

foodpro 2023

RMH Consulting
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AGENDA

- Who am I?!
- Marketing beyond packaging
- Digital opportunity 2023
- Examples of great food marketing
- What's next?
- Questions





SO WHY I AM HERE?

➤ To inspire you to amplify your marketing.

Learn about..

➤ Build and manage your online reputation and digital footprint.

➤ Leveraging social media, monitoring online feedback, and measuring success to take your business to the next level.

➤ Discover inspirational ideas to improve your online presence and connect with your customers in the digital age.



Who am I?

- Food Lover!! Dumplings are my FAVOURITE!!
- Explorer and experience seeker.
- Involved in food since forever ago.



Who are we?

- We amplify your impact.
- We build businesses through meaningful marketing.
- Australia & NZ HQ's, soon to be Singapore too!
- We've worked with high-end restaurants, local cafes, regional wineries, food manufacturers, and food producers across APAC.

 www.rmhconsulting.co

 [rmh_consutling_co](https://www.instagram.com/rmh_consutling_co)





Marketing beyond packaging

By going beyond packaging and harnessing the power of digital technologies, brands can forge deeper connections with consumers, stand out from the competition, and thrive in the ever-evolving food industry.



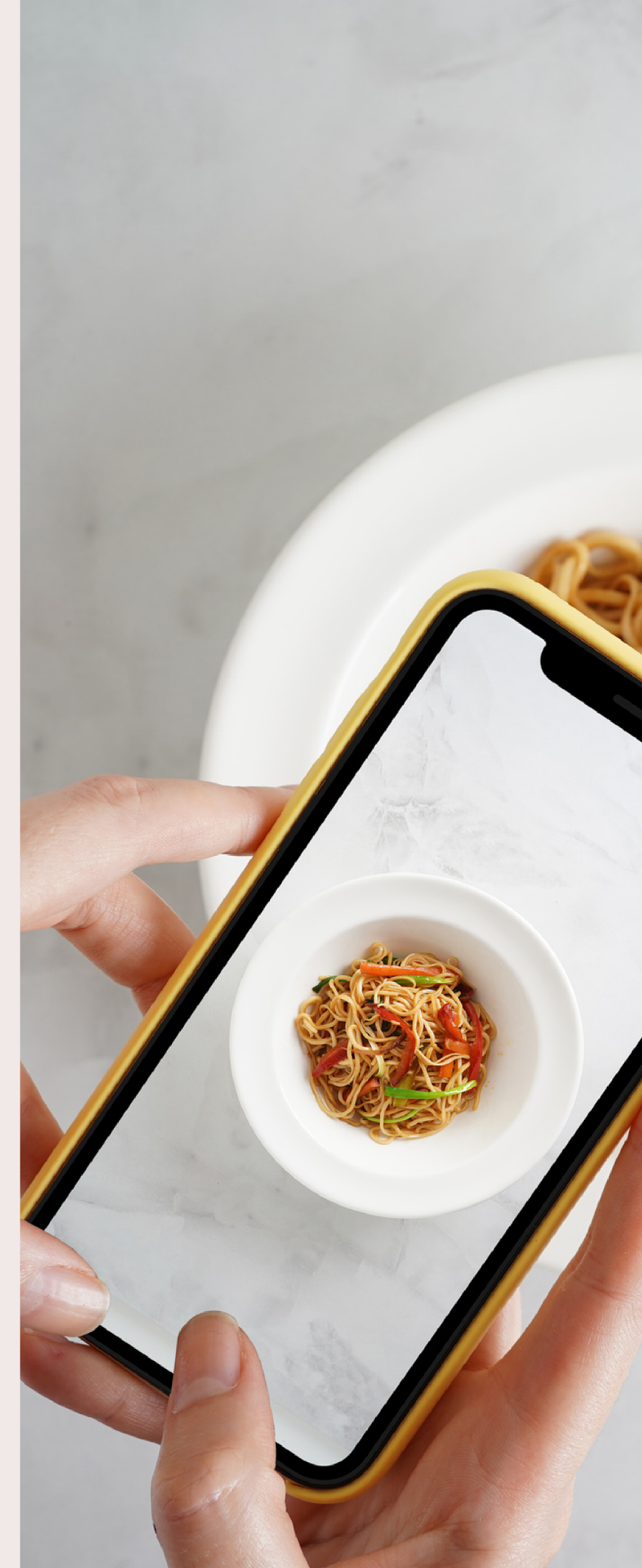
The Changing Landscape

Increasingly connected and tech-savvy consumers!

You need to embrace the digital revolution in the food industry and harness data-driven insights to understand consumer preferences

Creating Deeper Connections with Consumers & competitive advantage

- Personalization: Tailor marketing messages to individual preferences
- Storytelling in the digital age: Build emotional connections with consumers
- Utilize social media and influencers to enhance brand engagement
- Differentiate through interactive and engaging campaigns
- Gamification: Making marketing fun and memorable
- Leverage user-generated and influencer content to create authentic brand experiences



Digital Opportunity 2023

- *4.9 billion people use social media > 5.85 billion users by 2027!*
- *Average person spends **145 minutes** on social media every day*
- *It's not just for young people! Active usage trend continues in the older demographics, with 73% in the 50 - 64 range, and 45% in the 65-plus group*
- *The average CTR of ads across social media was 1.21% in 2022 - you can do better*

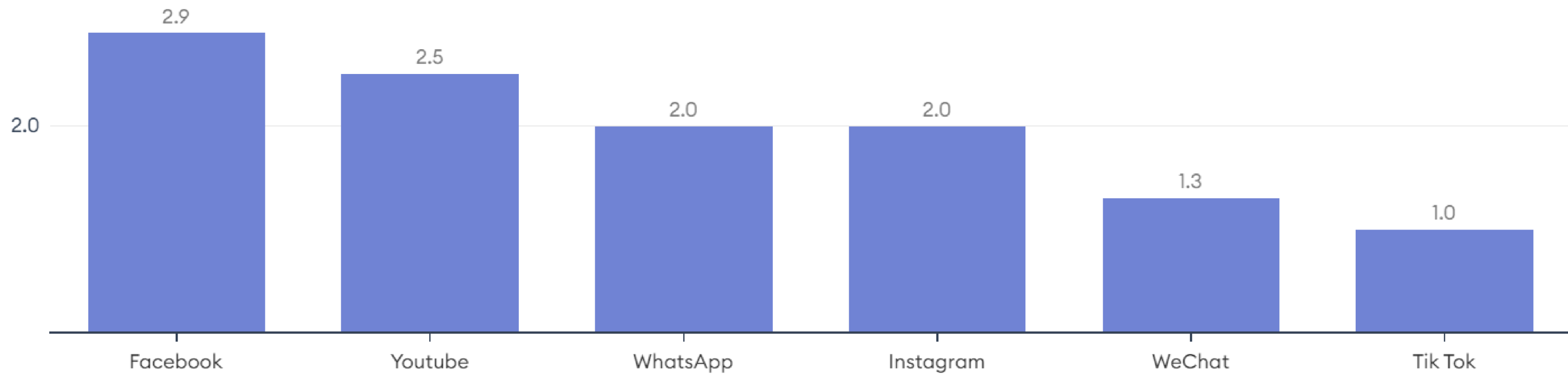
81% report that social media increases accountability for businesses - do you have a share in this?!



Digital Opportunity

Monthly Active Users by Social Media Platform (in millions)

Source: Statista



Source: Forbes Advisor • Embed

Forbes ADVISOR



Food marketing we love



Curtis Strawberry Cake Tea
Campaign



Snickers Ice Cream Campaign



Food marketing we love



Chupa Chups Sugar-Free Lollipops Campaign



Food marketing we love

Burger King | "Traffic Jam Whopper"

In just one week, Burger King increased their app orders by 63% and daily app download rate increased by 44x, surpassing Maccas, Dominoes, and Starbucks in Mexico!



Food marketing we love

Australian Pork VR Tour

An interactive experience that explores locations throughout the pork supply chain. It includes two types of farms - indoor and free range - an abattoir, and a supermarket.

The Virtual Tour showcases the animal welfare, technology, sustainability, and food safety and quality measures that go into producing pork.



Food marketing we love

“My Starbucks Reward”

In one year users totaled 4.5 million in sales.

Users collect Stars and earn rewards when they visit Starbucks.

These stars can then be used for exclusive Starbucks rewards, like free drinks, exclusive early access to new products and more.

People want more stars!





Marketing beyond packaging

OVER HALF of APAC consumers will make a product purchase via social signals (influencers) in 2023—a significant increase in the coming year!



Food marketing we love

Chupa Chups

Created a whole new campaign based on influencers and vloggers who know how to reach out to the coveted Gen Z so they can reach a younger audience



Food marketing we love

Bigelow Tea

Tea manufacturer that does a Community Challenge each year (it's their 35th this year!), but they also find new and inventive ways to promote their product.

One of their excellent ideas was to pair up with food and lifestyle influencers to create new ways to use their tea.

Tea Tips » For Entertaining » Recipes

Recipes

For Entertaining

- Recipes
- Seasonal Teas
- Party Ideas
- Pairings

Search

Enter Keyword

GO

Okay, we're taking a leap here—from the cup to the plate. And the results are extremely delicious.

Appetizers and Snacks

Beverages

Breakfast

Dessert

Dinner

From Consumers



Marketing beyond packaging

- Influencers
- The digital opportunity
- Digital interactions
- Digital storytelling
- Experiences
- VR/ AR

How can you use marketing combined with technology to amplify your marketing?!



Actionable Steps

Download these at...

 rmhconsulting.co/marketing-for-food-businesses/



THANK YOU! ANY QUESTIONS?

If you have any further questions, give us a call or flick us an email.



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