

FUTURE
[SHAPE THE]

DAIRY FORUM 2018

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[EXPLORE]

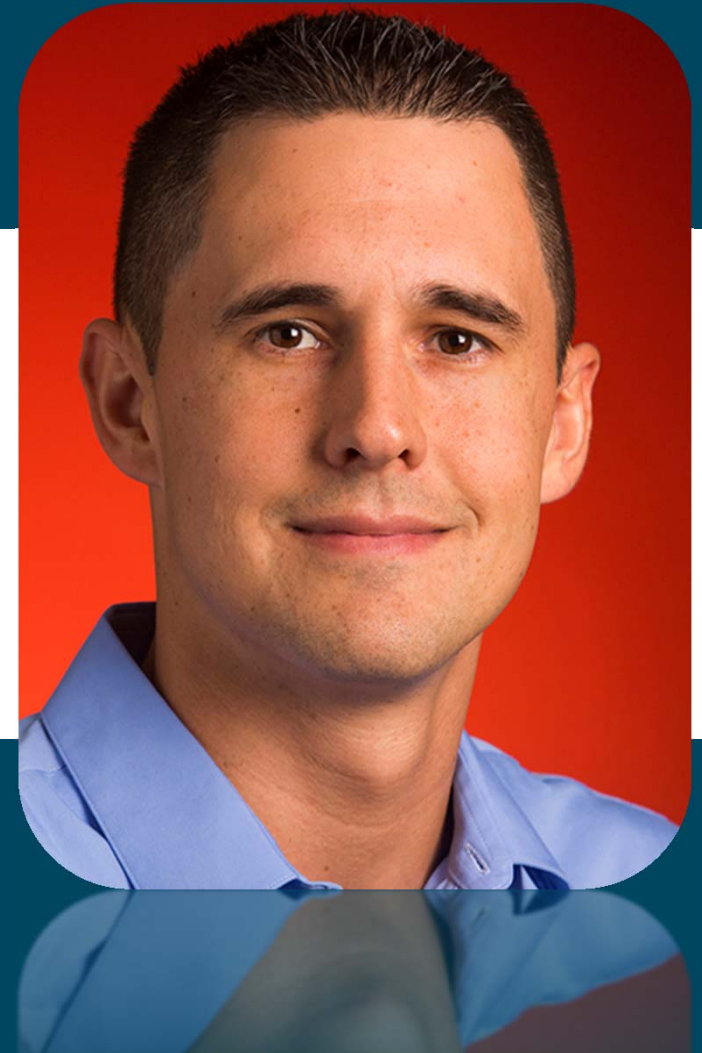
THE EVOLUTION OF DIGITAL MARKETING

DAIRY FORUM 2018

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Steve Lerch

Account Executive
Google





The Digital Trends in Today's **Food Moments**

Purpose | Plan | Purchase | Preparation

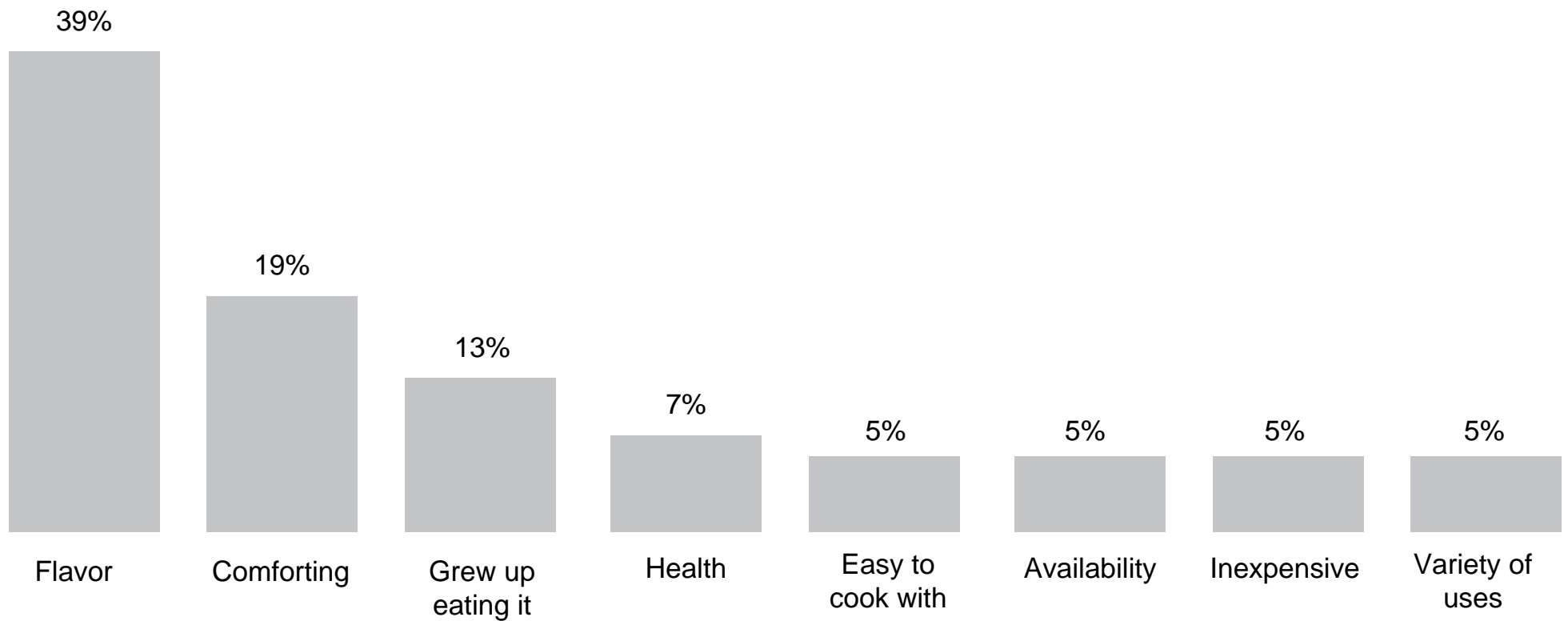


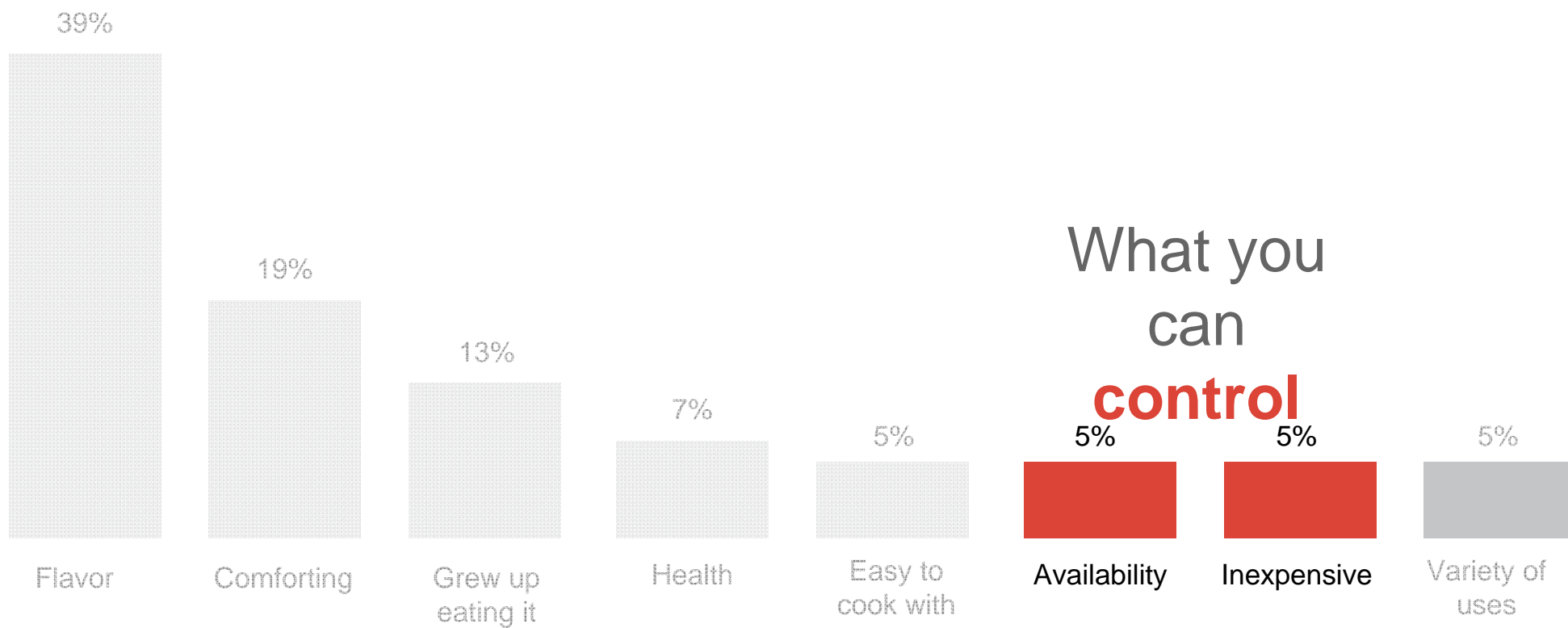
incredible!

American Egg Board

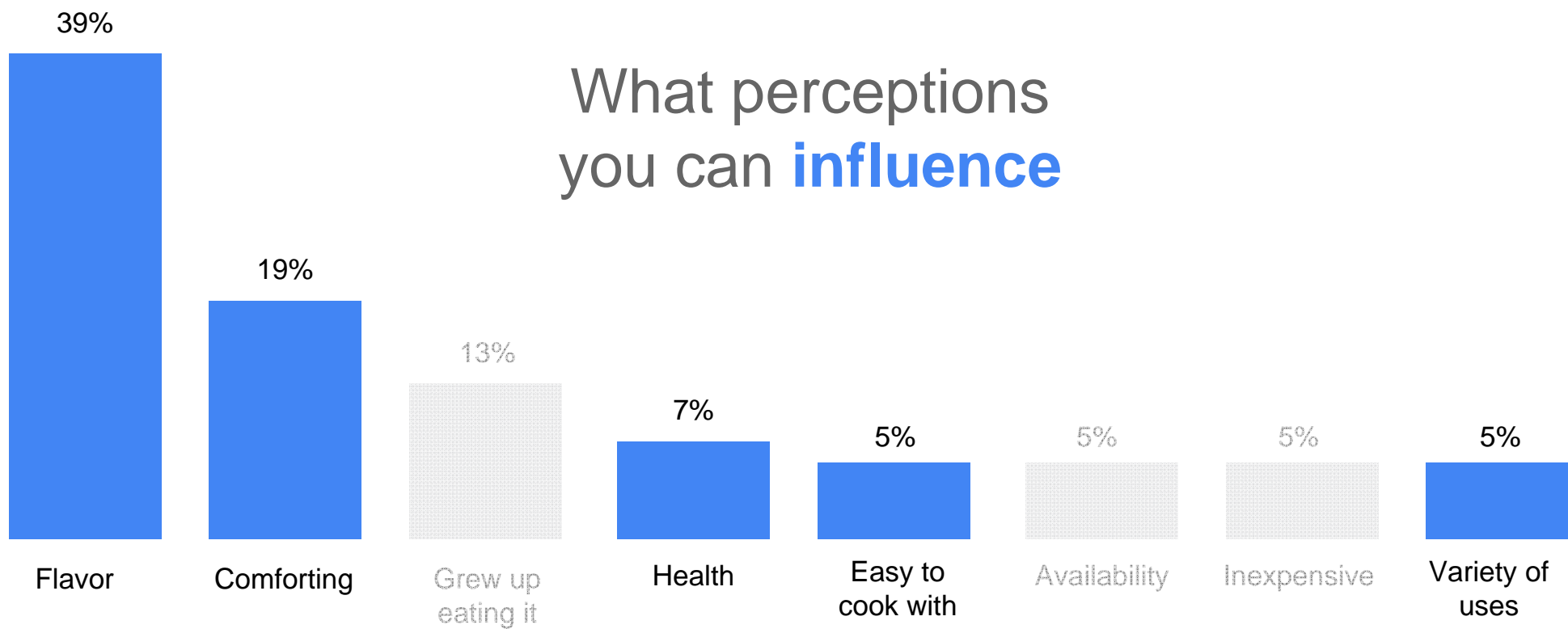


What makes someone a **food loyalist**?

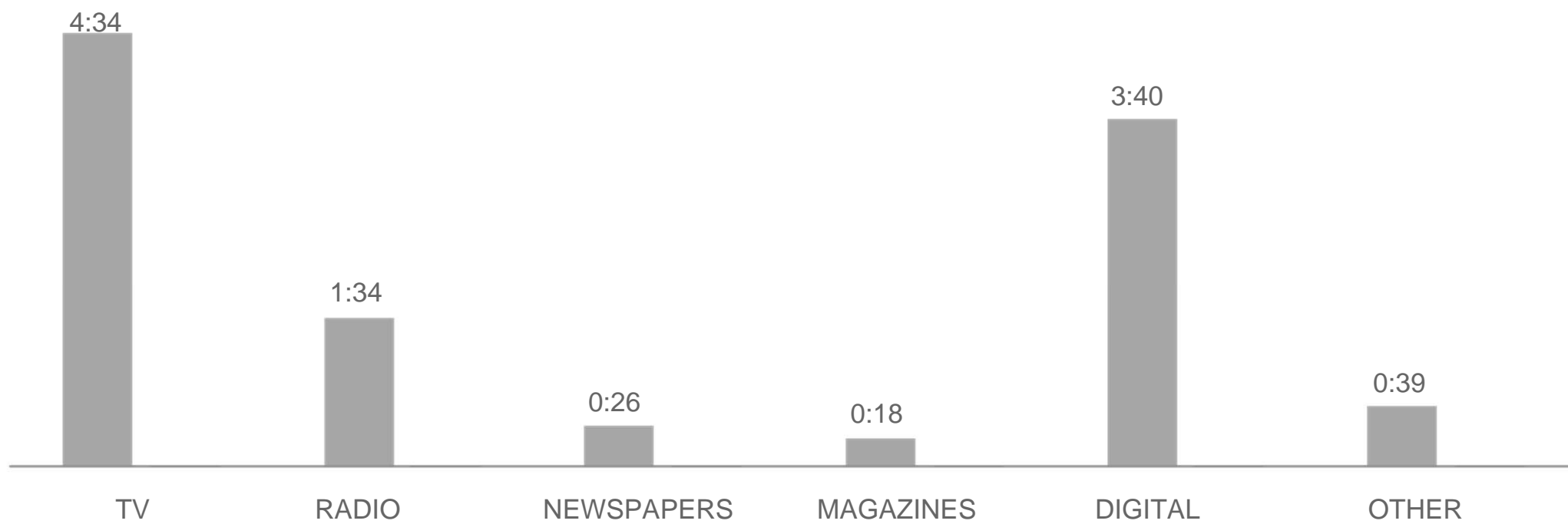




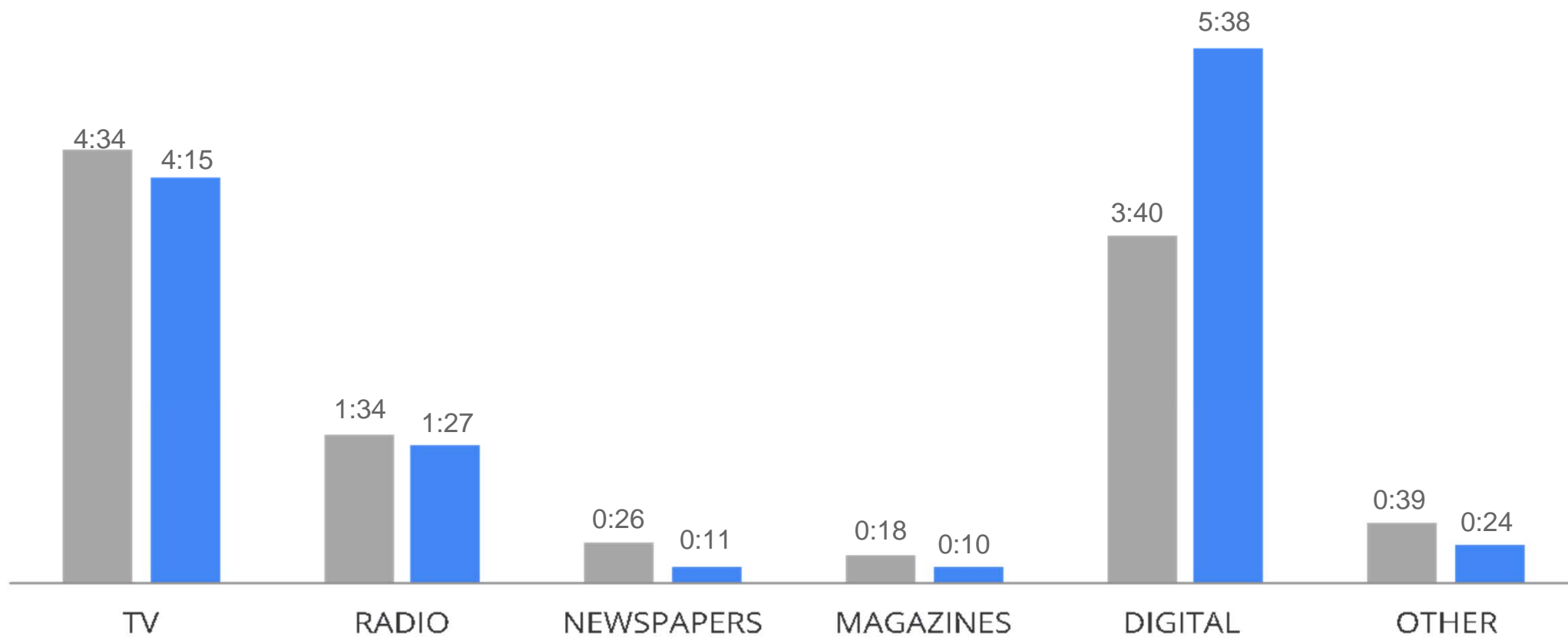
What perceptions you can **influence**



■ 2011



■ 2011 ■ 2015



GAME OF THRONES



Google

Confidential + Proprietary

GAME OF THRONES



25 Million

Average Cross Platform Viewers for Season 6

x10

Episodes Per Season

250 Million

Viewers Per Year

GAME OF THRONES



Google

Rosanna Pansino

NERDY NUMMIES



55 Million

Estimated Video Views Per Month

x12

Months Per Year

660 Million

Views Per Year

Google

Rosanna Pansino

NERDY NUMMIES



Creators Build Communities

Rosanna Pansino

NERDY NUMMIES



6.2M

Subscribers

60M+

Views/Month

1.42B

Lifetime Views



640k

Likes



225k

Followers



Purpose

Plan

Purchase

Preparation

Today's **Food Moments**

Purpose

Plan

Purchase

Preparation

1. Strong is the New Skinny
2. Semi-homemade for the Family

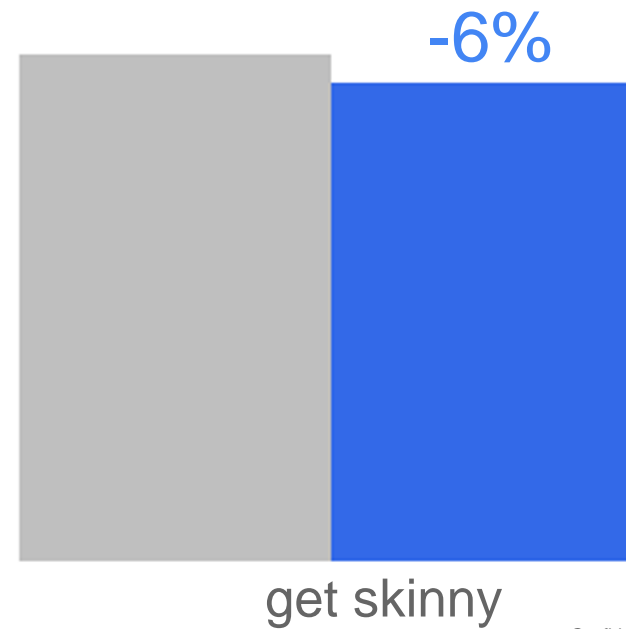
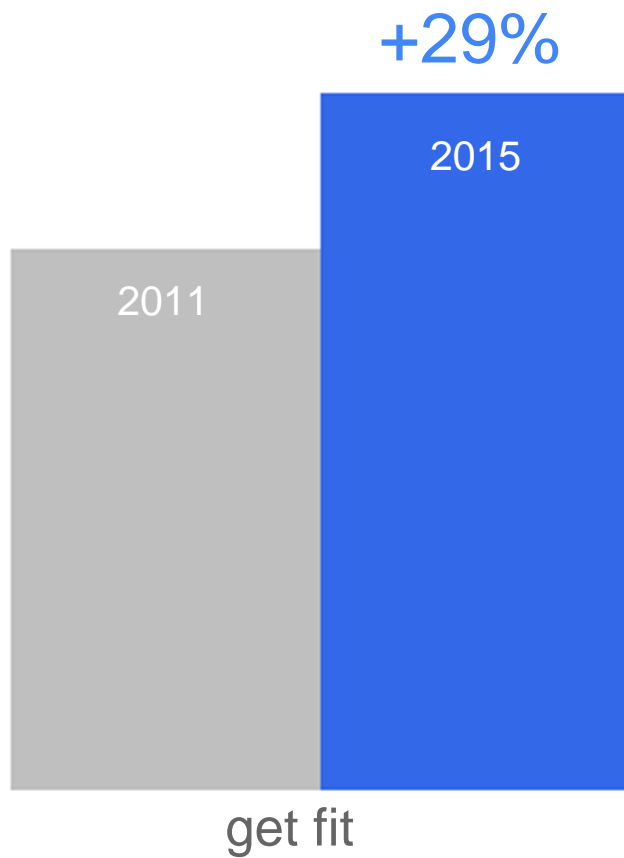
PURPOSE

PLAN

PURCHASE

PREPARATION

Trend #1: Strong is the New Skinny



Google

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Trend #1: Strong is the New Skinny



1 in 3

say **physical activity** is important to their identity

Trend #1: Strong is the New Skinny

63%

of those who exercise pay attention
to **how much protein** they eat

PURPOSE

PLAN

PURCHASE

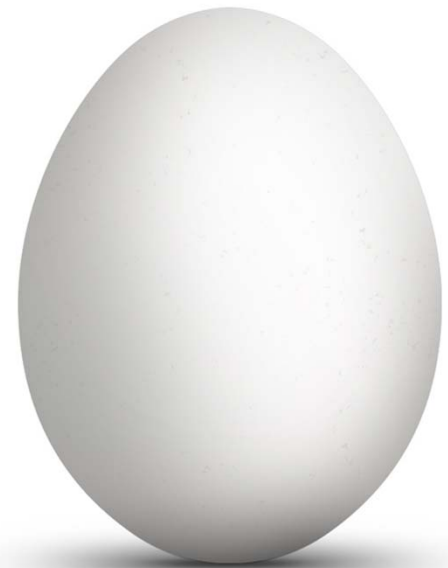
PREPARATION

2 in 5

think



>



Google Confidential and Proprietary

Google

PURPOSE

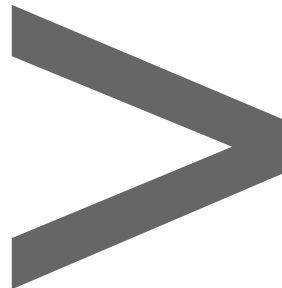
PLAN

PURCHASE

PREPARATION

42% vs. 31%

think



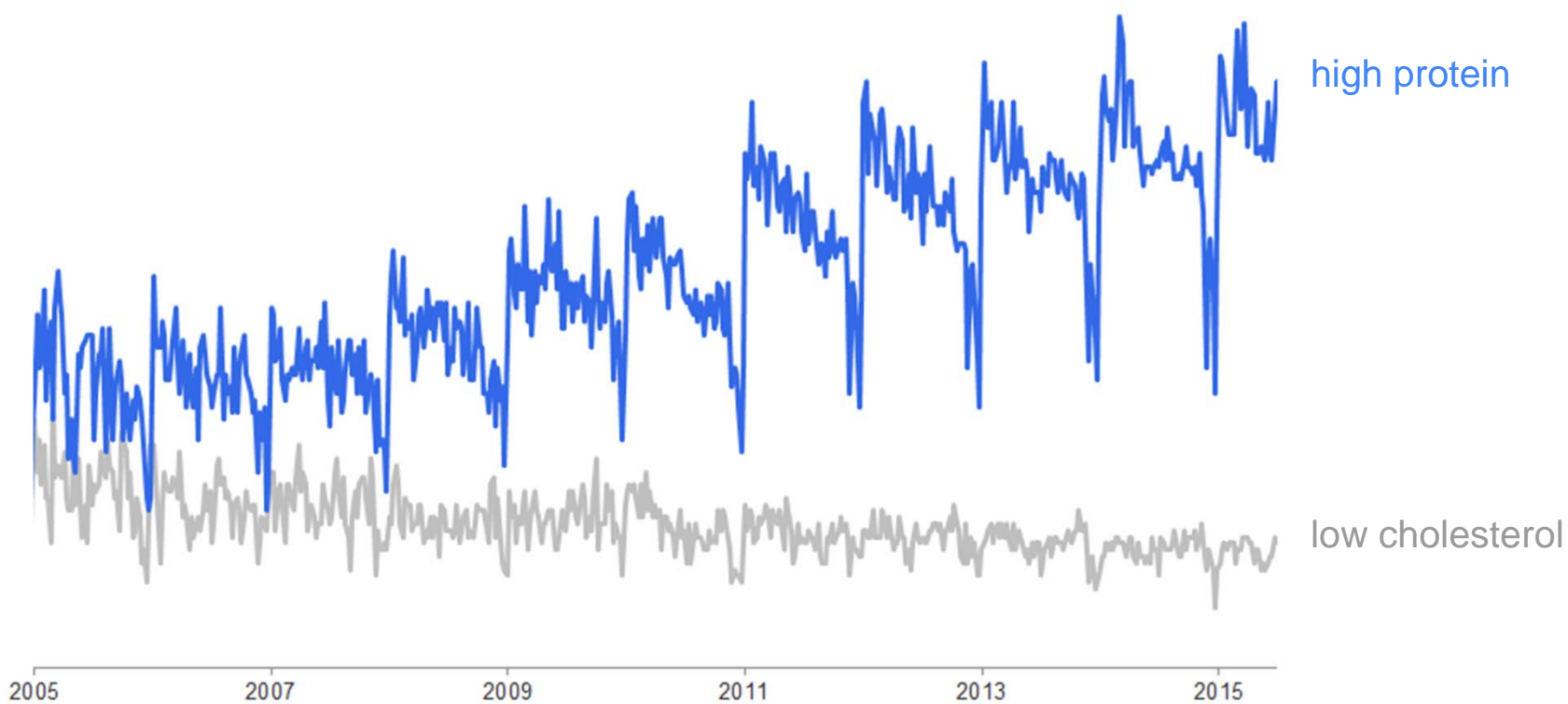
PURPOSE

PLAN

PURCHASE

PREPARATION

Trend #1: Strong is the New Skinny



Trend #2: Semi-homemade for the Family

The majority of American families report
eating a meal together
less than five days a week

Trend #2: Semi-homemade for the Family

38%

of parents are **aspiring chefs**

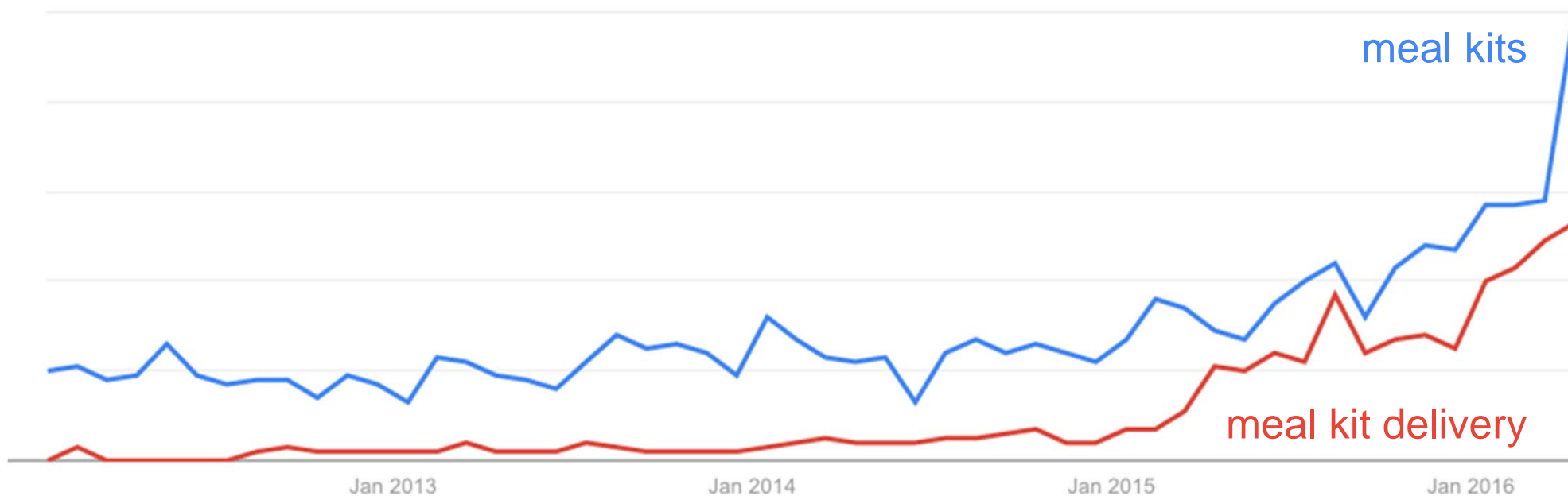
PURPOSE

PLAN

PURCHASE

PREPARATION

Trend #2: Semi-homemade for the Family



Trend #2: Semi-homemade for the Family

\$4.7B

shredded cheese sales
2015

\$3.7B

block cheese sales
2015

Purpose

Plan

Purchase

Preparation

1. Functional Food
2. Stock Management

2 out of 3

people in the US say that meals in their home
are usually **planned ahead of time**

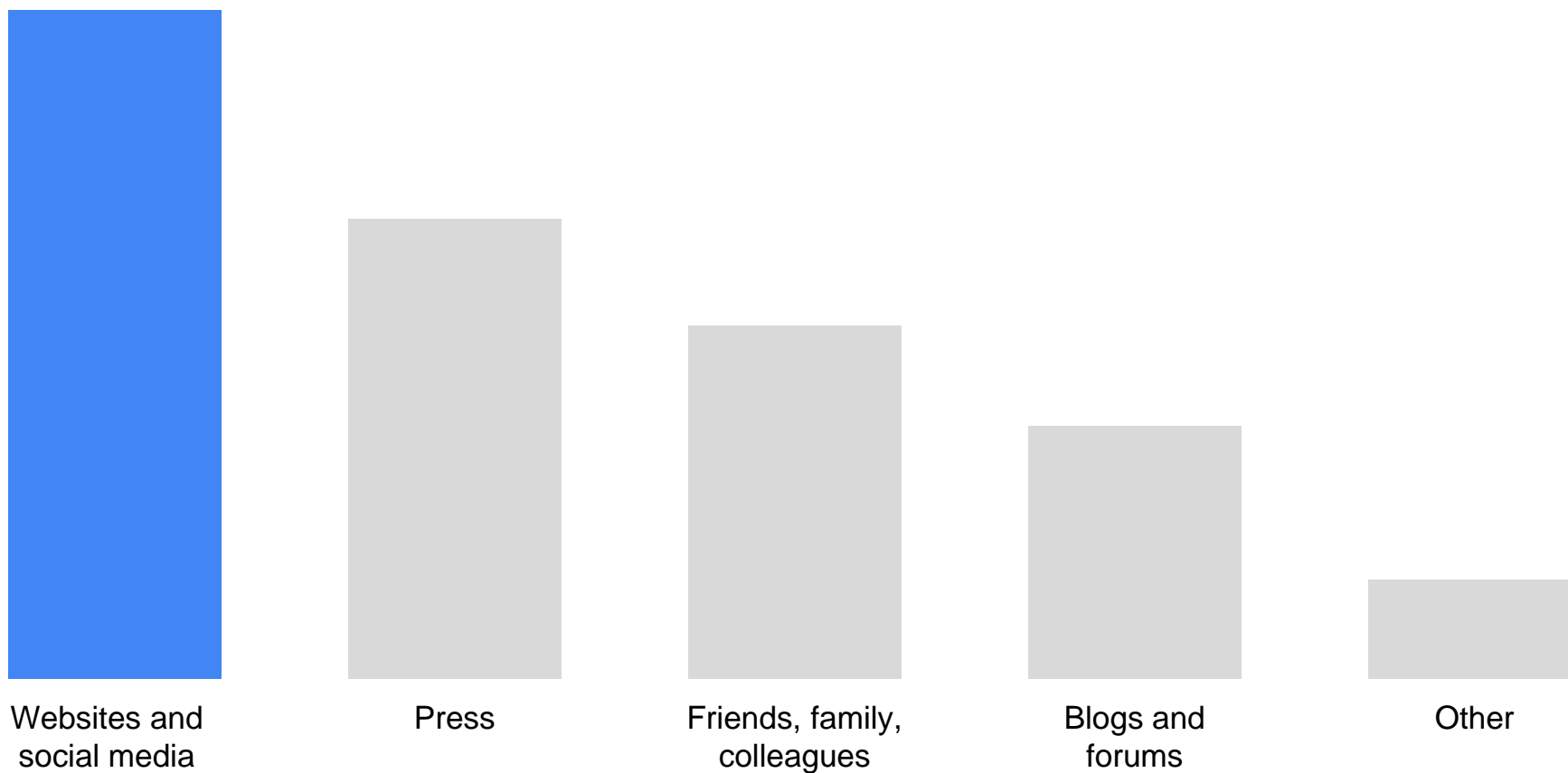
PURPOSE

PLAN

PURCHASE

PREPARATION

90% of foodies turn to websites and social media to get food information



Google

Confidential + Proprietary

Google

Trend #1: Functional Food

25 Best Foods For Your Skin

How to get a radiant glow, banish wrinkles, and keep skin supple and soft—one bite at a time

NOVEMBER 6, 2013 [JESSICA GIRDWAIN](#)

Superfoods That Fight Colds

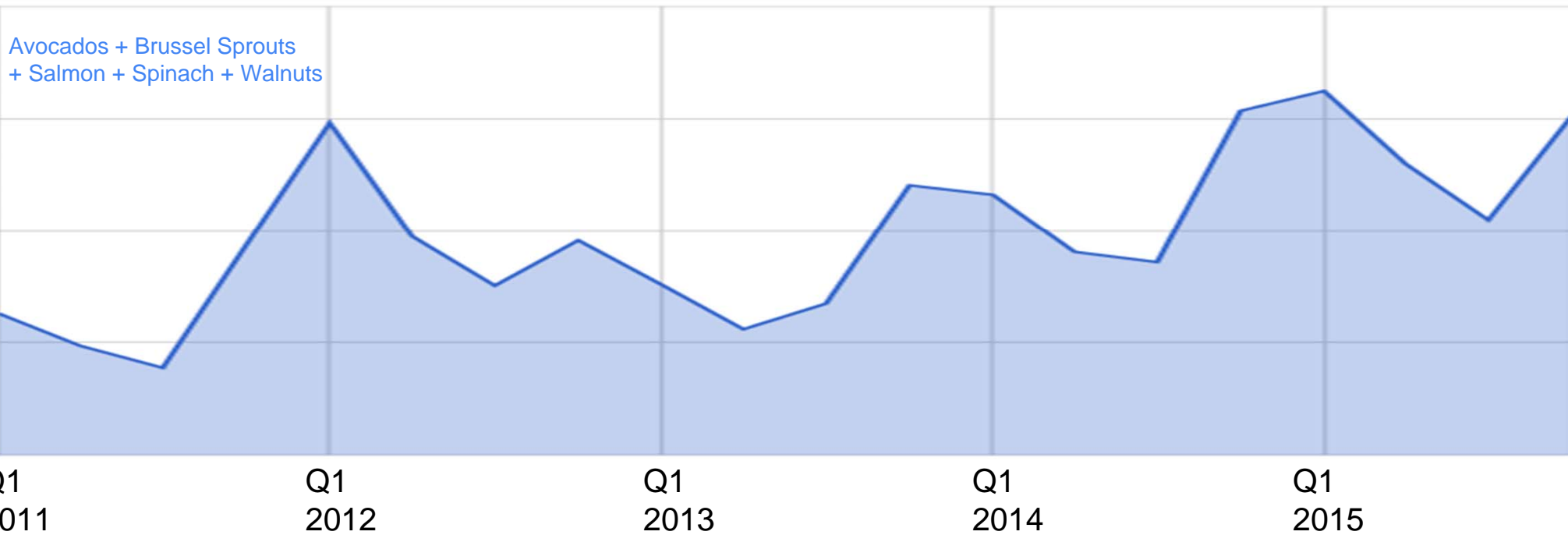
Trying to avoid colds and flu? From oysters to sweet potatoes, these foods can help.

10 Foods That Make You Sleepy and 10 That Keep You Up

Catching up on your zzz's may be as easy as tweaking your diet. See which sleep inducing foods you should steer clear of.

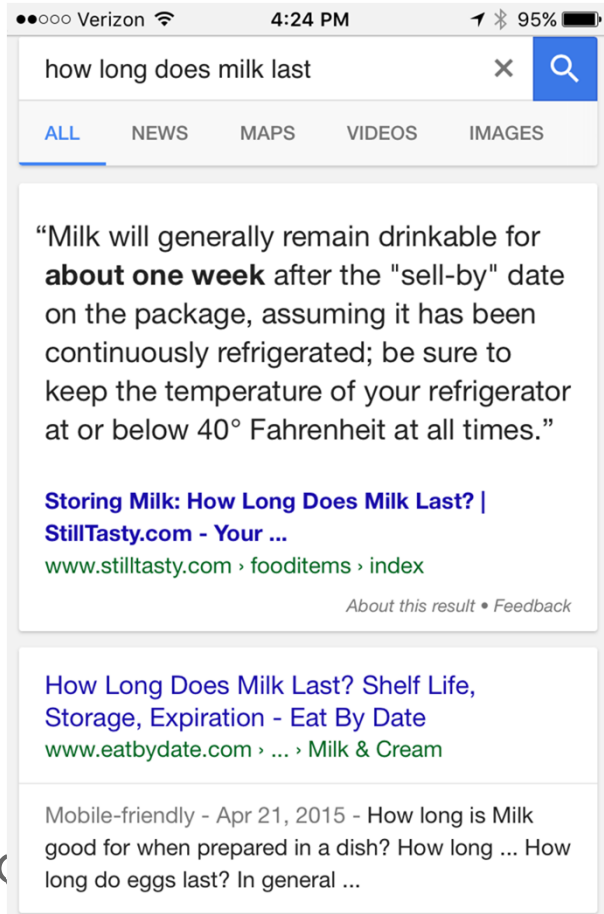
Trend #1: Functional Food

Superfood searches continue to rise





Trend #2: Stock Management



Help your consumers manage their fridge

+28%

Y/Y search growth in searches for “how long” various food lasts

Trend #2: Stock Management

how long does milk last



how long can milk sit out



why does organic milk last longer



when does milk go bad



why does milk curdle



Purpose Plan Purchase Preparation

1. Mobile Shopping Lists
2. Coupon- Oriented

PURPOSE

PLAN

PURCHASE

PREPARATION

86%

Use their mobile devices
to prepare for grocery
shopping

59%

Use their mobile
devices while grocery
shopping

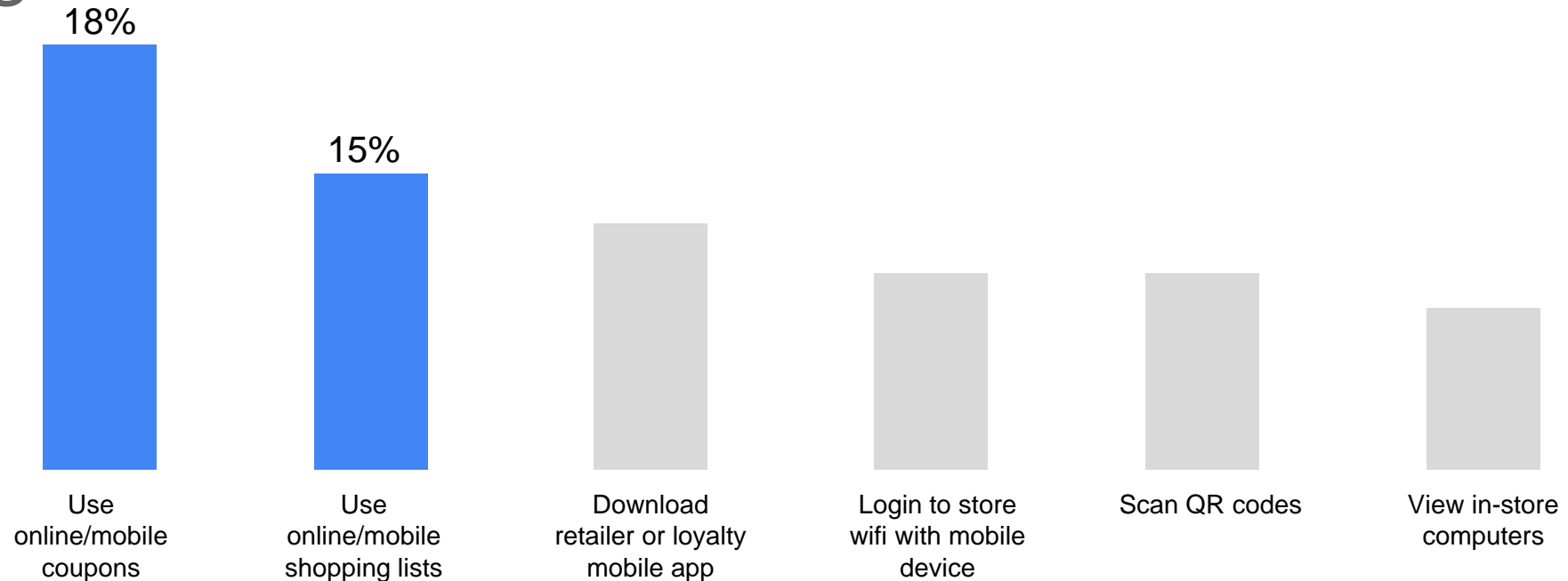
PURPOSE

PLAN

PURCHASE

PREPARATION

Mobile coupons and shopping lists are most cited forms of in-store digital engagement used today in the US



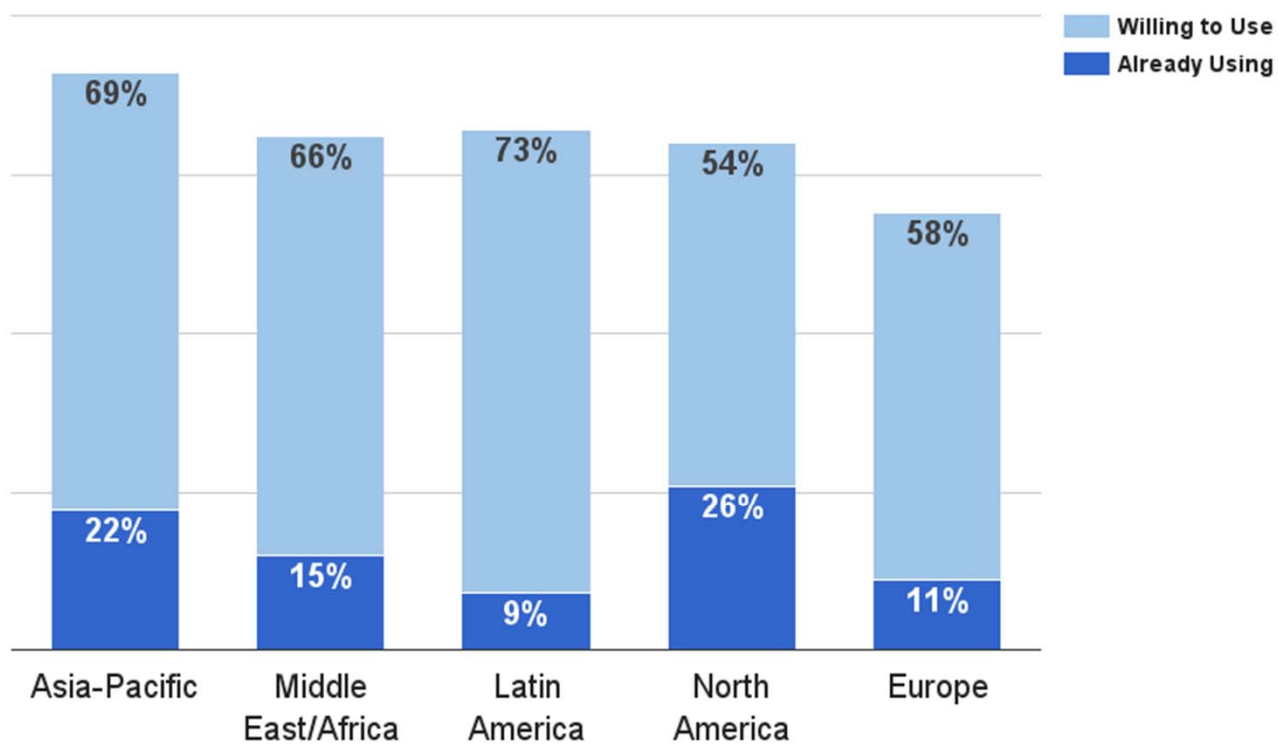
PURPOSE

PLAN

PURCHASE

PREPARATION

Trend #2: Coupon-Oriented



Purpose

Plan

Purchase

Preparation

1. Smartphone as Sous-Chef
2. Recipe Remixes

150x per day



Wake up and
check the headlines
6:15am



At the train station,
choosing a podcast
7:30am



On the train, checking
movie times for tonight
8:00am



Switching to subway,
answering urgent email
8:10am



Buy movie tickets, make
a dinner rez for tonight
11:15am



At work, retweeting
something fun
11:36am



Running late for a
meeting, check Maps
1:13pm



Trending music
video on YouTube
1:24pm



Reading reviews for
tonight's movie
7:09pm



Pay the babysitter and
get her an Uber home
11:33pm

1964



2013



PURPOSE

PLAN

PURCHASE

PREPARATION

Trend #1: Smartphone as Sous-Chef



6 out of 10 millennials use their **smartphones or tablets** to help out in the kitchen



Trend #2: Recipe Remixes

10% of all comments within YouTube recipe videos feature **recipe variations**



awesomeskylineally 1 month ago

Laura is so great to see you cooking Caribbean food next time you are cooking the coconut rice try it with the green pigeon peas what you used there is the dried pigeon peas. The green pigeon peas much sweeter and so much more delicious and red beans awesomeeee.

Hugs Alli

Reply •



ChellySweets 1 month ago

Chicken thighs.not a fan of drumsticks just my swap otherwise, will be trying

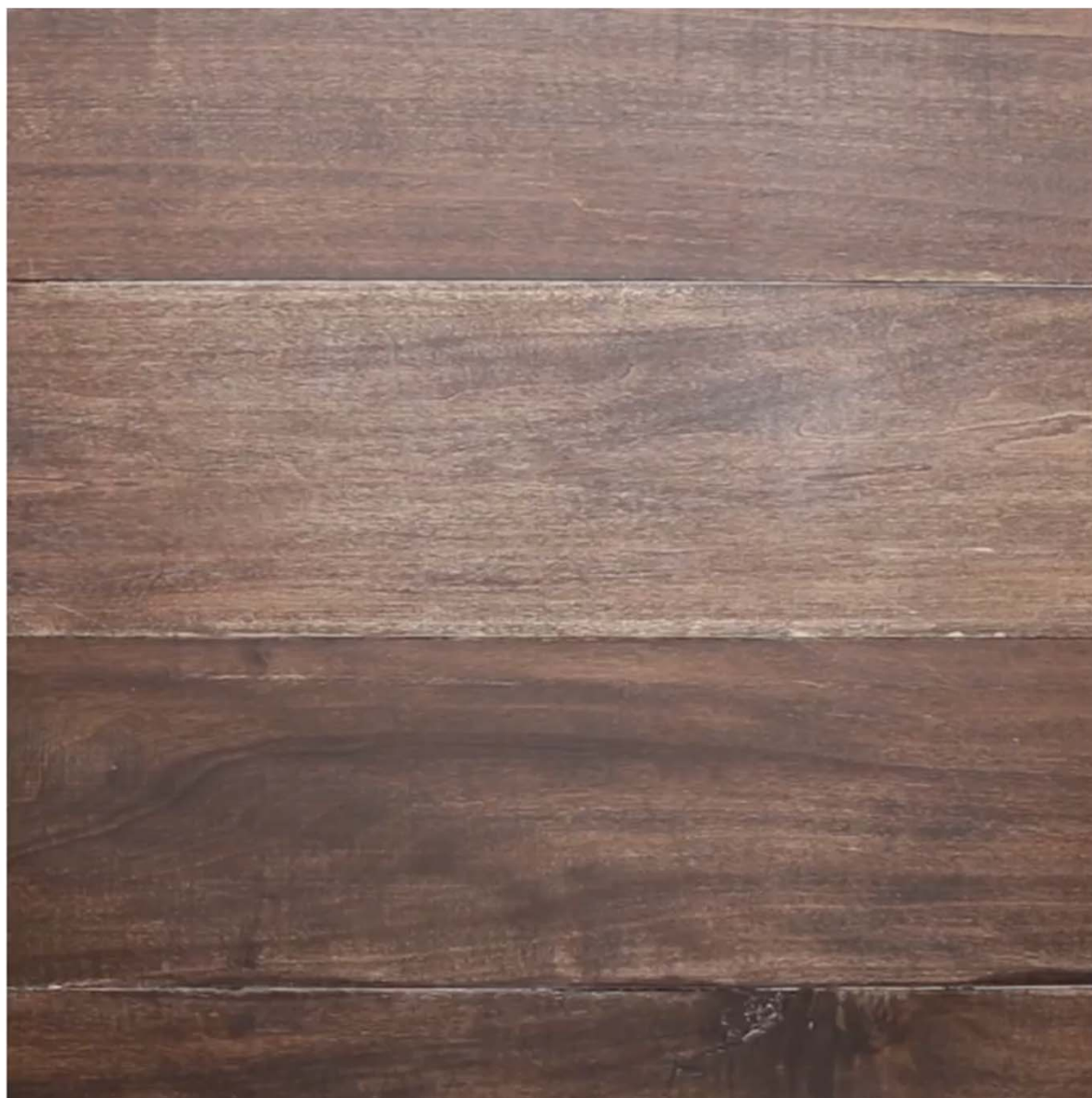
Reply •



Robert Chutney 1 week ago

I put the coconut milk into the chicken sauce and make the rice my way. Tastes great! Thanks for recipe. Even my tom-cat was sniffing like crazy:-)

Reply •



The 8 Digital Trends in Today's **Food Moments**

PURPOSE

1. Strong is the New Skinny
2. Semi-homemade for the Family

PLAN

3. Functional Food
4. Stock Management

PURCHASE

5. Mobile Shopping Lists
6. Coupon-Oriented

PREPARATION

7. Smartphone as Sous-Chef
8. Recipe Remixes

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