



emotional connection series

Food

March 2022

From globetrotting to gastronomy.

emotional
connection
series
Travel

TO

emotional
connection
series
Food

Emotional communications is a driver of both short term and long term brand effects

70%

Long term memory linked
to emotional intensity

+23%

Lift in sales volume



The 'Growth Agenda'

THE FOODIES OF TOMORROW WITH THE CAPACITY AND SCALE TO SPEND

- **Generation Z** - will make up 1/3rd of Australia's workforce by 2030 and have a disposable income 5x higher than today
- **Millennials** - recipients of the largest intergenerational wealth transfer in history, with an estimated \$3.5 trillion to be passed down over the next 2 decades.

THE CHANGING FACE OF FOOD, AND FORGING NEW FOOD IDENTITIES

- The **Multicultural Australian shopper** is driving almost a third of total FMCG retail spending and growth of ethnic foods outpacing conventional.
- Multicultural Australians are **more highly engaged** with food & cooking (72%), stronger focus on food is medicine and authenticity is valued.

New Dynamics in Customer Loyalty

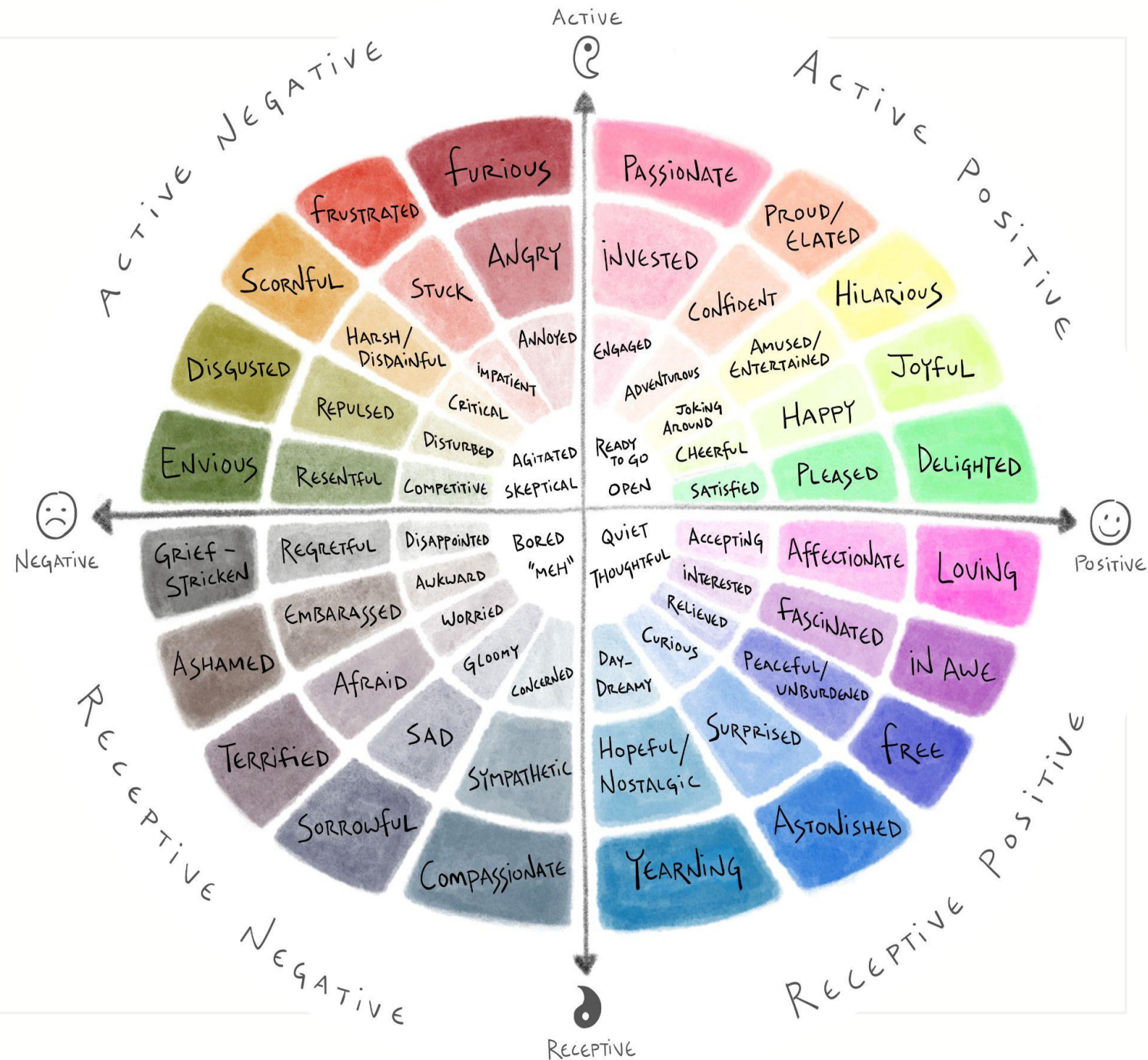
BRAND TRIAL - 1 in 3 customers are more actively trying new & different products.

EXPERIMENTATION - 1 in 3 Australians are cooking & preparing different meals, cuisines, & drinks more often.

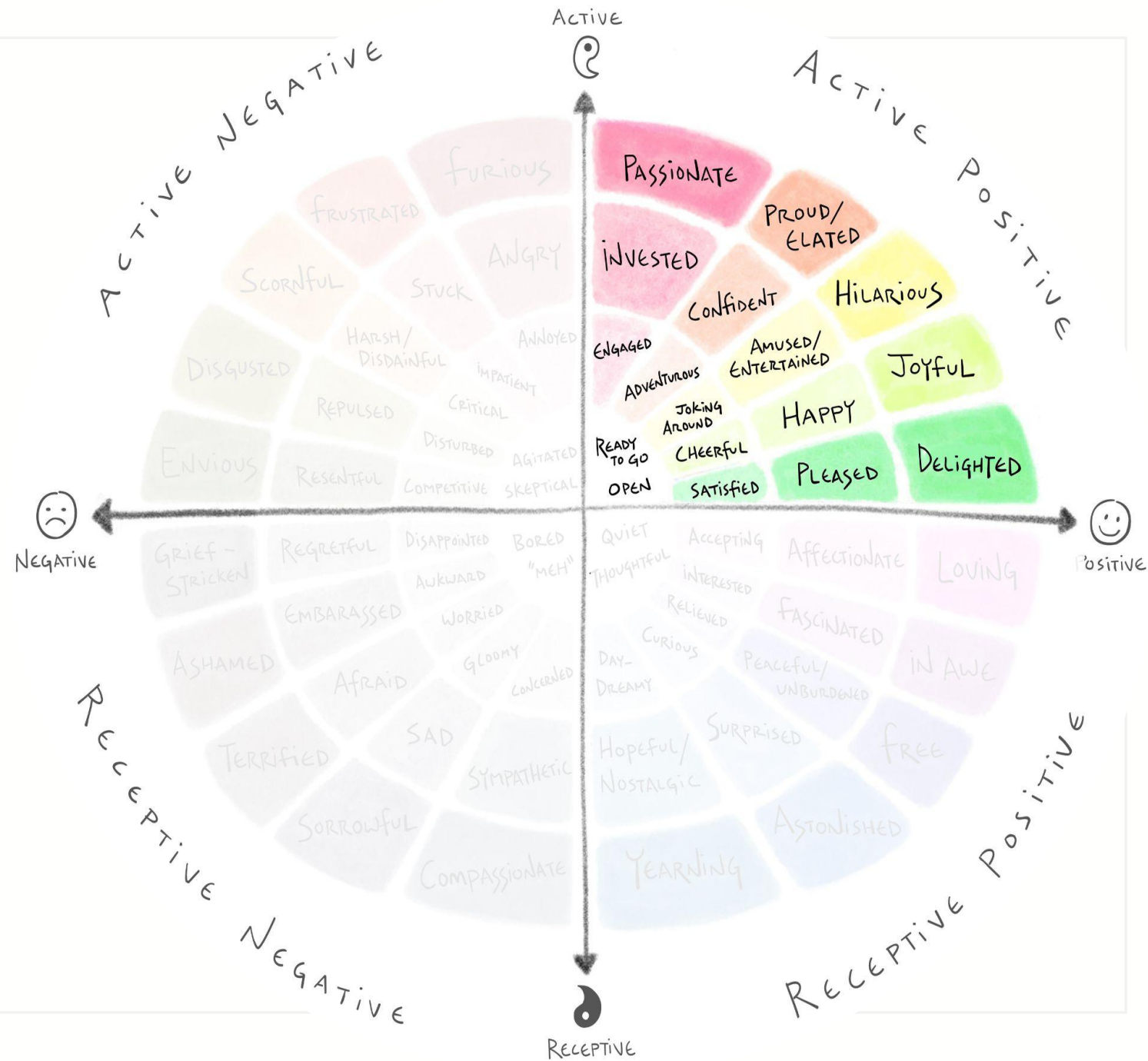
NEW EXPERIENCES - 2 in 3 Australians are pursuing new food experiences and proactively learning about different types of food.



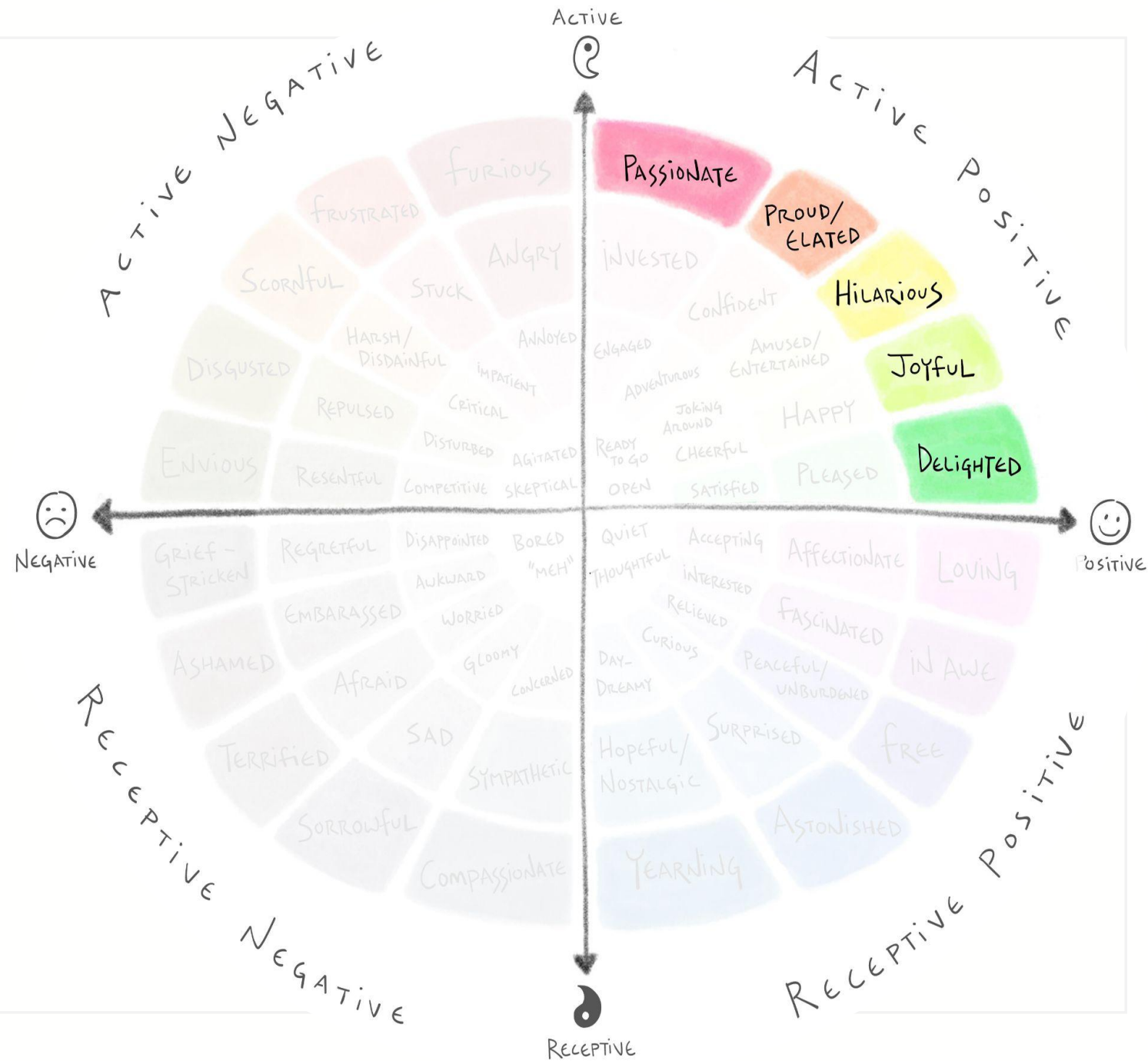
The Kester Limner Wheel of Emotion



A national
'lean in'
towards food.



...and our emotions have intensified.





But these emotions are manifesting through *unique* stories...





Stories connecting us
to our cultural fabric

Pride In
Mastery

Food As
Legacy

Nostalgic
Comforts



Stories connecting us
beyond the plate

Nurture
Economy

Mindful
and
Restorative

Moments
of Delight



Stories connecting us
to the present moment

Under
Pressure

Cutting
Some Slack

Hedonistic
Release



Stories connecting us
to pushing the boundaries

Creative
Outlet

Feeding
Our
Wanderlust

Winging It

A woman with long dark hair is smiling and looking down at a baby in a grey and white patterned carrier. She is wearing a yellow top and a brown watch. The background is filled with various colorful fabrics and patterns, suggesting a market or a textile store.

So, how well are we
currently *connecting* with
this rich tapestry?



35%

Feel that brands represent them,
their culture, or their heritage.



The size of the prize is immense.

2 IN 3 MULTICULTURAL AUSTRALIANS CONSIDER THEMSELVES AS 'FOODIES'.

3 IN 4 CONSIDER THEMSELVES 'MORE ADVENTUROUS AND CURIOUS' WHEN IT COMES TO FOOD.

SO HOW CAN BRANDS BETTER REPRESENT AND CONNECT WITH THESE CRITICAL AUDIENCES AT A DEEPER EMOTIONAL LEVEL?

...AND TAP INTO THESE EMOTIONAL NARRATIVES, TO DRIVE CONSUMER BEHAVIOUR?





EMOTIONAL CONNECTIONS

Through the generations.

Gen Z are doing it differently.

60% OF GEN Z CONSUMERS
CLAIM THAT LOCKDOWN HAS
LED TO MOOD-BASED FOOD
CHOICES.

2 IN 3 GEN Z ARE ACTIVELY
INTERESTED IN PURSUING NEW
FOOD EXPERIENCES.

70% EXPLORE NEW FOODS AND
CUISINES AS OFTEN AS
POSSIBLE.



A top-down view of a white ceramic bowl filled with a vibrant noodle salad. The noodles are thin and translucent, with some dyed in shades of pink and blue. The salad is garnished with fresh green peas, sliced red chili peppers, purple basil leaves, and several edible flowers, including a large purple chrysanthemum and a white pansy with a purple center. The bowl sits on a rustic, light-colored wooden board. A pair of silver chopsticks with green and black patterned handles rests on the board to the right of the bowl.

CONNECT THROUGH

Helping them form their food identity.

Millennials are adjusting to the many faces of food.

1 IN 2 GEN Y CLAIM THE STRESS OF THE PANDEMIC HAS CHANGED THEIR RELATIONSHIP WITH COOKING AND FOOD.

3 IN 4 VIEW BRANDS MORE FAVOURABLY WHEN THEY CAN OFFER SPEEDY AND PRACTICAL SOLUTIONS.

FOR GEN Y, THEIR RELATIONSHIP WITH FOOD IS BEST REFLECTED IN THE NOTION OF 'HEDONISTIC RELEASE' (41% RANK IN TOP 3).





CONNECT THROUGH

Helping them strike the perfect balance.

To Gen Xers, Knowledge is power.

FOR 43% OF GEN X, PREPARING PRACTICAL MEALS, BEING EFFICIENT AND SAVING TIME IS WHAT MATTERS MOST.

ALMOST HALF OF THEIR FOOD SPENDING IS DEDICATED TO GOURMET OR SPECIALTY ITEMS.

3 IN 4 GEN X FAVOUR BRANDS THAT PRESERVE CULTURAL VALUES & RITUALS





CONNECT THROUGH

*Helping them inject spontaneity
& intuition into cooking.*

Boomers take a two-speed approach.

2 IN 3 OF BOOMERS ARE MORE FAVOURABLE TOWARDS BRANDS THAT CAN HELP THEM DISCOVER 'THE POSSIBILITIES' OF FOOD.

7 IN 10 FEEL MORE FAVOURABLE TOWARDS BRANDS THAT HELP THEM ADAPT RECIPES TO 'MAKE THEM THEIR OWN'





CONNECT THROUGH

Helping them throw the recipe book out the window.



GEN Z

Manage my *mood*



GEN Y

Manage my *mental load*



GEN X

Manage my *mundane*



BOOMERS

Manage my *moments*

EMOTIONAL CONNECTIONS

Across the continents.





Europe

The Right Way. Tradition. Integrity.

SPEND 25% MORE THAN THE
AVERAGE AUSTRALIAN ON KITCHEN
APPLIANCES PER YEAR.

8 IN 10 ARE MORE FAVOURABLE TO
BRANDS THAT TALK TO PASSING
DOWN FOOD TRADITIONS TO THE
NEXT GENERATION.

THE
growth
DISTILLERY



COMMUNITY OF

600k

from Greece and Italy alone



CONNECT THROUGH

*Reinforcing preserving tradition
to achieve 'the good life'.*



Indian Subcontinent

Nurturing. Spiritual. Kinship.

58% FEEL THE PANDEMIC HAS CAUSED A LOT OF STRESS IN THEIR LIFE AND HAS CHANGED THEIR RELATIONSHIP WITH FOOD (vs. 41% total population)

7 IN 10 HAVE MADE MOOD-BASED FOOD CHOICES IN LOCKDOWN

25% MORE LIKELY TO CONNECT WITH NARRATIVES ABOUT THE NURTURING ROLE OF FOOD AND ITS IMPACT ON COMMUNITY.



A COMMUNITY OF

1.1m



CONNECT THROUGH

Messages of generosity, community & care

Curiosity. Exploration. Learning.

3 in 4 ARE FOOD CURIOUS AND STRIVE TO EXPLORE NEW FOODS AND CUISINES FREQUENTLY (vs 65% of total population).

77% FIND BRANDS THAT TALK TO NEW FLAVOUR ADVENTURES MORE APPEALING.

THE
growth
DISTILLERY



A COMMUNITY OF

900k



CONNECT THROUGH

Food's unique capacity to take us on a journey



China



Culture. Storytelling. Harmony.

71% ARE MORE DRAWN TO BRANDS THAT SHARE THE STORIES, HISTORY AND CULTURE THAT INFLUENCE A CUISINE OR DISH.

8 IN 10 ARE DRAWN TO BRANDS THAT EXPAND THEIR UNDERSTANDING OF COOKING PROCESSES, TECHNIQUES AND TRADITIONS.

60% FAVOUR BRANDS THAT TALK TO ADDING SMALL TOUCHES TO SURPRISE AND DELIGHT OTHERS



A COMMUNITY OF

700k



CONNECT THROUGH

Immersive storytelling that surrounds the food itself.



EUROPE

Past meets present through
la dolce vita



INDIAN SUBCONTINENT

Past meets present through
nurture & nourishment



SOUTH EAST ASIA

Past meets present through
collision & fusion



CHINA

Past meets present through
symbolism & story

For brands who get it right the emotional pay off with creating deep connections with generations and cultures is immense.

HOW CAN YOUR BRANDS BETTER REPRESENT AND ENGAGE WITH DIFFERENT AUDIENCES AT A DEEPER EMOTIONAL LEVEL?

WHAT ARE THE MOST RELEVANT AND COMPELLING WAYS FOR A BRAND TO TAP INTO THE RIGHT EMOTIONAL NARRATIVE, AND HIT THE RIGHT TONE AND MESSAGING, TO INFLUENCE CONSUMER BEHAVIOUR?

WHICH AUDIENCES WILL HELP FUEL YOUR BRAND'S GROWTH FOR THE FUTURE?

emotional
connection
series

Food playbook

