

3rd International Food Innovation Conference

Vortrag / Speech

Pixie Turner

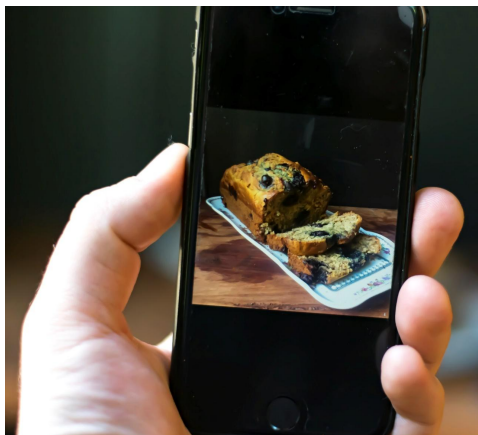
Einfluss in Häppchen: Essen im Zeitalter von Instagram
Bite-Sized Influence: Eating in the Age of Instagram

Bite-Sized Influence: Eating in the Age of Instagram

Unpacking social media's impact on our consumption habits and food choices



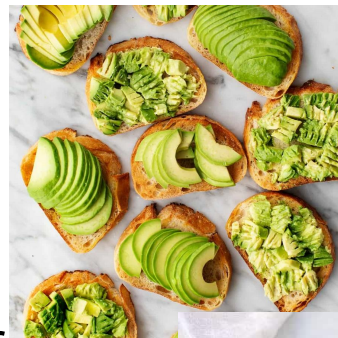
Food is a social thing



The power of Instagram



The power of Instagram



“Under the new rules of social media, we are not what we eat, but rather what others believe we eat”

- Maxine Ali



**Then
came
TikTok...**



**A TikTok
case
study**

Cloud bread





Why?

- What we believe food says about us
- People with influence
- The brain's response to food content

7

Influencing



Informational social norms: what is everyone else doing?



8

Influencing



Informational social norms: what is everyone else doing?



Impression management: you are what you eat



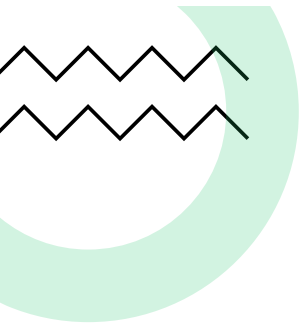
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Who influences us?

It's the influencers, stupid!



10



92% of consumers
trust recommendations
from people they follow

SOURCE: NIELSEN GLOBAL TRUST IN ADVERTISING
REPORT



11

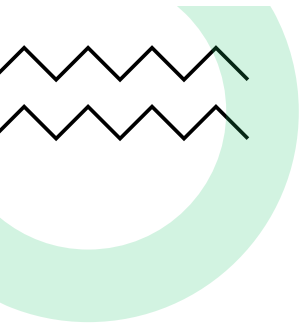


71% of consumers
say they are more likely
to try a new product if
they hear about it from
an influencer

SOURCE: NIELSEN GLOBALWEBINDEX



12



Instagram influencer
marketing in the food and
beverage industry draws an
engagement rate that's

5x better than the
average in-house campaign

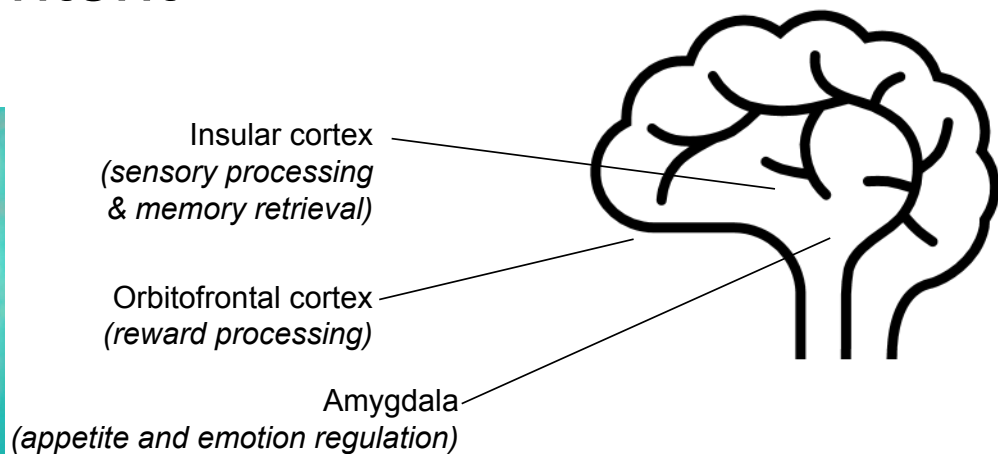
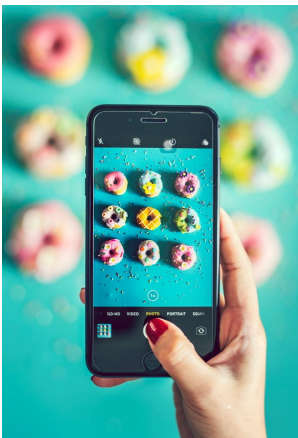
SOURCE: BUSINESS COLLECTIVE



13



Your brain on food content



14

What does this mean for us?

Social media is a powerful tool that can drive consumer choice and behaviour in a positive or negative direction.

Social media can prioritise aesthetics over taste and encourage poor health behaviours, but it can also build and nurture a sense of familiarity around novel foods and ideas, in a more powerful way than traditional advertising.



15



THANK YOU

Pixie Turner

hello@pixieturnernutrition.com

@pixienutrition