

KNOW THE CONSUMER



Brandwatch Webinar - Risk, Awareness and Opportunity: Social Media, Food and the Passionate Consumer

As citizen journalists and activists, the individual has created a power shift in the market place. This webinar discussed how food companies can be tuned in to consumer perceptions and opinions on social media.

General population, food involved and food e-vangelists

General population

- Eat to survive.

Food involved

- Information seeker and sharer, somewhat passive.

Food e-vangelists make up 48% of food involved population.

- Pushing out their opinion on specific food issues and topics.
- Not activists. Good people, but passionate.
 - Buying fresher and less packaged and processed foods. Worried about processed foods.
- Who they are:
 - 11% of total population in U.S.
 - 48% under 35 years old
 - 62% female, 46 % parents
 - They are the gatekeepers in the household.
 - Income is well above average and they are very well-educated.
 - Most misinformed people on the planet.
 - Because they are highly skeptical of traditional communication. They would rather have a personal, social relationship, not a website.
- What they do:
 - They are online – very urgent, not casual bloggers.
 - Working in friends and family community to change what people think and how people behave.
 - “Opinion pushers” – they push their opinion four or more times per week.
- What can we do?
 - Listen and let them know they are being heard. If they feel they are being dismissed, they will pressure for change.

Who Are THEY?



Social listening

- Defining the market helps to better position products and strategize.
 - Pay attention to:
 - Interests
 - Demographics
 - Geographic
 - Seasonality
 - Timing
 - Overlay social data with sales and political data.
- Discover niche markets before they become large trends.
- Know when to sell vs. when to tell.



To view slides from the webinar, [click here](#).