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SUSTAINABLE FOOD CONSUMPTION (3)



Professorship Transformational Media

Transformational media creates a positive impact and drives sustainable behavior. This research focuses on developing media concepts with sustainability goals and how media can influence behavior positively. By combining media, marketing communication, and behavioral sciences, the research group promotes new knowledge in transformational media through research, education, and practice.

INTERNAL & EXTERNAL FACTORS

VISSION, MISSION & VALUES

Vision

- Promote sustainable and healthy diets in Northern Netherlands by encouraging consumer behavior change and supporting organic and nature-inclusive farming.

Mission

- Help people, organizations, and society achieve a sustainable future through effective media strategies and actionable advice from research, education, and practice.

Values

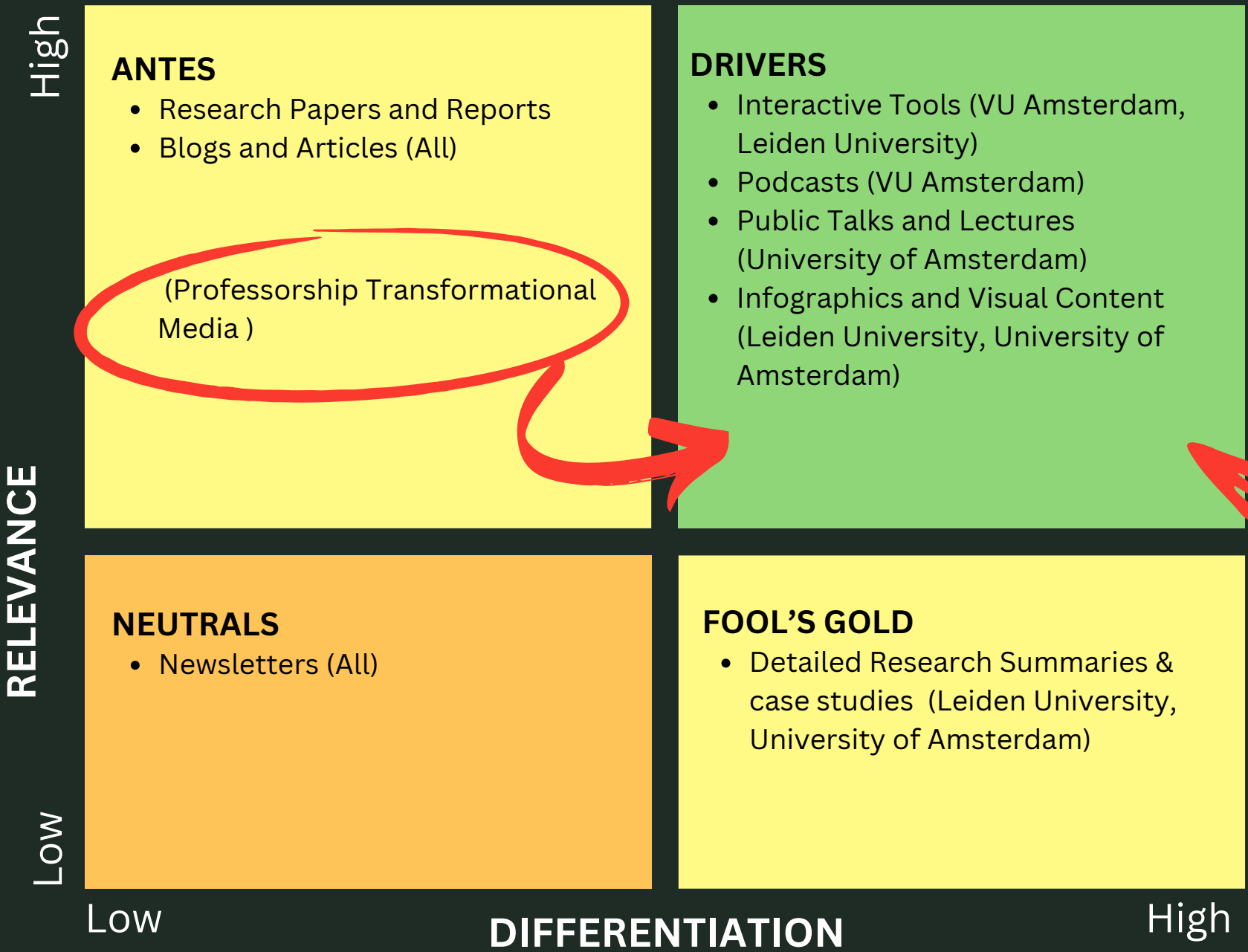
- Sustainability
- Health
- Education food choices
- Environmental Impact



SWOT

The Brand Driver Model by McKinsey helps brands focus on content attributes that are both relevant and unique to consumers. It categorizes content into drivers (highly relevant and unique), antes (necessary but not unique), fool's gold (unique but not relevant), and neutrals (neither relevant nor unique). This helps brands create impactful content that stands out in the market (EURIB, 2024; McKinsey, 2024).

COMPETITOR ANALYSIS MAP BASED ON CONTENT



A SWOT analysis is ideal for external analysis of your client because it provides a clear framework to identify internal strengths and weaknesses and evaluate external opportunities and threats (Gürel, 2017). This approach helps in understanding market trends, competition, and societal expectations, enabling the development of effective strategies to leverage strengths, address weaknesses, capitalize on opportunities, and mitigate threats, ensuring a comprehensive and strategic outlook.

Weaknesses:

- Technology Gaps: Need for more advanced digital media tools
- Limited Media Presence: Less engagement through interactive tools and podcasts.

Opportunities:

- Engage Public Interest: Create visual content that taps into the growing interest in sustainability.
- Adopt New Technologies: Use new digital platforms and tools to reach wider audiences.

Professorship Transformational Media currently fits into the (Antes) category with its focus on research papers and blog articles. To move towards the (Drivers) category, they should consider developing creative visual content and using new digital platforms and tools to reach wider audiences.



CHALLENGES

- Transition current food systems, which harm the environment and increase emissions, to organic and nature-inclusive farming to improve biodiversity, soil health, and public health.

TARGET AUDIENCE

- Millennials in the North of The Netherlands (ages 27-43) who already consume biological products.

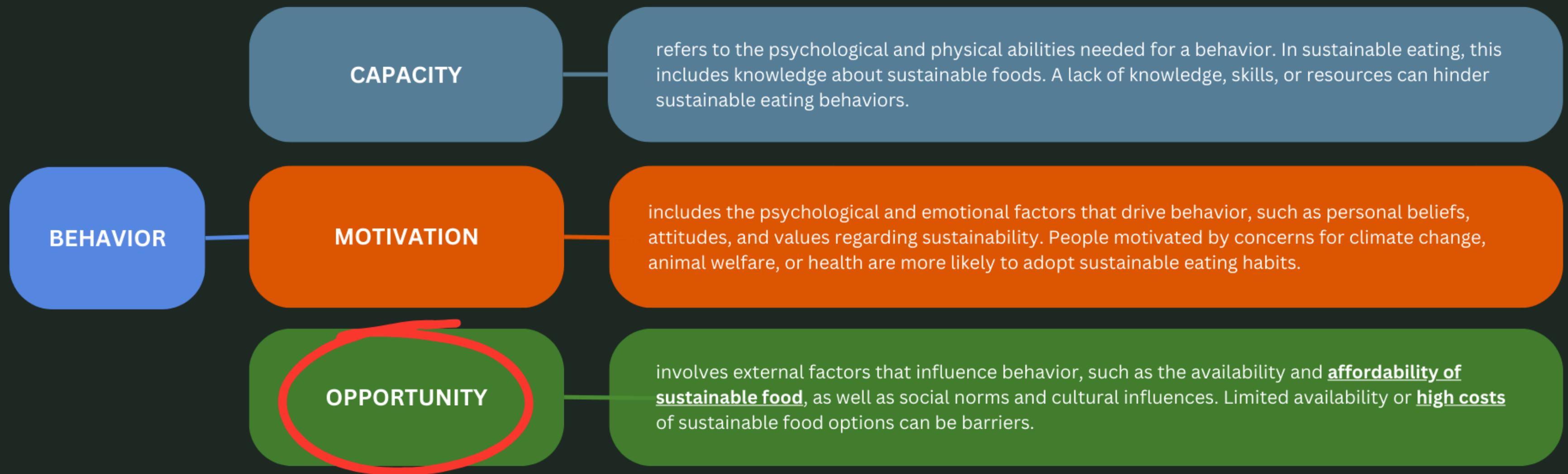
OBJECTIVE

- Encourage the target audience to become advocates of sustainable food.

CUSTOMER INSIGHT

COM-B MODEL

The COM-B model is ideal for this campaign as it addresses all factors influencing behavior change, which is crucial for promoting sustainable eating among Millennials. This model examines Capacity (knowledge and skills), Opportunity (availability and cost), and Motivation (values) (Michie et al., 2011). Our target audience already has the knowledge and motivation to consume biological products, so focusing on enhancing Opportunities, such as addressing cost barriers, can drive behavior change effectively. This approach makes sustainable eating more achievable and encourages loyal customers to advocate for it (Hughner et al., 2007; Jai & Lee, 2022; Magnan et al., 2012).





PROFILING

- Female millennials who are highly motivated by health and sustainability strongly preference for organic and environmentally friendly products.
- They are knowledgeable about organic products.
- Their purchasing decisions are influenced by health and environmental impact.
- Ease of purchase, preparation, and affordability are important.
- They face barriers primarily related to the cost of organic products.

INTERVIEW CODING

- Knowledge and Skills: Participants generally understand sustainable food but need more skills for complex cooking.
- Environmental and Health Motivation: Participants are motivated by environmental conservation and personal health benefits.
- Cost Barrier: Higher costs of sustainable food and preparing it
- Media usage: Instagram, YouTube, Facebook, Google search
- Recommendation: Sometimes, only to close friends and family

DESK RESEARCH

Millennial's sustainable and organic food habits

Behavior Characteristics:

- **Environmental Awareness:** They are aware of the environmental impact of their food choices and prefer products that minimize harm to the environment (Vermeir & Verbeke, 2008).
- **Health Conscious:** They prioritize **health benefits** and nutritional value in their food choices (Niva, 2007).
- **Information Seeking:** They often research and seek out information about the sustainability practices of brands and products (Robinson & Smith, 2002).

Key Pain Points:

- **High Costs:** Sustainable and organic foods often come with a **higher price** tag, which can be a barrier for many consumers (Hughner et al., 2007).
- **Habit and Preparing:** Changing long-established eating habits can be challenging. sustainable options may not always be the **easiest or quickest to prepare** (Sautron et al., 2015).



PERSONA



SOPHIE

- 30 years old
- CEO specialist
- Master degree
- Lives in Leeuwarden, Netherlands with his husband and daughter

CAPACITY (KNOWLEDGE AND SKILLS)

Sustainable Food Purchases:

- **Frequency:** Buys sustainable food products weekly.
- **Types:** Prefers organic vegetables, sustainably sourced seafood, and eco-friendly packaged goods.

Knowledge and Skills:

- Knowledgeable about sustainable food options and environmental impact.

OPPORTUNITY (EXTERNAL INFLUENCES)

Barriers & challenges:

- Higher costs and limited availability of certain sustainable products.
- Organic food is not very tasty

MOTIVATION (PSYCHOLOGICAL AND EMOTIONAL FACTORS)

Core Values in life that she thinks she can not put a number on (Buy with money):

- Health
- Family
- Happiness

Motivations for Sustainable Food:

- health benefits
- Environmental concerns
- ethical considerations like animal welfare

MEDIA USAGE



BUYER'S JOURNEY

- **Purchase:** Often buys organic food
- **Advocacy:** Rarely recommends organic food to her close friends because of the higher costs and they think it's a personal choice.

CLIENT INSIGHT

- Values people's health
- Needs Loyal customer and brand advocates

CONTENT OBJECTIVE

Increase Loyalty among the target audience

CUSTOMER INSIGHT

- Value their health and family
- Face barriers like the higher cost and preparation of sustainable food

SWEET SPOT

Promoting health benefits of sustainable food by focusing on consumers' values and addressing their barriers.

DESK RESEARCH

Focusing on loyal customers' values and addressing their barriers can shift their perspectives, fostering strong emotional connections. This enhances loyalty and turns customers into brand advocates who actively promote sustainable food options.

TRENDS

- In 2024, sustainable food content emphasizes transparent labeling with terms like "clean," and "Green," as consumers seek healthful and environmentally responsible choices (Food Insight, 2024).
- Functional foods and beverages are on the rise, focusing on mental and emotional well-being, gut health, and overall wellness (International Food Information Council, 2024).

CONTENT OBJECTIVE:

“Increase Loyalty among target audience”

Increasing customer loyalty leads to advocacy as loyal customers are more inclined to recommend the brand to others. Satisfied customers, who feel emotionally connected to a brand, tend to share positive experiences, thereby generating valuable word-of-mouth promotion (Chun & Nyam-Ochir, 2020; Wallace, Buil, & de Chernatony, 2014). These loyal customers often become brand advocates, promoting the brand without needing incentives (Jai & Lee, 2022).



CONTENT DOMAIN:

“Smart Sustainable Food Choices”

Focusing on the health benefits of sustainable food by aligning with consumers' values and addressing their barriers creates a sweet spot that fosters customer loyalty. By highlighting the positive health impacts and making sustainable choices accessible and affordable, brands can build trust and deepen emotional connections with their customers. This approach ensures that consumers feel valued and supported, which in turn enhances satisfaction and loyalty (Jai & Lee, 2022; PLOS ONE, 2023). "Smart Sustainable Food Choices" means making informed decisions that align with consumers' values and address their barriers. This content domain focuses on giving consumers practical reasons to choose sustainable food by highlighting their values like health and providing knowledge and tools they need to overcome barriers such as cost and preparation effort. By being "smart," these choices maximize benefits and minimize challenges, promoting a sustainable lifestyle that aligns with consumers' values and needs (Jai & Lee, 2022; Michie, van Stralen, & West, 2011).



CREATIVE CONCEPT:

“What are you waiting for?”

The creative concept "What Are You Waiting For?" perfectly fits the "Smart Sustainable Food Choices" domain as it underscores the importance and necessity of making sustainable food choices while emphasizing how easy and beneficial these choices can be. It drives immediate action by highlighting the benefits of sustainable eating, aligning with consumer values, and helping them overcome common barriers. This approach builds loyalty by making a strong connection with consumers. Additionally, "What Are You Waiting For?" encourages consumers to share their positive experiences with others, transforming satisfied customers into advocates for sustainable food.

Key message

Healthy, sustainable eating is accessible and beneficial. The concept challenges consumers by asking, "What are you waiting for?" to encourage them to take action for their health and recommend others to do the same.

What are you waiting for?



1 “Make Smart Choices”

CORE IDEA

Create a visually engaging web page to educate consumers about sustainable food, provide practical tips for affordable sustainable habits, and share easy, tasty recipes.

KEY MESSAGE

Sustainable food is beneficial for your health and the planet. Learn what sustainable food is, how to make smart, affordable choices, and discover easy, tasty recipes.

OBJECTIVE

To educate and inspire consumers to adopt sustainable food habits by providing clear, practical, and visually appealing information. Empower loyal customers to become advocates who can share this knowledge and address the values and barriers of various consumer groups.

RATIONALE

By using visual content like infographics, we can make complex information more accessible, helping consumers understand and adopt sustainable habits (Houts et al., 2006). Educating loyal customers about the benefits of sustainable food can transform them into advocates who share this knowledge, addressing both their values and the barriers faced by different consumer clusters (Jai & Lee, 2022; Wallace et al., 2014). When loyal customers are well-informed, they are more likely to promote sustainable eating within their communities, increasing overall adoption (Magnan et al., 2012).

CREATIVE DIRECTION

Web Page Content:

- Introduction to Sustainable Food:
 - Infographic: "What is Sustainable Food?"
 - Text Highlight: Emphasize health and environmental benefits.
- Sustainable Food Choices:
 - Infographic: "Why Choose Sustainable Food?"
 - Text Highlight: Benefits supported by statistics and facts.
- Smart and Affordable Sustainable Habits:
 - Infographic: "Tips for Affordable Sustainable Eating"
 - Text Highlight: Practical, budget-friendly advice.
- Easy and Tasty Sustainable Recipes:
 - Infographic: "Easy and Tasty Sustainable Recipes"
 - Text Highlight: Simple, flavorful recipes.

Going Organic on a Budget: Tips and Tricks

Sep 01, 2023 | Celeidh Cook

September celebrates organic month! In an era where conscious consumerism and healthy living are on the rise, going organic has become a popular choice for many. Organic products, known for their minimal use of synthetic pesticides and chemicals, are considered healthier for both us and the environment.

Share



Burrata salad with fried bacon and cherry tomatoes with caramelized onion, dried figs and croutons

Order similar recipes for €2.83 per portion

Burrata consists of a bag of mozzarella filled with a mixture of cream and finely chopped mozzarella. It used to be the way to use up leftover mozzarella.

Allergens: Rye • Wheat • Cashew nuts • Milk (including lactose)

Always refer to the product label for the most accurate information about ingredients and allergens

Preparation time 30 minutes

oven time 20 minutes

Level Average

Ingredients

1/2 piece(s)
Garlic clove

1/2 piece(s)
Onion

20 grams
Pesto Genovese
(Contains Cashew Nuts, Milk (including lactose) May contain Peanuts, Nuts)

Quantities 1 2 3 4 5 6

125 grams
Red cherry tomatoes

1/2 piece(s)
White ciabatta
(Contains Rye, Wheat May contain Eggs, Gluten, Milk (including lactose), Mustard, Nuts, Sesame Seeds, Soy)

2 slice(s)
Breakfast bacon

Kook lekkere recepten vanaf slechts 4,90 € 2.83 € per portie



Bekijk ons menu

Nutritional values

per dish per 100g

2 "Do it for you"

CORE IDEA

Higher costs of organic food are a challenge, even for frequent buyers. The price is a constant influence. However, what if they are comparing the wrong things? As content creators, we can change perceptions. By asking the right questions, we show that spending a bit more on organic food is an investment in health. The campaign will use targeted messaging emphasizing personal and loved ones' health, leveraging the principle that people are motivated by benefits to themselves and their immediate circle (Ajzen, 1991). This makes the cost seem justified for something as priceless as health. The content will be an interview video concluding with participants recommending sustainable food based on this new perspective.

KEY MESSAGE

Reframing the cost of sustainable food as an investment in health.

OBJECTIVE

Establish a loyal community around sustainable food by focusing on target audience values and addressing their barriers. By ensuring customer satisfaction and loyalty, and through the concluding question, we guide them towards advocacy, encouraging them to recommend sustainable food to others using this new perspective.

RATIONALE

Addressing target audience's Barriers:

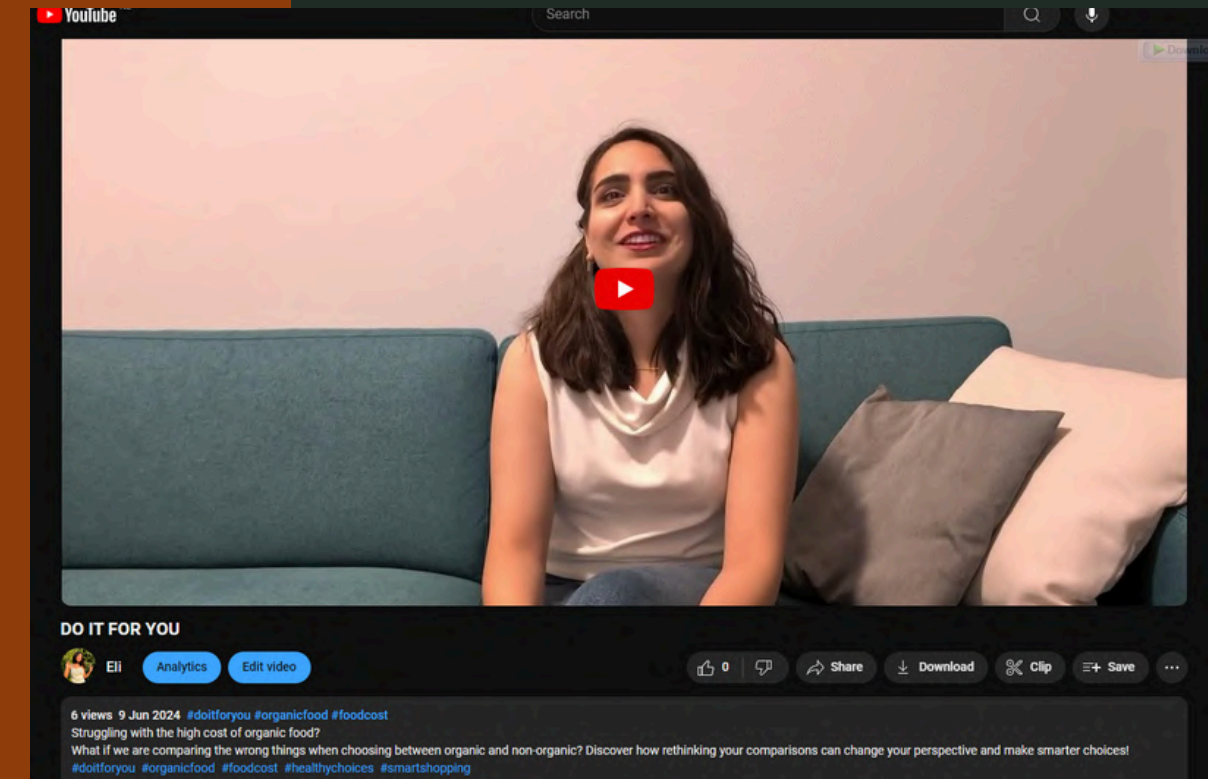
One of the primary barriers to purchasing sustainable food is its higher cost compared to non-organic options. However, when consumers understand the long-term health benefits, they are more likely to perceive the cost as justified (Hughner et al., 2007). By asking participants to reflect on the value of health, we can reframe their understanding of the cost of organic food.

Focusing on client and customer's value:

Health is a universal value that cannot be bought or quantified (Niva, 2007). By linking sustainable food choices to improved health outcomes, we appeal to a core value that resonates deeply with consumers. This approach not only enhances the perceived value of sustainable food but also strengthens emotional connections to the brand (PLOS ONE, 2023).

Encouraging Advocacy as the objective:

Loyal customers who see the value in sustainable food are more likely to become advocates, sharing their positive experiences with others (Wallace, Buil, & de Chernatony, 2014). By concluding the video with a question about recommending sustainable food, we guide participants toward becoming brand advocates. Additionally, according to desk research and profiling of other clusters by the client, price is a significant barrier for all clusters. We aim to inform loyal customers on how to encourage others to overcome this barrier and purchase organic food. As advocates, they can share strategies to emphasize the long-term benefits and value of organic options, despite the higher initial cost (Hughner et al., 2007; Padel & Foster, 2005).



[Click to check the content](#)

CREATIVE DIRECTION

Freytag's Pyramid Model

Freytag's Pyramid is a storytelling framework that outlines the structure of a narrative into five parts: exposition, rising action, climax, falling action, and denouement. This model helps create a well-organized and emotionally engaging story, making it easier for audiences to connect with and remember the message (Freytag, 1863).

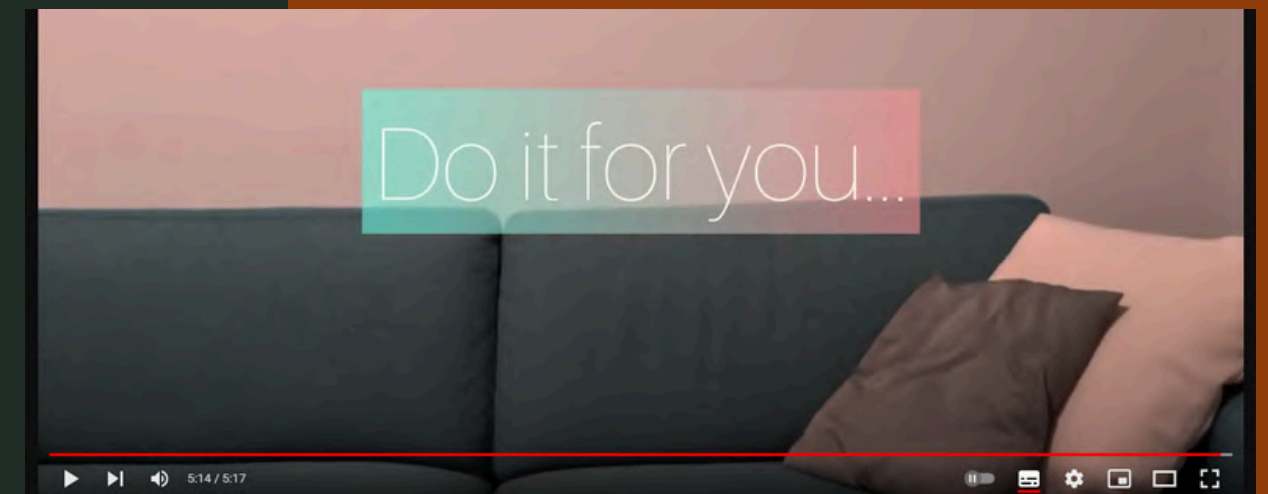
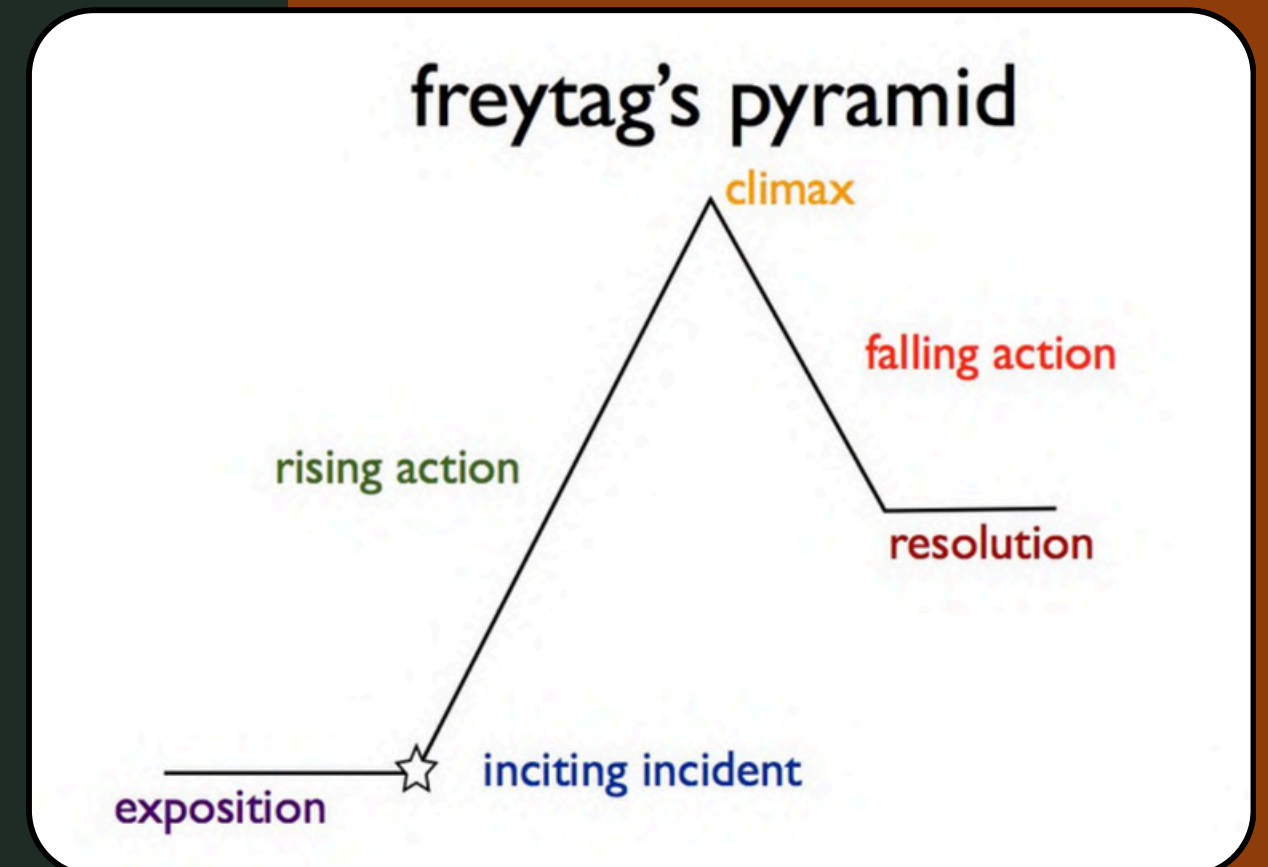
We use Freytag's Pyramid for this interview video to build and sustain emotional engagement. This model provides a clear structure, guiding viewers through the narrative. The climax, revealing the surprising affordability of health through sustainable eating, captures attention and reinforces the key message. This approach ensures the audience remains emotionally invested, making the campaign message impactful and memorable.

Structure:

- Exposition: Introduce five diverse individuals in a cozy, well-lit room with soft instrumental music. They share their names, occupations, and where they live, establishing a personal connection with the audience.
- Rising Action: The interviewer asks about the most valuable, non-purchasable thing in their lives, with health being a highlighted answer. One interviewee shares an emotional story about a health scare, reinforcing the priceless value of health. The interviewer then inquires if they would buy a daily health-improving medicine, leading to positive responses about family health priorities.
- Climax: The interviewer surprises the participants by revealing they can buy health for just 1 euro, causing visible surprise and intrigue among them.
- Falling Action: The connection to sustainable food is made clear. Participants read a note about the health benefits of organic food and compared the cost of organic versus non-organic broccoli. They acknowledge that the price difference is worth the health benefits.
- Denouement: Participants are asked if they would recommend this choice to others, leading to affirmative responses. The video concludes with the "DO IT FOR YOU" message on screen and participants' voices reinforcing the message.

Execution Elements:

- Music: Use soft, emotional instrumental music to enhance the personal and heartfelt nature of the interviews.
- Subtitles: Include subtitles for clarity and accessibility, ensuring all spoken content is easy to follow.
- Editing: Focus on close-up shots to capture genuine emotional responses and maintain a personal connection. Emphasize key messages and surprising moments to maximize impact.



3 “What's your reason?”

CORE IDEA

“What’s your reason?” content encourages consumers to share their sustainable grocery shopping experiences and personal reasons for choosing organic food.

KEY MESSAGE

Choose sustainable food for your reason. Share your journey with #DoltForYou or #DoingItForMe and inspire others to make the same positive choice.

OBJECTIVE

Build a community of consumers who share their experiences and reasons for eating sustainably, fostering a supportive and motivating environment.

RATIONALE

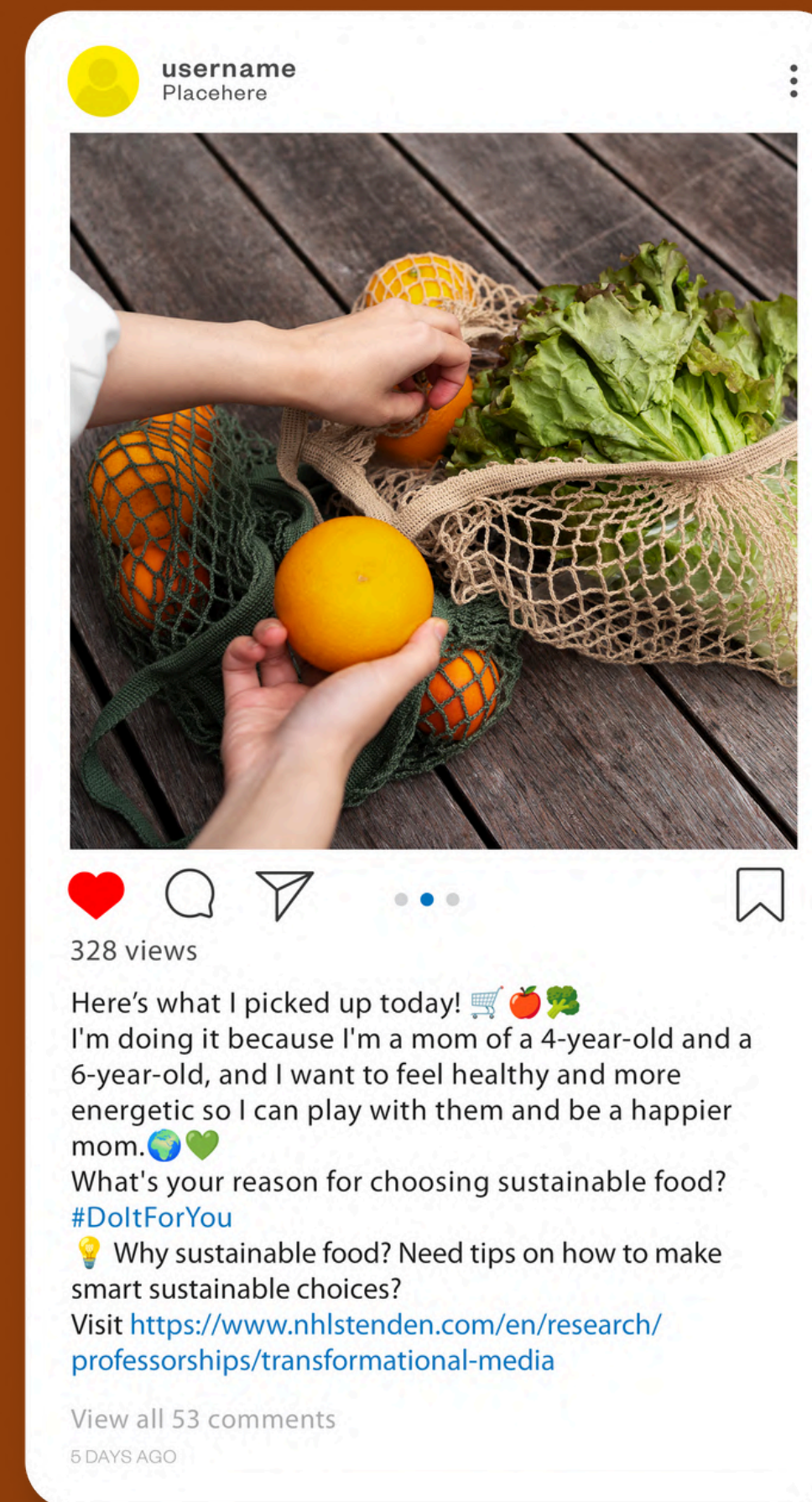
Focusing on the values of the target audience, such as health, and environmental sustainability, helps build emotional connections and loyalty among consumers. This approach fosters a sense of community and encourages customers to become advocates for sustainable eating (PLOS ONE, 2023). When consumers see that others share their values and personal motivations, they are more likely to feel connected and committed to making similar choices (Magnan et al., 2012).

CREATIVE DIRECTION

- **Content Creation:** Create engaging posts to encourage people to share their sustainable grocery shopping experiences and personal reasons for choosing organic food.
- **User Engagement:** Use the hashtags #DoltForYou and #DoingItForMe to unify the content and encourage people to share their own sustainable food shopping experiences using the same hashtags. Feature user-generated content on the brand’s social media platforms to build a sense of community.

RECOMMENDATION

- This content can be a follow-up to the "Do It For You" video, creating an impactful campaign to encourage consumers to share their personal reasons for choosing organic food.



4 “What is your secret recipe?”

CORE IDEA

“What is your secret recipe?” content encourages consumers to share their easy and tasty sustainable food recipes.

KEY MESSAGE

Sustainable food is not just healthy; it’s also delicious. Discover how to make sustainable food tasty and enjoyable with simple, practical recipes.

OBJECTIVE

The content aims to build a community of engaged consumers who share easy and tasty sustainable food recipes, thereby fostering loyalty and advocacy.

RATIONALE

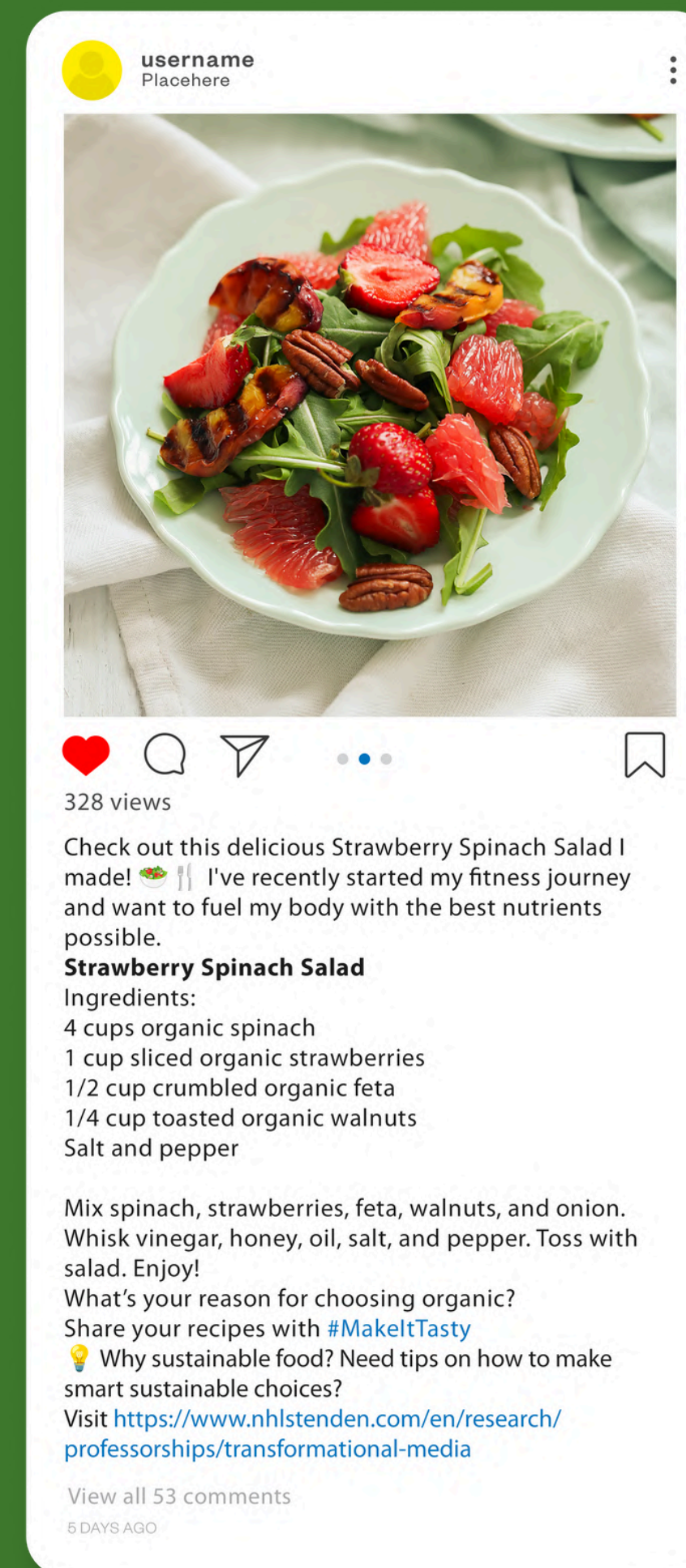
Based on the interview coding and desk research, consumers often perceive sustainable food as less flavorful or harder to prepare compared to non-organic options. Also, children often perceive sustainable and organic food as less tasty compared to conventional options, which can be a significant barrier to increasing their consumption of such foods (Noble, Corney, & Eves, 2001). By sharing appealing recipes and practical cooking tips, the content addresses these misconceptions that sustainable food can be both delicious and easy to prepare. This approach helps to shift consumer perceptions and build a community by focusing on their barrier (Hughner et al., 2007; Padel & Foster, 2005).

CREATIVE DIRECTION

- **Recipe Sharing:** Develop and share engaging, easy-to-follow recipes that highlight the flavor and benefits of sustainable food.
- **Visual Appeal:** Create engaging social media posts using high-quality visuals and videos to showcase the deliciousness of sustainable recipes and encourage people to share their tasty organic food recipes.
- **User Engagement:** Encourage followers to share their own sustainable food recipes and cooking experiences using the hashtag #MakeltTasty.

RECOMMENDATION

- **Influencer Promotion:** For prototypes 3 and 4: Partner with organic food influencers to promote the content. Influencers create content around their sustainable grocery shopping experiences and organic food recipes and share why they choose organic food, emphasizing health and environmental benefits.



DISTRIBUTION TABLE

	OWEND MEDIA	RENTED & SHARED MEDIA	PAID MEDIA
Prototype 1: Make Smart Choices	• Website Publication with infographics and content on what sustainable food is, smart sustainable choices, tips, and recipes. • SEO Optimization: Use keywords like “Organic food”, "sustainable tips", "affordable organic eating", and "easy sustainable recipes".	• Facebook Posts & • Instagram Posts and Stories: Simple infographics and short videos with information about organic food and sustainable diet tips. + Prototype 3 & 4	• SEA: Google Keyword Planner to identify popular and relevant keywords. • Facebook Ads • Instagram Ads
Prototype 2: Do it for you	• Website Publication: Feature on the backup web page (Prototype 1), with a dedicated section for organic food health benefits. • SEO Optimization: Use relevant keywords like “Do it for you”, “Organic food”, and "healthy eating".	• YouTube Channel: Publish the video on the brand’s YouTube channel with a link to the website in the description. • Call to Action: Encourage viewers to visit the website for more information and join the sustainable food movement. • Ad Keywords: Use keywords like “Do it for you”, "healthy eating" and "sustainable lifestyle" to ensure the ads reach the right audience.	• Youtube Ads: Promote the video through YouTube ads, targeting segments such as health-conscious individuals, eco-friendly consumers, parents, and fitness enthusiasts.
Prototype 3: What's your reason?	• Website Publication: Feature on the backup web page (Prototype 1), with a dedicated section for sustainable shopping tips. • SEO Optimization: Use relevant keywords like “Organic food”, and "sustainable tips".	• Facebook Posts & • Instagram Posts and Stories: Share organic food shopping posts with informal captions, specific calls-to-action (CTAs), and relevant hashtags like #Doitforyou#Doingitforme. • Facebook and Groups: Share posts in relevant groups related to sustainable living, and organic food. • Instagram Engagement: Encourage followers to share their sustainable food grossery shppping using the same hashtags.	• Facebook Ads • Instagram Ads • Sustainable influencers
Prototype 4: What is your secret recipe?	• Website Publication: Feature on the backup web page (Prototype 1), with a dedicated section for sustainable recipes and cooking tips. • SEO Optimization: Use relevant keywords like "delicious sustainable recipes", "easy organic cooking tips", "tasty sustainable food", and "healthy and flavorful organic meals".	• Facebook Posts & • Instagram Posts and Stories: Share recipe posts with engaging visuals, informal captions, specific calls-to-action (CTAs), and relevant hashtags like #MakeltTasty. • Facebook and Groups: Share posts in relevant groups related to cooking, sustainable living, and organic food. • Instagram Engagement: Encourage followers to share their sustainable food recipes using the samehashtags.	• Facebook Ads • Instagram Ads • Food bloggers

ORGANIZATION & IMPLEMENTATION TABLE

	Stage	Responsible Team	Task/Description	Tools/Software
Prototype 1: Make Smart Choices	IDEATION	Brand Marketing	Develop the concept for a visually engaging web page to educate consumers about sustainable food.	N/A
	CREATION	Graphics, Brand Marketing	Design web page content including infographics and text highlights for sustainable food introduction and choices.	Adobe, website
	IMPLEMENTATION	Online Marketing, Social Media	Launch the web page and manage social media engagement around the content.	Webtrekk, Google Analytics
Prototype 2: Do it for you	IDEATION	Copywriters, Creative director	Plan video content, Write the script.	N/A
	CREATION	Director, Videographer, Editor, Host Sound Designer, Graphics Designer	Film the interview, manage camera, sound, and lighting, Edit video, enhance audio, add graphics and visual elements.	Camera, audio equipment, Editing software, Adobe
	IMPLEMENTATION	Online Marketing, Social Media	Official launch, develop online campaigns, and interact with comments and community, Analyze user engagement metrics	Social media management tools, Google Analytics
Prototype 3: What's Your Reason?	IDEATION	Brand Marketing	Plan engaging posts to encourage people to share their sustainable grocery shopping experiences.	N/A
	CREATION	Graphics, Brand Marketing	Create visuals and content for social media posts.	Adobe
	IMPLEMENTATION	Online Marketing, Social Media	Launch in the web page and social media, Schedule posts and manage social media engagement, Monitor engagement metrics.	Webtrekk, Google Analytics
Prototype 4: What is Your Secret Recipe?	IDEATION	Brand Marketing	Develop the concept for sharing easy and tasty sustainable food recipes.	N/A
	CREATION	Graphics, Brand Marketing	Create recipe content and high-quality visuals/videos.	Adobe
	IMPLEMENTATION	Online Marketing, Social Media	Launch in the web page and social media, Schedule posts and manage social media engagement, Monitor engagement metrics.	Webtrekk, Google Analytics

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APPENDIX

PHYSIQUE:

- Professional
- Academic
- Sustainability-focused imagery.

RELATIONSHIP:

- Customer Interaction: Collaborative and supportive.
- Engagement Style: Through educational content and partnerships.

REFLECTION:

- Environmentally conscious
- Proactive
- Forward-thinking.

BRAND IDENTITY

Brand identity prism model Kapferer

PERSONALITY:

- Brand Character: Innovative, knowledgeable, supportive.
- Tone of Voice: Educational, authoritative, and motivational.

CULTURE:

- Values: Sustainability, ethical research, education.
- Operational Ethos: Promotes sustainability through media and research.

SELF IMAGE:

- A leader in sustainability communication and a catalyst for positive change.
- Fulfilled by making a positive impact on the world.

The Marketing Funnel



COMPETITOR ANALYSIS

Competitor	Projects	Creative Content	Platforms
Wageningen University & Research (WUR)	Sustainable Agriculture, Food System Resilience, Biodiversity Conservation	Videos and Webinars, Publications, Workshops and Training	Website, YouTube, LinkedIn, Twitter, Facebook
University of Amsterdam (AISSR)	Consumer Behavior, Societal Impacts, Policy Implications	Case Studies, Infographics, Public Talks	Website, YouTube, LinkedIn, Twitter, Facebook
Erasmus University Rotterdam (ERIM)	Sustainable Business Practices, Food Supply Chain Management, Consumer Markets	White Papers, Workshops, Blog Posts	Website, LinkedIn, Twitter, YouTube, Facebook
Leiden University (CML)	Food System Sustainability, Environmental Impact Assessment, Policy Development	Research Summaries, Educational Videos, Policy Briefs	Website, YouTube, LinkedIn, Twitter, Facebook
Vrije Universiteit Amsterdam (IVM)	Sustainable Agriculture, Food Consumption Patterns, Climate Impact	Interactive Tools, Podcasts, Newsletters	Website, YouTube, LinkedIn, Twitter, Facebook

Content Performance Table

	KPI	GOAL	METRICS
Prototype1	- Repeat Website Visits - Customer Retention Rate - Website Link Shares	5% increase	Unique Returning Visitors - The number of unique visitors who come back to the website within a specific period. Total Shares : The total number of times the website link is shared across different platforms. Referral Sources : Breakdown of platforms where the link is shared (e.g., social media, email, forums). Churn Rate : The percentage of users who do not return to the website over a specific period.
Prototype2	YouTube Video Shares.	10% increase	Total Shares : The total number of times a video is shared from the YouTube platform. Share Rate :(Number of shares / Total views) * 100. Share Source - Breakdown of where the video is shared (e.g., Facebook, Twitter, email).
Prototype3	- Hashtag Shares - Social Media Engagement	20% increase	Total Mentions: The total number of times the hashtag is mentioned across social media platforms. Engagement Rate: (Number of interactions with posts containing the hashtag / Total number of hashtag mentions) * 100. Platform Breakdown :The number of hashtag mentions by platform (e.g., Twitter, Instagram, Facebook).
Prototype4	- Hashtag Shares - Social Media Engagement	20% increase	Total Mentions: The total number of times the hashtag is mentioned across social media platforms. Engagement Rate: (Number of interactions with posts containing the hashtag / Total number of hashtag mentions) * 100. Platform Breakdown :The number of hashtag mentions by platform (e.g., Twitter, Instagram, Facebook).

FEASIBILITY

The four content prototypes, "Make Smart Choices," "Do It for You," "What's Your Reason?," and "What is Your Secret Recipe?" each has different levels of feasibility depending on the future budget and resources available for different clients.

- "Make Smart Choices": This prototype requires a moderate amount of time and budget, focusing primarily on web design and graphic creation. It demands high technical skills in these areas to develop visually appealing and informative content.
- "Do It for You": This is the most resource-intensive prototype, requiring significant time and budget for video production and editing. It needs advanced skills in video creation, including filming, sound design, and post-production editing.
- "What's Your Reason?" and "What is Your Secret Recipe?": Both of these prototypes need a moderate amount of time and budget. They focus on social media engagement and content creation, requiring moderate technical skills. These prototypes benefit greatly from influencer promotion, which can boost community engagement and advocacy for sustainable food practices.

In summary, while "Make Smart Choices" and "Do It for You" are more complex and costly, "What's Your Reason?" and "What is Your Secret Recipe?" are easier to implement and just as effective in fostering community and promoting sustainable food practices.

For a boost in impact, we can use the "What's Your Reason?" social media posts in conjunction with the "Do It For You" video to create an impactful campaign. This approach leverages the emotional connection established by the video and encourages consumers to engage and share their personal reasons for choosing organic food and use the hashtags, thereby fostering a supportive community and amplifying the campaign's message.