




november 2020

satisfaction

food & bev trend report

consumer behavior 
social trends 
monthly special 



special:

brand activism

**HEART
CREATIVE**

radical goodness

welcome!

Welcome to the first industry trend report presented by Heart Creative. **We are a natural foods digital marketing and culinary agency dedicated to sustainability, quality ingredients, and principled business practices.** We sum this up with our tagline: Radical Goodness.

We're excited to launch Satisfaction, a monthly trend report that aims to share valuable insights on the state of the industry. We perform extensive research daily in order to optimize our content and strategy. **By sharing some of our knowledge, we hope to support our growing industry and contribute to our community in a meaningful and impactful way!**

on the menu

CONSUMER
BEHAVIOR

SOCIAL
TRENDS

BRAND
ACTIVISM



HEART CREATIVE for DANDIES





consumer behavior

In our new hectic social climate, people are focusing on their mental health and their values. Yoga mats and dumbbells are now living room essentials. **Trending searches indicate spikes in interest for activities like gardening, baking, meditation, and yoga.** Consumers are re-evaluating their daily routines and diets.



HEART CREATIVE for ATOKA Wellness

wellness

"In March, Headspace, a meditation app, saw a **19-fold jump in users completing a calming exercise** and a 14-fold surge in those doing a "reframing anxiety" session."

Youtube saw a **600% increase in views on videos** with the words "with me" in the title.

Source: The Economist

social consciousness

We've all noticed a radical shift toward care for social issues. As Gen Z becomes more prominent in the economic environment, it's important to consider that **brand alignment with social or environmental initiatives takes trust.** We suggest you stick to your company values and implement relevant campaigns!



Seafood for Heroes is a non-profit organization bringing food to first responders on the frontlines of the pandemic. This is a great food-oriented cause to consider supporting in 2020-2021.

food trend deep-dive

As sustainability takes center stage, especially for younger generations, the food and beverage industry is looking at unique ways to incorporate uncommon ingredients into peoples' diets. **Seaweed is making waves.** This sustainable ingredient is popping up in CPG, drinks, and even desserts.



- ! Loaded with umami flavor
- ! Low-impact on the planet
- ! Packed with Protein
- ! Nutrient dense

Source: World Bank Group



social trends

When scrolling through feeds dominates so much of our days, it's important to remember that Instagram is only 10 years old. The social media landscape is changing faster than ever before. **We suggest you take a step back and figure out which figurative mountain is right for your brand before you start - or keep - climbing.**

social relationships

We hear a lot of buzz about TikTok. While it is popular with young audiences, Youtube is the most popular platform across all generations. When developing your next social media campaign, **choose to invest in platforms that are relevant to your audience, not what's hot.**



90% of Gen Zers use Youtube

85% of Baby Boomers



70% of Gen Zers use snapchat

40% of Baby Boomers



82% of Gen Zers use Instagram

62% of Baby Boomers

Source: Morning Consult

health

Along with home cooking and food delivery services, one of the biggest trends in food & bev is new health oriented supplements. Spirulina and Maca powders are popping up in every smoothie tiktok, reel, and recipe blog. **Looking to impress? Do so with your ingredients.**

Health and wellness are starting to go hand in hand as the market is showing a taste in **proactive health care**. Pair your healthy products with an active lifestyle.



HEART CREATIVE for Woodstock



brand activism special

63% of consumers prefer to reward companies that are willing to take a stand on current issues.

Source: Marketing Dive

47% of consumers will walk away if they are frustrated with the position a brand takes (or if it is unwilling to take a position).

to affinity and beyond

PUR•POSE

(noun) The reason why something exists. For companies, it is the foundation of every experience. It is **the underlying essence that makes a brand relevant and necessary.**

As - capital b - **Brand has jumped to the forefront of competitive differentiation**, customers are assessing what a brand says, what it does, what it stands for.

Now more than ever, consumers are choosing to shop where **their product wants and needs align with their values.** Brands have become community property. Your brand is what people say about it.

! *Position your campaign towards individuals rather than society as a whole.*

! *Causes with long-term impact are more accepted*

! *Gender inclusive campaigns are more effective*

! *Incorporate media that highlights the core message*

The University of New Hampshire recently published a study highlighting the common traits of successful brand activism campaigns. As you launch your own, here's some advice.

Source: scholars.unh.edu

mobilizing activism



Ben & Jerry's highlights issues they care about just as well as their delicious flavors. The "Justice Remix'd" campaign generated tons of buzz about the brand and mobilized the company resources for good! **A tasty brand starts with the product. A tasteful brand takes it a step further.**

As we design and perpetuate our clients' brand identities through product photography, influencers, lifestyle applications, and more, **we encourage you to incorporate activism into your brand strategy.** It's as simple as accentuating company values and goes a long way, especially for younger audiences.



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thank you



At Heart Creative, we have built our business by taking care of your business. We develop customized strategic support packages to optimize your plan of action during this complex time. Don't hesitate to contact us if we can help; whether you're an established client or new in the natural food space, a consultation call with us—on the house—is the first step in the transition to result-oriented content creation and digital marketing!

Email us at kim@heartcreative.co and let's do this together.

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radical goodness