



Event Food as a Tool of Sensory Marketing Communication

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June 30, 2006 – 5th International Conference on Research in Advertising (ICORIA), Bath, UK

1



Introduction

- Thanksgiving Day turkey
- St. Martin's Day goose
- Christmas baking
- New Year's pretzels
- Lamb at Easter

2

Introduction

- FruchtZwerge-Drink for 1998 FIFA world cup
- Kraft Foods chocolate for 2006 FIFA world cup
- Stabinger world cup cake for 2006 FIFA world cup
- Pulmoll world cup candies 2006



Fig. 1

The „FruchtZwerge-Drink“ (right) on the occasion of the FIFA world cup 1998



Source: Danone GmbH, Haar



Fig. 2

Milka „Fußball-Mix“ on the occasion of the FIFA world cup 2006



Source: Kraft Foods Germany, Bremen



Fig. 3

Milka „Champiolade“ on the occasion of the FIFA world cup 2006



Source: Kraft Foods Germany, Bremen





Fig. 4

Filled world cup cake with mascot and official FIFA logo



Source: Stabinger Football GmbH/Srl, Sesto



Fig. 5

Sugar free Pulmoll world cup candies



Source: Kalfany Bonbon GmbH & Co. KG, Müllheim





Players

- event organizers → event marketing
- event sponsors → company marketing & food sales
- food producers → company image & food sales & cross selling



Objectives

events as a chance to present products „in a festive, emotionally charged atmosphere“ (Gobé 2001)

image transfer 1: event image → food image

image transfer 2: food image → corporate image





Target groups

- visitors of the event
- parties interested in the event
(media audiences)
- people mainly interested in event food
(innovative food consumer)



In-house corporate events:

- executives
- employees and their families
- key accounts
- preferred suppliers





Choice of products

- picking up on contemporary food trends such as healthy eating
- new sensory characteristics
 - novel flavours
 - novel sound
 - (→ sweets that start to crackle when sucked)
- new symbolic system including
 - product design
 - package design
 - branding



Choice of events

- historically established events like Christmas and Easter
- established events like world championships, Olympic Games, and festivals
- new events like anniversaries of a town
- PR events hosted by a company on anniversaries and other occasions



Product-Event Affinity

- obtaining the right product-event affinity is crucial
- initial step “event choice” → how to find the right product
- initial step “product choice” → how to find the right event
- Product-Event-Affinity depends on beliefs and attitudes in the target group(s). Therefore affinity can be analyzed by interviewing the target group(s).



Correspondance Analysis

- Correspondence Analysis depicts products and events in a common subspace (Greenacre 1993)
- Correspondance Analysis therefore helps to recognize and to interpret product-event affinity (Scharf & Volkmer 1999).
- The mapping presented in *Fig. 6* is based on a survey of 48 people.
- The two axis depicted explain 37 % and 49 % of the total variance (13 % information loss caused by reduction to two dimensions).

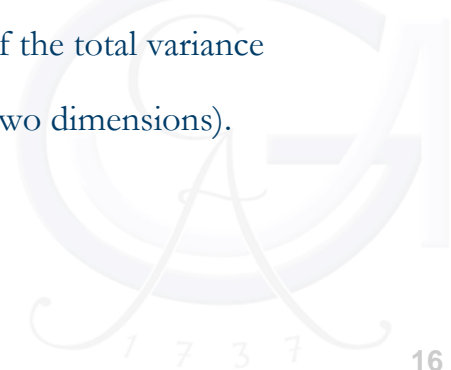
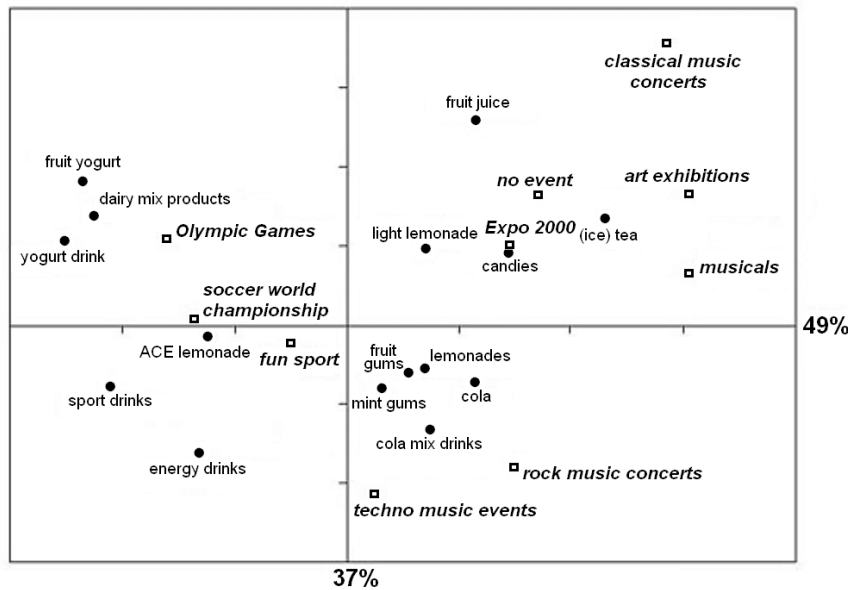


Fig. 6

An example of product-event-affinities – Findings from a correspondence analysis



Source: Scharf and Volkmer (1999)

The use of event food as a marketing mix

- product policy:
 - novelty and suitability
 - sensory experience & outward appearance
 - storability & transportability
- distribution:
 - catering for event visitors
 - distribution in distribution channels before and while the event



The use of event food as a marketing mix

- **pricing:**
 - price level
 - price differentiation (targeted groups & distribution channels)
 - price dynamics (price reductions after the event)
- **communication:**
 - point-of-event communication
 - point-of-sale communication
 - mass media communication (e.g. including sponsoring communication)
 - special interest media communication (life-style, food, media, sport media)

19



Summary

- Event Food is a traditional version of cause-related marketing and constitutes a growing part of our festive culture.
- Creating Event Food gives the opportunity for image transfers – from event image to product image and from event food image to the company's reputation.
- Successful event food implies a balanced marketing concept: the balanced mix of product policy and branding, distribution, pricing, and communication. High product-event affinity and the combination of marketing and sensory expertise play a crucial role.
- Event food experiences can benefit to many other marketing or communication tasks.

20



Thank you for your attention

and for your comments!

