



Normalization: Impossible Foods

Meet the Team



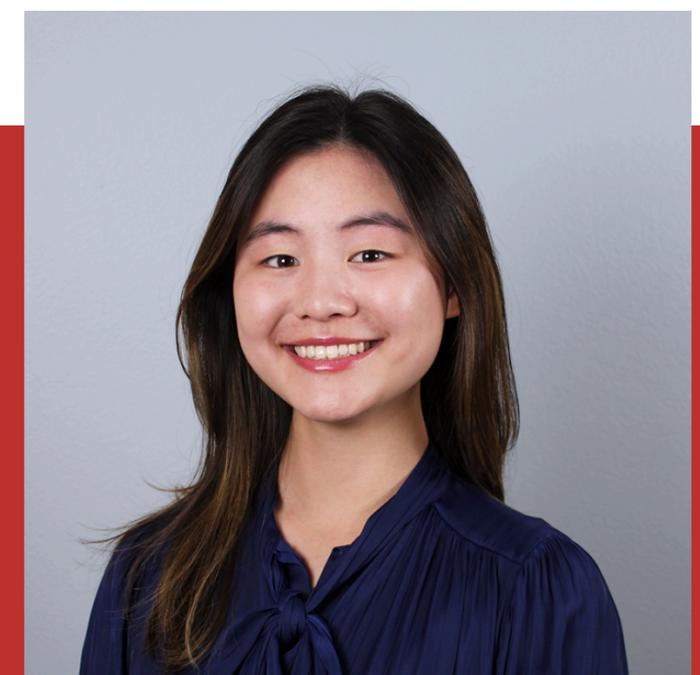
Hailey Connery
Consultant



Angelic Cox
Consultant



Tharanjeet Cheema
Consultant



Kayla Choi
Consultant

Presentation Overview



- ◆ **1. OVERVIEW**
Purpose & Goal
- ◆ **2. RESEARCH SET UP**
Timeline
- ◆ **3. KEY FINDINGS**
Interview Insights
- ◆ **4. IMPLICATIONS**
Targets & Recommendations
- ◆ **5. CB CONCEPTS**
Course Applications
- ◆ **6. CONCLUSION**
Closing Remarks

How Does a Product Become "Normal?"

- **Normality is Subjective!**

- Accessible to YOU
- Personal experience → try it!
- "Worth It"
 - Product affirms your choices

- **Normality is Based on Others!**

- Social Proof
- Relevant (culture, social circles)
- Exposure

Consumer Research



Timeline: Research Set Up



Interview Questions

WEIRD TO NORMALIZED

Normalized products

Grocery shopping process

MARKETING RELATION & SOCIAL PROOF

Memorable advertisement

Effectiveness

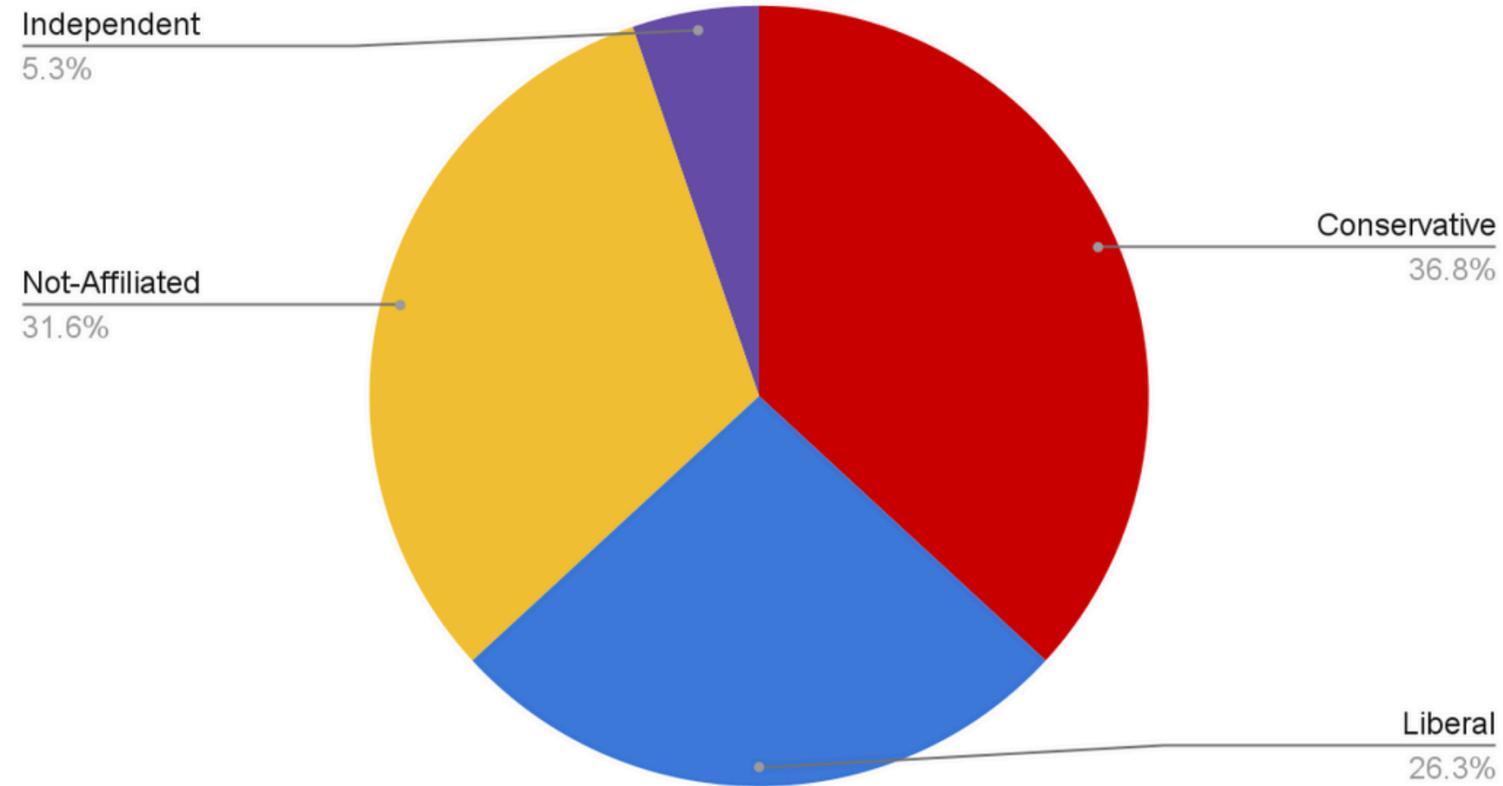
IMPOSSIBLE FOODS

Alt meat options

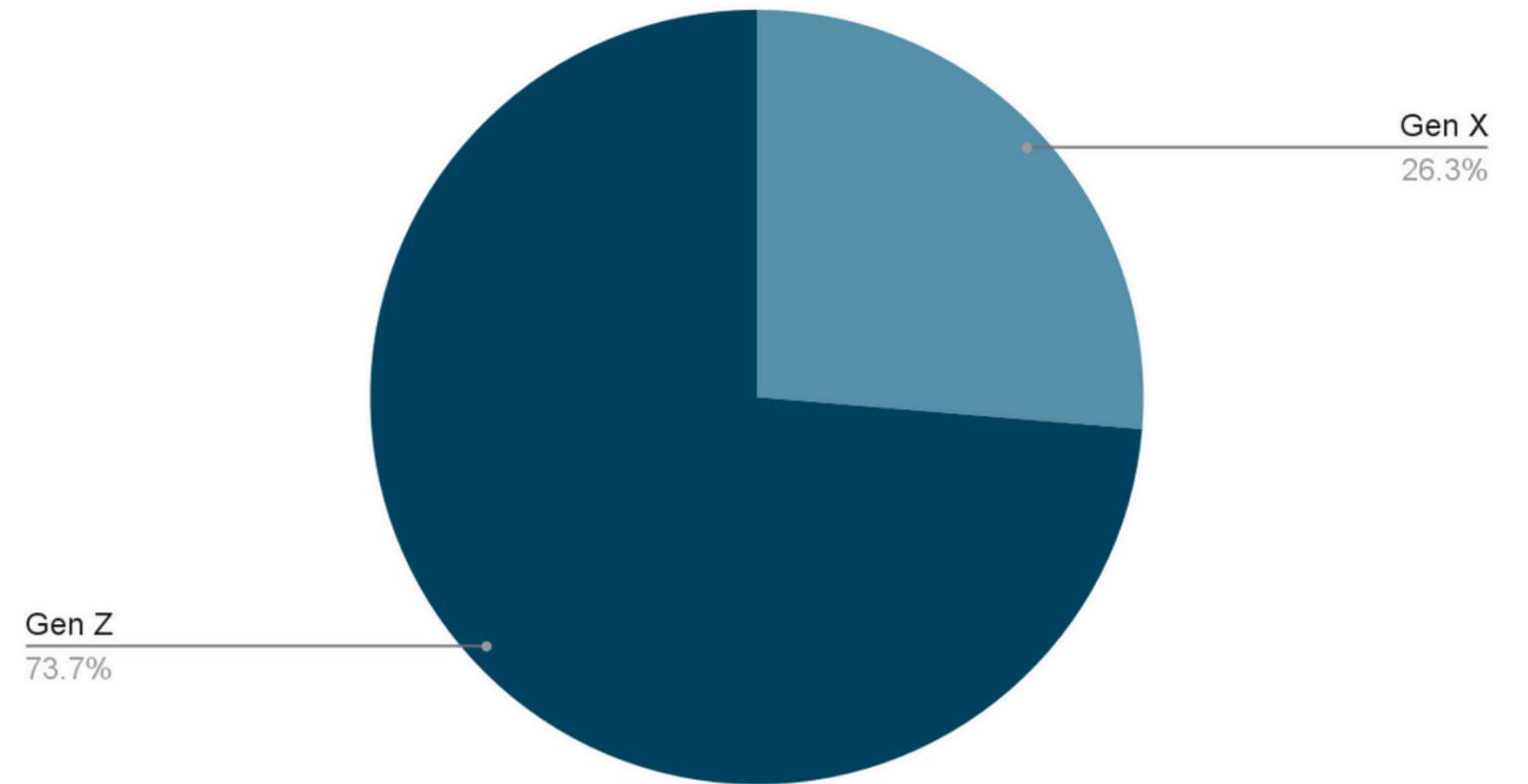
What comes to mind?

Interviewees

Political Affiliation



Age/Generation



Key Findings

INSIGHT #1

It Starts at Home

- **Family & Parental Social Proof**

- Wonder Bread – routine > active choice
- Meat alternatives – trust



INSIGHT #1

It Starts with Environment

- **Social Norms & Environment**
 - Friends – Willingness to try new food
 - General Population – Apple Products
- Product = normal IF used frequently
 - Does not necessarily need to be by YOU



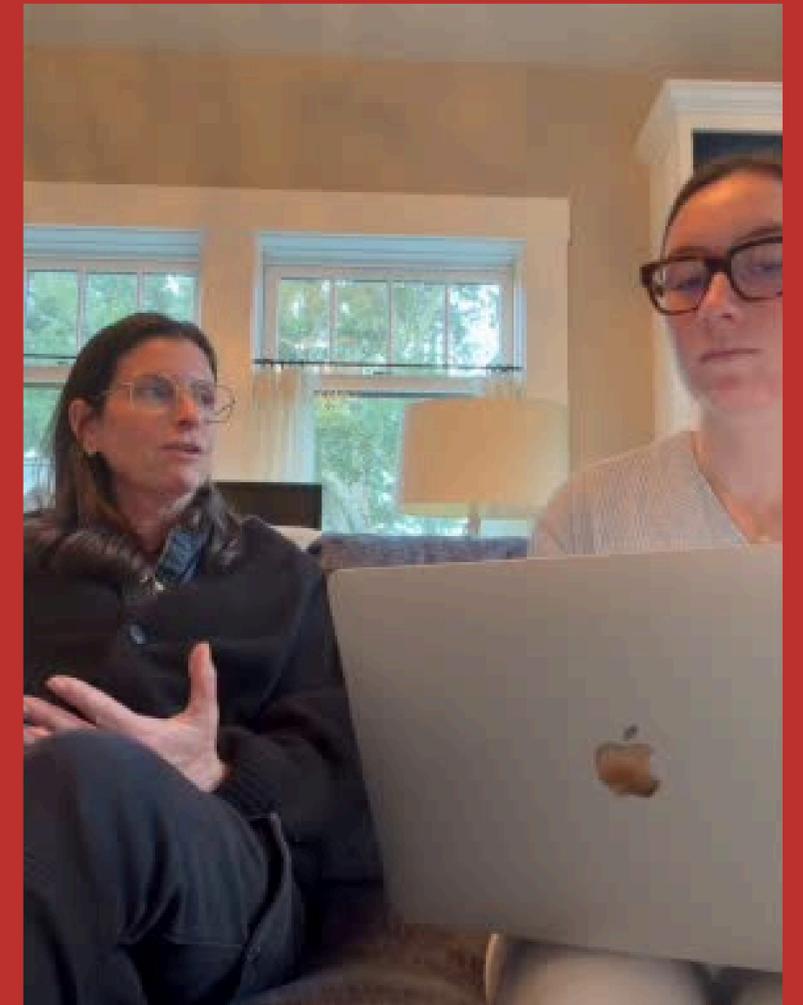
Implications

BROADEN LATITUDES

- Convenience!
 - Easy access
 - Low/no commitment
 - Low mental barrier
- Build trust → lifestyle choices

GOAL

- Get into consideration set
- Behavior → attitude shift



CB Concept



1. Latitudes of Acceptance

- Social proof
- Consideration set

2. Default Bias

Target Consumer Working Parent



BEHAVIORS

- Routine-based & env. cues
- Convenience
- Social norms

BARRIERS

- Default to familiar foods
- Concern about wasting time/money

WHY THIS CONSUMER?

- Mass exposure (low risk)
- Potential to bring it home

Recommendation



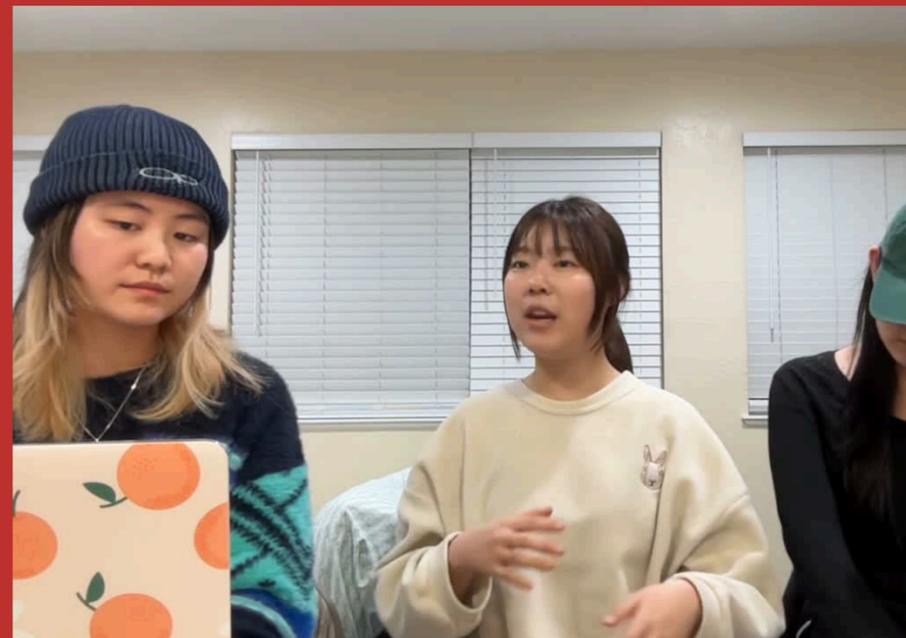
WORK EVENTS & CAFETERIAS

- Everyday setting
- Convenience (at work!)
- Social Proof – eat with coworkers

INSIGHT #2

See (Taste) It to Believe It

- Determinant attributes = no/minimal cost of trial
- Sampling & Gifting – Low **risk**
 - “Worth it”
 - AirPods & Sephora



BARRIERS OF ENTRY

- Price
- Convenience/Accessibility

PRICE

- Cognitive barrier

TRIAL FATIGUE

- Can't just be a sample, needs to be integrated

Implications



CB Concept



1. Determinant Attribute
 - No/low cost of trial (Loss Aversion)
 - Taste

2. Latitudes of Acceptance
 - Barriers of entry

Target Consumer College Students



BEHAVIORS

- Prone to trying new foods
- Env/Peer influence

BARRIERS

- Price sensitive = increase loss aversion
- Low Effort

WHY THIS CONSUMER?

- Newly Independent
- Experiential > Brand loyalty
- Potential for loyal consumer base

Recommendation



DINING HALL PARTNERSHIPS

- College Dining Hall Partnerships
 - Win-win-win for colleges, dining halls, and students



PILOT IMPLEMENTATION

- UC Davis (pilot)
- Liberal arts colleges



CONSUMER FEEDBACK

- UCB — 3/4 pro, 1/4 anti
 - IF at dining halls, wouldn't buy as a grocery
 - NOT a replacement
- UCSC — 4/4 pro
 - Quality of food/healthier
 - Sustainability

Final Words



NORMALIZATION IS DRIVEN BY EXPOSURE, EXPERIENCE, AND ENVIRONMENT

- Don't reject, they deprioritize it; not apart of everyday routine
 - Trusted + risk free environment

FASTEST PATH IS CHANGING CONTEXTS, NOT MINDS

**Thank you
for listening!
Questions?**

Appendix

Insight 1- Health

- Concious of labels and macros>>
- Protein obsessed
- Fear of processed foods; desires freshness



Persona - Health/Fitness Gurus

MINDSET

- health = investment
- Knows what they like
- Credible experts > influencers

BEHAVIORS

- Gym goers, runners, active individuals
- Premium health products >>

BARRIERS

- Skeptical of "miracle marketing"
- Concern of protein



CB Concept

- Determinant attributes → ingredients & macros
- Lattitudes of acceptance → product info, legitimacy



FUNCTIONAL/HEALTH MOTIVATION

- Override taste and category resistance
- Credibility>>

UNIVERSITY OF MAINE CONSUMER STUDY, 2021

Kombucha study: "Despite two-thirds of consumers initially disliking kombucha's taste, 66% continued consumption due to perceived probiotic benefits"

KEY BARRIERS

- Reduce behavioral friction
- New: Functional, routine compatible food

Implications



Recommendation



COMMUNITY BASED EVENTS

- Build functional credibility
 - Sponsoring run clubs
 - Peer to peer social proof



ATHELETE LED SOCIAL PROOF

- Robin Arzon and Alex Touissant → non vegetarians
 - Reduces perceived identity threat

Extra Clips

