The Digital Frontier:
Best Practices for Food Marketers

FACEBOOK

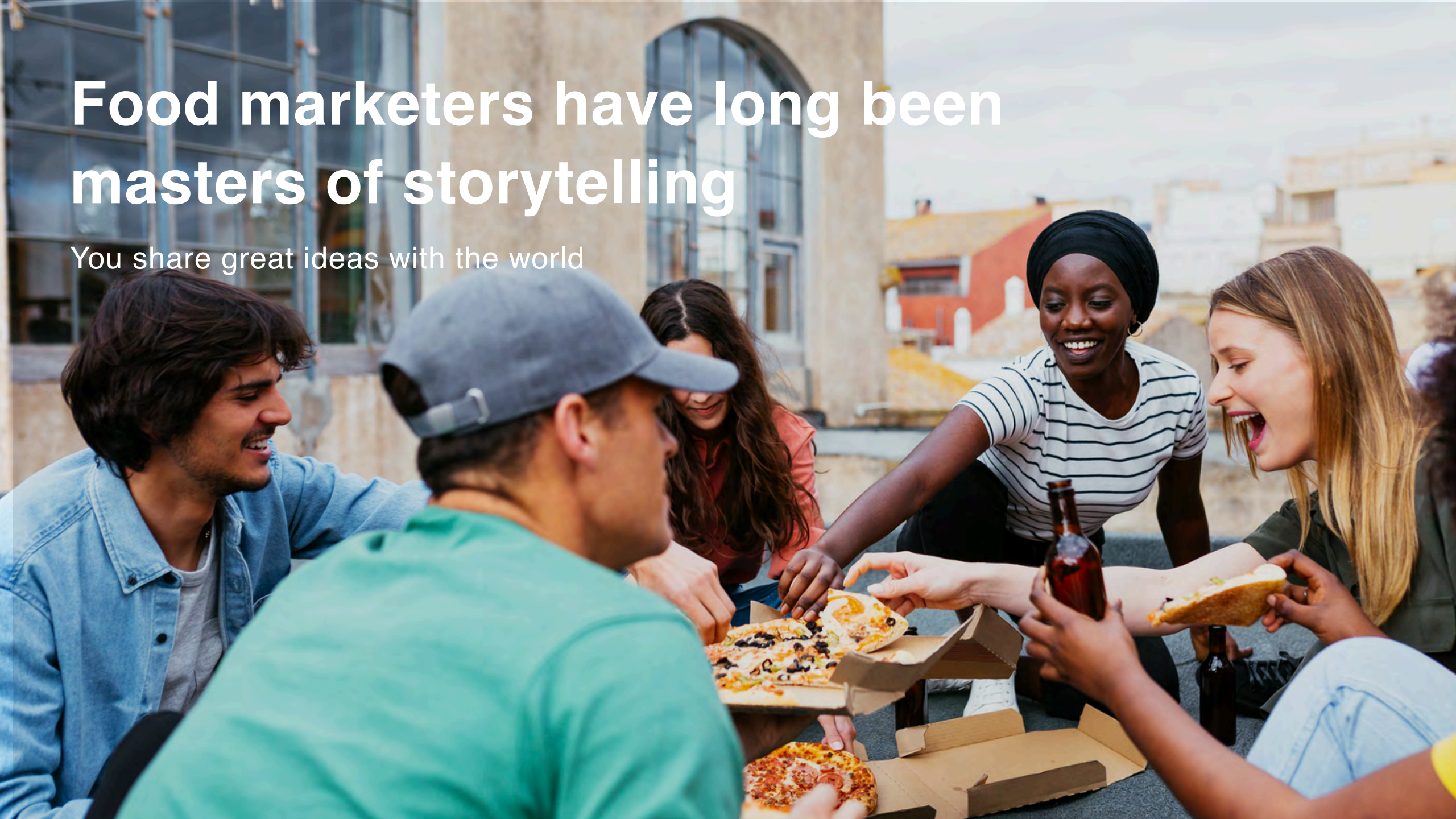# Connecting with the food shopper of today and tomorrow

Facebook company

1. A Time of Change and Opportunity

Food marketers have long been masters of storytelling

You share great ideas with the world

There's never been a better time to have a good idea

This moment brings fresh challenges

Connecting with consumers is more critical than ever

2.
Consumer
Behavior

Key trends of food shoppers

Convenience of digital

Social media connection

Lifestyle choices impact shopping

The digital age is changing the shopping experience

35% of food shoppers surveyed make purchases online while **81%** make purchases in-store

64% of food shoppers use their mobile device while shopping for food in-store

Convenience of digital

People are going online to shortcut their grocery shopping

Groups of food shoppers especially likely to purchase online:

41%
Parents

41%
Young consumers

40%
Urban consumers

Convenience of digital

Mobile is key … including when shopping in-store

Nearly 2-in-3 shoppers
Look up recipes

More than 1-in-2 shoppers
Create shopping lists

Convenience of digital

New food service models are enticing

52% of food shoppers have used a new food service business model

New Food Services Models
- Online grocery delivery
- On-demand prepared food delivery
- Curbside grocery pick-up
- Meal kit subscriptions

Social media connection

Shoppers want social content to help explore new tastes

86% of food shoppers ages 18–34 say they discover new food or recipe ideas on social platforms[1]

31% of US food shoppers say that upon discovering a new food product on social media, they'll consider using it in a recipe

50% of 18–34-year-old food shoppers say they have purchased a food product after seeing a post on social media[1]

People are hungry for visual food content on social media

1

Food & drink is the most popular interest on Instagram in the US

Social media connection

Food shoppers want engagement from brands

63% are interested in joining an online community started by a food brand[1]

74% find it acceptable for a food brand to post in a group/community that was started by a person (not a brand)[1]

37% want coupons from a food brand after purchasing a new product[2]

34% want follow-up promotional offers from a food brand after purchasing a new product[1]

Lifestyle choices impact shopping

Healthy choices matter

28% of food shoppers in the US say they ate more healthy food in 2019 vs. **7%** who said they ate less healthy food[1]

69% of health-conscious consumers have a set of go-to food brands they always buy[2]

Sources: 1. McKinsey 2020 Global Sentiment Survey.
2. "CPG Consumer Study" by Accenture (Facebook-commissioned survey of 16,377 people ages 18+ in the US, CA, UK, FR, DE, BR, IN, ID, AU), Nov 2018. Note: "Health conscious consumers" are those who are serious about eating healthy. Data is an average of five countries (excluding FR, ID, IN, UK).
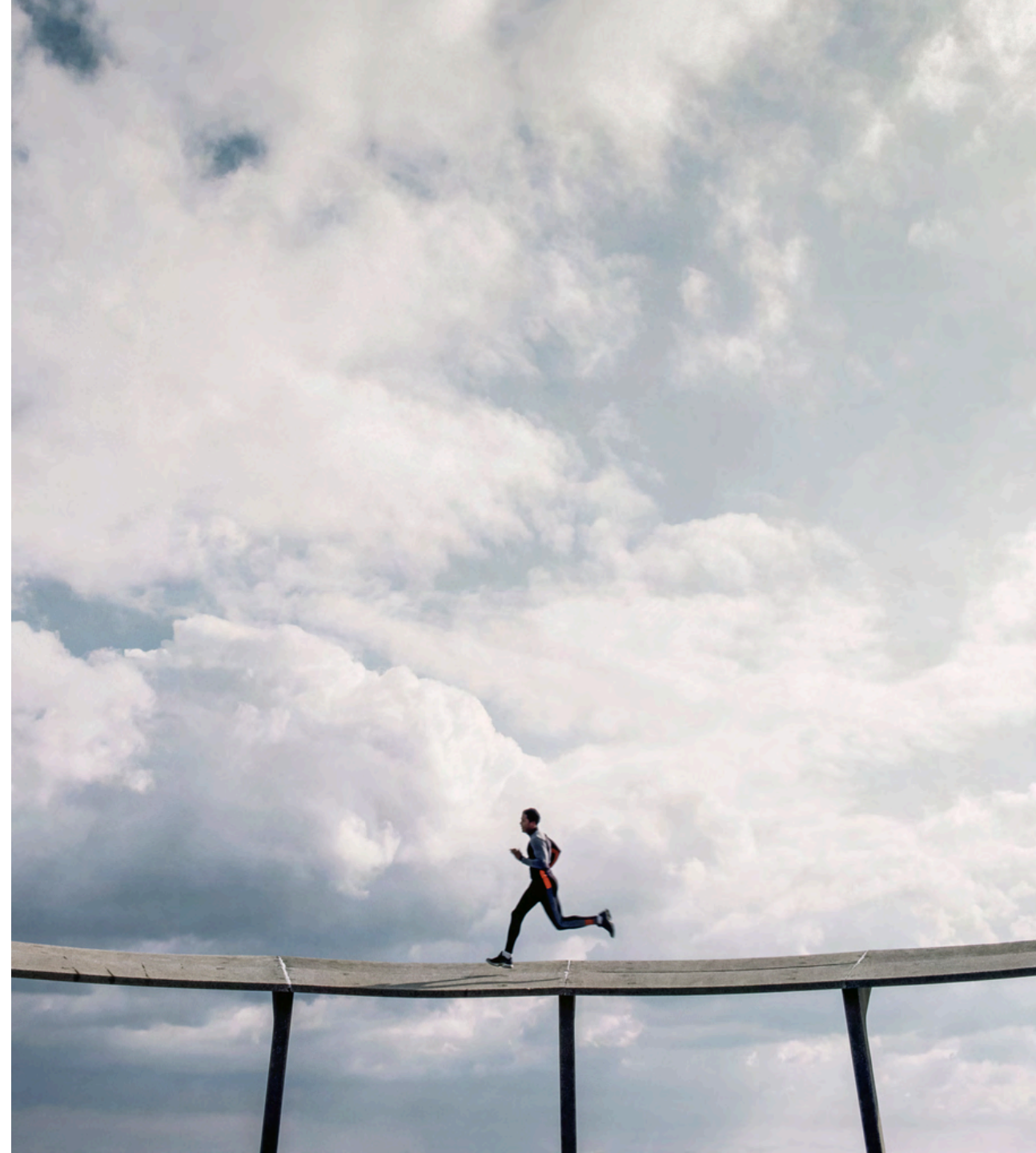
Lifestyle choices impact shopping

Shoppers care about sustainable packaging

How often CPG consumers surveyed include sustainable
packaging in their purchase decision

Always	Usually	Sometimes	Never
9%	24%	46%	21%

Takeaways

- Anticipate the distinct needs of your audience

- Create content that inspires consumers to discover new foods

- Visual storytelling sparks social media engagement

- Digital channels aid in-store decision making

3.
The Path to Your Audience

Reach food shoppers at scale

1.73 billion people globally access Facebook every day[1]

500 million daily active accounts globally on Instagram[2]

1.3 billion people use Messenger every month[1]

Reach food shoppers at scale

70%   **66%**

Proportion of food shoppers surveyed who use Facebook's family of apps for food-related activities

Always on, ever present in the food shopping journey

28% of consumers surveyed discover new food or recipe ideas through the Facebook Family of Apps and Services

41% of 18–34-year-olds who use social media to decide what new product to buy say that advertisements in their Instagram or Facebook feed help them make a decision

56% of shoppers leverage the Facebook Family of Apps and Services while shopping for food in-store[1]

Awareness

Consideration

Purchase

Where food shopping becomes a community

41% of 18–34-year-olds surveyed say that they engage with food-related posts on Facebook every week[1]

43% of people who explore an interest on Instagram said they like to see and share content about food and drinks[2]

Where to reach valuable customers

57% of parents surveyed utilize Facebook to discover food ideas

#1 The Facebook Family of Apps is the most visited site or app among 18–34-year-olds who use their mobile devices in-store while shopping for food

Where you can dazzle with your creative

191 million+

images tagged #foodporn on Instagram

What food shoppers want in their Facebook and Instagram feeds
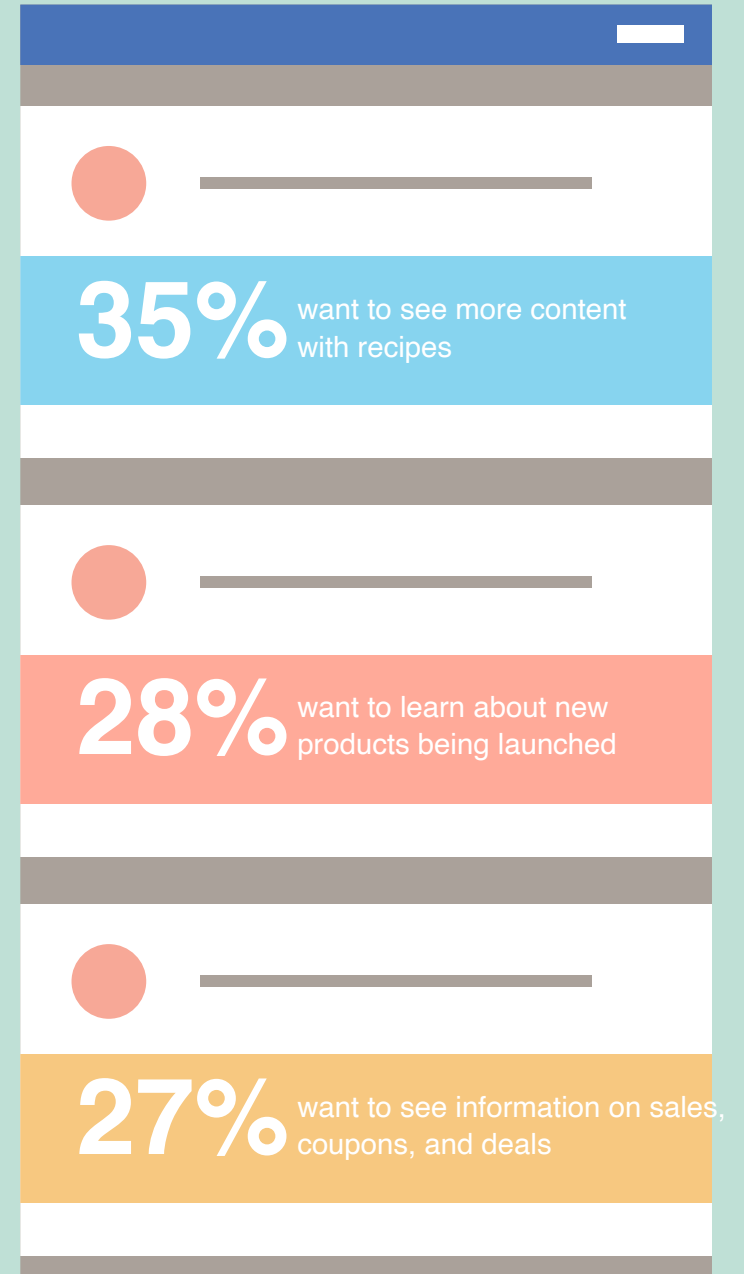
35% want to see more content with recipes

28% want to learn about new products being launched

27% want to see information on sales, coupons, and deals

4.
Best Practices

Introduce people to your brand or product to drive awareness

Creating a clear story around your brand is key to help new and potential customers understand your business, consider your products and services and ultimately make a purchase

Facebook's ad solutions can help you:

- Strengthen your brand story

- Drive targeted awareness and online sales

- Deliver brand value instantly

- Measure the impact of your campaigns

Select the campaign objective best suited to match your marketing goal

*Recommendations are solely to help inform ad campaign strategies; they are not intended as a warranty or guarantee of results to be achieved. Marketing outcomes depend on a variety of factors and will vary.

	Reach Short bursts of attention	**Brand Awareness**	**Video Views** High, captivated attention
Facebook solution	**Reach** the maximum number of people within your target audience and set how frequently your ad can be seen	Maximize awareness by delivering to people most likely to **recall seeing your ad**	Optimize delivery toward people who are more likely to **watch your video** for at least 10 seconds
Reach	Higher	● ● ● ● ● ● ● ● ● ● ● ●	Lower
View duration	Lower	● ● ● ● ● ● ● ● ● ● ● ●	Higher
Cost per impression	Lower	● ● ● ● ● ● ● ● ● ● ● ●	Higher
Cost per view	Higher	● ● ● ● ● ● ● ● ● ● ●	Lower

Choose solutions, measure results

- Identify your best ads with **creative pre-testing**

- Find an interested audience by **targeting by category or brand purchas[e] behavior**

- Reach shoppers near your strongest retail carriers with **location targeting**

- Capture—and hold—attention with **in-stream video purchased with ThruPlay**

- Keep your product top of mind in a cost-efficient way with **Feed and Stori[es] ads**

- Promote content from a paid partner with the **branded content tool**

Campaign strategies to help drive performance

The foundation

Combining these elements will help you to unlock the most value out of your spend:

Campaign objective: Your main business goal for advertising

Targeting: Which audiences you want to get in front of

Optimization: How you will automate desired marketing outcomes

Bidding: How much you are willing to pay per impression or action

Placement: What apps and services your ad will appear on

Ad format: Which layout you use to tell your story

Creative: What type of assets you will use to get your message across

Measurement: Analyzing what's working and what isn't

Looking to boost online sales of your products?

Campaign objective: Conversions or catalog sales

Targeting: Dynamic ads with broad audiences* (primary); core targeting and Lookalike Audiences (secondary)

Optimization: Conversion for lower-funnel events to capture highest-intent audiences

Bidding: Automatic bidding or lowest cost with bid cap

Placement: 4+ placements or Automatic Placements

Ad format: Video, carousel and collection

Creative: Mobile-optimized, automated creative using your product catalog* and immediate call to action, plus video highlighting unique value proposition

Measurement: Incrementality

*if product catalog is sufficiently large
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Trying to increase your store traffic?

Campaign objective: Reach, brand awareness, video views, or messages

Targeting: Location or broad audiences and Lookalike Audiences

Optimization: Reach

Bidding: Automatic bidding

Placement: 4+ placements or Automatic Placements

Ad format: Video, collection, carousel and Stories

Creative: Relevant, persuasive creative showcasing unique value proposition and retailers

Measurement: Third-party offline lift or matched market lift

Want to grow online sales of your subscription offerings?

Campaign objective: Conversions or catalog sales

Targeting: Core targeting and value-based Lookalike Audiences

Optimization: Conversion for lower-funnel events

Bidding: Lowest cost with bid cap

Placement: 4+ placements or Automatic Placements

Ad format: Image, video and collection

Creative: Relevant, persuasive creative showcasing unique value proposition

Measurement: Incrementality and lifetime value by placement

Looking to drive high-intent traffic to a third-party site?

Campaign objective: Conversions or catalog sales

Targeting: Dynamic ads with broad audiences∗ (primary); core targeting and Lookalike Audiences (secondary)

Optimization: Conversion for lower-funnel events

Bidding: Lowest cost with bid cap

Placement: 4+ placements or Automatic Placements

Ad format: Video, carousel and collection

Creative: Automated creative using your catalog segment∗ and video highlighting unique value proposition

Measurement: Conversion lift or split testing

Thank you!

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Appendix

Dynamic ads for broad audiences impacts new shopper acquisition

28% greater lift in acquiring new buyers for CPG clients opted in to using DABA

34% lower cost per acquisition when using DABA

Source: "Facebook Dynamic Ads Drive Customer Acquisition; Insights from Acquisition Analysis with 320+ Global CPG Lift Studies with Online Purchase Events" by Facebook Marketing Science, June 2018–Feb 2020.

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Dynamic ads for broad audiences best practices

1 Keep audiences broad

2 Upload as many products as possible in the product set

3 Ensure that the products mirror what is available on the website

4 Include multiple categories if available

5 Exclude existing shoppers (so you find net new people)
If you do not exclude existing shoppers, note that DABA will target both new and existing shoppers

6 Run an ongoing, always-on campaign

7 Categories and product sets
- Identify hero categories that shoppers are most likely to come online for
- Get rid of any unprofitable categories
- Curate product sets to be sensitive to shopper needs

8 Do not recommend:
- Using Lookalike Audiences in DABA campaigns
- DABA and Custom Audiences inclusions
- Excluding the website visitors' audience

Innovate with cross-border business solutions

Today, businesses of all sizes can be part of the global market

Percentage of shoppers across the globe purchasing from foreign websites

Canada
71%

United Kingdom
67%

Germany
75%

United States
50%

France
62%

India
79%

Indonesia
74%

Brazil
78%

Australia
72%

Innovate with cross-border business solutions

Reach new customers across borders

**WORLDWIDE/
REGIONAL TARGETING**

**MULTI-COUNTRY
LOOKALIKES**

**DYNAMIC LANGUAGE
OPTIMIZATION**

**MULTI-LANGUAGE AND
COUNTRY DYNAMIC ADS**

BROAD REACH
Find your most relevant leads
through fluidity across regions
and the world

SMART TARGETING
Leverage your learnings to find
new high-potential audiences
globally

AD LOCALIZATION
Translate or auto-translate your
ads to be more relevant

DYNAMIC AD LOCALIZATION
Localize your product information,
prices, and currency

Innovate with cross-border business solutions

Strategies to help leap beyond operational barriers

GLOBAL TARIFFS
Impact on margin per country
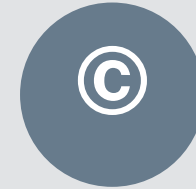
GLOBAL PAYMENTS
Preferred payment methods

LICENSES/ PERMITS
Special permission to sell products

TAXES
Amount and display

RIGHTS
Trademarks, patents, and copyrights

DATA PRIVACY
Laws on data collection

AGE RESTRICTIONS
Verification requirements

BUSINESS INSURANCE
General, product, professional, and commercial liability

PACKAGING & LABELLING
Restrictions and requirements

ADVERTISING
Guidelines and permissions

Operational barriers ➝ **Global Expansion Partners** ➝ **Access new or optimize existing cross-border markets**

TV and Facebook work better together

Reach new and elusive audiences

Prime, remind and sustain your TV ads

Drive efficient conversion at scale

Measure results across your entire media buy