

# Engaging the Connected Consumer: Taking Instagram to the NEXT level

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**"Great stories happen to those  
who can tell them." --Ira Glass**





We know that social media is replacing traditional channels like TV as the way to reach younger consumers.

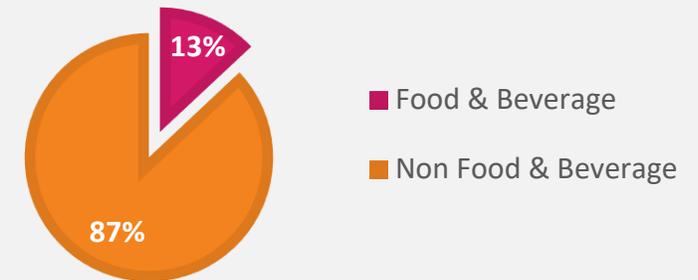
As we switch to social media, influencers amplify and interpret brand stories.

While brands in the natural space have gotten very good at partnering with influencers to drive awareness and trial, we think connected consumers have an appetite for more meaningful stories about why their product choices matter.

# Influencer marketing is an important way to reach F&B consumers and is growing rapidly

- Influencer marketing has become a normal part of the marketing mix for an estimated 70% of US companies (*source: emarketer*)
- In 4 years, the number of sponsored posts is expected to triple.
- 13% of those posts are in Food & Beverage (*source: Buzzoole*)
- 60% of Instagram users discover new products on the platform (*source: Brandwatch*)

FOOD AND BEVERAGE RELATED POSTS  
AS A PERCENT OF TOTAL



Source: Buzzoole cited by mobilemarketer.com

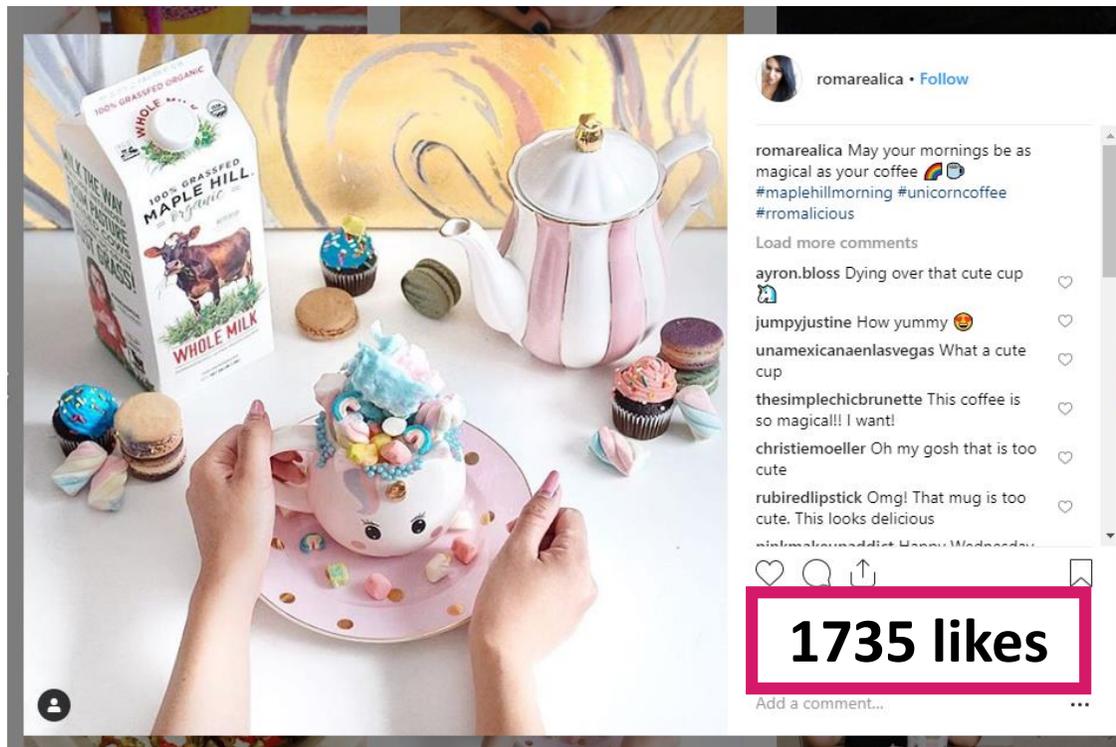
GLOBAL INSTAGRAM INFLUENCER MARKET  
SIZE FROM 2017-2019 IN BILLIONS USD



Source: statistica

# Influencer marketing reaches a broader audience than going it alone

## Influencer post mentioning Maple Hill



## Maple Hill post mentioning themselves



# Influencers are key to amplifying a brand message

41K Followers



**@servingupsimplicity**

Health | Fitness Enthusiast  
| Trying to Keep it Simple

46K Followers



**@sweatspace**

I share healthy recipes,  
workouts, my travel and  
now starting my journey  
into fatherhood.

62K Followers



**@the\_bananadiaries**

healed my ED + depression  
to live my life with freedom  
✿ now I help others do the  
same

# Influencers gain a lot of attention for posts



Language can sometimes be interpreted as canned or superficial, or otherwise inauthentic.

# Brands have a richer story to tell



**“Decision-making is much more emotional than it is logical. The ability to tell a good story is essential and can make or break how well a business differentiates itself in the market as well as makes a profit”**

**- Forbes**

We think connected consumers care about the stories behind brands, and that influencers are the right people to tell these stories.

# The Connected Consumer Cares

Two surveys to learn what connected consumers and the general public value

71 questions

4 categories of values

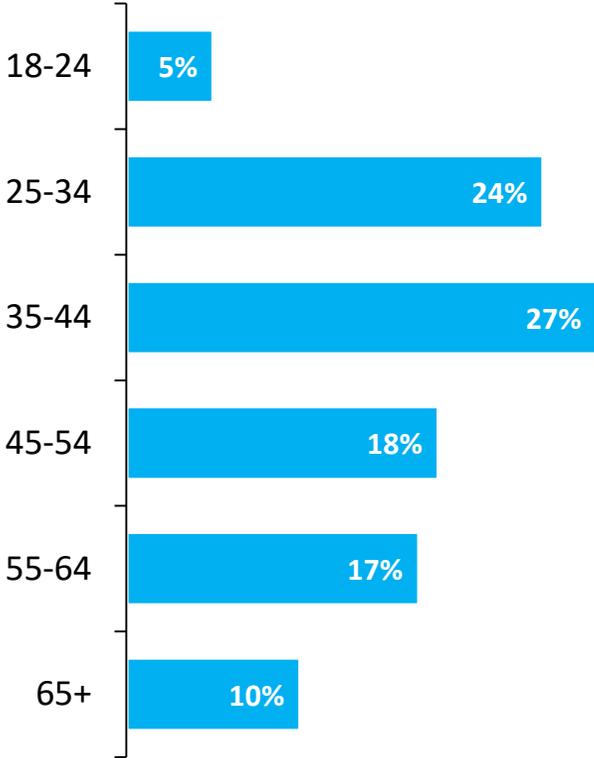
- Animal
- Human
- Social
- Climate



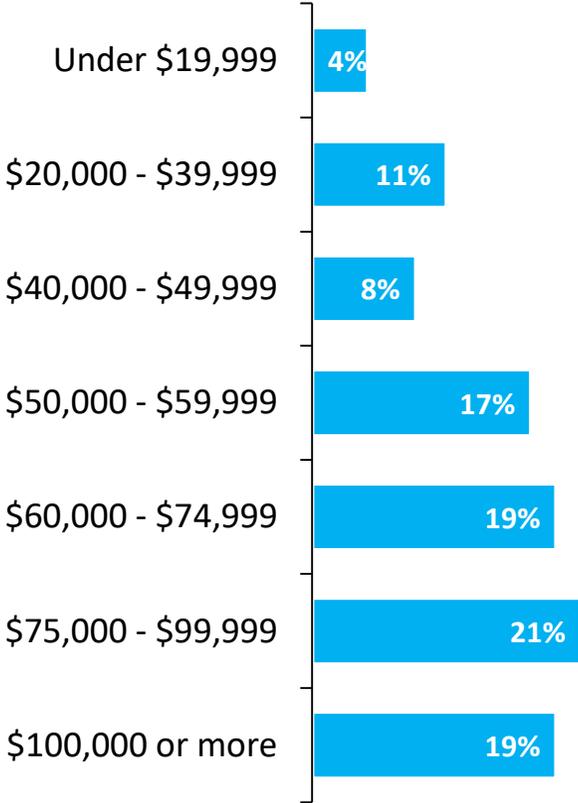
*Photo credit: Stocksy, Sean Locke*

# Demographics of Connected Consumers

## AGE



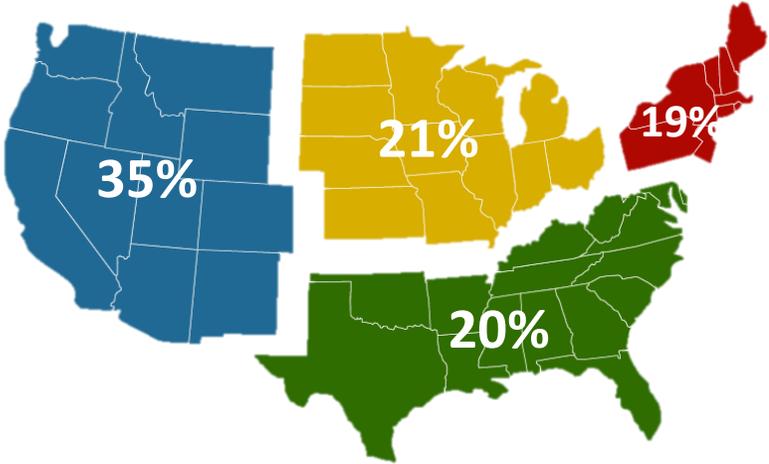
## INCOME



## GENDER



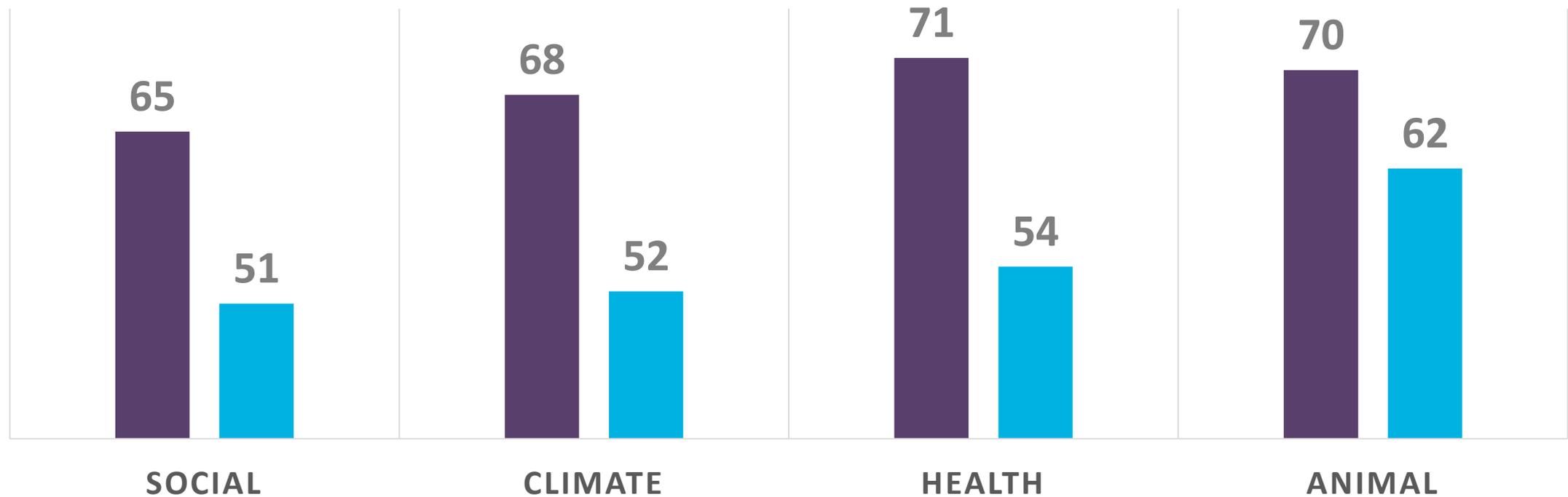
## REGION



# Connected consumers say these values mean more to them than the average person

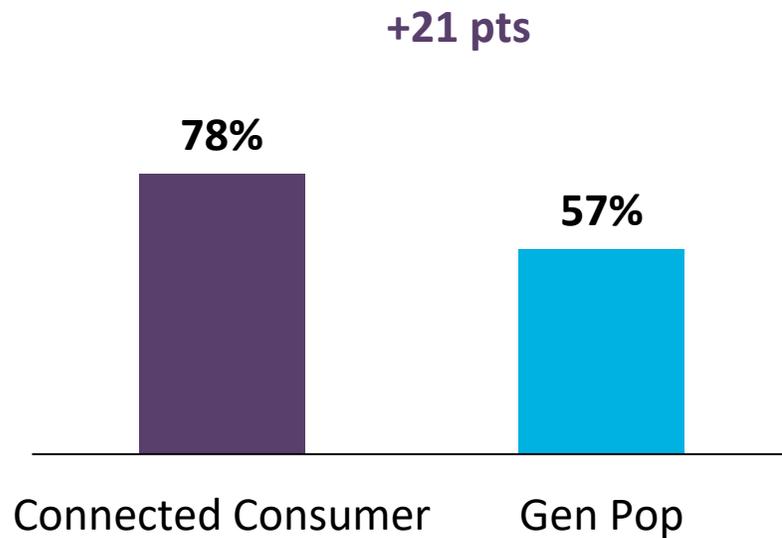
## CONNECTED CONSUMERS' VALUES VS. GENERAL POPULATION

■ Connected Consumers ■ General population

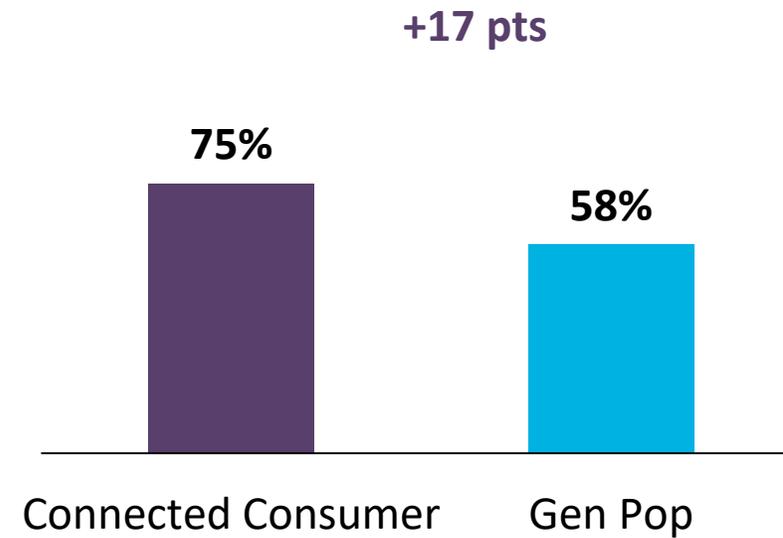


# Connected Consumers prioritize buying brands that are transparent about their ingredients

When making food choices I prioritize natural brands, products, or ingredients when possible



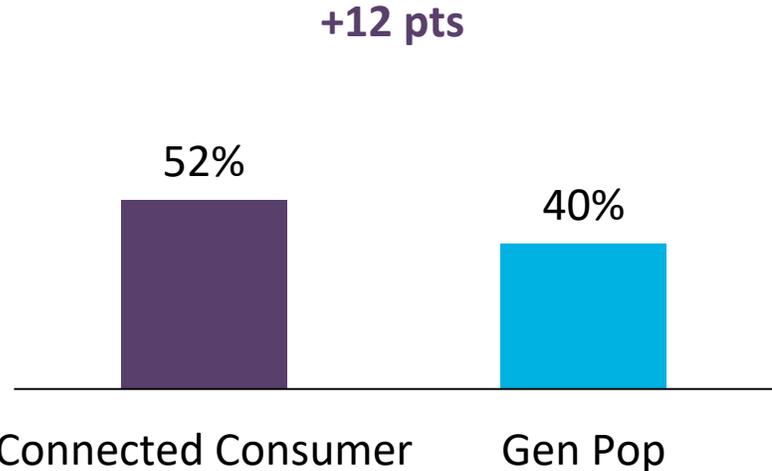
I try to buy brands which are transparent about what is in their food, how it is made and how they source materials



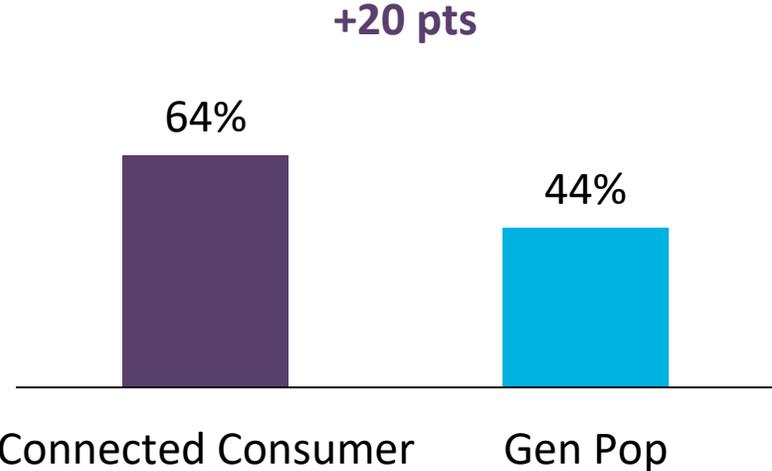
Top 2 Box on Five Point Scale: Perfectly describes me to Doesn't describe me at all

# Climate change has an impact on what Connected Consumers buy and how much they spend

Concerns about climate change impact what I buy



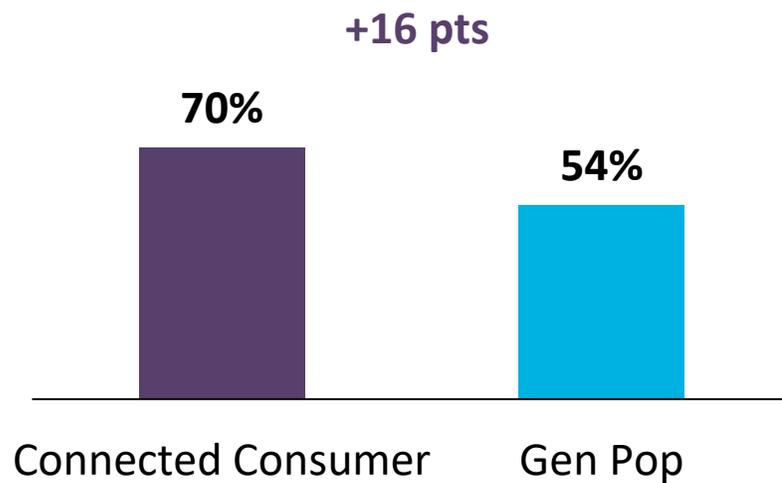
I am willing to pay more for products that demonstrate environmentally responsible practices



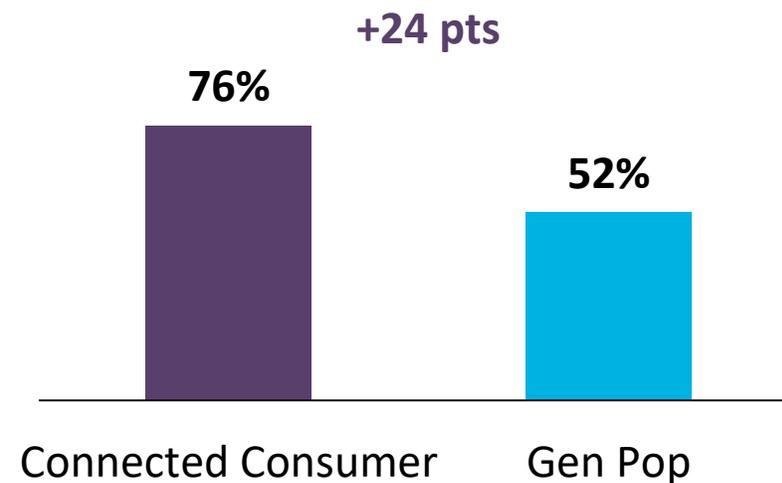
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# Connected Consumers will avoid buying products with specific ingredients and preservatives

I read ingredient labels and avoid buying products with complicated ingredients or ingredients I don't recognize or I can't pronounce



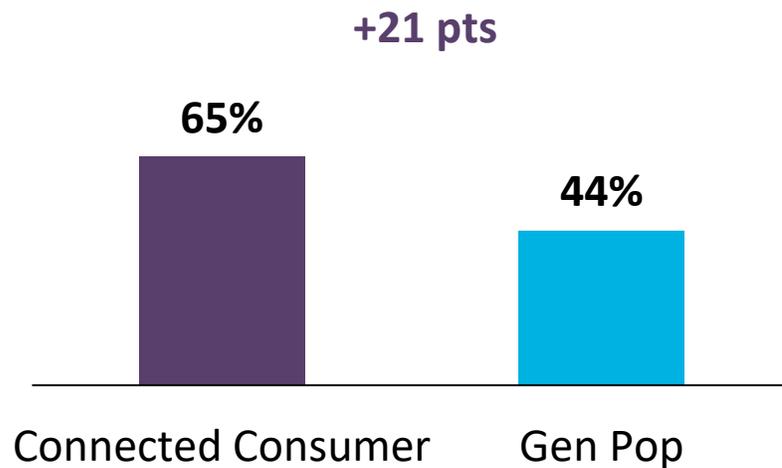
I avoid buying foods with artificial colors, flavors or preservatives



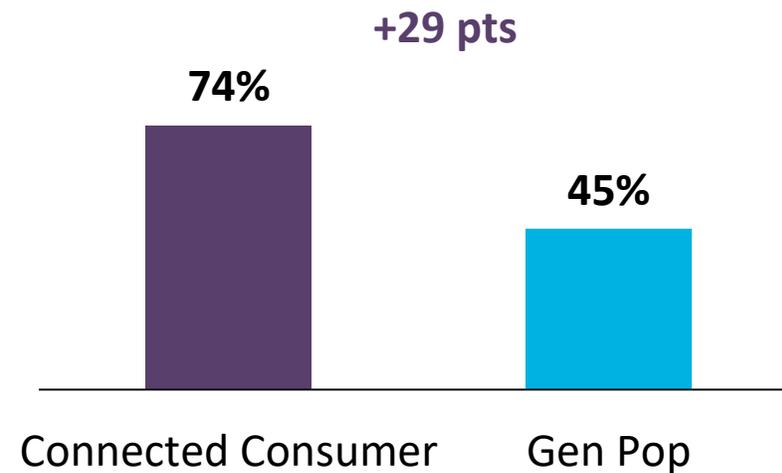
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# Connected Consumers say they recognize and purchase organic products at a higher rate than Gen Pop

I recognize the environmental benefits of organic products and buy them for this reason



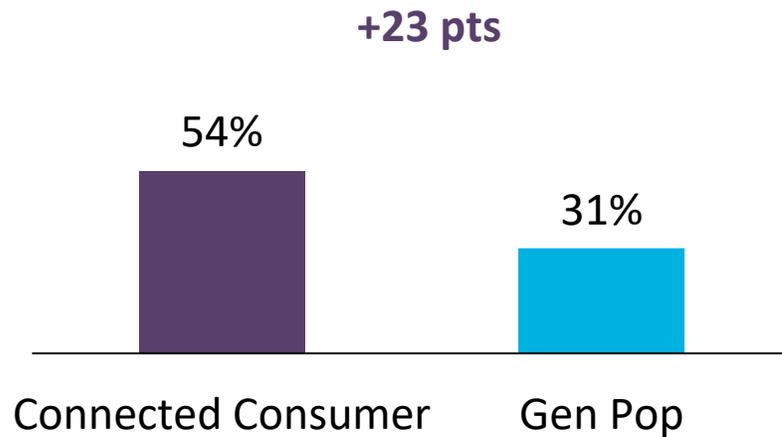
I buy organic because it is better for me and the planet



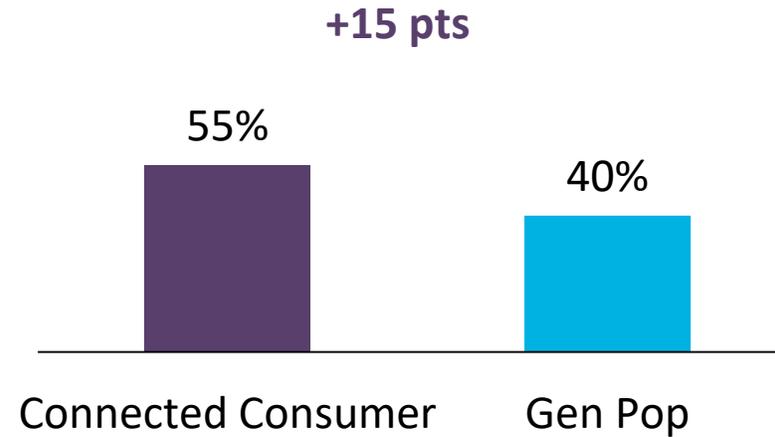
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# Connected Consumers look to avoid meat and try to eat a plant-based diet

I try to eat a largely plant-based diet



I am actively looking at and reducing my meat consumption because of health concerns



Top 2 Box on Five Point Scale: Perfectly describes me to Doesn't describe me at all

# Connected Consumers want the full story

**patagonia**  
PROVISIONS®



## Regenerative Agriculture

100% GRASS-FED DAIRY  
**MAPLE HILL**  
= CREAMERY =

**foodstirs**  
modern baking

**77% Strongly/Agree**  
I buy food which was grown in a way to maximize its nutrition

Nutrient dense

Climate  
(carbon sequestration)

**57% Strongly/Agree**  
I am willing to spend more to support businesses which act in a socially or eco responsible manner

**60% Strongly/ Agree**  
I am willing to pay more for products that demonstrate socially responsible practices

Empowering communities

Animal welfare

**67% Strongly/Agree**  
I am concerned with how livestock are treated

# Conclusion

- **Influencer marketing isn't going anywhere** soon and consumers are ready for it to go to the next level
- **Influencers can be instrumental in helping brands build their stories**, not just gain awareness
- Connected **consumers care about the impact their food choices have** on animal welfare, climate, communities, and their own personal health
- **Brands should seek to understand which values are most important to their consumers** and choose influencers whose followers care most about their messages

# Thank You

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