

The optimal communication recipe to get consumers to bite

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FOR DELIVERY
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Hi!

I'm Joyce and I lead the consumer goods team at SKIM in Europe



Pricing & Portfolio



New Product Development



Communications



Decision Journey



Advanced Analytics



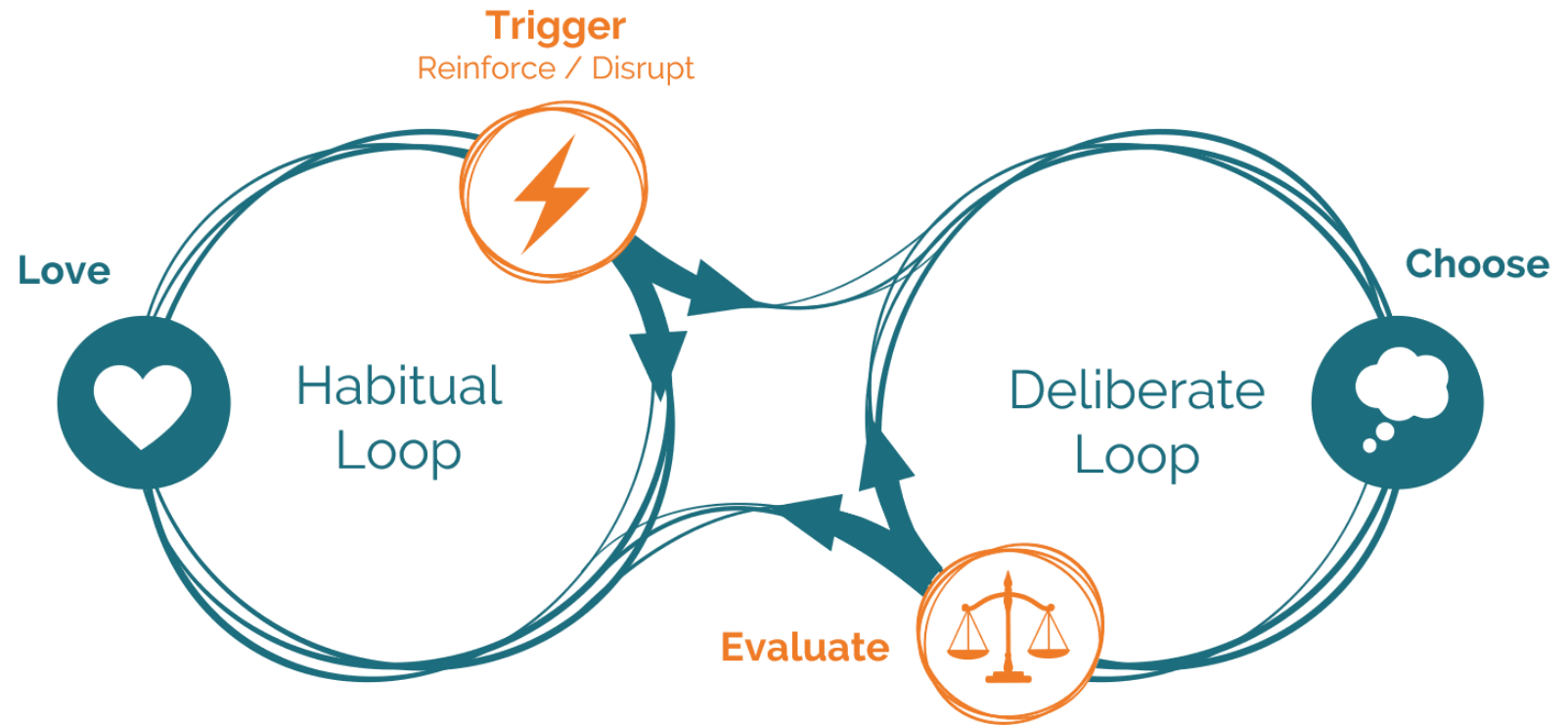
SKIM

decision behavior experts

MAKE IT MEATLESS

NPD

Challenge:
get creature(s)
of habit to try
your product

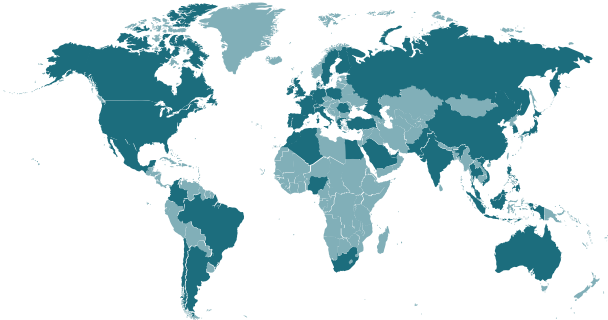


SKIM Habitual-Deliberate Decision Loop

What's on the menu?

Content is based on:

- > **500 quantitative studies**
- > **30,000 claims tested**
- > **20 categories** incl. food & drinks
- > **40 countries of fieldwork**



1

Short reflection on messaging in general

2

Framework that helps create stronger messaging

3

Three key ingredients for food & drinks category

When sending a message, we have the objective to trigger an action in those who receive our message

Brand objective

Trigger short- (purchase) or long-term (loyalty) action in the consumer

Consumer objective

Choose the product that will best help them reach their desired end state



Consumers buy a certain product because they have a need to fulfill



Make Salads Tastier



Treat Someone



Quick Meal

When deciding what brand to choose, consumers often **form a mental image of the product experience and emotional state they desire**



How do we ensure the highest probability of matching the consumers' desired end state?



Brand



Projected promise



Desired end state



Customer

Psychological distance

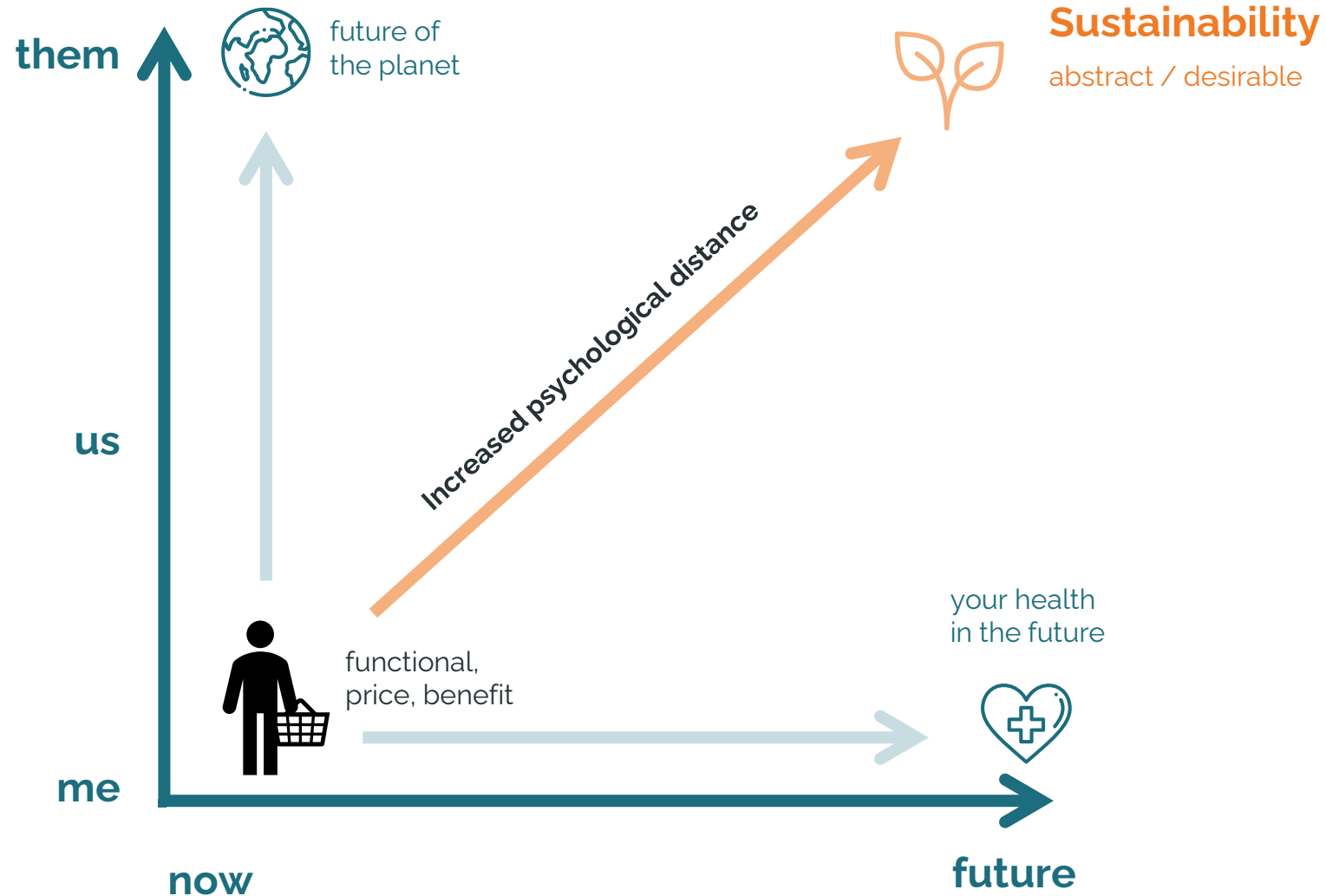
Describes how far away people think an object or event is, and is key to understanding how brands can match consumers desired end state

More mental elaboration triggered by concrete words, sensorial cues, etc.

Products feels “close by”

Increased perception of the product as “real”

Example to demonstrate the psychological distance:



PLANTS JUST
GOT TASTIER



PURE

The message
needs to be part
of the wider plan

To reduce the psychological distance:

- **Be specific** in describing what benefits are offered to help create a vivid picture in the mind
- **Use simple language** to ensure your message lands; without comprehension there is no meaning
- **Be positive** as no consumer aspires to have a negative product experience or negative emotions
- **Cue senses** by triggering emotions & reactions linked to sensorial cues stored in memory

YES, WE ARE
VEGANS
SO?

Sometimes it feels so unfair
Being a minority, different
alternative, the irritating
guy poking the big giant with

3 key ingredients for a strong message:



#1

Use compelling taste descriptors to bring the product experience to life

#2

Emphasize the quality or origin of the ingredients, not the process

#3

Highlight the natural and fresh character of the product

#1

Taste is not something you can claim, but it is something you can show and describe

“Enjoy fresh butter taste the healthy way”

“Naturally Hydrates, Refreshes, and Uplifts”

#2

**Consumers
know that good
quality ingredients
result in a better,
tastier product**

so leverage this association

**Origin can instill
trust and triggers
associations of quality**

**PURE
BELGIAN
CHOCOLATE
PLEASURE**

#3

Highlight the natural and fresh character of the product



Conscious eaters

Taste indulgers

How do we ensure the highest probability of matching the consumers' desired end state?



Brand

Projected promise

match
connected
trigger

Desired end state



Customer

#1

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taste descriptors to
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Contact us for more!



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