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The Digital Frontier: Best Practices for Food Marketers

FACEBOOK

Connecting with the food shopper of today and tomorrow

1. A Time of Change and Opportunity
2. Consumer Behavior
3. The Path to Your Audience
3. Best Practices



1. A Time of Change and Opportunity



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Food marketers have long been masters of storytelling

You share great ideas with the world



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**There's never been a
better time to have a
good idea**



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**This moment
brings fresh
challenges**



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**Connecting with consumers is
more critical than ever**

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2. Consumer Behavior



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Key trends of food shoppers

Convenience of digital

Social media connection

Lifestyle choices impact shopping



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Convenience of digital

The digital age is changing the shopping experience



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35% of food shoppers surveyed make purchases online while **81%** make purchases in-store

64% of food shoppers use their mobile device while shopping for food in-store

Source: "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 16,377 people ages 18+ in the US, CA, UK, FR, DE, BR, IN, ID, AU), Nov 2018.

Convenience of digital

People are going online to shortcut their grocery shopping

Groups of food shoppers especially likely to purchase online:

41%
Parents

41%
Young consumers

40%
Urban consumers



Source: "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 16,377 people ages 18+ in the US, CA, UK, FR, DE, BR, IN, ID, AU), Nov 2018.

Note: Data is an average of eight countries for young consumers (excluding IN), seven countries for parents (excluding IN, FR), and five countries for urban consumers (excluding BR, IN, DE, FR).

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Convenience of digital

Mobile is key ... including when shopping in-store



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Nearly 2-in-3 shoppers

Look up recipes

More than 1-in-2 shoppers

Create shopping lists

Source: "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 16,377 people ages 18+ in the US, CA, UK, FR, DE, BR, IN, ID, AU), Nov 2018.

Note: Data is an average of seven countries for recipes (excluding Indonesia, India) and five countries for shopping lists (excluding BR, IN, ID, FR).

Convenience of digital

New food service models are enticing

52% of food shoppers have used a new food service business model



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Note: Data is an average of nine countries.

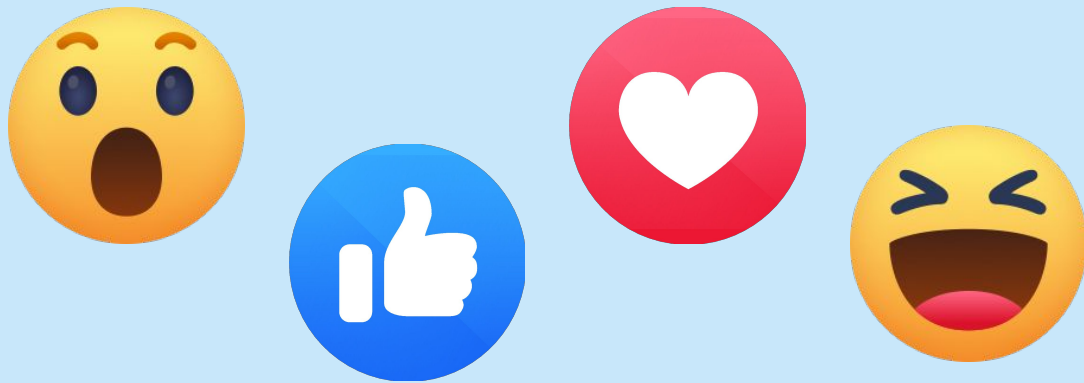
Source: "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 16,377 people ages 18+ in the US, CA, UK, FR, DE, BR, IN, ID, AU), Nov 2018.

New Food Services Models

- Online grocery delivery
- On-demand prepared food delivery
- Curbside grocery pick-up
- Meal kit subscriptions

Social media connection

Shoppers want social content to help explore new tastes



86%

of food shoppers ages 18–34 say they discover new food or recipe ideas on social platforms¹

31%

of US food shoppers say that upon discovering a new food product on social media, they'll consider using it in a recipe

50%

of 18–34-year-old food shoppers say they have purchased a food product after seeing a post on social media¹



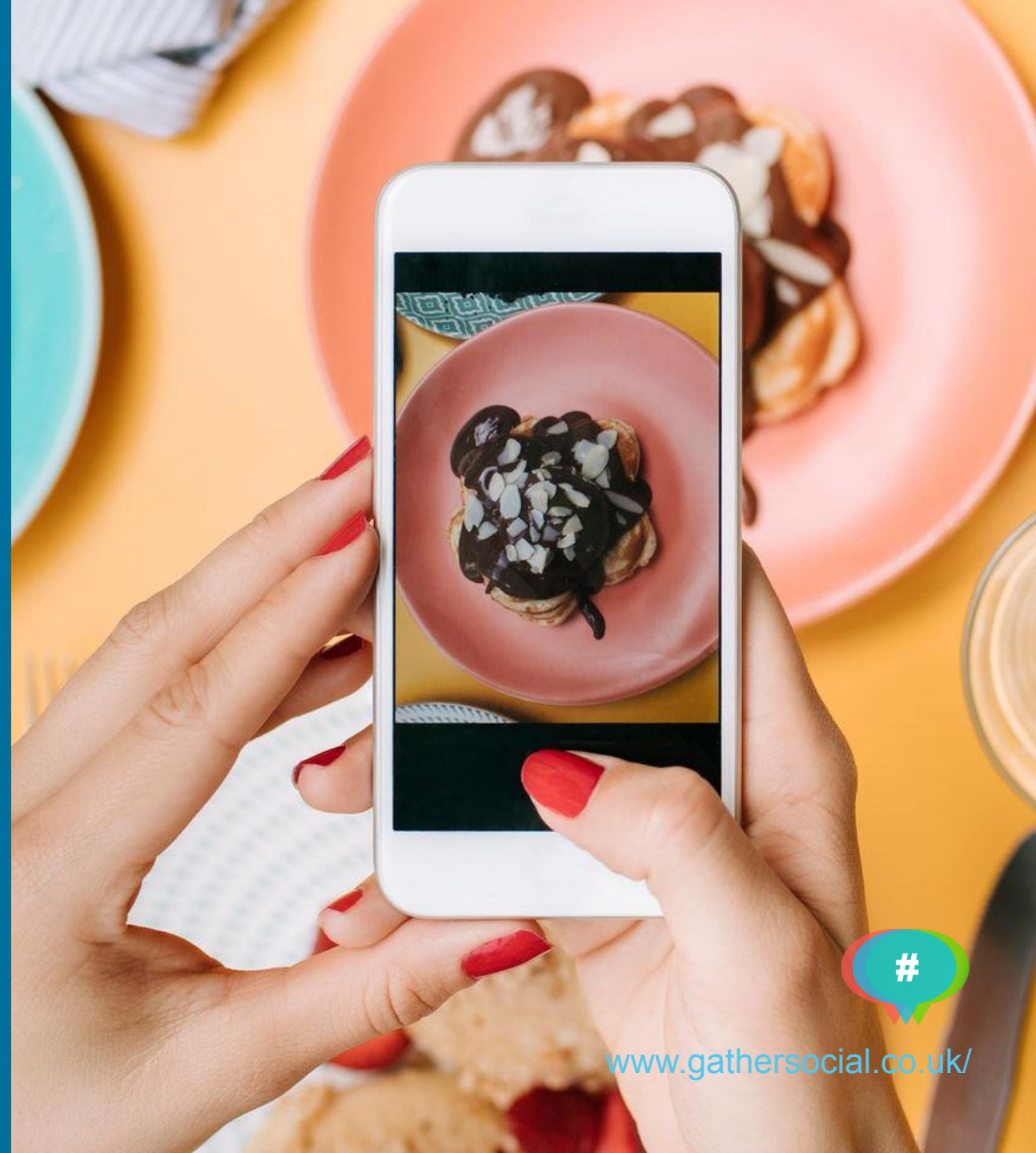
Social media connection

People are hungry for visual food content on social media

1

Food & drink is the most popular
interest on Instagram in the US

Note: All participants said they used Instagram at least once per week and said they use Instagram to explore interests
Source: Facebook IQ: "Project Instagram" by Ipsos (Facebook-commissioned survey of 21,000 people ages 13–64 in AR, AU, BR, CA, DE, FR, IN, IT, JP, KR, TR, UK, US and ages 18–64 in Japan), Nov 2018.



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Social media connection

Food shoppers want engagement from brands



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Source: "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 16,377 people ages 18+ in the US, CA, UK, FR, DE, BR, IN, ID, AU), Nov 2018. Among food consumers surveyed worldwide.

Notes: 1. Data is an average of nine countries. 2. Data is an average of seven countries (excluding ID, IN).

63% are interested in joining an online community started by a food brand¹

74% find it acceptable for a food brand to post in a group/community that was started by a person (not a brand)¹

37% want coupons from a food brand after purchasing a new product²

34% want follow-up promotional offers from a food brand after purchasing a new product¹

Lifestyle choices impact shopping

Healthy choices matter

28% of food shoppers in the US say they ate more healthy food in 2019 vs. **7%** who said they ate less healthy food¹

69% of health-conscious consumers have a set of go-to food brands they always buy²

Sources: 1. McKinsey 2020 Global Sentiment Survey.

2. "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 16,377 people ages 18+ in the US, CA, UK, FR, DE, BR, IN, ID, AU), Nov 2018. Note: "Health conscious consumers" are those who are serious about eating healthy. Data is an average of five countries (excluding FR, ID, IN, UK).



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Lifestyle choices impact shopping

Shoppers care about sustainable packaging

How often do you expect retailers to include sustainable packaging in their products?

Always

9%

Usually

24%

Sometimes

46%

Never

21%



Source: McKinsey 2016-20 Global Sentiment Survey. Note: Survey includes BR, CN, DE, FR, IN, JP, MX, RU, UK, US.

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Takeaways

- Anticipate the distinct needs of your audience
- Create content that inspires consumers to discover new foods
- Visual storytelling sparks social media engagement
- Digital channels aid in-store decision making



3. The Path to Your Audience



Reach food shoppers at scale

1.73 billion people globally access Facebook every day¹

500 million daily active accounts globally on Instagram²

1.3 billion people use Messenger every month¹



Sources: 1. Facebook data, Q1 2020.
2. Instagram data, Q1 2020.



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Reach food shoppers at scale



70%



66%

Proportion of food shoppers surveyed who use Facebook's family of apps for food-related activities

Note: Data is based on food shoppers who use each platform weekly. Data is an average of nine countries.
Source: "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 16,377 people ages 18+ in the US, CA, UK, FR, DE, BR, IN, ID, AU), Nov 2018.



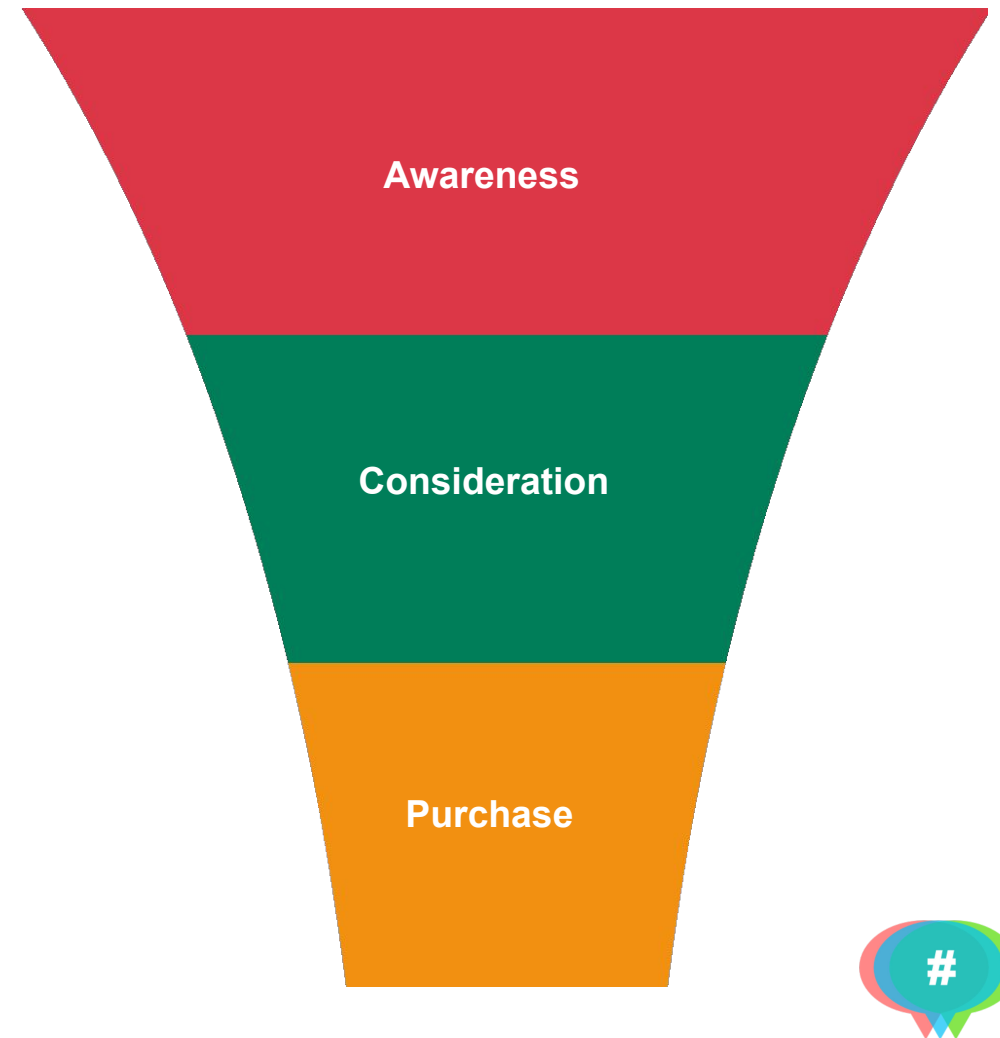
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Always on, ever present in the food shopping journey

28% of consumers surveyed discover new food or recipe ideas through the Facebook Family of Apps and Services

41% of 18–34-year-olds who use social media to decide what new product to buy say that advertisements in their Instagram or Facebook feed help them make a decision

56% of shoppers leverage the Facebook Family of Apps and Services while shopping for food in-store¹



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Note: 1. Amongst food consumers who always/ sometimes access their mobile device while shopping in-store.

Source: "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 16,377 people ages 18+ in the US, CA, UK, FR, DE, BR, IN, ID, AU), Nov 2018. Data is an average of nine countries for the discovery and purchase statistics, seven countries for the consideration statistic (excluding DE, UK).

Where food shopping becomes a community



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41%

of 18–34-year-olds surveyed say that they engage with food-related posts on Facebook every week¹

43%

of people who explore an interest on Instagram said they like to see and share content about food and drinks²

Sources: 1. "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 16,377 people ages 18+ in the US, CA, UK, FR, DE, BR, IN, ID, AU), Nov 2018. Data is an average of nine countries.
2. Facebook IQ: "Project Instagram" by Ipsos (Facebook-commissioned survey of 21,000 people ages 13–64 in AR, AU, BR, CA, DE, FR, IN, IT, JP, KR, TR, UK, US and ages 18–64 in Japan), Nov 2018. All participants said they used Instagram at least once per week and said they use Instagram to explore interests.

Where to reach valuable customers



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57% of parents surveyed utilize Facebook to discover food ideas

#1

The Facebook Family of Apps is the most visited site or app among 18–34-year-olds who use their mobile devices in-store while shopping for food

Source: "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 16,377 people ages 18+ in the US, CA, UK, FR, DE, BR, IN, ID, AU), Nov 2018. Data is an average of six countries for the parents statistic (excluding DE, FR, UK).



Where you can dazzle with
your creative

191 million+

images tagged #foodporn on Instagram

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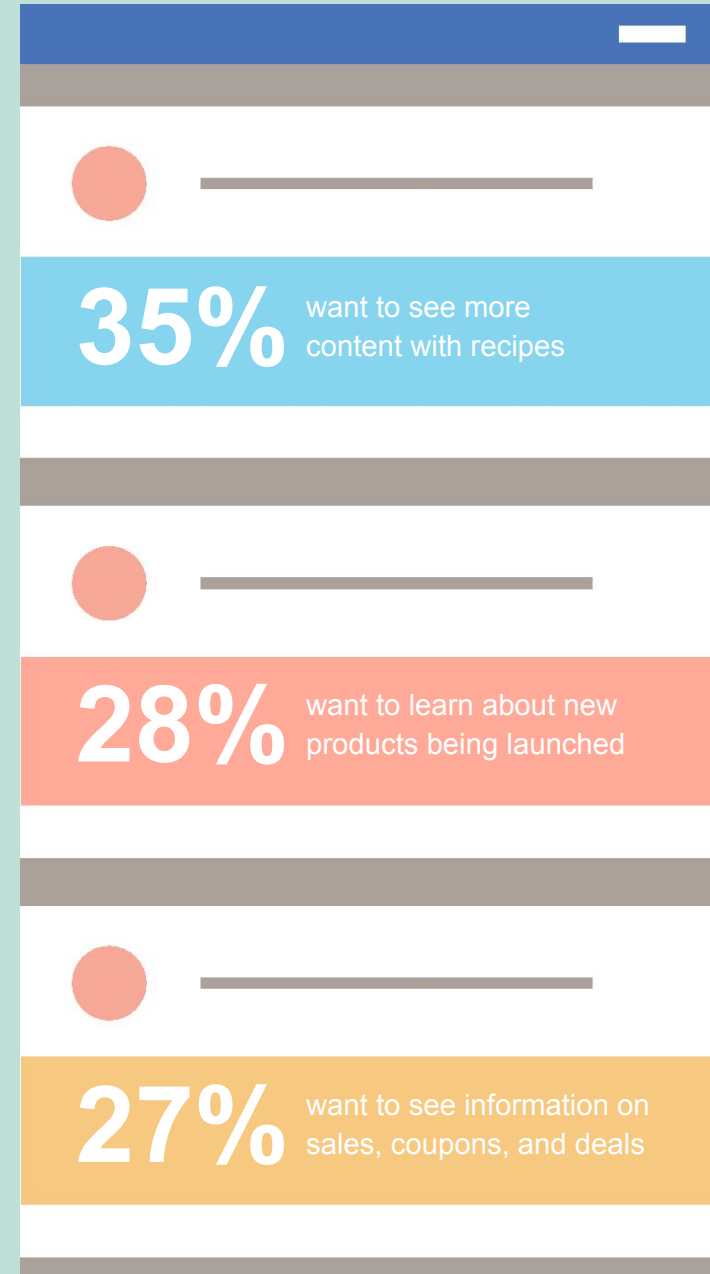
Source: Facebook IQ: "Catering to the Taste of Tomorrow's Food Shopper," May 2019.

What food shoppers want in their Facebook and Instagram feeds



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Note: Amongst food shoppers who are weekly users of the Facebook Family of Apps and Services.
Source: "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 16,377 people ages 18+ in the US, CA, UK, FR, DE, BR, IN, ID, AU), Nov 2018. Data is an average of nine countries for the recipes and new products statistics, seven countries for sales/coupons/deals (excluding BR, D).



4. Best Practices



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Brand awareness

Introduce people to your brand or product to drive awareness

Creating a clear story around your brand is key to help new and potential customers understand your business, consider your products and services and ultimately make a purchase

Facebook's ad solutions can help you:

- Strengthen your brand story
- Drive targeted awareness and online sales
- Deliver brand value instantly
- Measure the impact of your campaigns

*Recommendations are solely to help inform ad campaign strategies; they are not intended as a warranty or guarantee of results to be achieved. Marketing outcomes depend on a variety of factors and will vary.



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Brand awareness

Select the campaign objective best suited to match your marketing goal

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	Reach Short bursts of attention	Brand Awareness	Video Views High, captivated attention
Facebook solution	Reach the maximum number of people within your target audience and set how frequently your ad can be seen	Maximize awareness by delivering to people most likely to recall seeing your ad	Optimize delivery toward people who are more likely to watch your video for at least 10 seconds
Reach	Higher	■ ● ● ● ● ● ● ● ● ●	Lower
View duration	Lower	● ● ● ● ● ● ● ● ● ■	Higher
Cost per impression	Lower	● ● ● ● ● ● ● ● ● ■	Higher
Cost per view	Higher	■ ● ● ● ● ● ● ● ● ●	Lower

Brand awareness

Choose solutions, measure results

- Identify your best ads with **creative pre-testing**
- Find an interested audience by **targeting by category or brand purchase behavior**
- Reach shoppers near your strongest retail carriers with **location targeting**
- Capture—and hold—attention with **in-stream video purchased with ThruPlay**
- Keep your product top of mind in a cost-efficient way with **Feed and Stories ads**
- Promote content from a paid partner with the **branded content tool**

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Campaign strategies to help drive performance



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The foundation

Combining these elements will help you to unlock the most value out of your spend:

Campaign objective: Your main business goal for advertising

Targeting: Which audiences you want to get in front of

Optimization: How you will automate desired marketing outcomes

Bidding: How much you are willing to pay per impression or action

Placement: What apps and services your ad will appear on

Ad format: Which layout you use to tell your story

Creative: What type of assets you will use to get your message across

Measurement: Analyzing what's working and what isn't



Looking to boost online sales of your products?

Campaign objective: Conversions or catalog sales

Targeting: Dynamic ads with broad audiences* (primary); core targeting and Lookalike Audiences (secondary)

Optimization: Conversion for lower-funnel events to capture highest-intent audiences

Bidding: Automatic bidding or lowest cost with bid cap

Placement: 4+ placements or Automatic Placements

Ad format: Video, carousel and collection

Creative: Mobile-optimized, automated creative using your product catalog* and immediate call to action, plus video highlighting unique value proposition

Measurement: Incrementality



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*if product catalog is sufficiently large

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Trying to increase your store traffic?

Campaign objective: Reach, brand awareness, video views, or messages

Targeting: Location or broad audiences and Lookalike Audiences

Optimization: Reach

Bidding: Automatic bidding

Placement: 4+ placements or Automatic Placements

Ad format: Video, collection, carousel and Stories

Creative: Relevant, persuasive creative showcasing unique value proposition and retailers

Measurement: Third-party offline lift or matched market lift



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Want to grow online sales of your subscription offerings?

Campaign objective: Conversions or catalog sales

Targeting: Core targeting and value-based Lookalike Audiences

Optimization: Conversion for lower-funnel events

Bidding: Lowest cost with bid cap

Placement: 4+ placements or Automatic Placements

Ad format: Image, video and collection

Creative: Relevant, persuasive creative showcasing unique value proposition

Measurement: Incrementality and lifetime value by placement



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Looking to drive high-intent traffic to a third-party site?

Campaign objective: Conversions or catalog sales

Targeting: Dynamic ads with broad audiences* (primary); core targeting and Lookalike Audiences (secondary)

Optimization: Conversion for lower-funnel events

Bidding: Lowest cost with bid cap

Placement: 4+ placements or Automatic Placements

Ad format: Video, carousel and collection

Creative: Automated creative using your catalog segment* and video highlighting unique value proposition

Measurement: Conversion lift or split testing



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If product catalog is sufficiently large

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Thank you!



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Appendix



Dynamic ads for broad audiences impacts new shopper acquisition

Source: "Facebook Dynamic Ads Drive Customer Acquisition; Insights from Acquisition Analysis with 320+ Global CPG Lift Studies with Online Purchase Events" by Facebook Marketing Science, June 2018–Feb 2020.

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28% greater lift in acquiring new buyers for CPG clients opted in to using DABA

34% lower cost per acquisition when using DABA



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Dynamic ads for broad audiences best practices

- 1 Keep audiences broad
- 2 Upload as many products as possible in the product set
- 3 Ensure that the products mirror what is available on the website
- 4 Include multiple categories if available
- 5 Exclude existing shoppers (so you find net new people)
If you do not exclude existing shoppers, note that DABA will target both new and existing shoppers
- 6 Run an ongoing, always-on campaign
- 7 Categories and product sets
 - Identify hero categories that shoppers are most likely to come online for
 - Get rid of any unprofitable categories
 - Curate product sets to be sensitive to shopper needs
- 8 Do not recommend:
 - Using Lookalike Audiences in DABA campaigns
 - DABA and Custom Audiences inclusions
 - Excluding the website visitors' audience



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Innovate with cross-border business solutions

Today, businesses of all sizes can be part of the global market

Percentage of shoppers across the globe purchasing from foreign websites



Canada
71%



United States
50%



Brazil
78%



United Kingdom
67%



Germany
75%



France
62%



India
79%



Indonesia
74%



Australia
72%

Source: 1. Global Retail/eCommerce Consumer Journey Study Facebook-commissioned online study of 9,783 people ages 18+). June to July 2018. Data on cross-border shoppers is based on 6,543 people.
2. eMarketer Cross-border E-Commerce 2018

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Innovate with cross-border business solutions

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Reach new customers across borders

WORLDWIDE/ REGIONAL TARGETING



BROAD REACH

Find your most relevant leads through fluidity across regions and the world

MULTI-COUNTRY LOOKALIKES



SMART TARGETING

Leverage your learnings to find new high-potential audiences globally

DYNAMIC LANGUAGE OPTIMIZATION



AD LOCALIZATION

Translate or auto-translate your ads to be more relevant

MULTI-LANGUAGE AND COUNTRY DYNAMIC ADS



DYNAMIC AD LOCALIZATION

Localize your product information, prices, and currency

Source: 1) Global Retail/eCommerce Consumer Journey Study Facebook-commissioned online study of 9,783 people ages 18+). Jun–July 2018. Data on cross-border shoppers is based on 6,543 people.
2) eMarketer Cross-border E-Commerce 2018

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Strategies to help leap beyond operational barriers



GLOBAL TARIFFS

Impact on margin
per country



GLOBAL PAYMENTS

Preferred payment methods



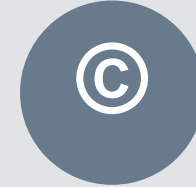
LICENSES/ PERMITS

Special permission to sell
products



TAXES

Amount and
display



RIGHTS

Trademarks, patents, and
copyrights



DATA PRIVACY

Laws on data collection



AGE RESTRICTIONS

Verification requirements



BUSINESS INSURANCE

General, product, professional,
and commercial liability



PACKAGING & LABELLING

Restrictions and
requirements



ADVERTISING

Guidelines and permissions

**Operational
barriers**



**Global
Expansion Partners**



**Access new or optimize existing
cross-border markets**

TV and Facebook work better together



Reach new
and elusive
audiences



Prime, remind
and sustain your
TV ads



Drive efficient
conversion
at scale



Measure results across
your entire media buy



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📷 [@gathersocialsam](https://www.instagram.com/gathersocialsam)

in Samuel Evans

☎ Samuel Evans