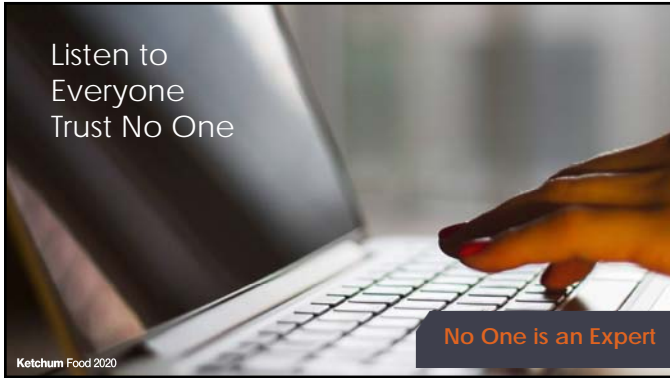


The Food eVangelist

- Change Agents
- Not Activists
- Skeptical
- Values-Driven
- Leaders
- Opinionated
- Powerful

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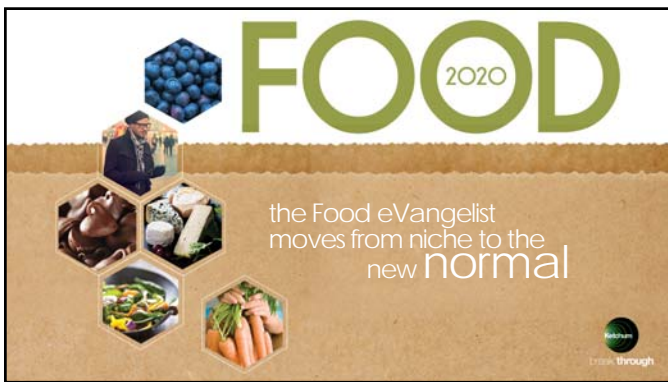


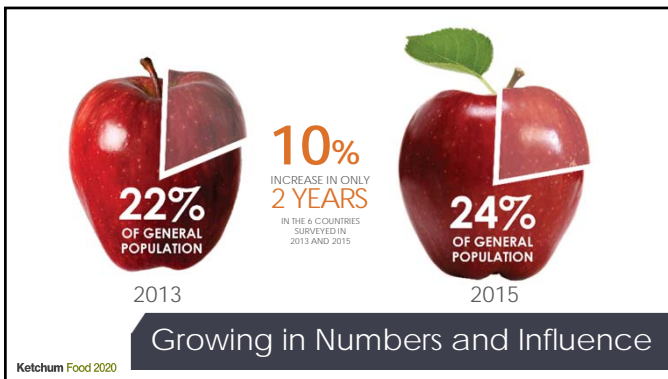


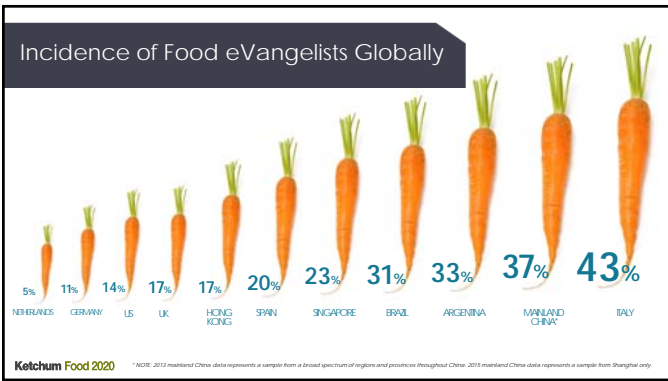


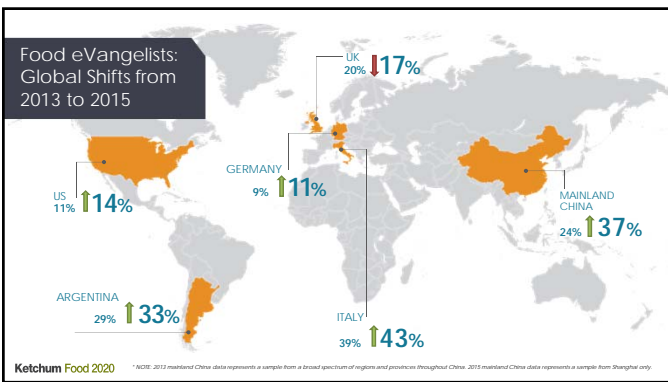















2013

- 48% under 35 years old
- 62% female
- 46% have children 18 or younger in home
- 63% married

Income well above average

Demographic Snapshot

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Demographic Shift

2013
 48% under 35 years old
 62% female
 46% have children 18 or younger in home
 63% married
Income well above average

2015
 53% under 35 years old
 52% female
 36% have children 18 or younger in home
 60% married
Income more evenly spread

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Buying Habits Changing the Marketplace

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Food eVangelists' children are the mass market of tomorrow

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The Children of Food eVangelists



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Role modeling STILL the strongest teacher

Core behaviors will likely carry forward into future years despite priority conversations and topics today

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MARKETERS PARADOX: OPINIONS ARE BEING FORMED IN SCHOOLS

I became aware of how food is grown/raised in physical education/health class in school.

In college, I took a class about the issues surrounding food in the United States, and I am currently in a Global Nutrition class.

When I became a vegetarian for a while, it was due to a video we watched in school.

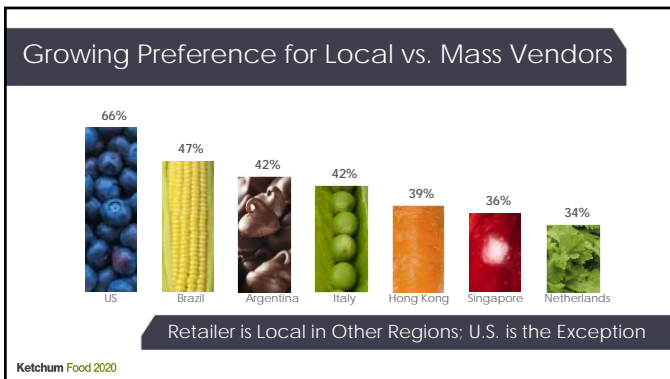


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In many countries food marketing/outreach is banned



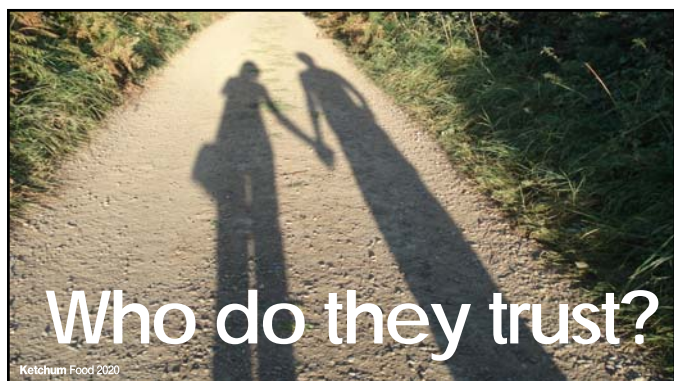














Credentials Matter Globally

1 Family

2 Nutrition professionals

3 Friends

4 Local farmers

5 Medical professionals

Middle of the pack
Chefs
Academia
Consumer groups

Lower Priority
Agricultural companies
Bloggers
'Medical celebrities'
Government/regulatory groups

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Big Shift in US: Food First, No Credentials



US

UK

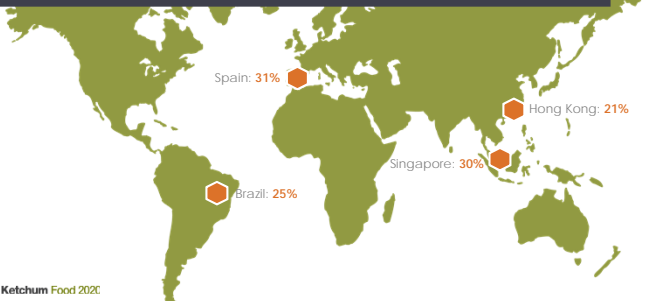
GERMANY



Notable Spikes in Food Confidence

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Work to be Done in Other Markets



Food Industry Listening and Responding

Fortune: Panera Wants You to Eat More Plants

One Ingredient at a Time, Consumers are Changing the Food Industry

The New York Times: A Seismic Shift in How People Eat

Statista: Dunkin' is Changing Its Chocolate Recipe For The Better

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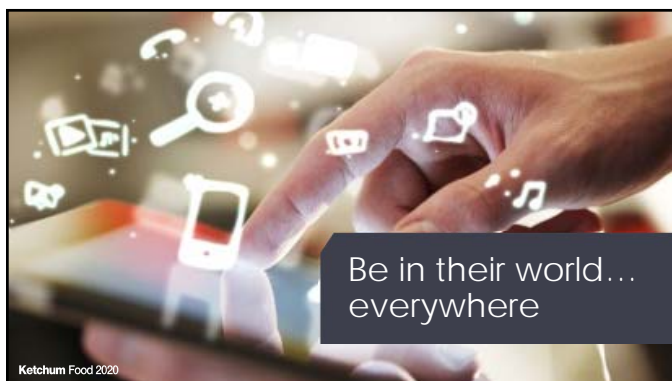
So, How Do We Reach And Move Them?

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The New Media Landscape

Activists stoke urban myths	Food eVangelists form a POV	Food eVangelists drive conversations on and offline	Marketers take competitive strikes pro/con
The topic heats up on Twitter	Trending stories frame the day's headline news	Consumers choose sides. Trust in food supply and value chain erodes further	

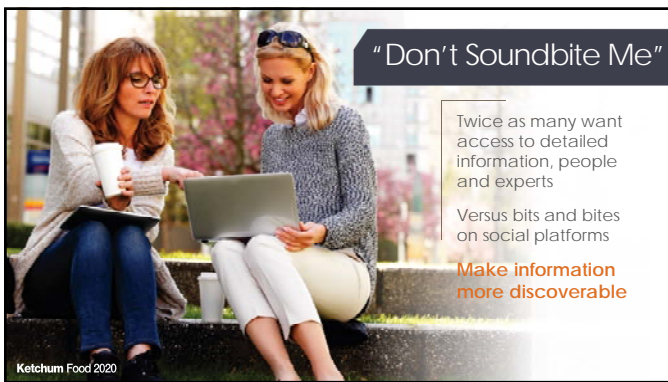
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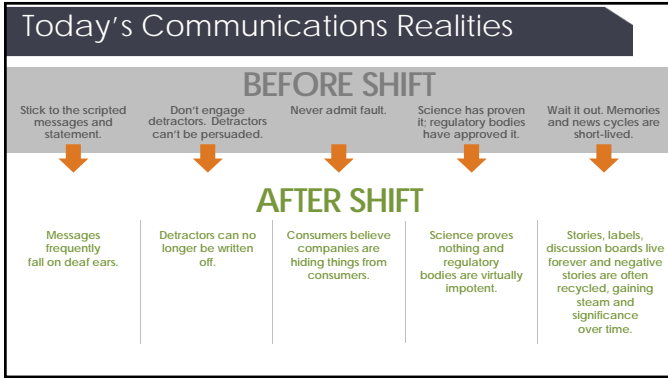












Honesty trumps perfection
 All media matter
 Access is more important than reach
 Communications is more than words
 Future Food eVangelists need your attention today




Implications for You

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Thank You.

Kim.Essex@Ketchum.com
 +1.312.228.6820



break through

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