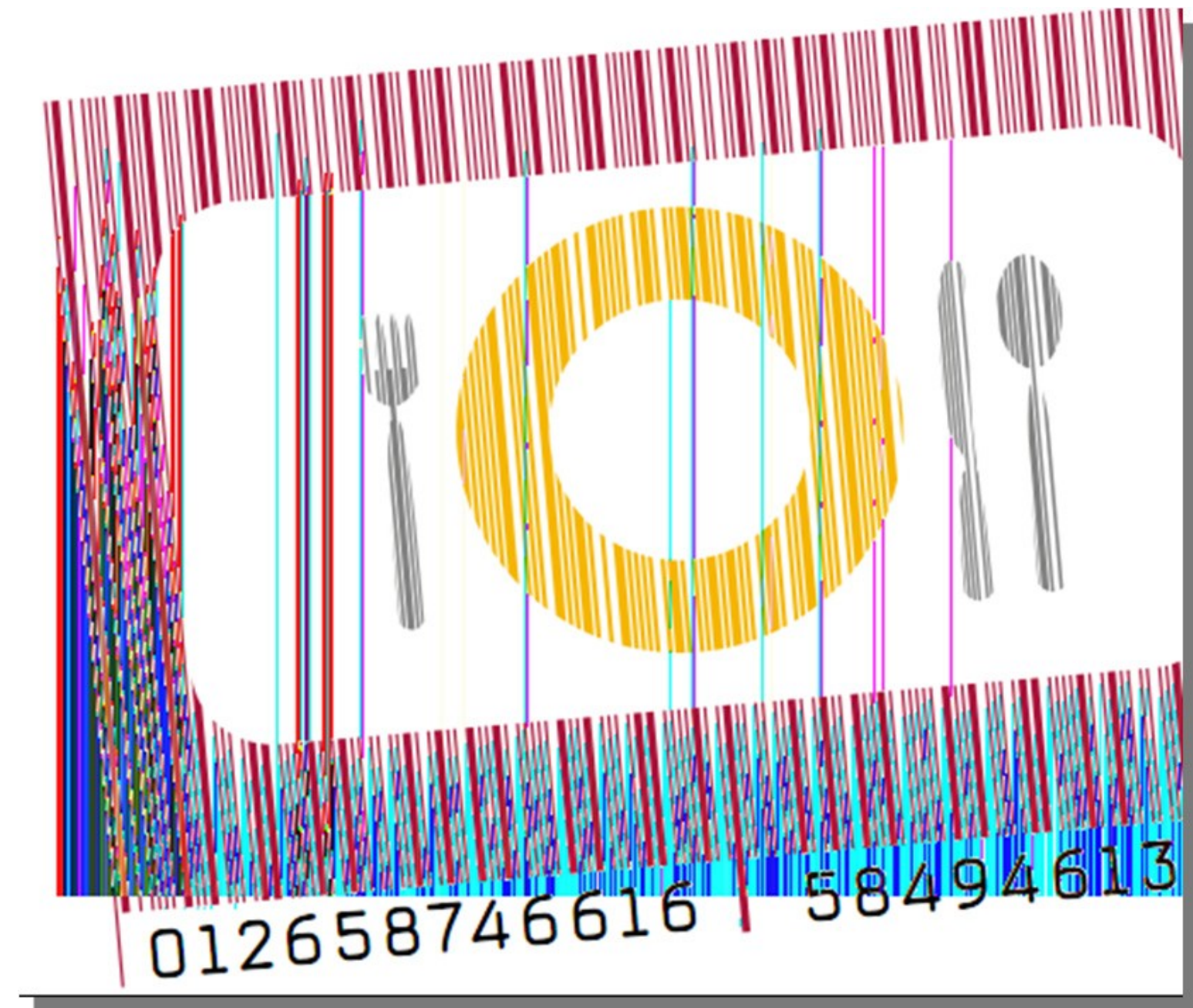


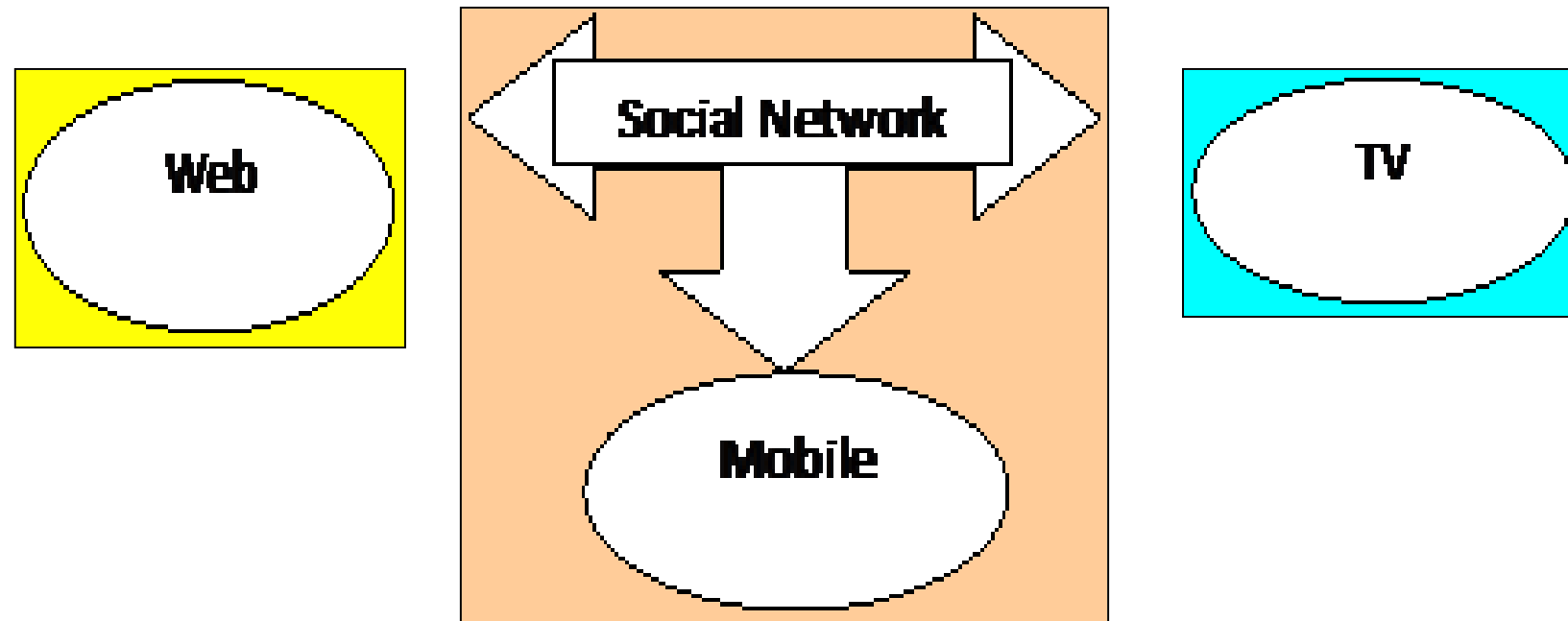
Digital media explosion  
&  
How it will shape the  
Food Industry





**International Food Industry has put digital media to some incredibly innovative uses in order to better locate and connect with their key demographic segment**

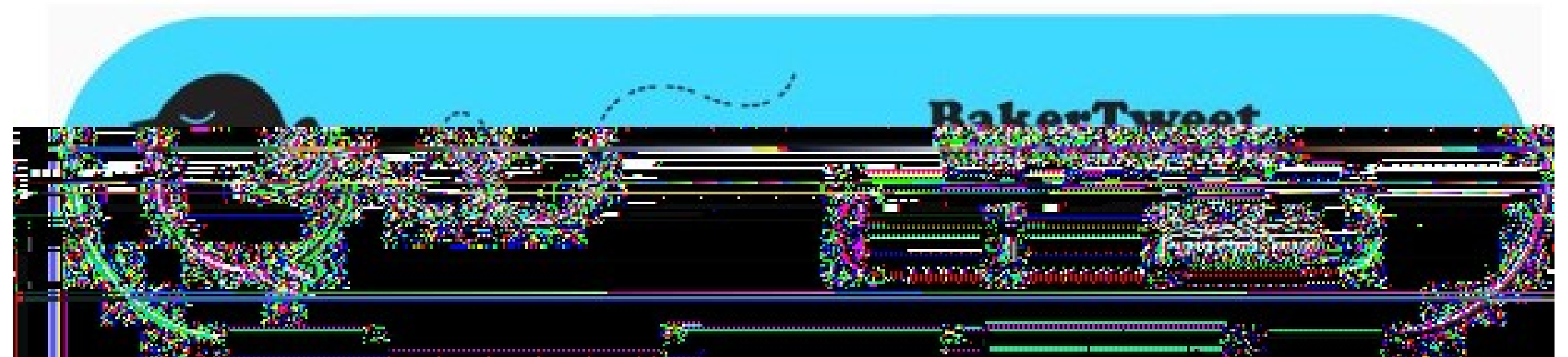
# Digital Media



The Albion Cafe in London, uses Twitter to automatically alert customers when fresh baked goods have just come out of their ovens.

Using a specially built box called BakerTweet, the people at Albion are able to automatically update Twitter any time something new comes out of their ovens.

The result is that their customers know exactly when the freshest cookies and scones are available for sale.



*“BakerTweet is a clever way to use digital media to connect with customers on a new level and get them more interested in coming into the shop to purchase food.”*

## Food Network - US

- **Available in over 99 million U.S. households**
- **Website attracts over 8.6 million average hits per month and also attracted more than 100 million + page views in January 2011**
- **e-newsletters include Food Network Weekly Newsletter, Healthy Eats and Recipe of the Day; the three are delivered to a combined subscriber base of more than 2.6 million people.**
- **Mobile : Mobile apps for android, iphone , RIM**
- **Facebook : 1.17 mn followers**

## AllRecipes.com

- **AllRecipes.com is the worlds largest social network for food**
- **Online recipe site on the web with 3.6M members and over 16M visitors every month.**
- **They get more than 390 million annual visits from home cooks and everybody is sharing recipes, reviews, photos, personal profiles and meal ideas.**

## Red Bull

- **Amongst the leading facebook pages with 16 mn followers (largest lady gaga @ 31 mn , coke has 23 mn)**
- **Key attractions - Red Bull Web TV (rebull.tv) , online games , mobile apps**

## Top Reasons – Why Now Digital & Social Media for food industry

#1 The Need for Authenticity and Transparency -42%

#2 The rise of social networks - 38%

#3 Increasing role of wireless/mobile - 35%

#4 Customers/people waning attention spans - 25%

#5 Media fragmentation - 22%

#6 Change in mass marketing effectiveness - 20%

\* The Buzz Report, April 2010

### **Brand Advocacy (Marketing)**

Positive word of mouth  
Referral/recommendation  
Badging  
Sales/traffic  
Reduction in media budgets

### **Brand Perception (PR)**

Awareness/exposure/SEO  
Affinity  
Empathy/respect  
Lead industry conversation

### **Brand Content (Media/Customer Experience)**

Co-innovation/solutions  
User-generated Creative  
User-generated content  
Reviews/ratings

### **Brand Insight (Research and Innovation)**

Idea stimulus  
Beta-testing  
Market research/polling  
Industry/competitive intelligence

### **Brand Support (Customer service)**

Customer service  
Education/ advice  
Value-add experience  
Lead industry conversation

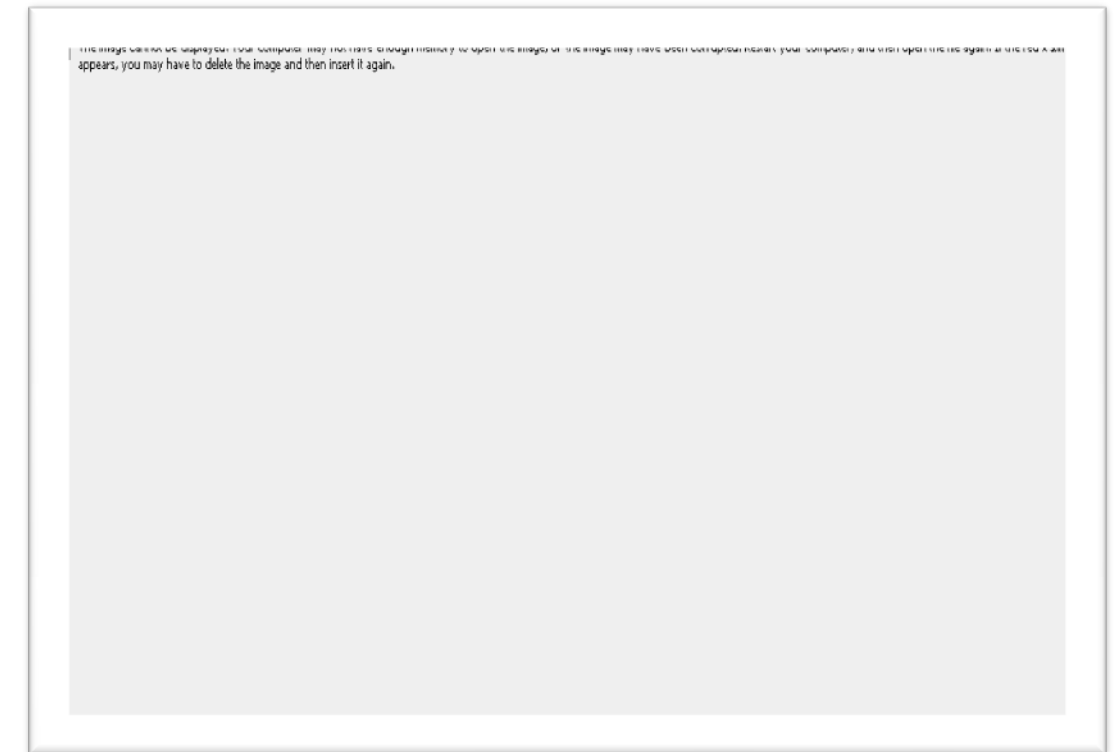
### **Brand Serendipity (HR)**

Stories/Inspiration  
Corporate social responsibility  
Galvanize employees  
Traditional media interest

A pizza joint has famously used digital media to connect with the people that have eaten at their restaurant and turn their **customers into die-hard fans**.

That attention to social media has created an exceptional amount of **buzz** for Pizza joint and brought them **national press coverage**.

It effectively uses Facebook and Twitter to **accentuate the fun** atmosphere of their restaurant



Once people find a place to eat, social media is making it **easier for them to order**.

Creative online ordering applications like the one employed by Pizza joint on their Facebook Page

iPhone app from a coffee joint even **lets you pay for purchases** using the app, are big wins for both consumers and restaurateurs.

By making the order process painless using social media tools, restaurants are **encouraging more business**, while customers are getting their food more quickly.

Mobile (read iphone/android/blackberry) applications **are allowing smaller restaurants** without the resources to create custom online ordering apps get in on the action

Local guides like blurrrp , getit, and even Google Maps make restaurants easier to find and allow business owners to advertise directly to their most likely customers: hungry people searching the web for food.

In addition to helping restaurants connect with current customers in new and more personal ways, digital media also allows restaurants to better connect with new customers.

By making their establishments more easily discovered, food vendors can use the web to grow their business.

**Food and recipes/cooking are #3 and #5 blog-related topics among women**



Sites like NutritionData can even help you analyze recipes to get nutritional information about the food you eat, even if you're cooking at home.

The digital web also offers tools specifically designed to help you in your goal to eat healthier food. Applications for BlackBerry and iPhone can help you find the healthiest food at restaurants and in the supermarket, and get nutritional information about things before you eat them..

facebook



Users

Source: Statista - 2013

Over 360,000,000

Source: Statista - 2013

# Digital Media Infrastructure in India is at 'Moment of Creation'

- 3G
- WIMAX
- Low cost Tablets
- FTTH (Fibre to Home) connecting every small town
- Digital Channels (including HD)
- IPTV
- .....

# 3 things connect India

- Cricket
- Bollywood
- **Food**

Sanjeev Kapoor sharing an update is liked by thousands of people who interact with him daily

From [info@brandname.com](mailto:info@brandname.com) to talking with real person, customers are using digital platforms to LOVE their food brands

Debate to buy Xylo or Innova is now won by 12 comments on a Facebook status update “should I buy xylo or innova”

Launch of 3 food genre channels – Foodfood.com, Zee Khana Khazana and Food First (miditech)

More people visit Coca-Cola Facebook/Twitter page in a month than Coca-Cola website in a year

Facebook has 15 million users in India

37% of tweets are about emotion, its new form of engagement

With 15 million + friend requests every day on Facebook globally, more consumers are connecting with their brands

‘People look to people’ for buying decisions

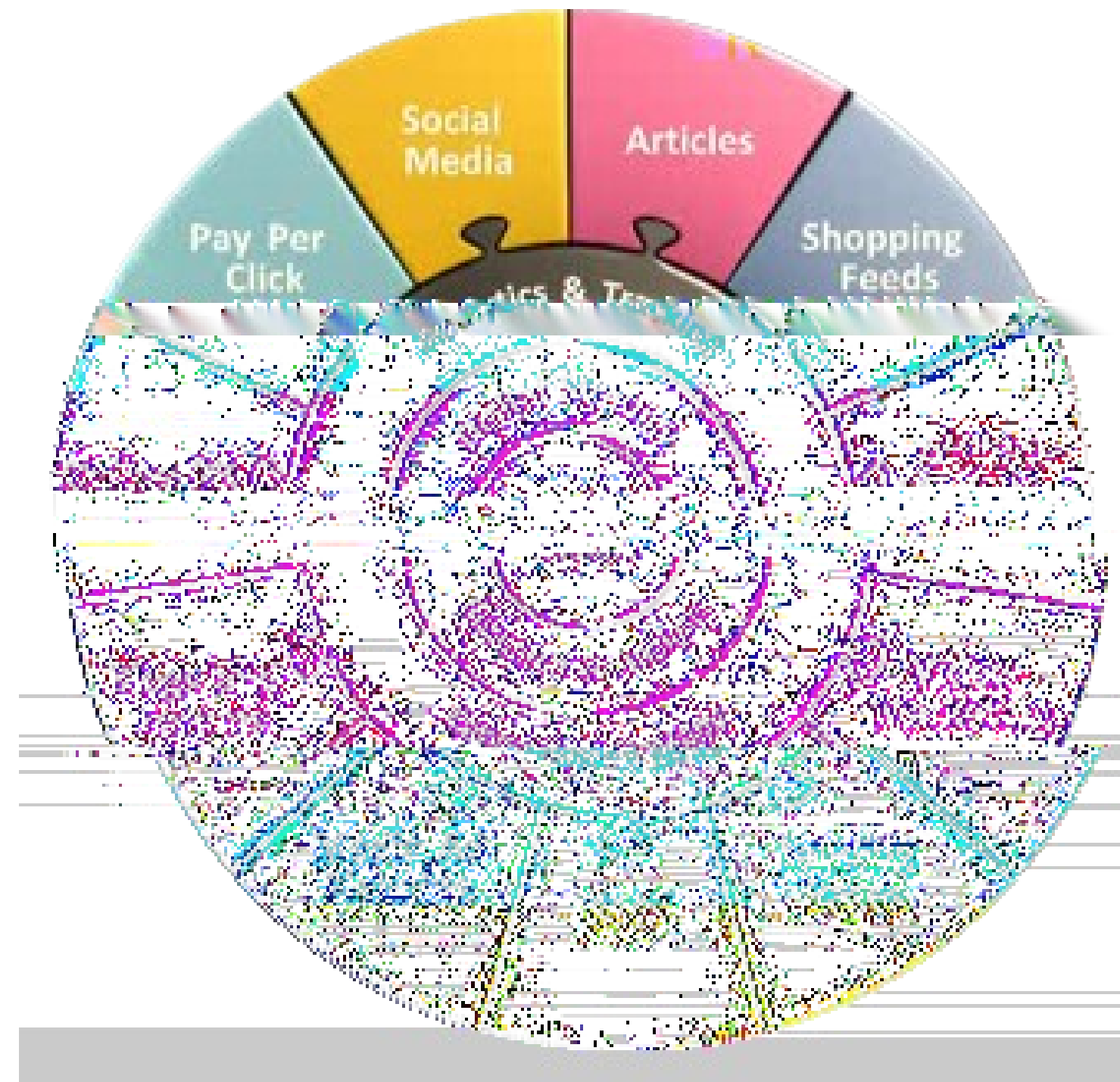
**Culture change is happening**

## Traditional Media

- Limited touch points
- Interaction was limited to phone or in person

## Digital Media

- Infinite touch-points
- Numerous ways to create engagement
- Option of creating and managing a community of people who believe in the brand
- Instant updates to all those who follow the brand
- Building and managing relationship with the consumer



**sharing  
the  
7 guru mantra's**

1

## find your target market

1,000 followers who will actually do business with you are ultimately more valuable to your business than 100,000 less-engaged people

2

## 2. create demand.

communicate the breadth and depth of your products or services on digital media in a fresh, compelling way, and in a manner that speaks directly to your customers' needs.

the **guru mantra**  
digital media – food industry

3

### humanize a brand.

simple efforts as listening and responding on time can go a long way to make customers feel appreciated, and to humanize your business

Be real. Reveal a little bit about the people and personalities who run your business so that your customers can connect with you on a human level.

4

### share news and updates

(even when it's bad news.)

digital media offers a platform for regular and instant communication

it might be obvious to share the good stuff with your customers, but consider sharing the less-good, too. doing so allows your customers to rally around your otherwise sound business. what's more, your audience will likely respect you more for being honest and forthcoming. (or, at the very least, you can tell your side of the story.)

the **guru mantra**  
digital media – food industry

5

## gather customer feedback.

use digital media channels to solicit and listen to customer suggestions and opinions. treat your customers as resources for the kind of feedback that informs product development or other business improvements.

6

## run fun promotions.

use twitter as a vehicle to run certain social media-based promotions and specials. your followers will begin to readily anticipate them.

the **guru mantra**  
digital media – food industry



7

## create a sense of community

creating a sense of a customer community around your business furthers your clientele's engagement with you and your products or services. and connecting your customers with each other strengthens both their relationships with each other as well as with you.

8

## integrate your efforts.

the social-media buffet table. like any marketing effort by any business, a digital medium channel works best intertwined with other tools in a marketing mix, like a website, facebook, or flickr, a blog, youtube, or whatever.

done well, digital media is plenty fulfilling for connecting customers with your business on an immediate and intimate level. but it's even more nourishing when it's served up as part of a bigger spread.

the **guru mantra**  
digital media – food industry

content + community + crm

Why

# Community centric campaigns

digital media – food industry

1. From TVC centric campaign to community centric campaign
2. Inside out brand message to outside in social object
3. from standalone campaigns to series of campaigns that build upon each other
4. From standalone content pieces to permission based content streams
5. From linear supported growth to viral organic growth
6. From reach and Frequency to Participation.

**As community centric campaigns build upon the work done in the previous campaigns**

**They add new layers to the community each time and grow attention over the time**

**The new role of the campaign is to recruit evangelist into brand hosted communities**

**Brands need to commit to a community centric strategy for the long term benefit**

**Community and CRM right to really connect campaign**

**remember**

**great designs**

**brings**

**super engagement**

on



- 20 million Like
- Order Gift Cards from FB Page
- Jobs App
- Promotions of Events



on



- The Un-Campaign – Whopper Sacrifice
- Delete 10 FB friends and get a free Whopper burger
- 60000 apps downloaded, 20000 coupons sent out, 200000 FB friends deleted
- FB sacrificed the campaign after 10 days!
- Bring Back The Whopper FB group has 45 fans still



**great engagement**

**brings**

**super return on investments**

# And if this wasn't enough....here comes more

- Video content sharing sites and platforms
- E-commerce and m-commerce
- Home shopping.....

thank you