

3rd International Food Innovation Conference

Vortrag / Speech

Pierre Chandon

**Genuss, Gesundheit, Geschäft: Lebensmittelmarketing für
einen guten Zweck**

**Food Marketing for Good: Aligning Pleasure, Health and
Business**



The Business School
for the World®

GDI

GOTTLIEB DUTTWEILER
INSTITUTE

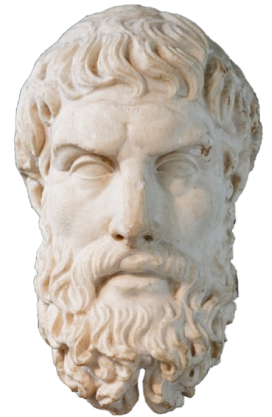
CREATING FUTURES

Food Marketing for Good: Aligning Pleasure, Health and Business

Pierre Chandon

The L'Oréal Chaired Professor of Marketing—Innovation and Creativity
Director, INSEAD-Sorbonne University Behavioural Lab

Papers, blogs, TEDx available at www.pierrechandon.com



Epicurus
(341–270 BC)

Context

Increased Pressure on the Food Industry

INSEAD

Increasing opposition from
the scientific community



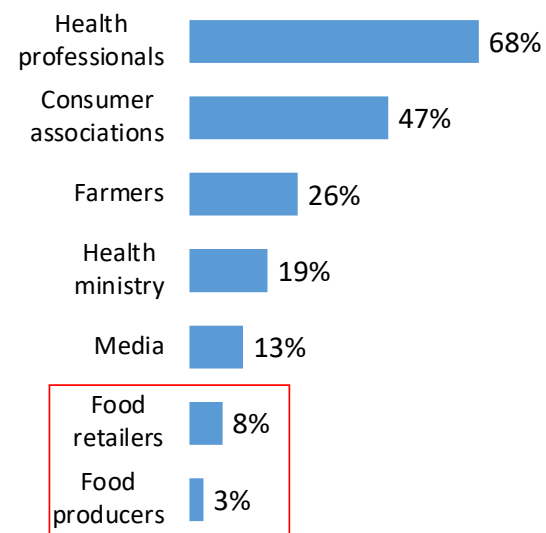
Stricter regulations

- In Latin America: mandatory black warning labels, ban of television advertising and children's characters, etc.



Active distrust of “Big Food”

- Who do you trust to provide reliable information about healthy eating?*



Donnelly, Zatz, Svirsky John (2018) Credoc
(France, 2009), Edelman (US/EU, 2019)

Can we better align health, pleasure, and food marketing?

01

Cognitive
nudges
(labeling)

02

Epicurean
affective
nudges:
More pleasure

03

Epicurean
behavioral
nudges: Less
Food

(Click on references to access original paper)

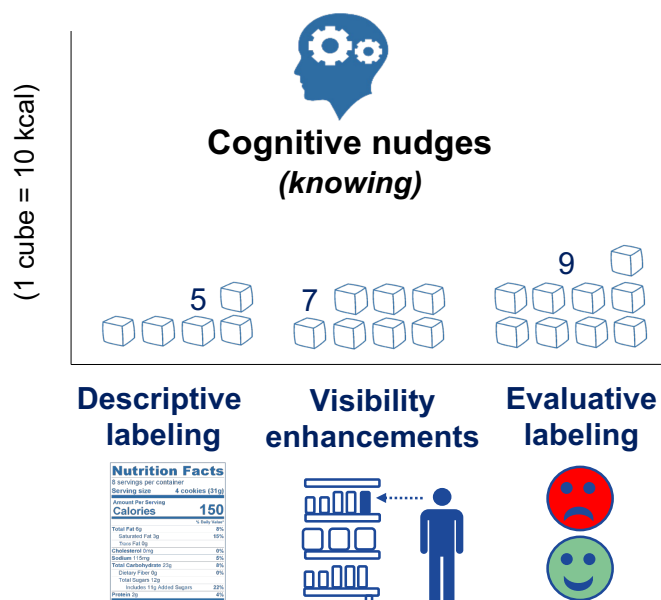


1. Cognitive nudges: Healthier eating through better information?

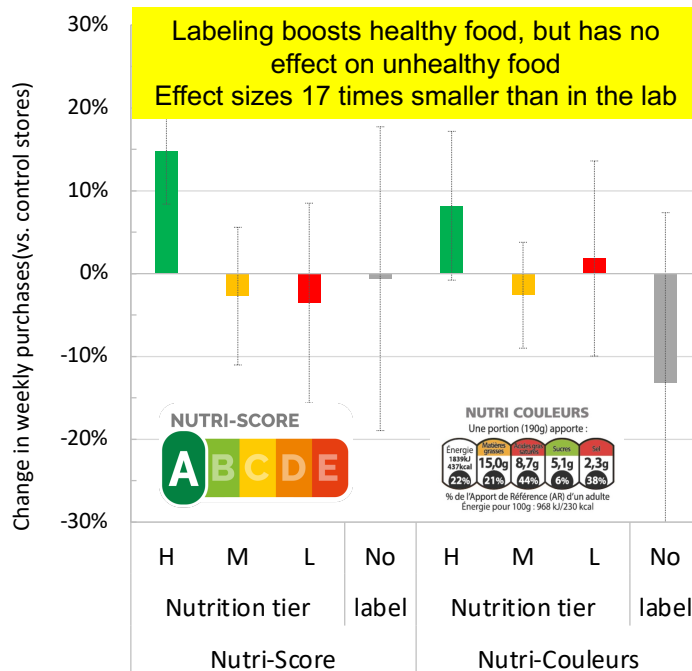
Cognitive nudges

Healthy Eating Isn't Just a *Knowing* Problem

Expected reduction in daily calorie intake
(Cadario & Chandon 2020)



Field experiment in 60 supermarkets
(Dubois...Chandon JAMS 2021)



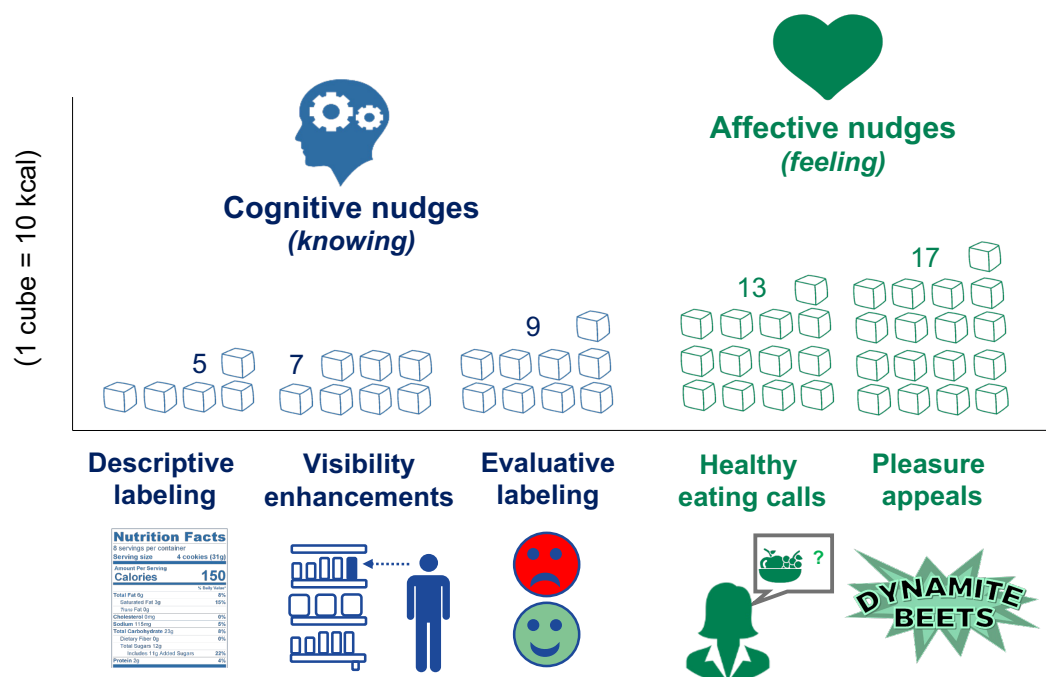
2. Affective epicurean nudges: Pleasure as the path to moderate eating

Affective epicurean nudges

Healthy Habits are a *Feeling*, not just a *Knowing* Problem



Expected reduction in daily calorie intake



Menu descriptions in university cafeterias	% choosing veggies
1. "Green Beans"	
2. "Nutritious Green Beans"	-21%
3. "Sizzlin' Szechuan Green Beans"	+14%

Cadario & Chandon (2020), Turnwald et al. (2019)

Affective epicurean nudges

Pleasure as the Path to Moderate Eating



Cafeteria of Bocuse Institute in Lyon

- 109 customers
- €15 (prix fixe)
- "Order as many portions as you want"



Measures

- Intake
- Fair price of the meal
- Speed



(Chandon & Cornil 2022)

Affective epicurean nudges Pleasure as the Path to Moderate Eating

Control menu (basic descriptions)

Entrée

Quenelles, mesclun vinaigrette

Plat

Parmentier de bœuf, sauces tomate et pesto

Dessert

Tarte au citron, coulis de fruits rouges

Epicurean (sensory) menu (with multisensory descriptions of flavors, aromas, textures)

Entrée

Quenelles fondantes et mesclun de jeunes pousses avec vinaigrette

Quenelles moelleuses, dorées dans un beurre noisette à l'ail et au persil, accompagnées d'une délicate salade croquante fraîchement acidulée.

Plat

Parmentier de bœuf aux saveurs du Sud

Bœuf subtilement relevé au piment d'Espelette sous une généreuse purée de pomme de terre, surmontée d'une croustillante chapelure de parmesan.

Basilic, ail et tomate l'accompagneront en un mélange de deux sauces estivales colorées.

Dessert

Tarte au citron

Pâte brisée croquante, garnie d'une élégante crème acidulée au jus de citron jaune, signée d'une virgule de chocolat noir. Coulis onctueux de fruits rouges de saisons

Nutrition menu (with kcal and fat data)

Entrée

Quenelles, mesclun vinaigrette

Par portion (une quenelle) : 36 kilocalories et 40% de matière grasse

Mesclun vinaigrette : 90 kilocalories

Plat

Parmentier de bœuf, sauces tomate et pesto

Par portion : 50 kilocalories et 12% de matière grasse (hors sauce)

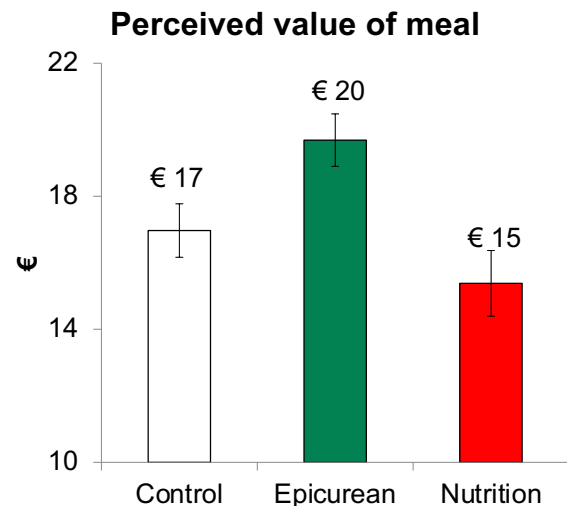
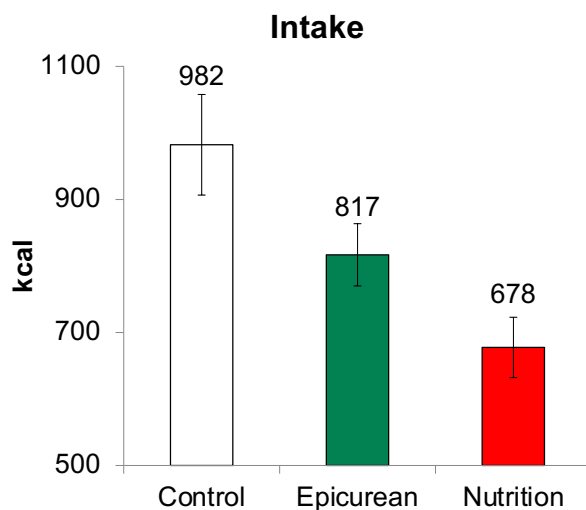
Dessert

Tarte au citron, coulis de fruits rouges

Par portion (une tarte) : 86 kilocalories et 24% de matière grasse (hors coulis)

Affective epicurean nudges Pleasure as the Path to Moderate Eating

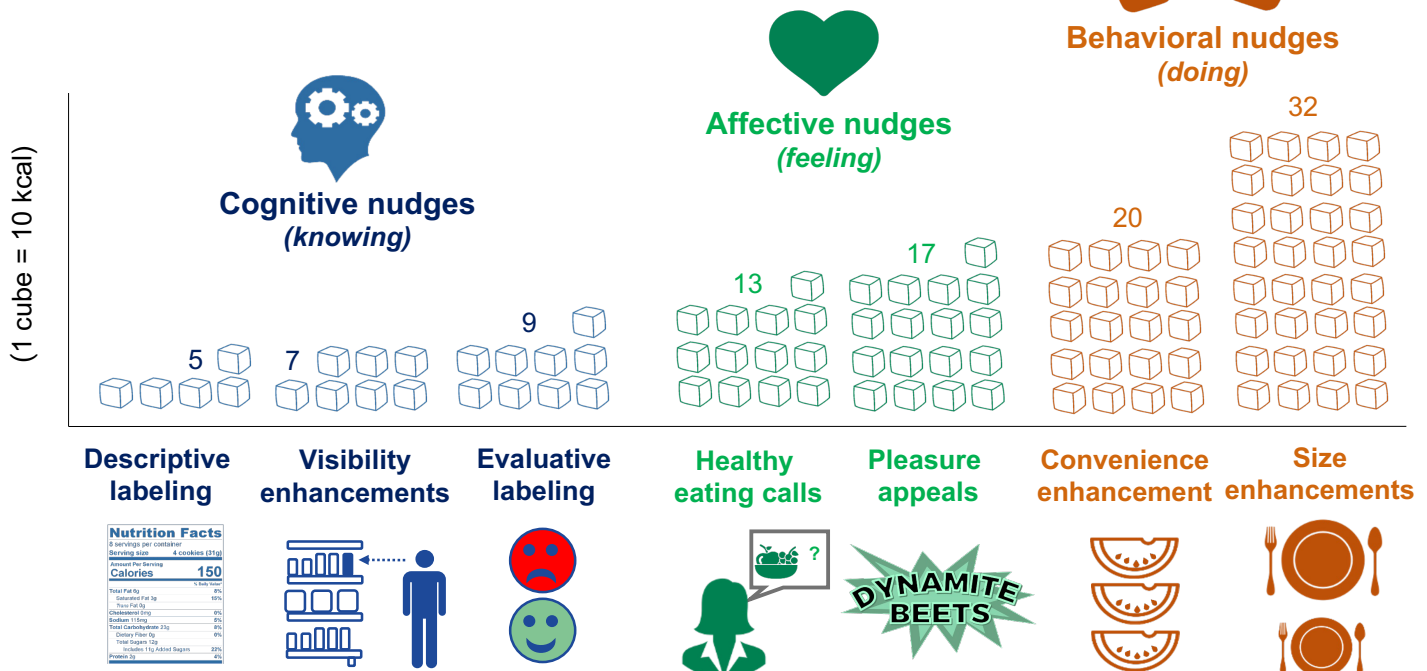
The epicurean menu reduced intake... and increased willingness to pay.
The nutrition menu reduced intake but also willingness to pay.



3. Behavioral epicurean nudges: Healthier eating through smarter portion design

Behavioral epicurean nudges Healthy Eating Is Mostly a *Doing* Problem

Expected reduction in daily calorie intake
(Cadario & Chandon 2020)



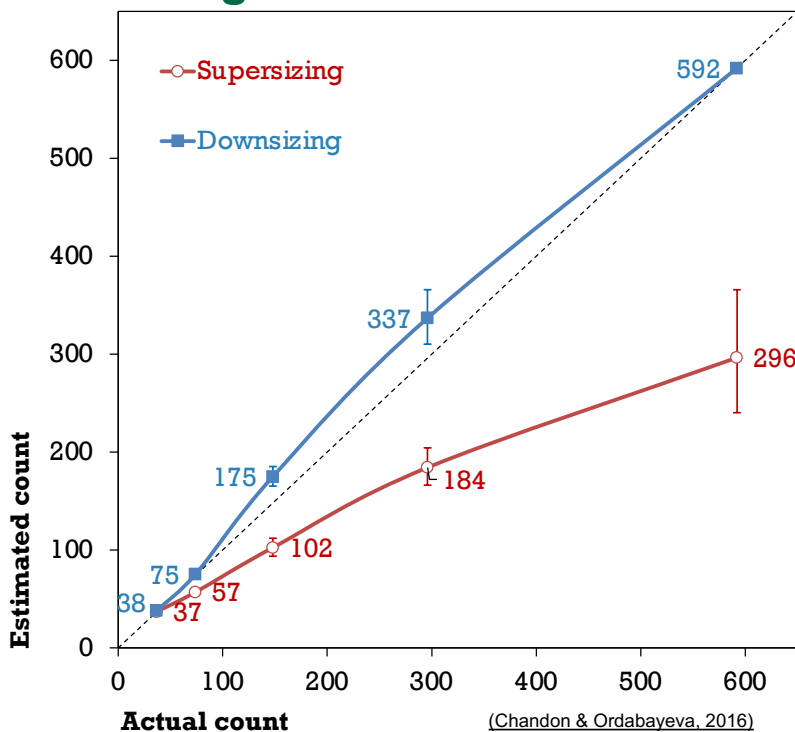
Behavioral epicurean nudges

Increased Product Sizes



Behavioral epicurean nudges

Underestimation of Supersizing, not Downsizing



Supersizing



Downsizing



Partitioned Portions: They Appear Larger and Cut Intake

Partitioning reduces intake

- Days with regular pretzels
- Days with pretzels cut in half



-41%
intake

Is 30% bigger in reality



Which portion has more food (by weight)?

Perception: 35%

65%

Numerosity bias:
Many slices => a lot of food

Contains 12.5% more



Which image shows more milkshake?

38%

62%

Contains 21.7% more



Which plate has more pizza?

Left
15.3%

Same
69%

Right
15.7%

Geier et al. (2006), Chandon et al. (2023)

Food Marketing for Good:
From food as fuel to food as
pleasure

Now

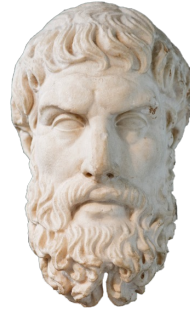
Food as fuel



Making more by selling more calories, to more people, more often.

Future

Food as pleasure and as the ally of health



Epicurus
(341–270 BC)

Making more by selling less food but more pleasure.