products. Food entrepreneurs no longer care only for short term profit, but are looking to drive long term sustainable businesses. Showing an interest in the world or your local social environment can add to the quality perception of your brand or product. But beware: it is not about 'acting' sustainable, it's about really 'being' it. Consumers will see right through it when it's fake.

Other cities' local specialities

4

Since local food products reach global markets, today's consumers have access to a much more varied food offer. Our Taste Tomorrow research shows that people in search of something unique and exclusive are increasingly attracted to other cities' 'local specialities'. Take local specialities such as New York bagels, Bombay naan or Parisian macarons. These examples link the city of origin to the product. This reference can be understood as a guarantee for tradition, quality and knowhow.