

1. INTRO

A global FMCG company reached out to weseethrough seeking help to better understand its consumers' cooking habits around the world, with a special focus on baking, health considerations and ingredient usage.

2. OBJECTIVES

- To provide a clear comparison between actual and claimed behaviour of the participants in the household
- To gain deep insight into the meal preparation process in different countries, from the decision phase to consumption and storage/disposal of leftovers. This can be greatly helped by direct, natural observation of the routine gestures, and occasionally personal, undirected stream-of-consciousness monologue

3. PROBLEM

The client was looking to solve the challenge of inaccurate self-reporting from respondents: there's a significant difference from what people say they do and what they actually do and they recognised an average of 50% of study participants incorrectly recall what they do. weseethrough was engaged to apply its award winning methodology and video curation capability to fill the gap where traditional research fails today: relying on memory leads to large errors, especially in the consumer packaged goods category.

4. HOW WST HELPED

- Participants were asked to prepare and consume food throughout the day, including breakfast, lunch, dinner, snack and one baking activity
- They were asked to wear Google Glass to record first-person footage clearly showing and explaining all of their actions
- weseethrough collected all of the video footage for analysis using its video curation platform, Haystack, to unearth rich quantitative data thanks to its advanced behavioural coding and transcription capabilities.
- Finally, Skype interviews were conducted to probe further into habits and compare claimed and actual behaviour – significant differences were found.

5. SOME FINDINGS

- There's a disconnect between "saying" and "doing": participants' in-the-moment narration of their cooking steps didn't always reflect their actions – so the disconnect between 'saying' and 'doing' goes beyond memory lapses. The differences may be 'aspirational'. (healthier, or 'textbook', 'should say')
- Consumers' memories of ingredient quantities and use is highly inaccurate and they largely underestimate the time spent in preparing their meals, leading to a 50% error in recalling what they did. One of our participants in India largely underestimated how much they're putting in and overestimated how much time individual steps are taking - while they are in the midst of the process!

A half spoon will be more than enough.

[As she adds two spoons of black pepper]

- Many of the participants around the world used recipes from Internet sources on their laptops, phones or tablets and these devices were often on-hand during the cooking process. However, certain participants in India claimed to use the internet as a source of recipes in their interviews, but the recipes they actually cooked in the day to day menus on the study were the traditional recipes that their families preferred
- Google Glass has proven to lead to new empathy by providing a more natural environment: the lack of external observation helped participants feel comfortable and act naturally
- Children in the family affect not only what our participants cooked, but their actual process in the kitchen too and constantly interrupting the making-of the meals
- Health concerns varied significantly from country to country: some participants made heavy use of ingredients they viewed as unhealthy (like salt in Argentina, Canada and Italy)
- Add insights re: scheswan sauce and gluten

6. APPLICATIONS

The client was a pioneer in using our technology and methodology to uncover the gap what consumers say they do versus what they actually do. This lead their marketing and communications team to develop more engaging communication with their consumers based on the findings, generate recipes to promote broader and / or more frequent use of specific products and inspire new product variants

Some implication for Unilever (Puja sent me these notes), feel free to include some of them as a reference.

1. Use of Mobile & Laptops for finding recipes

Implications for Unilever :This gives even more credence to the need for having robust digital plans across the world to cover different consumer needs when searching for a recipe. This is truly the future of cooking & we should become the first port of call when the consumer looks up recipes. We have the opportunity to better integrate UL products into the recipes, help consumers to cook a different dish that they do not know how to cook from scratch, or only inspire them to give a tweak into an existing traditional dish.

2. The Difference between Saying & Doing

Implications for Unilever : What strategies can we use to help consumers to eat healthier without compromising on taste? Are we doing enough in our formulations to help them in this journey?

Can we have dosage control packs where recipe and proportions are critical to ensure that the right proportions of ingredients get used to deliver the perfect taste, colour & consistency.

3. Cooking Beliefs & Legends

Just add one or two beliefs from other countries and let's make it more generic

Implications for Unilever : Can our packs carry a Chef's tip on Cooking practices like best way to wash, chop or sauté certain ingredients to retain the nutrients etc.

3. Netherlands : A land of halves?

Implications for Unilever : Given this trend of "Less is more" for various health and cost reasons illustrated above, should we be looking at launching SKUs of current mixes for different consumer profiles? Mini/ Micro sizes for small Households - Margarine in blister packs for a breakfast occasion enough to serve 2; cubes with less salt/ lighter taste for smaller preparations or for people concerned with health

4. India : Versatility of Ching's Secret Product Range

Implications for Unilever : India is a land of sizzle and complex tastes. The consumer seems to be looking for products they can use across dishes. The origin or Provenance is not as important as the end benefit (of taste enhancement) or pay off that the consumer gets

5. Handling Interruptions while cooking

Implications for Unilever : Nuclear families and Masterchef programs are definitely leading the kids to the kitchen. Can we take the lead in ensuring involvement of kids Some thought starter ideas : Food quiz on Back of pack for younger kids & recipe ideas where older kids can be involved in preparing the dish. How to explore this territory in our communication, the more kids get interested in cooking the higher the likelihood of them to eat healthier and more nutritious food. We could help mums in this journey.

7. THE NUMBERS

86 Respondents

20 countries

344 meals prepared

250 hours of video processed