

Marketing Nutrition

Interactive Training Session with the Food and Brand Lab

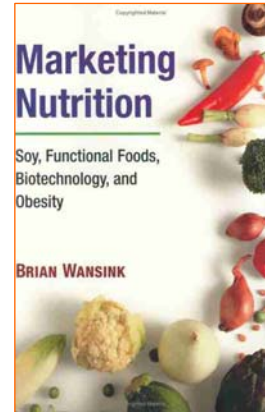


After a successful training session in Brussels we are happy to announce a new exclusive training session

How ads, packaging, and personality traits influence the usage frequency and usage volume of healthy foods
Lessons for

Marketing Nutrition

Thursday, November 5, 2009 - 9 a.m. till 2.30 p.m.
Hotel Rey Juan Carlos I, Barcelona, Spain



Program Leader

Exclusive training session with the **Cornell University Food and Brand Lab**

Topics to be reviewed

After a first event in Brussels (September 2008), **Marketing Nutrition - Lessons for Marketing Healthy Foods**, is back as an exclusive training session by Dr. Ron Guymon



An interactive training session for CEOs, Brand and Marketing Managers, Sales Trainers, and Product Communication Specialists

1. Marketing Nutrition is NOT the same as marketing any other attribute of a product!
2. Do consumers believe their eyes or their stomachs?
3. Effective targeting of consumer groups
4. How can consumers be targeted using feedback profiles and mental maps?
5. How to develop labelling that works
6. Labels and Taste

The training is a 4-hour engaging workshop with lectures interspersed with small team participation, using group communication and sampling system.

Limited number of seats available

<http://www.marketingnutrition.eu>

VVZRL Health Claims Europe • VAT BE 0881.554.410
Haverhuisstraat 28 • B-8870 Izegem • Belgium • E-mail: info@healthclaims.eu
Tel: +32 51 31 12 74 • Fax: +32 51 31 56 75 • <http://www.healthclaims.eu>
Mobile: +32 476 46 07 98 or +32 495 23 81 76
KBC Bank Izegem: 738-0184153-69 • IBAN: BE71 7380 1841 5369 • BIC: KREDBEBB

Program

The training is a 4-hour engaging workshop with lectures interspersed with small team participation, using group communication and sampling system.

8:55	Welcome and introduction
9:00	Program session 1
10:30	Coffee & networking break
11:00	Program session 2
12:30	Lunch
14:00	Program session 3
15:30	End of program

Presentation Topics

- 1. Marketing Nutrition is NOT the same as marketing any other attribute of a product!** Food is a much different venue than the more rational contexts of toothpaste shopping and car shopping. Everyone is an expert with foods - we all know what we like. Convincing someone, e.g. to eat soy because it may help reduce weight will be unsuccessful if the consumer either sees the product as a magic pill or if they see it as something they have to tolerate- as a medicine. We will learn how to handle these problems.
- 2. Do consumers believe their eyes or their stomachs?** Research shows that there are a number of environmental factors that trick consumers into overeating. Further, there are eating "scripts" which become automatic patterns and cause consumers to unknowingly eat. Understanding these scripts and acquiring this knowledge can help companies to develop a win-win situation with the consumers.
- 3. Effective targeting of consumer groups** - A good deal of the disconnection between nutrition education and behaviour change is due to ineffective targeting. Some people will more easily comply with nutrition-related suggestions than others. The well-known strategy of segmenting and targeting consumers can also be applied to segment different tastes. Techniques to identify those will be handled.
- 4. How can consumers be targeted using feedback profiles and mental maps?** How can we profile the ideal consumer? Use this to learn how and why consumers act the way they do. When trying to encourage people to eat a particular food, valuable insights can be gained by understanding why frequent consumers of the food like it so much. Identifying the mental maps can learn us how we can convert infrequent consumers into more frequent consumers. The feedback concepts of laddering and mental maps will be explained to show how they can help marketers profile the perfect consumer, target nutritional gatekeepers, and understand and revitalize brand equity.
- 5. How to develop labelling that works** - Different types of information influence different types of consumers. How can such information be communicated in a way that generates the most impact? Health and diet labels can improve the perceived taste of foods. The length of a front-label claim influences the nutritional beliefs and evaluation of a product when used in combination with complete back-label information. To best leverage labels and nutritional claims, we focus specifically on how claims and labels can be made more compelling. To best leverage labels and nutritional claims, we will focus specifically on how claims and labels can be made more compelling.
- 6. Labels and Taste** -Taste is subjective. People perceive they taste what they think they will taste. It is important not to negatively bias expectations prior to taste. When labelling a menu item it may be more effective to describe the flavour or the type of product than the ingredient. With appropriate segment of consumers ingredient labelling will have favourable consequences. We will see which descriptions are better for which target groups, what pitfalls to avoid.

Registration (*)

I register for **Marketing Nutrition** – Interactive Training Session on Thursday, November 5, 2009

I register for both **Marketing Nutrition** and **Soy & Strategic Marketing** on Thursday-Friday, November 5-6, 2009

First name		<p>Registration fee includes lunch and coffee breaks + copy of "Mindless Eating" and "Marketing Nutrition" (**)</p> <ul style="list-style-type: none">- Regular registration: 795.00 EUR (after October 4, 2009: 945.00 EUR)- Combined registration with the 2nd International Symposium Soy & Strategic Marketing is possible at the reduced rate : 1265 EUR (after October 4, 2009: 1525 EUR) <p>(*) Cancellation:</p> <ul style="list-style-type: none">- Cancellations have to be sent by fax or e-mail to the organizers; please ask for confirmation.- Cancellations received up till 30 days before the event, will be refunded at full price minus bank costs and extra 50 EUR handling cost- Cancellations up till two weeks before the event, will be refunded at full cost minus bank costs and extra 100 EUR handling cost- No refund is possible later than two weeks before the event- Registrations are always fully transferable by sending a fax or e-mail indicating the name <p>(**) VAT</p> <ul style="list-style-type: none">- VAT: for registrations made by VAT taxable subjects or companies, the Reverse Charge rule applies, i.e. no VAT will be charged on the invoice, as it is up to the companies to self-assess the Spanish VAT position
Surname		
Title/ Job function		
Company		
Address		
City/State/Province		
Zip Code		
Country		
Phone		
Fax		
E-mail		
VAT registration (**)		

Please transfer the registration fee to IBAN account number BE71 7380 1841 5369

Of "Health Claims Europe VVZRL", KBC Bank Izegem, Belgium

Swift / BIC Code: KRED BEBB (please include name and address of participant)

Online registration and credit card payment available on <http://www.marketingnutrition.eu>