

EAT A RAINBOW

EASY LIFE - Dossier

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I- EXECUTIVE SUMMARY

GNT is a family owned company founded in 1978 in Aachen, Germany. Today, they are the global market leader in coloring food, based on the idea of “coloring food with food”, in a health conscious century where people demand for natural ingredients and the clean-label declaration is the biggest advantage of natural colors. They offer coloring food in the most natural way taking colors out of fruits and vegetables only.

EXBERRY® coloring foods brand has had an evident growth in the last few years and thus has become the pioneer in the coloring market with B2B model, as companies are becoming more concerned about not using artificial additives in their products.

Eat a Rainbow is a new food coloring product for “individual use” in the B2C selling model. The product had been previously launched in pharmacies as a nutrient supplement under the name of nutrifood. The results did not meet their expectations, and therefore, the company is reviewing the product’s positioning. The product has not yet a defined category, nor a clear target audience. GNT is still searching and assessing the best way to communicate the product and its values.

Eat a Rainbow aims to relaunch in Germany and expand into Spain and then Europe.

II. DESIGN CHALLENGE

“IF ONE WAY BE BETTER THAN ANOTHER, YOU MAY BE SURE IT IS NATURE’S WAY.” – ARISTOTLE

EAT A RAINBOW is a fruit and vegetable concentrates containing high levels of phytonutrients. The concept behind the product is to color food with food. Though, the product is part of GNT, the leading global manufacturer of coloring food, Eat a Rainbow’s direct launching to the consumers resulted in insufficient outcome. The company faces several challenges:

- GNT wants to relaunch the product EAT A RAINBOW with a complete new branding and marketing strategy.
- No clear target audience has been identified and no clear category for the product.
- Understanding the consumer mindset, his needs and desires.
- How to explain to the customers the value and use of the product.

How can we successfully introduce Eat a Rainbow to the B to C market and clearly communicate its values and benefits.



RESEARCH METHODOLOGY

A. OBJECTIVES

The objective of the research was to define how we could position and sell this new product in the German and Spanish market.

In order to reach the objective we had to understand lifestyle behaviors patterns, habits, preferences, market opportunities and the product itself and finally define some insights from the information we gathered. The main tools we used for the complete research were the Internet for statistics and data from both Spain and Germany.

We used the following research methodologies to reach these objectives.

PRIMARY RESEARCH

- **Skype Interviews** with German consumers and non-consumers (lifestyle and opinions about the product)
- **Digital surveys:** We used SurveyMonkey.com page to develop our surveys and then sent the link to German people, we got 72 in total, in a bracket age from 20-31 and 32-65.
- **Guerilla:** Quick interviews around Barcelona with store owners, sales people (15), nutritionist (1) and willing customers (7).
- **Trying the product ourselves,** our friends and making it part of our daily diet.

SECONDARY RESEARCH / DESK RESEARCH

This type of research is one that is done on the desk as the name may suggest. Primarily with the tools of the internet and books. This type of research is ideal when the budget is small. Since, it is highly based on personal interpretations the results can be general and non specific.

Studying the market

- The consumer behaviors
- Defining the potential competitors
- The potential Markets
- The needs of the consumers

TRENDS RESEARCH - THE 'WHAT'S NEXT' ANSWER

Trend Analysis is the practice of collecting information and attempting to spot a pattern, or trend, in the information.

The process of analyzing trends is not particular to any industry but it is a practice to look for clues in a broad perspective, looking for questions and answers to conclude about the current consumer mindset.

This helps a researcher predict what could be the next big trend to help brands get a competitive edge over the rest.

- Online Research
- Offline Streetscaping
- Packaging research
- Material and technology research



B. PRIMARY RESEARCH

B.1. SKYPE INTERVIEW

1. Age/Profession
2. What do you do in your free time
3. What did you eat today
4. It is normal? Do you eat between meals?
5. How many main meals do you have?
6. Where did you have lunch
7. Who prepared it? Why?
8. What do you like to eat why?
9. What's more important flavor or smell
10. Where do you like to eat? Why?
11. Where do you do the market? Do you buy fruits and vegetables?
12. Which is your favorite restaurant? Why?
13. If you had a wish what food would you ask for?
14. What do you feel is ideal duration for a meal and why?
15. What comes to your mind then I tell the following words
 - Natural
 - Organic
 - Long lasting
 - Supplements
 - Food coloring
16. Explain your thoughts about this product can be (Show EaR)
17. What means nutrition for you?
Name one item that best represents it
18. Explain what would influence you to pick your favorite meal and favorite food
19. What does your average meal cost?
20. How much do you think this cost?

Key Findings

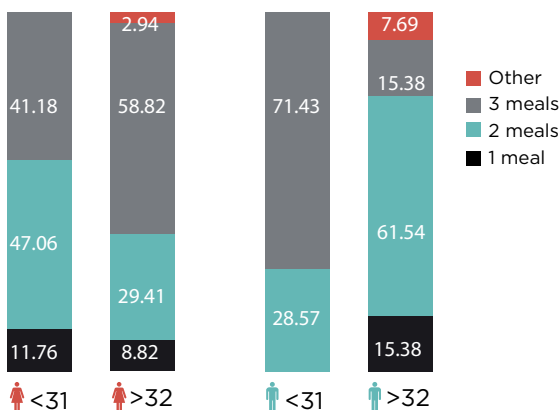
- Germans or Spanish people don't have enough/ideal time for lunch or breakfast.
- Preferred breakfast in German is Muesli with yogurt and for Spanish people bread, egg, ham, cheese and milk
- Food coloring is related to synthetic
- German and Spanish people prefer to buy grocery, fruits and vegetables at the supermarket, all at once.
- Favorite snack was chocolate and sandwich
- Color convey sweetness
- Product packaging looks like medical, spices, bath product.
- Color was not important for people, they prefer taste and smell
- They care about where the food comes from
- They aren't used to eat salads

B.2. DIGITAL SURVEYS

The Results

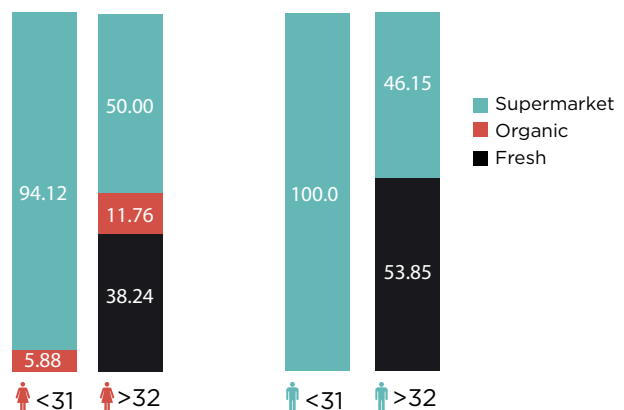
HOW MANY MEALS DO YOU HAVE PER DAY?

Men and Women Age [20-31] and [32-61]



WHERE DO YOU GET YOUR FRUITS AND VEGETABLES FROM?

Men and Women Age [20-31] and [32-61]



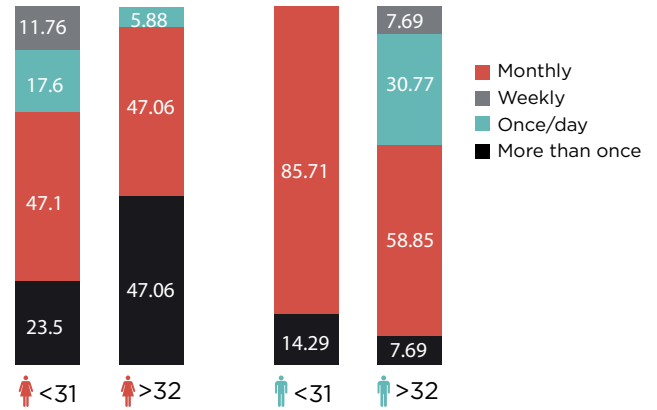
DO YOU PICK YOUR FRUITS AND VEGETABLES BASED ON THEIR NUTRITIOUS VALUES?

Men and Women Age [20-31] and [32-61]



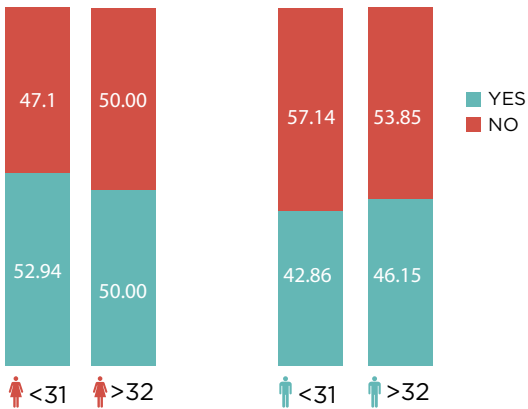
HOW FREQUENTLY DO YOU CONSUME FRUITS?

Men and Women Age [20-31] and [32-61]



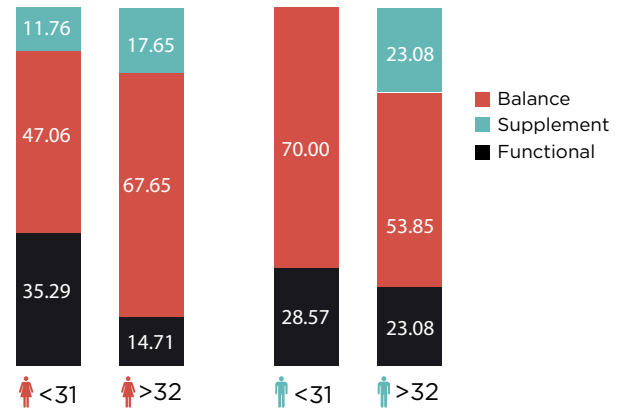
DOES COLOR INFLUENCE YOUR FOOD SELECTION?

Men and Women Age [20-31] and [32-61]



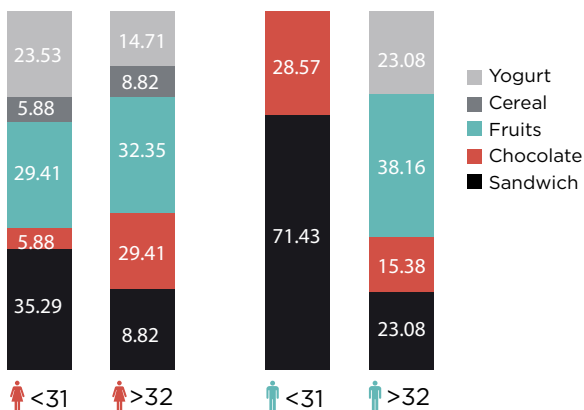
HOW FREQUENTLY DO YOU CONSUME FRUITS?

Men and Women Age [20-31] and [32-61]



HOW MANY MEALS DO YOU HAVE PER DAY?

Men and Women Age [20-31] and [32-61]



B.3. GUERILLA AND PRODUCT TESTING

We investigate by going onto the street and exploring stores.

Our intention was to speak to the people who are in the stores daily, and to learn from their daily experience as sales team/owners attending to potential consumers.

We asked them questions about the product and how they perceive it.

Questions

1. What do you think this product is?
2. *After tasting*
What do you think this could be used for?
3. Where would you buy this from?
4. How much would you pay for it?
5. *After explaining its benefits*
How much would you pay for it now?
6. What did you think about the bottle?
7. Would you use it?
8. What category do you think this would belong to?



B.4. FOOD TRIALS DIARIES

We investigate by going onto the street and exploring stores.





C. SECONDARY RESEARCH

C.1. HYPOTHESIS AND ANTI-HYPOTHESIS

The issue is not what question we ask consumers but how we ask it. Or whether we ask it. Our approach to planning was to look at both sides of the coin. It stems from grounded facts given at data. It's about deriving insights from discourse and societal data, which can naturally occur as secondary data, or can be gathered as primary discourse data. It's the reverse of traditional ad-land hypothesis-led techniques. We cannot second-guess what consumers are thinking about brands.

HYPOTHESIS

- Product is fun for kids
- People don't have time to eat healthy
- Fruits peerage
- Colors are related to taste
- Fruits not seasonable are expensive
- People like to add EaR to yogurt
- Kids usually don't like fruits and vegetables
- People don't have time for their well-being
- People who live alone and those who travel don't stock vegetables
- Living alone people prefer to get dinner outside

ANTI-HYPOTHESIS

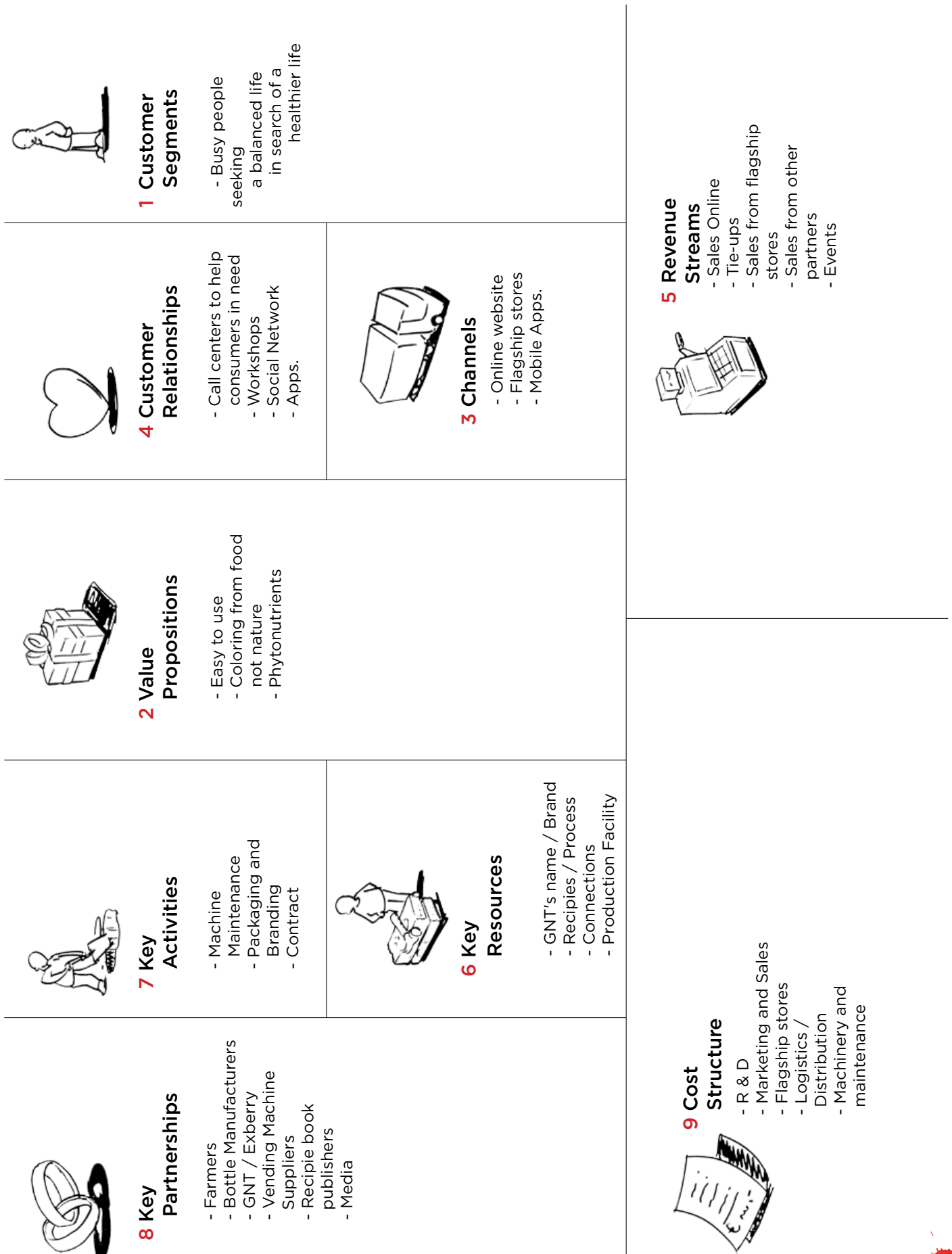
- Kids find colorful things attractive in every situation
- People think they have a balance diet
- Fruit are best when they are harvested
- Colors are related to synthetic
- Fruits in season are tastier when there in season
- People like flavored yogurts
- Kids likes F&V given in a fun way
- People want to be healthier
- People who live alone and those who travel buys packed and previously cut fruits
- Living alone people don't like to cook

C.2. WORDS ASSOCIATION BRAINSTORMING

- | | | |
|---------------|--------------------|------------------|
| • Easy | • Morning | • Fun |
| • Quick | • Energetic | • Pure |
| • Fast | • Life | • Tint |
| • Portable | • Pulse | • Creative |
| • Accessible | • Expressive | • Phytonutrients |
| • Colorfull | • Visual sweetness | • Extract |
| • Vegetables | • Tone | • Essence |
| • Flexible | • Healthy | • Fruits |
| • Multi-usage | • Happy | • Fresh |
| • Boost | • Nutritious | • Refreshing |
| • Energy | • Satisfy | • Practical |
| • Functional | • Fulfilled | • Efficient |
| • Innocent | • Simple | • Infused |
| • Truthful | • Good | |

C.3. BUSINESS MODEL CANVAS

The Business Model Canvas is a strategic management template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's value proposition, infrastructure, customers, and finances.



C.4. SCENARIO BUILDING

The Key findings from each exercise were collected and analyzed.

Drawing the insights from research and the results of the co-creation workshop, we engaged into a process of creating a story.

The idea is to visualize how the product would make a difference with the target audience, and in the process discover the true value of the product.

D. TRENDS RESEARCH

We started our investigation on the streets of Barcelona, picking up local trends, which lead us to interviews with neighborhood tastemakers. Their expertise provided insights into the driving changes in their respective marketplaces. We tried to detect signals from the streets that we backed-up with a secondary research, trying to find out innovative products, services, technologies, inventive business models and more. We studied these signals and underwent a pattern-recognition process, which allowed us to discover driving opportunities in the near-term future.

We classified the signals into 5 different trends that show key changes and the driving factors for a new direction.

Trend 1 : CustoMYzed

Direction

Advances in manufacturing and other technologies are allowing more retailers to offer customers what's known as "mass customization," or the ability to personalize everything from sneakers to cell phones to the food we eat. Consumers can create products to their exact specifications, including colors, size and features. Early adopters of mass customization, including Nike and Warby Parker, have proven that buyers will pay a premium for bespoke items to be unique and to influence a following of their own.

How the trend will hint at emerging opportunities for EAT A RAINBOW

Color has always played an important role in identity. With EAT A RAINBOW positioned as a product that allows one to customize his/her own food, it can play a key role in helping people customize and present their food in a fun and interactive/interesting way.



AMBIENT TECHNOLOGY

Convenience, comfort and simplicity will be central requirements. Google and eBay are in testing phases of same-day deliveries for orders. Pairing quick delivery with sensing technology in phones or clothing will soon make it possible to anticipate consumer needs and make automatic purchases when predefined parameters are met. For instance, ordering new running shoes after a certain distance has been surpassed.



TELEPATHIC PLAYLISTS

Technology is taking customization to the next level with things like Micro headphones, which use an EEG reader to monitor brain activity and detect the users' mood, then an app on users' smartphones selects music accordingly.



EATING FOR ONE

Businesses like Granel and Chocomize allow customers to make their own creations just to the specifications they desire. Granel's mixtures of cereals, rice or any of the other 20+ items they stock come in simple, fillable packaging and are sold by weight. Chocomize allows people to build their own chocolate bars starting from choosing the chocolate to selecting from 70+ other ingredients.

Trend 2 : "Close to Farm"

Direction

People are conscious of what they eat, where it comes from and want to be part of this eco-sustainable system in every way possible. They want the chance to give their "two cents" and feel like they are part of something. The next big step in the eco-friendly lifestyle is that people are now active agents; they want to participate and feel good about consuming natural products, as well as helping preserve natural resources

How the trend will hint at emerging opportunities for EAT A RAINBOW

Consumers desire brands that are environmentally conscious, and this can offer an advantage because 90% of the ingredients in EAT A RAINBOW come from local German farms. Communicating this can show that the company values local production and minimizing environmental impacts.



"VERTICAL" FARMING

New innovations like the Omega Garden combine hydroponics and a circular rotating garden bed, cutting down on space and allowing for growth all year round. The units are small and are being used to create large-scale gardens in urban warehouses and other unlikely places, bringing the farm into the city.



LET THE FARM COME TO YOU

Coopmercat offers a storefront for local produce, and locally produced items like wine, honey, jams, cheeses, etc. with no middle man. Small local and regional producers that are too small to supply grocery stores cut out the distributors and sell their products directly in the city.

Trend 3 : Analog Sharience

Direction

While technology connects people virtually, it also serves to isolate us from our physical surroundings. People's reaction to this is manifesting itself in new ways to connect with each other and share in a common experience. Whether it's a happening, a gathering, a shared meal, or throwing colored powder at each other, people are creating new situations and contexts where new human interactions can occur.

How the trend will hint at emerging opportunities for EAT A RAINBOW

The meal has always been a basic platform for interaction, but new ways of reinventing these experiences around the table can offer some interesting possibilities for EAT A RAINBOW and its application.



EAT WITH A LOCAL

Started in Tel Aviv and Barcelona, platforms like EatWith connect diners with hosts who open their homes and offer cultural or inventive cuisine. Guest and hosts share more than just home-cooked meals, but conversations and experiences as well.



GASTRO HAPPENINGS

Gastro happenings are one-time events that bring people together for more than just a meal. Pret a Diner hosts a variety of events that jump from Berlin to Frankfurt or Basel, each time in new venue with new attendees and Michelin-quality food. The Hidden Factory Barcelona stays in one city but bring guests into the home of the chef. Either way, people come together to witness an event or share a common unique experience that will never happen quite the same ever again.



COLOR TO CONNECT

The Holi Festival of Color has taken the Holi festival out of India and into cities all around the world, including eight across Germany. Races like the Color Run and Run or Dye have a similar focus on color, but in all of these cases complete strangers are connecting when they are encouraged to throw colored powder at each other.

Trend 4 : Food Telling

Direction

As technology advances, we come upon so many stimuli and become more keen on searching immersive experiences that reignite all our senses. As food and psychology come together, discoveries about how our senses interact are creating opportunities to manipulate some sensory inputs in order to enhance others

How the trend will hint at emerging opportunities for EAT A RAINBOW

We eat with our eyes as much as we do with our mouths. EAT A RAINBOW has a significant visual component which offers some interesting opportunities in the arena of sensory enhancement, though it need not be the only sense we focus on.

WHAT YOU SEE IS WHAT YOU GET

CORELLA is a small store in Spain specializing in selected meats and cheeses. They created a minimal design using only black and white as their choice of color, highlighting the meat through the package: a small illustration is added to each label to reference the selected meat or cheese. This reflects their priority of educating over just selling their product. Overall, the design conveys a strong unified and clean look.



SHARING THE PROCESS

Three friends from various professions followed their passion of creating handmade candy from around the world. Çukor is a great example of a space that not only reflects their passion but also celebrates it by openly sharing their candy making process with customers who visit their shop/ workshop space.



EDIBLE TRACEABILITY

At Harney Sushi your meal comes with a QR code printed with waterbased ink on rice paper. A quick scan on your smartphone will reveal where and who caught the fish, as well as the global stock of the species.



Trend 5 : Sense it up

Direction

As technology advances, we come upon so many stimuli and become more keen on searching immersive experiences that reignite all our senses. As food and psychology come together, discoveries about how our senses interact are creating opportunities to manipulate some sensory inputs in order to enhance others.

How the trend will hint at emerging opportunities for EAT A RAINBOW

We eat with our eyes as much as we do with our mouths. EAT A RAINBOW has a significant visual component which offers some interesting opportunities in the arena of sensory enhancement, though it need not be the only sense we focus on.



SPACE PAIRING

The specially designed Singleton Sensorium in London's Soho saw people tasting exactly the same single malt whisky in three rooms that had very different environments. Results showed that a red room filled with fruits can make drinks taste up to 10 per cent sweeter and green room with plants can bring out grassy notes by 15-20 per cent. Chefs like Heston Blumenthal are already embracing this concept of using complementary environments to enhance the taste of food.



INFUSION SOLUTIONS

It used to be that creating hot, cold or high-pressure infusions required three different devices. Now, thanks to Dave Arnold, Director of Culinary Technology of The French Culinary Institute, this is not the case. The iSi Whip allows chefs and bartenders to quickly and easily transfer flavors from solid to liquid or gas, and combine them in unlikely scenarios.



TEXT A SMELL

The Ophone allows you to send smells to friends in the same way we currently send text messages. It hopes to make olfactory communication as normal as sending a text via the oChip, a tiny cartridge containing olfactory information to produce hundreds of odor signals.

E. CO-CREATION WORKSHOP

The key-findings from all our analysis was summarized and presented to the client on 20st march. This exercise gave us a brief window into how the client thinks and perceives the product.

The workshop featured 2 interactive discussions.

The first one involved the company, the students and the IED faculty into the process of constructive analysis and criticism.

The second interactive session, split the all the participants into 3 focus groups with a common facilitator who guilds the co-creation process.

This process led the three teams to come up with plausible direction for solutions. The solutions were presented and rated in terms of ease of implementation and how productive they can be for the company.



IV. GENERAL KEY FINDINGS

A. GENERAL FACTS OF GERMANY AND SPAIN

Life in the City is getting faster

The 21st century has brought a truly accelerated pace. A study carried out in the early 1990s demonstrated that pedestrians' speed of walking provides a reliable measure of the pace of life in a city. The present day research teams discovered that the pace of life is now 10% faster than in the early 1990s.

Both Germany and Spain have around 35 hours/week average weekly working hours with an average productivity of 123.7 and 107.9 per hour worked, respectively.

Fruits and Vegetables Price has increased in 2013 by 7.2% for the Fruits and 6.1% for the Vegetable, German households spent 4 to 6% more buying fresh fruits and vegetables which led to a decrease of 1% of purchases from 2012.

Fruits and Vegetables prices in Spain are lower than in other European countries. The Spanish spend an average of 1.40 euros/kilo on fruit and vegetables

Children Obesity problem mainly starts in the family. Awareness and nutrition knowledge of parents are essential to ensure a healthy diet for children: 14.8% of the children and adolescents in Germany aged between 2-17 years are overweight, including 6.1% suffering from obesity.

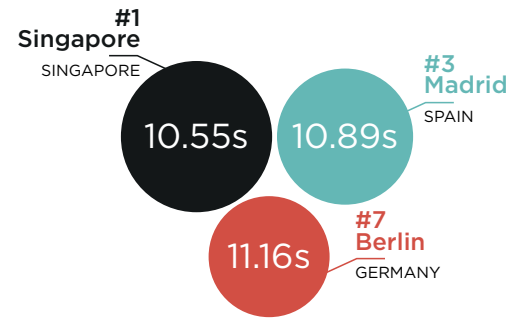
In Spain, 1 in 3 child aged 13-14 years is overweight. More than 50% of the German population is overweight and almost 15% is obese.

Health concerns are rising and health awareness is growing among German consumers. Spain has an excellent healthcare system. It was ranked the seventh in the World Health Organisation compiled league table.

Farming is increasingly in disfavor due to various scandals and animal influenzas which spread very quickly in mass breeding.

HOW FAST IS YOUR CITY?

Average Time taken (in sec) to walk 60 fts



" More than 50% of the population in both Germany and Spain is overweight"

OVERWEIGHT AND OBESITY

ADULTS BODY MASS INDEX (BMI)*

As a percentage of the population aged 15 and above, 2010

	GERMANY		SPAIN
Overweight	29.1		29.9
Obese	13.8		14.7
Overweight & Obese	42.9		44.6
Overweight	44.4		45.5
Obese	15.7		17.3
Overweight & Obese	60.1		62.8
Overweight population	36.7		37.6
Obese population	14.7		16
Overweight and Obese population	51.4		53.6

Unit of measure used: Litres per capita

*The Standard Average Working Hours being 40 to 44 hours/week and the Productivity index per hour worked (EU=100)
Based on the WHO current classification: BMI [25 -30] = Overweight; BMI >30 = Obese

B. FOOD BEHAVIOR

German Food Habits consist of 5 meals daily: 3 main meals and 2 snacks.

Due to lack of time Germans do not cook during the week, they rather eat fast foods or at restaurants. Lunch takes around 30 min on average. Dinner is considered the main (warm) meal of the day, the time when the family gathers to eat.

More than 85% of Germans eat meat daily

Berries (strawberries, raspberries, blackberries) are very perishable: average shelf life of strawberries and raspberries at optimum temperature (OC) is 7 days, blackberries is 5 days; have a very thin skin, and are very sensitive to pressure or bumps and are very susceptible to fungi.

Snacking between meals is an important part of the German diet. It is encouraged as a way to prevent overeating during regular meals.

They usually snack on yogurt, granola-type bars, and small sandwiches, all of which can be made to be healthy.

German organic market grew by 6 % from 2011 to 2012. Germans are shifting their consumption of processed fruits and vegetables to fresh produce

High fruits & vegetables intake is recommended to reduce risks of chronic diseases. Adults should consume at least 400g/Day.

To date, the recommendations of the German Nutrition Society on fruit and vegetable intake have not been met by the majority of the population. On average, women consume 3.1 and men 2.4 portions of fruit and vegetables per day. Moreover, 15% of women and 7% of men reach the recommended quantity of five portions per day. The percentage of persons who consume five portions of fruit and vegetables per day is still very low.

Spain consumes more fruit and vegetables than many other European countries, including Germany.

Food on the go has to be produced in a way, which allows long transport and storage times so that it is available whenever requested by the customers. For that reason, it regularly contains plenty of preservatives and consists of ingredients, which do not spoil quickly. As a result, these groceries usually include more fat and carbohydrates, and hence less vegetables and proteins.

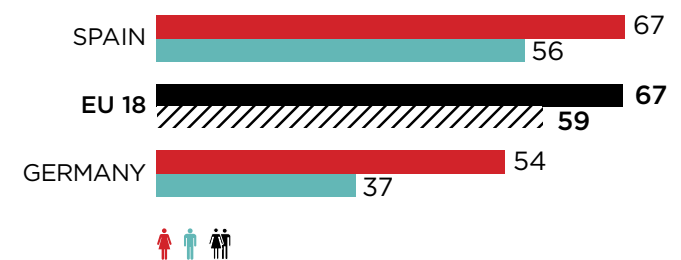
DAILY FRUITS INTAKE AMONG ADULTS

As a percentage of the population aged 15 and above, 2008



DAILY VEGETABLE INTAKE AMONG ADULTS

As a percentage of the population aged 15 and above, 2008



Source: Eurostat Statistics Database and national health interview surveys.

Food waste: 11 Mio tons of food are wasted every year by industry (1,85 Mio t), trade (0,55 Mio t), bulk consumers (1,9 Mio t), and private households (6,67 Mio t). Per year each citizen throws away an average of about 81,6kg of food, 53kg of which are avoidable.

Food waste is directly caused by an overproduction, portions, storage, limited shelf-life and some imperfections from food.

"26% of Vegetables and 18% of Fruits can be avoidable food waste".

C. CONSUMER BEHAVIOR

Older and Higher educated people consume more fruits in Germany whereas lower educated people consume more fruits in Spain

Consumers are becoming increasingly well informed and demanding, they are asking for more transparency and credibility. This includes the determination of shelf-lives for products in general, as well as determining the stability of individual ingredients such as natural coloring.

Colors in food are directly associated with sweetness, or fruity flavor. It is important to define the term "natural color" that makes a difference to the consumers although they were never inquisitive about the source and origin of the color (plants or insects).

Determining shelf-life is of particular importance to the consumer but it is promoting food waste. About a third of purchased food winds up in the trash while sometimes they are still edible, only because the "best before" date has expired.

Health-Aware consumers are growing. About 45% of German households consume some ecological food frequently.

Freshness appeared as the attribute most valued by the German consumer. When purchasing fresh fruits and vegetables, four attributes are taken into consideration; price, country of origin and production method, and freshness

Consumers consistently rate 'value for money' and its utility (the worth of the product) as the more important factors in deciding which brand to choose. 43% of non-frequent shoppers and 57% of frequent shoppers go straight to price-comparison portals.

On the go eating' is on the rise in Germany
 - 55% of German women worry a lot about their diet compared to 32% of men
 - Of those who work 40 to 49 hours a week, 43% of German woman have irregular eating habits compared to 36% of men.

TIME USE STRUCTURE OF EMPLOYED Men and Women in Germany



EMPLOYMENT MARKET SHARE

Employment rates by sex, age group 15-64, 2007



Employment rates by sex, age group 15-64, 2012



What does the consumer want today?

Trends Research has helped us find the consumer's utmost wishes and desires

1. Transparency and Credibility

Consumers nowadays look for "trusted" brands in order to control their 'comfort zone'. In addition, they want to know and trace the production phase of the product: its source/origin, manufacturing process, packaging, shelf-life etc.

2. The Online Mobility

Fast broadband access and new forms of communication make it possible to be online anywhere at any time. As real-life identity merges with the virtual, consumers also change.

3. Food Safety and back to "Natural"

Consumers want foods that are 'wholesome', 'authentic', and above all 'natural'. To some consumers, 'natural' means safe food, while to others it means healthier, less processed, nothing artificial, or sustainable.

4. Environmental Ecological and Ethical Sensitivity

Customers will want to be assured that everything they buy conforms to their ethical and moral standards. 85% of consumers want companies to be engaged on global issues, but only 22% think they're getting enough. Consumers are concerned about environmental issues and expect companies to reduce their impact on the environment and show commitment to creating a better world. The relevance of corporate social responsibility programs will increase.

5. Fluid Lives

The perception that time and money is short, coupled with high expectations, has created a new consumer approach which focuses on lifestyle and individuality. The constant acceleration of everyday existence and working life, makes the consumers demand for flexibility and the need for high quality, accessible, simple, responsive and personalized services

Smart Wellbeing / The Good Life

People seek out intelligent health options and recognize that self-improvement boosts quality of life. Happy people are more productive, engaged, creative and focused. Productivity is said to increase by 40-50% in service and creative fields and that's a lot in terms of revenue.

D. COMPETITION

EAT A RAINBOW is a natural food coloring product extracted purely from fruits and vegetables. It is full of phytonutrients, it's colorful and fun to use.

Based on the EAT A RAINBOW characteristics and our research, competition could be divided into three main categories:

- 1- Raw fruits and vegetables
- 2- Natural food coloring products
- 3- Natural packaged juices and smoothies
- 4- Supplements
- 5- DIY

D.1. RAW FRUITS AND VEGETABLES

Vegetables and fruits are clearly an important part of a good diet. Variety of them is as important as quantity in order to provide all of the nutrients you need to be healthy. They bring us vitamins, minerals and fiber, some energy (mainly in the form of sugar), as well as certain phytochemicals, which are potentially beneficial for our health. Epidemiological studies have shown that high intakes of fruit and vegetables are associated with a lower risk of chronic diseases; particularly, cardiovascular disease, also type 2 diabetes, and certain cancers.

The vast majority of the citizens in the EU consider what they eat good for their health, 20% even declare that their eating habits are very healthy. A majority of Europeans believe that it is easy to eat a healthy diet and that eating a healthy diet means eating more fruit and vegetables (2).

According to a study conducted by the EFSA Comprehensive European Food Consumption Database, Germany has the third highest fruits and vegetable daily intake per person in Europe. The average consumption is around 442g/day per person compared to 577g/day in Poland, 258g/day in the UK and 198g/day in Iceland.

As Germans and Spanish consume more and more fruits and vegetables, they believe that they have a balanced diet and thus do not need any extra ingredient. Therefore, the consumer's perception toward the phytonutrient benefit of EAT A RAINBOW is directly affected.

D.2. NATURAL FOOD COLORING

D.2.1. Natural food coloring products

Adding colors to food can make them look a lot more appealing - a tactic the food industry has been capitalizing on for decades.

The safety of products containing artificial colors has been a point of debate for decades. As awareness of the dangers artificial food coloring have on our health has been increasing, industries - and mainly under the pressure of national societies - have been substituting artificial with natural food colors.

Natural food color is any dye, pigment or any other substance obtained from vegetable, animal, mineral, or source capable of coloring food drug, cosmetic or any part of human body, colors come from variety of sources such as seeds, fruits, vegetables, algae & insect.

However, labels on goods are not very clear, and a significant portion of people is not aware of the different sources of these natural food colors. This results in the consumer not differentiating between characteristic varieties of products on the market.

DDW Colors for instance offers an array of color and blend ingredients. Their orange to pink hues for example, come from cochineal, which is an insect. Nonetheless, they are considered as one of the leading providers of natural colors for food and beverage products in the United States. They hold annual student competition to encourage learning about naturally derived coloring used in beverage and food applications, and which gives them more visibility. They have also partnered with “Color Maker” to produce a new natural food color product called “Color Garden” that is purely from plants and is intended for home bakers. This product is fun-to-use and is available online and in natural grocery stores.

Natural food color brands based on plants only or strictly on fruits and vegetables are on the rise. People in general, and mothers more specifically are becoming more concerned about the sources of colors and their affects, and therefore demanding more transparency.

Hopper for example, an Australian product completely made from fruits and vegetables such as elderberries, pumpkins, carrots and red cabbage. Because they are a colors extracted nature, they are classified as food ingredients not ‘additives’ which are represented by a number or and E-number. Hopper natural colors are derived using a water extraction process, solvents or chemicals are not used in the manufacturing process, and they do not contain any artificial functional additives.

Below is the list of ingredients for each color:



- SPIRULINA
- INVERT SUGAR
- SUCROSE
- CITRIC ACID



- SAFFLOWER
- SPIRULINA
- INVERT SUGAR
- SUCROSE
- CITRIC ACID



- CARROT
- BLACKCURRANT
- NVERT SUGAR
- CITRIC ACID



- SAFFLOWER
- LEMON
- INVERT SUGAR
- CITRIC ACID



- PURPLE CARROT
- HIBISCUS
- INVERT SUGAR
- CITRIC ACID



- CARROT
- PUMPKIN
- INVERT SUGAR
- CITRIC ACID



- PURPLE SWEET POTATO
- SWEET POTATO
- CHERRY B
- APPLE
- CITRIC ACID

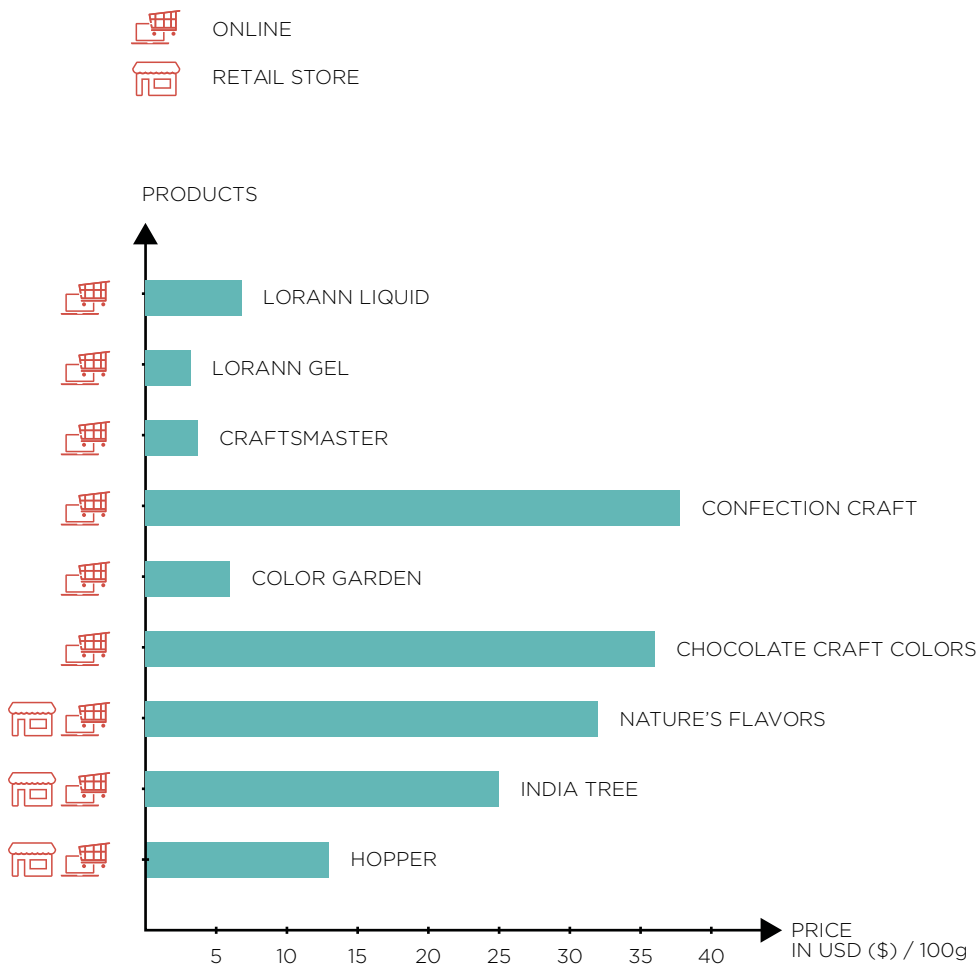
India Tree has created a whole set of decorative embellishments from food colors to sugars and sprinkles, all made from edible, plant-based natural food coloring, as opposed to synthetic derivatives. They are also corn syrup-free. The “Nature’s Colors Decorating Set, Sprinkles and Decorating Sugar” are approved by both the FDA and the European Union.

Nature's Flavors is an American brand with a leading position in the Natural and Organic industry. Their colors are made using only all natural and organic plant extracts which have been shown to be high in bioflavonoids, polyphenols, and antioxidants all of which are active, beneficial, additives to one's daily diet. They are added to various elements such as syrups, ice cream, baked goods, yogurt, beverages, smoothies, candy, etc.

"Nature's Flavors" presents an interesting feature on their website called the "Affiliate Program". Any website owner signs up for free and is supplied with a range of banners and textual links that they would place within their site. When a user clicks on one of their links, they will be brought to "Nature's Flavors" website and their activity will be tracked by the affiliate software. This generates traffic and sales for commercial website and in return receives a commission payment.

The growing list of natural coloring products also includes Chocolate Craft Colors, Confection Craft, Chefmaster, Lorann, etc.

Average price of each product



Conclusion:

The global natural colorants market is increasing due to increase in trend of consumption of natural ingredients. The clean-label declaration is the biggest advantage of natural colors. Moreover, natural colors are suitable for a wide range of sugar confectionery products replacing artificial colors with natural colors.

However, natural colors are more difficult to work with because natural colors are extracted from natural sources; the actual raw materials tend to be more expensive than their artificial counterparts and can lack color intensity. On the other hand, people use natural colors to obtain a color shade not achievable with other ingredients.

The overall demand for natural colorants is increasing due to increasing concerns of improving overall health and consumption of natural ingredients. The market for natural colors is likely to become competitive.

D.2.2. DIY food coloring

Homemade food dyes are an excellent experiment project for kids and fun to boot. There are many blogs online that teach how to prepare your own natural food coloring. These website are very popular among mothers who want to bake healthy sweets and cakes for their kids.

Using beets, carrots, butternut squash and spinach, anyone can make red, orange, yellow and green in the comfort of their home. The advantage is that you have control over the ingredients and you know that it is healthy and beneficial. However, they are time consuming and you cannot always predict the color results.

D.3. NATURAL PACKED JUICES AND SMOOTHIES

A. Fresh and Natural Fruits and Vegetables

Fruits and Vegetables in their natural physical state turn to be the most direct competitors.

It has become a habitual practice and an official source of nutrient for a long time now.

They are consumed as they are natural and fresh.

[We need to highlight in our communication that Eat a Rainbow is made out of 100% Natural Fruits and Vegetables

B. Smoothies and Juices

Smoothies and Juices are refreshing and natural. On the other hand we found smoothies and juices, that besides their natural quality, they have the convenient value, people buy them because is quick and healthy. We also find that concentrated juice and fruitTea are widely considered as refreshing and nutritious drinks for a healthy break.

Fruit concentrates also encourage people to have it with water. This practice could provide the basis to market EAT A RAINBOW as product that can be a water-soda enhancer.

D.4. SUPPLEMENTS

We visited stores that sell vitamins and supplements. We found out that they had consumers asking for Spirulina and antioxidants for anti-aging, or a wider want to stay healthier.

We are aware that Eat a Rainbow as a company doesn't want to be positioned as a supplement, but the fact that consumers seek help from supplements for a healthier lifestyle makes this category an indirect competition.

D.5. DIY SOLUTIONS

Recent times have seen the arrival and introduction of DIY food colorants as a trend. They are food coloring solutions that are made from products and produce found in everyone's homes. DIY food colorants are perceived as a direct competitor to EAT A RAINBOW since this trend does influence the sales projections for this product.

We visit stores that were in the business for selling food-organic food items. We made special effort to visit shops of this category which are considered as a trendy option.

E. RETAIL SHOPS

E.1. GRANEL

Granel, is an organic shop which sells grains, spices and muesli on the basis of weight. The concept strikes a balance between a shopper coming for the family and a shopper coming for personal usage.

The product display is unique; they are interactive transparent storage bins and were the customers can unload a desired amount of each item. The products are filled in paper bags and weighed; this gives the consumer a feeling that is "organic" in nature.



E.2. VERITAS

Veritas, is a chain of organic supermarkets where the main propose is find real food products that have everything that a food must have and do not have anything that should not have. They sell products that do not contain any synthetic chemical additives (preservatives or pesticides, no hormones, no growth promoters or GM, etc...). Products more friends to your body, your health and our planet.



E.3. HAPPY PILLS

Happy pills, is a candy store with a strong concept to connect the emotional value of the sweet. Their stores epitomize this concept by creating a minimalist and white space that highlights the candy itself. As a benchmark for the EAT A RAINBOW store, it is a great example of product celebration and concept validation.



V. CONCEPT VALIDATION

A. KEY FINDINGS

“ I have two main meals and 10 minute breakfast, or just a glass of milk”

Interview - Elena Amatsfukya : Aged 23 ; Spain

“ I buy at the supermarket, because I can find everything in one place”

Skype interview - Lutz ; aged 29 ; Germany

“ I have 2 main meals , I usually snack on chocolate and some fruits from the vending machine”

Skype interview - Katherine Gorny ; aged 34 ; Germany

“ I'd love to have a long 1 hour lunch, but I only get time to eat a quick 15-20 min lunch, I wish I could be healthier”

Interview - Archit ; aged 28 ; Spain

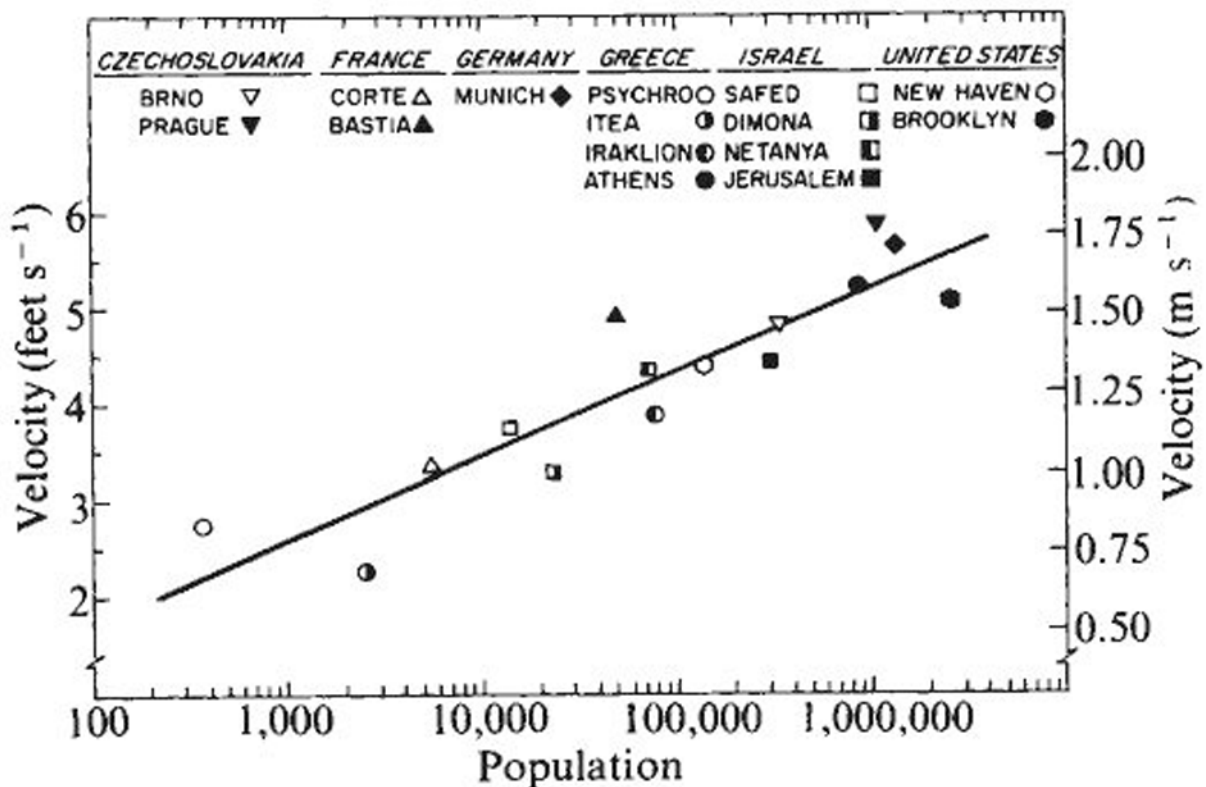
DRAWING COMMONALITIES BETWEEN SPAIN AND GERMANY

Based on 8 skype interviews ; 78 online surveys and 4 guerrilla interviews.

Germany	Spain
<ol style="list-style-type: none">1. Lunch is split into small snack times. usually a multiple of avg. 10 minute breaks2. Supermarkets are the most preferred way to shop for food, since it was easiest to find variety in one place.3. Fruit is preferred in a juice form.4. Museli with yogurt is the very popular for breakfast . This shows an increasing trend for easier and faster preparation time.	<ol style="list-style-type: none">1. Lunch is one break of 20-30 minutes. Normal to take a 15 min break inbetween.2. Supermarkets are the most preferred way to shop for food, since it was easiest to find variety in one place.3. Whole/cut fruits are preferred.4. Milk, Eggs and bread are most preferred on the breakfast table. Increasing number of breakfast restaurants open up.

A key role to economic vitality, which emerged as the strongest predictor in our study. Faster paced places will tend to be more economically productive – which then raises the value of time and, subsequently, the pace of life.

Source : www.thedailyemail.com



MOST DEVELOPED COUNTRIES IN THE WORLD :

According to the HDI (Human Development Index) . Countries are placed based on life expectancy, education, standard of living, child welfare, health care, economic welfare, and population happiness. Formulas are used to factor all the variables and determine the scores of countries

Germany Ranked
3

Spain Ranked
19

Europe has 6/10 countries considered as most **“developed”** in the world. This concept will have a strong impact on any developed work culture where there is a constant battle between a ‘healthier lifestyle’ and a ‘busy lifestyle.’

B. THE VALUE

CORE VALUES

- Coloring food with food
- Phytonutrients

BRAND ESSENCE

- Easy Nutrition/Health
- Easy Fun • Easy Use/Cooking
- Easy Carry/Portability

EXTENDED VALUES

- Long storage life
- Variety of applications

BRAND PERSONALITY

- Transparent • Fun • Direct • Healthy • Integrity
- Accountability • Trustworthy • Friendly

SYMBOLS

- Rush • Quick • Fast

EMOTIONAL BENEFITS

- Healthy
- Good
- Light
- Satisfied
- Happy

For Kids

- Explorers
- Creative
- Excited

RATIONAL BENEFITS

- Nutritious
- Quick
- Colorful
- Efficient

SELF-EXPRESSIVE

- Fun
- Health-conscious
- Trendy / Hip
- Urban
- Efficient
- Modern
- Upbeat

For Kids

- Cool / Special
- Popular
- Noticed

RELATIONSHIP WITH THE CONSUMER

- Trust • Fun • Satisfaction • Friendly
- Wellbeing • Transparency

C. THE STORY

Healthier is the color you show, for your emotions are the colors you bare.
Add Eat A Rainbow to your life in a snap and experience the wonders of phytonutrients extracted from fruits and vegetable with nothing else but water.

D. THE CLAIM

STRAIGHTFORWARD GOODNESS

E. THE SLOGAN

LIVE IT

We believe Eat a Rainbow is a behavior and not merely a food ingredient. It could stir one's emotions and imagination. One consumes it with a clear conscious knowing it is pure and full of goodness. Our aim is to have the consumer embrace it and adopt it as part of his or her lifestyle and view it as a reflection of whom they are. We want them to live it!

VI. PERSONAS

We decided to create three different personas. These personas are the profiles of different persons we detected through the multiple research methodologies we have conducted. We could perceive aspects of their characters, their lifestyle, interests, goals, frustrations and desires upon which we could find new opportunities in the market.



MORITZ POSTEL

37 years old

Married

Business man / International company

"My life is overloaded and i always feel completely drained"

♥ Moritz is a businessman who is constantly traveling for business meetings outside Germany. During his traveling days he is always in a hurry and often consumes his meals at the airport. In the mornings, he is always in a hurry, he wants to eat something quick.

🎯 Moritz loves his wife's homemade food, as he always seeks to eat healthier especially when he is on a trip and feels the need for more energy.

☹️ Moritz has a very busy schedule, he is not able to eat healthy, but he grabs quick food to be able to make it on time.

Lunch is supposed to be his main meal which procures him the biggest amount of energy that fast food does not bring him.



KRISTOF SCHMIDT

28 years old

Single

Studying / Masters degree

Lives in a Studio next to University

♥ Kristof is pursuing his Masters studies in RWTH Aachen University. His programme is loaded and he barely has time to eat during the day. His Food Habits are changing as he grabs any fast food, sandwiches or chocolate when he feels hungry.

🎯 Kristof wants to balance his nutritious daily intake in order to feel psychologically and physically good.

☹️ Kristof has no time to cook for himself as it is a hassle to do so on a daily basis.

He misses the smell, the color and the taste of the fresh fruits he used to pluck and eat at his family's farmhouse before moving to Aachen. Now, if he buys fruits at the store not only they taste so different but, due to his crazy schedule, they end up spoiled in the fridge.

"If I buy fruits and vegetables, they spoil in my refrigerator "



REBECCA WALTER

31 years old

Single

Marketing Manager

♥ Rebecca is a very sociable and outgoing girl. She is "healthy" and does sports 4 times/week. When she hangs out with friends, she tries to consider her food choices but was never strict about it. She craves the fatty and greasy sausage that contain a lot of preservatives. She is a regular consumer of Eat A Rainbow (purple) and believes in its beneficial Carotenoids values

🎯 Rebecca wants to stay fit. She provides herself with the necessary nutritious intake that brings energy for her day (at work and at the gym)

☹️ Rebecca did not understand at first the relevant meaning behind 'Eat A Rainbow' as the rest of the colors was still missing. She likes to see the level of consumption, and complains about the cap closing. She feels that the bottle label lacks some information. And she does not know in which bin to recycle it.

"I love the product, its taste and color "

VII. IDEAL CONSUMER

Life is still busy and finding time to fit in everything we want remains a challenge; people still need help navigating the day effectively and solutions that save time or remove complexity continue to resonate strongly with today's consumers.

NO TIME = 1. BAD EATING
2. NO WELL-BEING

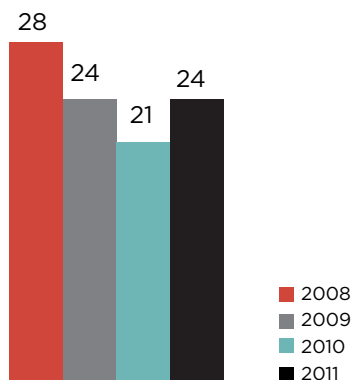
A- THE INSIGHTS

A.1. 'ON THE GO EATING' IS ON THE RISE IN GERMANY

"I eat on the go more than I used to"

PEOPLE'S 'ON THE GO' EATING IS RISING

Western Europe Countries % of society



Source: Global MONITOR

LUNCH TIME

Nearly half (48 percent) of workers interviewed said their typical lunch break lasts 30 minutes or less. More than four in 10 (42 percent) reported that, aside from eating, they spend this time socializing with colleagues, while 29 percent admitted they work during lunch breaks.

MEAL SUBSTITUTION TO SNACKS

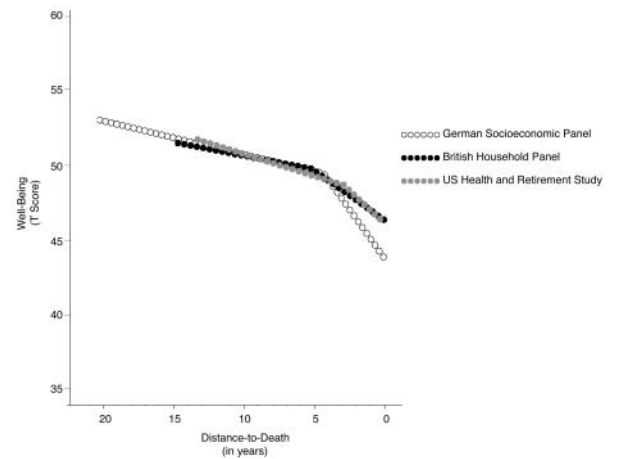
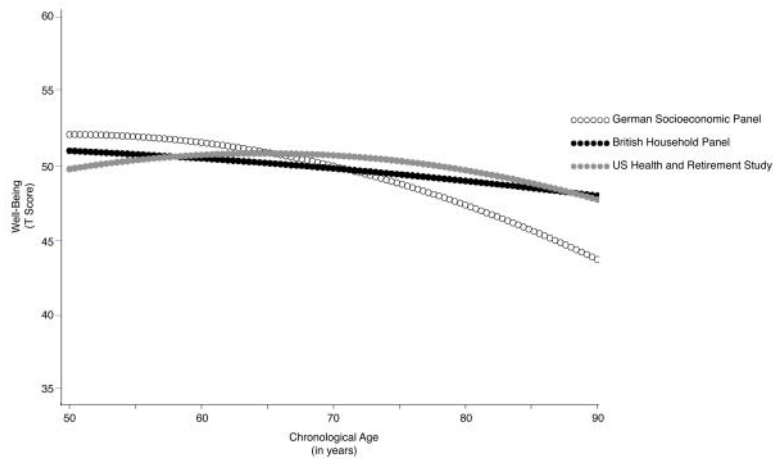
- More than 2/3 of people under 30 ate "every now and then" instead of having a regular main meal.
- Roughly 1/6 of this group replaced a main meal with a snack every day or almost every day.
- Young single people and young couples without children were most likely to substitute main meals in this way.

A.2. QUEST FOR A GOOD LIFE AND SMART WELL-BEING GO PUBLIC

"I want a balanced approach to health and wellness, to manage my busy life at my best"

Health awareness is rising and the consumers are increasingly in need of time out for themselves. As the stresses of today's world deepen, taking time for oneself has become more of a necessity to keep a sense of balance in life. People are finding it more difficult to manage their physical and emotional wellbeing; they are looking for help to regain control over their health.

- Among the professionals who worked a 40 to 49-hours/week: 43% of women had irregular eating habits compared to 36% of men.
- Among the professionals who worked more than 50 hours/week: More than 2/3 of women ate irregularly, compared to just over 1/2 of men.
- **More than 55% of women said they worry very much or too much about their diet, compared to 32% of men.**
- Late-Life Decline in Well-Being Across Adulthood in Germany are shown in both figures (Panel A and Panel B).



Consistently across data from three national studies in Germany, the UK, and the US, well-being was relatively stable over age, but declined rapidly with impending death. After the onset of a terminal phase between three and five years prior to death, well-being decline steepened by a factor of three or more.

B- TARGET AUDIENCE

B.1.. OUR IDEAL CONSUMER

THE "BUSY" PERSON SEEKING LIFE BALANCE AND WELL-BEING

Consumers want food that are 'wholesome', 'authentic', 'natural' and above all 'quick'.

B. WHAT CONSUMERS WANT

1- CONVENIENCE

As lives are increasingly mobile, people look for products and services that they can access when and where they need them most. Expectations continue to grow around the products and services people can access throughout their day and on their daily path.

2- SIMPLE

Removing complexity or saving time.

The desire for simpler solutions remains strong amongst people who increasingly struggle to fit everything into their day. Solutions that reduce complexity and save time are preferred.

> Smart, simple ideas at affordable prices that lead to better solutions have high appeal.

Globally, sales of healthy snacks are forecast to rise by more than a fifth by 2014. 28% of CPG senior executives believe that society's shift towards healthier living is leading to demand for healthier snack options. People are more open to being helped to navigate choice and guided to choices that make meal planning, preparation and budgeting easier to manage.

3- PEAK OF PERFORMANCE

Maximising your physical and mental performance during the day

In an increasingly pressurised world, it is critical to deliver your best at all times. People keen to prove their value are seeking ways to enhance and maximise their performance throughout the day.

People have become more attuned to the role that food and diet plays in helping them get the most from what the day presents; approaches have become more sophisticated and are increasingly focused on the natural qualities of food.

> Energy boosting becomes a common benefit and new types of energy emerge.

B.3. CONSUMER GENERAL PROFILE

1- DEMOGRAPHICS

Age: 25-60

Gender: Males and Females

Education: Educated and responsible

Marital Status: Single or married

Occupation: Business people, Entrepreneurs, Students

Social Status: Middle class

2- PSYCHOGRAPHICS

- SHORT ON TIME: Speed people, always in a hurry, dealing with fast life pace and trying to cope with stress and technological change.

- OPEN-MINDED: Unconventional and interested in new trends.

- CONSCIOUS AND AWARE: Aspiring for well-being and health aware

- STRONG VALUES: Believe and trust the benefits for their body

- PROACTIVE: Always try to take actions and innovate in their own environment

3- MOTIVATION AND DRIVES

As people fall back into old routines, they look to resolve the tension between "on the go" needs and making good choices.

What makes our consumers choose Eat A Rainbow?

Managing energy levels is becoming increasingly sophisticated and a primary need. Nowadays, our target consumers are more proactive, and more willing to take responsibility for their own physical and emotional wellness. They're looking for tangible benefits for body and soul.

The Values that Eat A Rainbow provides to the customers correspond to his utmost needs and desires for a Healthy, Natural, Trustworthy, Good Life on the go..



VIII. MARKETING

A. POSITIONING / CATEGORY

A PROPOSAL TO IDENTIFY HOW Eat A Rainbow CAN BE POSITIONED IN THE MARKET

*“I would say this is some kind of **essence**”*

- Katherine Gorny

5 / 10 people related to the product with **ESSENCE**

3 / 10 people related to the product with **EXTRACT**

2 / 10 people related to the product with **UNKNOWN**

* BASED ON 5 SKYPE AND 5 GUERRILLA INTERVIEWS

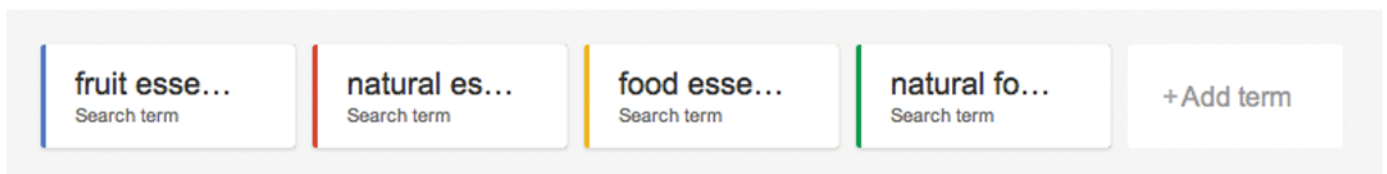
70 % of people related the word **essence** with **SYNTHETIC**

* BASED ON 16 GUERRILLA INTERVIEWS

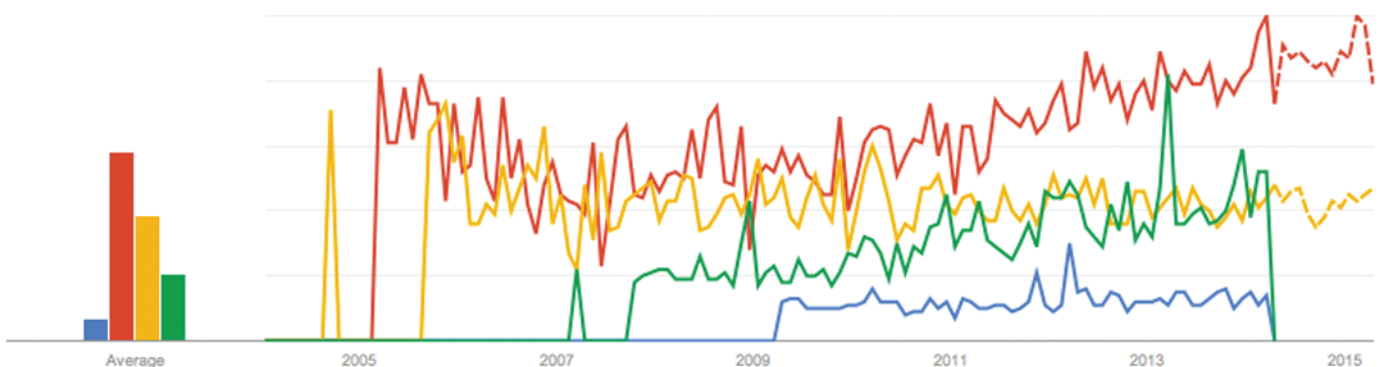
Our concept for the category naming was to combine a prefix to essence, a prefix that indicated something to do with nature or natural.

FRUIT ESSENCE ; NATURAL ESSENCE ; FOOD ESSENCE ; NATURAL FOOD COLOURING.

We tested these names on google trends to see how these names are trending in EUROPE.



Interest over time ? News headlines ? Forecast ?



Embed

Regional interest ?

fruit essence natural essence food essence natural food coloring

NATURAL ESSENCE

B. RE-BRANDING

B.1. BRAND PERSONALITY

EASY. GOOD. FUN

EAT A RAINBOW is the taste of nature's goodness

THINK

Efficient
Flexible
Modern
Natural
Healthy
Easy

SPEAK

Clear
Fun
Informative
Professional
Passionate
Accountable

LOOK

Colorful
Dynamic
Reliable
Friendly
Young
Fresh

B.2. BRAND IDENTITY

Focusing on the "STRAIGHTFORWARD GOODNESS" brand essence, the design strategy was inspired from the dynamic world we live in and the colorful core of the product. The overall identity with its forms and brand language is one of vitality, freshness, flexibility and most importantly lively.

1- LOGO

The logo of the product needs to transmit the physiognomies of the content itself. We therefore decided to experiment with the essence itself.



Eat a Rainbow

The logotype is crafted to reflect both characteristics: **natural and fun**

The **fluidity** of the letters is reminiscent to the content of the product.

Eat a Rainbow

The organic shapes illustrate **dynamism**.

The logotype is not solid in color but rich in spontaneous **hues** emphasizing on the **individuality** of the product.

EAT A RAINBOW will have each flavor's color.
Below are sample colors:

Eat a Rainbow

Eat a Rainbow

2- VISUAL LANGUAGE

Building on the ideas of freshness, organic, dynamism and lively, the brand language is one of **explosive colors and emotions**. It is an **easy splash** of fruits and vegetable essence.

Below are three samples of different colors:



3- PACKAGING



The front label displays the main flavor / ingredient content by stating them visually only.



Each side of the bottle brings a new information.



INTRODUCING THE NEW CAP:

Following on our concept, we redesigned the cap to make it more efficient and easier to use. All you have to do is to simply **snap it!**



We also believe that EAT A RAINBOW has a lot of potential to be an **easy drop on the go**; a small shot that you could quickly buy from any supermarket fridge, vending machines at the gym and other venues. It is **easily accessible and easily portable**.

To add to our **natural** value, the tubes material could be fabricated from **bioplastics** which is made from plant matter.



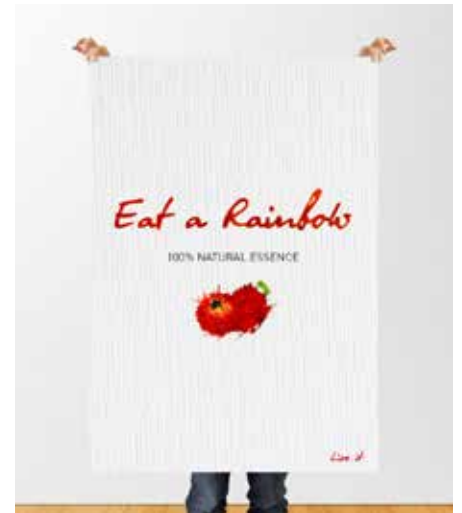
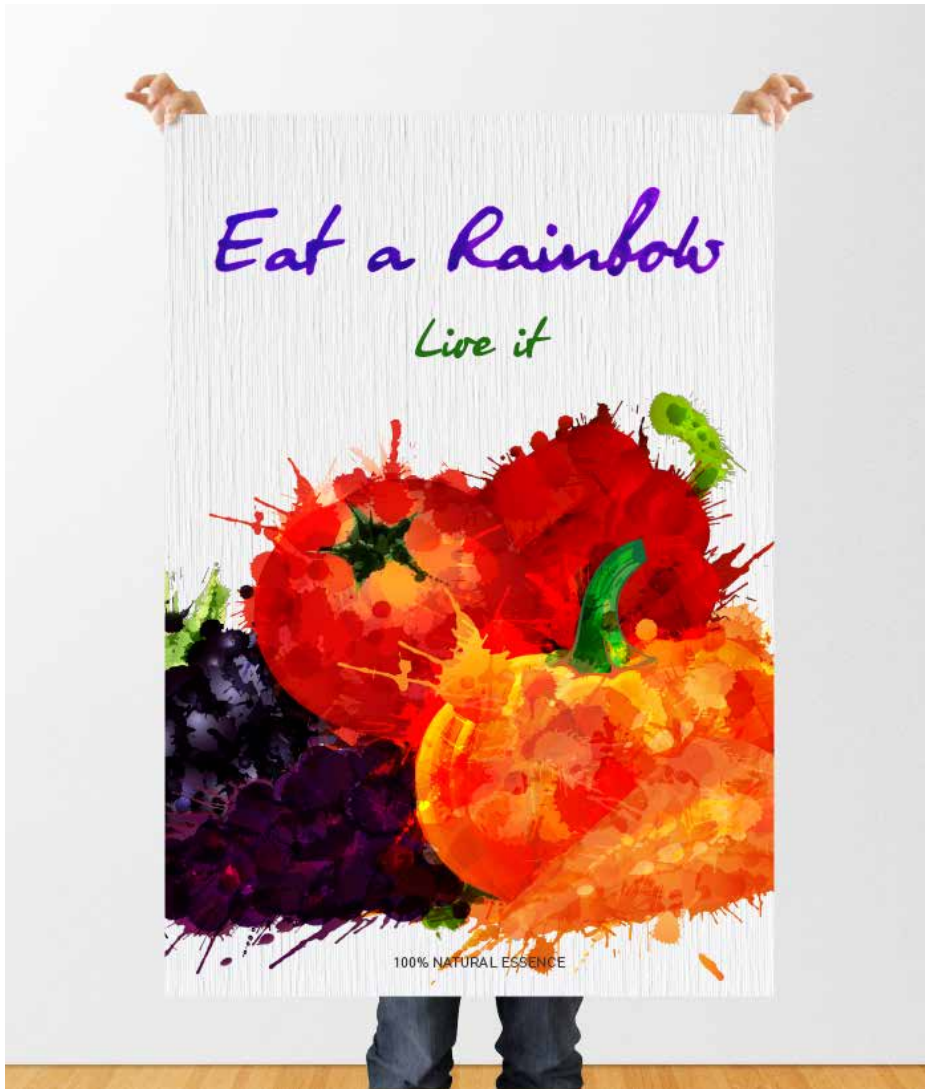
5- BOTTLE SET PACKAGE



6- BAGS



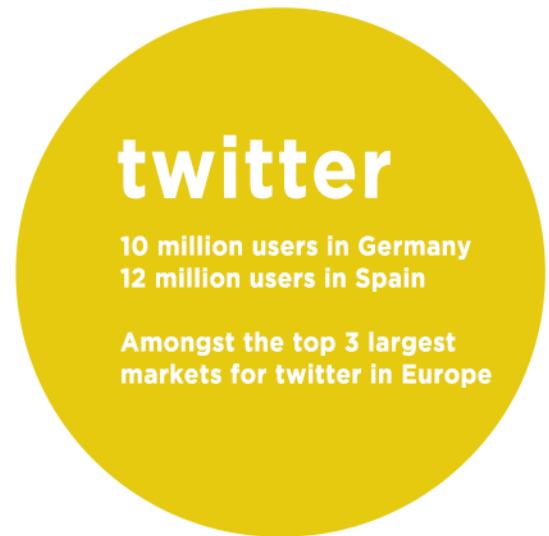
7- BRANDING ITEMS



C. ONLINE

C.1. social network

A study of Eat A Rainbow's present online sales structure and plausible options to improve it



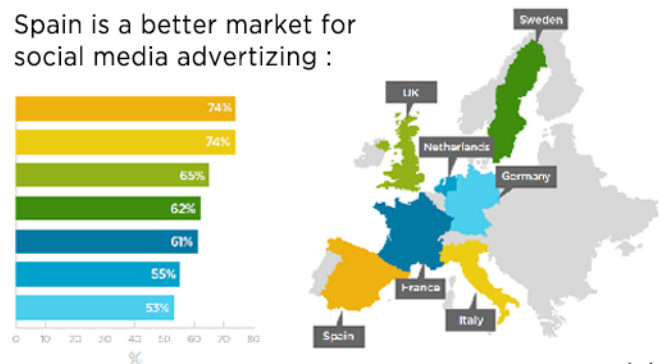
Social media is impacting business and public services in the workplace, in internal processes and in external interaction with customers. Its use is becoming a strategic choice for an increasing number of organisations. Social networks platforms are increasingly becoming part of many user-facing applications. Social media platforms allow the emergence of a new type of entrepreneurs (appreneurs) to develop apps and use marketing, payment and security features offered by the platform provider. This enables more direct citizen and stakeholder involvement and promises more efficient delivery of public services.

Social Network User Growth in Western Europe, by Country, 2011-2017
% change

	2011	2012	2013	2014	2015	2016	2017
Spain	18.8%	13.0%	11.5%	8.8%	6.4%	5.8%	4.1%
Germany	20.8%	13.7%	11.1%	7.0%	5.3%	4.5%	3.4%
Italy	27.8%	15.0%	10.2%	8.0%	5.3%	4.3%	4.0%
Denmark	14.3%	10.8%	9.1%	6.5%	5.4%	5.0%	3.0%
Finland	17.1%	10.7%	9.0%	6.3%	5.3%	3.7%	2.8%
Sweden	12.9%	9.8%	8.4%	6.0%	4.0%	3.6%	2.8%
Norway	12.1%	9.3%	8.0%	5.8%	3.9%	3.5%	2.8%
Netherlands	11.9%	9.3%	8.0%	3.7%	4.0%	2.8%	1.9%
France	12.2%	10.1%	7.6%	5.8%	3.8%	3.5%	2.8%
UK	14.2%	10.5%	6.3%	5.6%	3.4%	2.8%	2.0%
Other	22.5%	13.9%	10.3%	7.4%	5.2%	4.4%	3.7%
Western Europe	17.6%	12.1%	9.1%	6.6%	4.7%	4.0%	3.1%

source : wearesocial

Spain is a better market for social media advertising :



source : wearesocial

Our Proposal :

- Changes in the Facebook page
- Introduce the Twitter handle
- Mobile access / Mobile Application

Twitter handle options :

@liveit

@EAR

@eatarainbow

Facebook Observations

Based on observation of 'like' between February 2014 - April 2014

- a) The page has a total likes of 2,691 with an average growth rate of 9 likes a month.
- b) The posts are predominantly from the company.
- c) The language is German.
- d) No mention of the website on the access panel.
- e) The posts are regular, an average of 1 post every 5 days.
- f) The product range is mentioned but lacks description.
- g) Reviews / Testimonials are 5 in total. 2 Descriptions and 3 ratings.

The image shows a screenshot of the Facebook page for 'Eat a Rainbow'. The page features a header with the word 'PURPLE' in large pink letters, a bottle of 'EAT A RAINBOW PURPLE' yogurt, and a bunch of grapes. Below the header is a post with two images of yogurt bowls. The page layout includes a navigation bar with 'About - Suggest an Edit', 'Photos', 'Likes', 'Produkte', and 'Impressum'. Annotations with lines pointing to specific areas are as follows:

- No contact / No web site:** Points to the 'About' section.
- No photo's of the facility:** Points to the 'Photos' section.
- Shows poor engagement rate. Should be at least 0.96 %:** Points to the 'Likes' section, which shows 2,691 likes.

Facebook Solutions

1) INCREASE ENGAGEMENT RATE

Engage your consumers by making them a part of the page building.

By encouraging people to share their experience, they will develop an emotional attachment to the brand. A good way to do this, is offer the consumers to share recipes they have discovered or invented.

This will form a great database for the printing of recipe books that will in turn help as an added value when sold to the consumer.

Incentivize this exercise and award the consumer with a free product service. To make it even more desirable, look for gifting channels outside of the product in offer. Travel packages / food experiences are a good option.

2) SHOW TRANSPARENCY

Consumers are always looking for companies they can relate to and trust. The photo library on your facebook gives a window into the company.

Consumers are often captivated by a product if they know how the product is made. By including pictures of the factory into the photo library, EAR can show it's consumers the scale of operations. This will automatically increase the credibility of the company.

We suggest EAR go further, by posting the process

of manufacturing. Include video's that have already been uploaded on youtube or on the website.

3) EASY WEBSITE ACCESS

The rate of company discover on facebook is increasing at 23 % per anum.

This means, consumers are regularly discovering new brands through facebook as opposed to the ever popular google search. By including a clear located link to the website from the facebook page, potential customers will get quick access

4) DETERMINE THE BEST DAYS TO POST

There is often conflicting data on when the best time to post is. It completely depends on who your audience is.

Stats have shown that people engage most with pages are 18-24 year olds from 9-10pm.

However, since our target audience is of a larger spectrum this may not be the optimal time for you to post.

If you're targeting moms, maybe weekdays would be the best time, or perhaps evenings. Our advice would be to do some testing of your own by posting at different times for a month, then checking to see which days and times got the best results. Then, begin posting your most exciting and engaging content at those times.

5) ENCOURAGE PHOTO TAGGING

The page has very few photo's of event's or people of the company.

Easy way to gain exposure to friends of your friends/employees is to encourage your friends/employees to tag themselves in photos that you upload. Ideally, these photos would actually feature your fans (e.g., if you took pictures at a company-sponsored event)

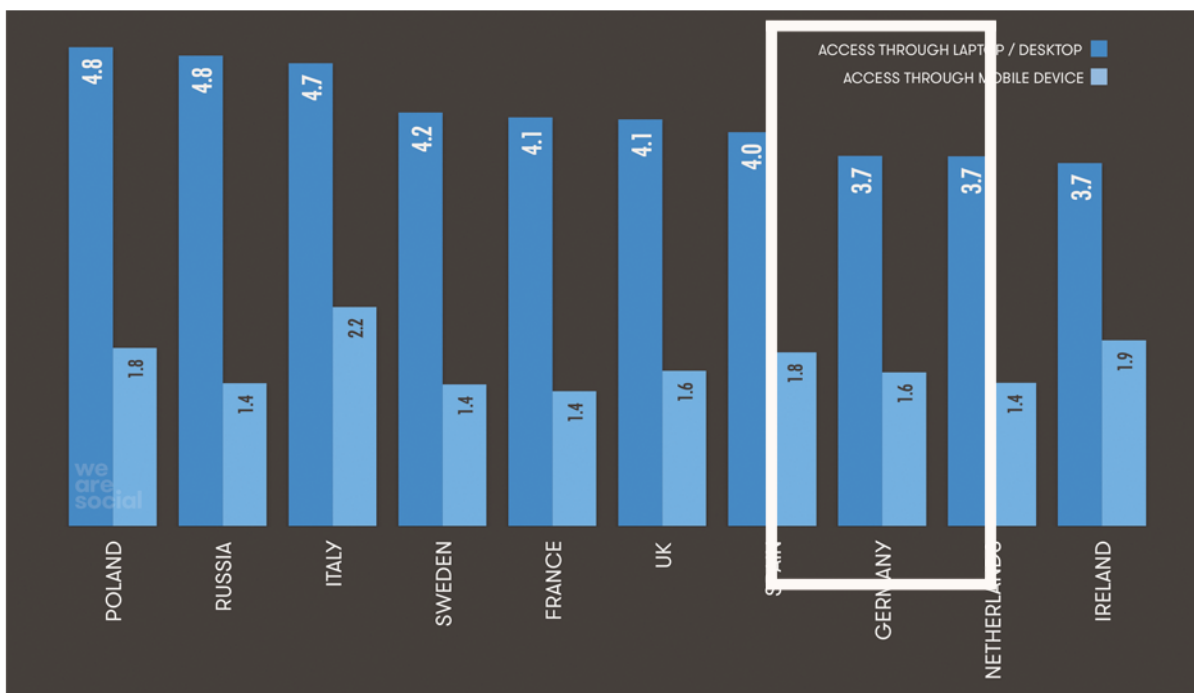
6) MAKE IT UNIVERSAL

The page and description are in German.

Even though the product is strictly sold in Germany for now, by not implementing an English page the company will lose the opportunity for brand building globally. Implementing English on your page will also allow the company to engage temporary settlers, people who reside in Germany for a short period of time (like a year) . Students play a big role in the German economy and EAR can be positioned to target student (age 25 onwards) through an active English facebook page.

C.2. internet: laptop / mobile / desktop

Average number of hours per day spent by internet users on the internet.
Top 9 countries of Europe



Source : Global Web Index

Germany and Spain are amongst Europe's top 10 nations to spend time on the internet for E-commerce.

Source : GlobalWebIndex

Ahead of Internet Retailing Expo at the NEC on 26-27 March, research shows that this Christmas across Europe mobile payments accounted for an average of 10% of e-commerce transactions, with the UK and Netherlands seeing 19 and 16% respectively of e-commerce payments being made over mobile.

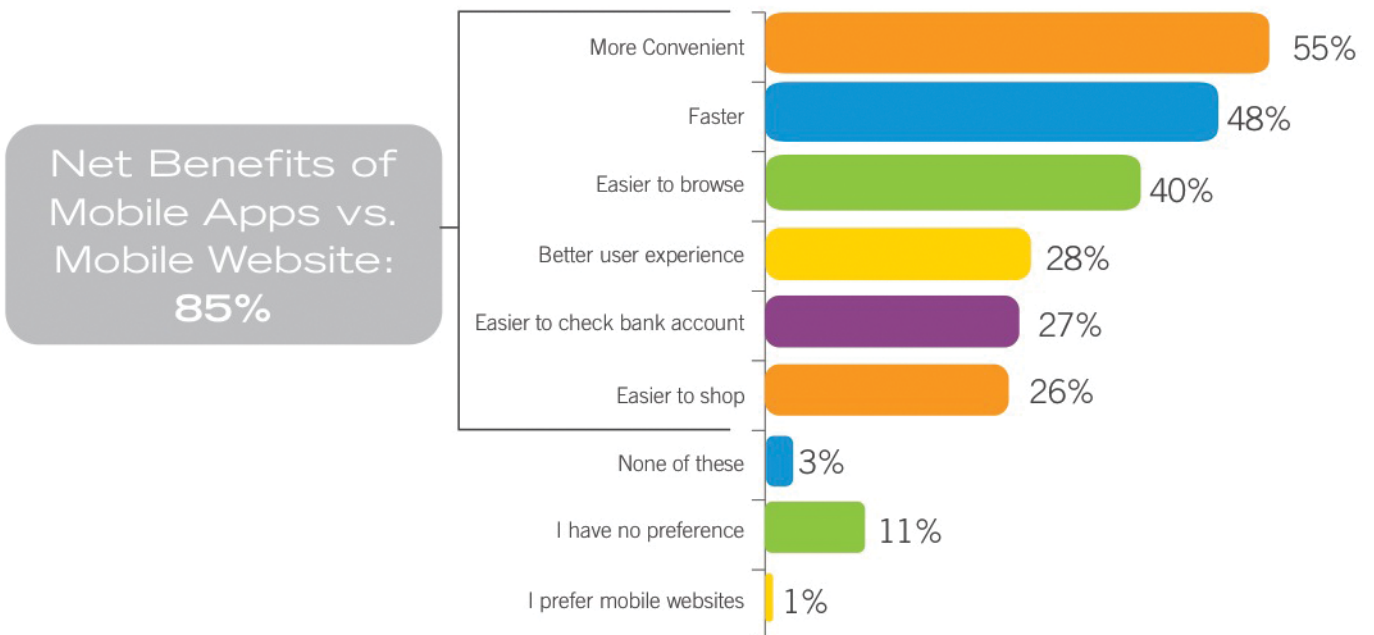
According to the research by Ogone, a pan-European payments company, transactions on tablets doubled to 9% of online shopping spends, while the use of smartphones increased by 50%.

Across Europe, online transactions grew by 37% this yuletide, with 16 December being the busiest online shopping day in France, Belgium, The Netherlands and the US, while the peak occurred on 4 December in the UK and 9 December in Germany.

The study also found out that surprisingly high levels of online sales were crossed border, with more than 25% of Belgium's e-commerce transactions over the festive period coming from sales in other markets, notably France. The Netherlands generated the majority of non-domestic transactions (14%) from Belgian based consumers and French and English consumer spending over the period tended to take place with their own domestic merchants, 85% and 86% respectively. In Germany, almost 50% of online transactions were from non-domestic sales

"With the evolution of the markets, increasing consumer trust, widespread technology penetration and confidence in purchasing from cross border suppliers, the term "e-commerce" will become redundant. It will shortly be so deeply rooted in peoples purchasing habits, that we will simply consider it as one of the channels of commerce in general," Jurgen Verstraete, Managing Director at Ogone.

C.3. mobile apps



1) The average number of apps owned by a smartphone user is 41, up 28% over 2013.

2) Apps are used, on average, for 39 minutes per day, compared with 37 minutes in 2012.

3) In sheer market share terms, Google's Android (56%) has more than twice that of Apple's iOS (23%) and eight times that of Blackberry (7%) - but around 30 billion iOS apps have been downloaded, compared to less than 15 billion Android apps.

4) Most users (85%) prefer mobile apps over mobile Web sites. They are perceived as being more convenient (55%), faster (48%), and easier to browse (40%) - and are expected to load within 2 seconds (the median, reported by 31% of respondents).

5) Quality control is important: of the more than half of users who have had a problem with an app, 62% reported a crash, freeze or error; 47% experienced slow launch times; and 40% have tried an app that simply would not launch. In such cases, 79% of users would retry a mobile app only once or twice before giving up on it completely.

6) Once a user has given up on an app, they're likely to spread unfavourable reviews in person and online: 31% said they would tell others about their poor experience, 26% would give the app a low rating, and 11% would announce it on social media.

3/3 GERMANS **5/7 SPANISH**
They use an app to locate, buy and consume, on a daily basis.

Based on online survey

Our Proposal

We propose an EAT A RAINBOW app that helps customers and the company to share their recipes and exchange home grown solutions to any problems they may face with the product. This app will also include a PRODUCT LOCATOR for busy people on the go.

This will increase the visibilities, credibility and transparency of the company.

D. OFFLINE

D.1. Supermarket

A supermarket, a large form of the traditional grocery store, is a self-service shop offering a wide variety of food and household products, organized into aisles. It is larger in size and has a wider selection than a traditional grocery store, but is smaller and more limited in the range of merchandise than a hypermarket or big-box market.

The supermarket typically comprises meat, fresh produce, dairy, and baked goods aisles, along with shelf space reserved for canned and packaged goods as well as for various non-food items such as kitchenware, household items, pharmacy products and pet supplies. Some supermarkets also sell a variety of other household products that are consumed regularly, such as alcohol (where permitted), medicine, and clothes, and some stores sell a much wider range of non-food products: DVDs, sporting equipment, board games, and seasonal items.

This vast range of product display, makes these the ideal place for not only most of Europe to shop for their dailies and consumables, but to our ideal consumer who is in earch of a healthier lifestyle but finds no time to do so.

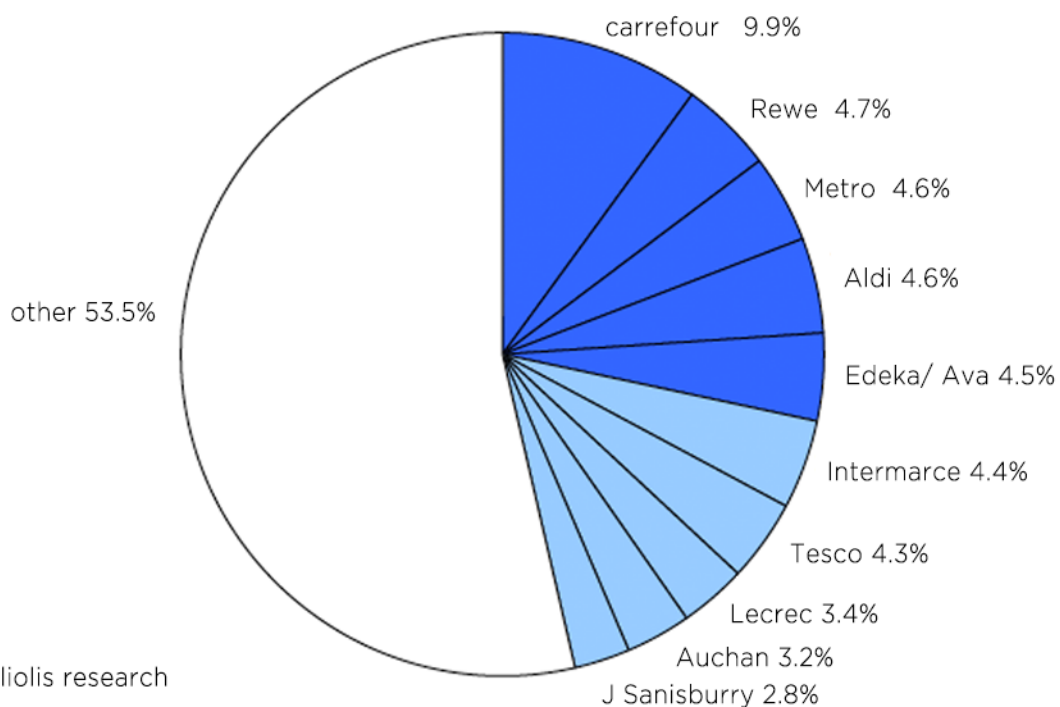
The Advantages :

Supermarkets are usually situated near a residential area in order to be convenient to consumers. The basic appeal is the availability of a broad selection of goods under a single roof, at relatively low prices. Other advantages include ease of parking and frequently the convenience of shopping hours that extend into the evening or even 24 hours a day. Supermarkets usually allocate large budgets to advertising, typically through newspapers. They also present elaborate in-shop displays of products. The shops are usually part of corporate chains that own or control (sometimes by franchise) other supermarkets located nearby—even transnationally—thus increasing opportunities for economies of scale.

At present, many supermarket chains are attempting to further reduce labor costs by shifting to self-service check-out machines, where a single employee can oversee a group of four or five machines at once, assisting multiple customers at a time.

28 of the 89 largest retail chains by revenue in Europe are Supermarket chains

source : Deloitte Touche Tohmatsu



source : Coliolis research

“ I buy at the supermarket, because I can find everything in one place”

Skype interview - Lutz ; aged 29 ; Germany

Our Keyfindings on busy people in supermarkets :

- They usually shop for te week / multiple days
- 8/10 Single people predominantly went for the pre-cut fruits/vegetables.
- 5/10 Couples/families preferred to buy vegetables in counts.
- Supermarkets have started pairing select salad dressings with bagged greens, we observed it was more likely that people bought these dressings.
- Peolpe who bought yogurt also bought milk and cheese.



D.2. Vending machines

As people have a very busy lifestyle in Europe today, there is a huge demand for food and drink on the go - and the demand is growing. As more and more people are 'skipping' breakfast and even lunch, the demand for snacking is particularly evident for those who need to eat both during their commute to work and at various times during the working day.

However, the average snack machine penetration in Europe is currently only 20%. While snacking is much more important in some European countries (e.g. Russia) compared to others, it was illustrated that over 60% of vending machines are actually hot drinks machines. But there is a sharp trend increasing in the sales of cold milk/milk based products and juices.

Advantages :

- Snack machines offer convenience, speed and 24/7 opening
- They are versatile and can sell almost any product
- There is increasing interaction with the consumer
- Hygienic and safe manner to deliver quality food and drinks
- They offer social benefits as they are located where colleagues/friends meet
- Good solution for meal-time fragmentation
- Conveniently located at major public transport avenues.

Key Metrics of the European vending machine market :

- Vending across Europe has a turnover of €11.1 billion annually
- There are approximately 3.7 million vending machines in Europe
- The machines are typically run by SMEs and family businesses, with 69% of operators running less than 100 machines
- There are 295 million consumers who use machines at least once a week

Representation of the setting :



can be sold in pairs or singles. Alternatively they can be sold with a complimenting product like yogurt.

D.3. Pop-up Stores

Cost effective offline marketing option to help EAt A RAINBOW become a brand

Guerrilla marketing was initially used by small and medium sized businesses, but it is increasingly being adopted by big business. The concept of guerrilla marketing rises from an unconventional system of promotion that relies on patience, energy, and imagination rather than a big advertising budget. Typically, guerrilla marketing campaigns are unexpected and unconventional, potentially interactive, with consumers targeted in unexpected places. The objective of guerrilla marketing is to create a unique, engaging, and thought-provoking concept to generate buzz.

Guerrilla marketing involves unusual approaches to advertising, such as targeted promotional-driven encounters in public places, street giveaways of products, PR stunts, flash-mob presentations, or any unconventional marketing intended to get results and create a memorable brand experience. Modern approaches to guerrilla marketing often utilize mobile-digital technologies. This enables advertisers to engage consumers emotionally, and frequently enough, to hopefully cause a campaign to turn viral, thereby realizing maximum returns on a relatively low initial investment.

When implementing guerrilla marketing tactics, smaller organizations and entrepreneurs are actually at an advantage. Ultimately, however, guerrilla marketers must "deliver the goods." In The Guerrilla Marketing Handbook, the authors write: "...in order to sell a product or a service, a company must establish a relationship with the customer. It must build trust and support the customer's needs, and it must provide a product that delivers the promised benefits.

The term, guerrilla marketing, is now often used more loosely as a descriptor for the use of nontraditional media, such as or street art, graffiti (or "reverse graffiti"), flyer-posting, ambush marketing, and forehead advertising. It may also be a strong component of promotions involving associated strategies, such as:

Grassroots marketing and astroturfing—disguising company messaging as an authentic grassroots movement; Street or "tissue pack" marketing—hand-to-hand marketing; Wait marketing—presented when and where consumers are waiting (such as medical offices, urinals, or gas pumps).Internet marketing—having presence on sites, subliminally encouraging its users (thereby creating "buzz" through a combination of viral and undercover marketing); Viral marketing—through social networks; Undercover marketing (also known as "stealth marketing", or, by its detractors, "roach baiting") is where consumers do not realize they are being marketed to. Buzz campaigns can reach consumers isolated from all other media, and unlike conventional media, consumers tend to trust it more often, as it is usually coming from a friend or acquaintance. Overall, the person doing the marketing must look and sound like a peer of their target audience, without any signs of an ulterior motive for endorsing the item. A great undercover marketing example would be when Sony Ericsson used an undercover campaign in 2002 ,they hired 60 actors in ten major cities and had them "accost strangers and ask them: Would you mind taking my picture?" The actor then handed the target a brand new picture phone while talking about how cool the new device was. "And thus an act of civility was converted into a branding event.



Source : PB Works

Mc.Donalds source : wiki commons



IWC watches source : Brandinsightblog



POP-UP Store / Cafe : TAKE IT TO THEM (EASY Introduction)

Our concept is derived from the EAT A RAINBOW's quality of being *versatile* and our concept of *EASY*. We conceptualized a way to not only embody this quality of the product into a movable pop-up store, but discovered that more importantly this could be a great way to introduce a new product in a new segment, to a relatively unexplored demographic. 'Trying and experiencing' would be the most effective way to make EAT A RAINBOW part of our daily diet and this concept will help achieve it effectively.

Container dimensions , Length 20'0" , Width 8'0" , Height 8'6" (aprox cost : 2,200 euros)



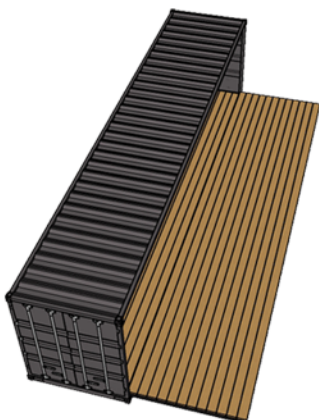
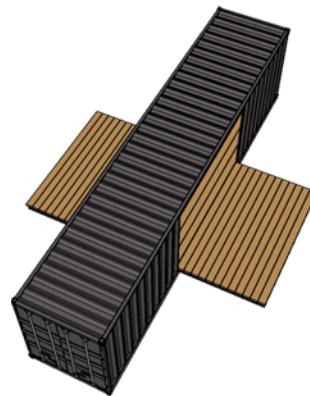
Pre-pop mode :

This is when the store is fully closed and ready to shift/move. The faces could bare the name and information about the company and the product. When en route to events or other planned destinations, this will help market the brand.

The Restaurant / store + cafe mode:

This plus shaped opening allows the function of two small spaces that act like dining/food trial spaces, it provides a platform to lay the tables and chairs and possibly serve entree made from the EAT A RAINBOW recipe book.

The store could simultaneously function to make sales of the product possible.



The experiment + fun mode :

This setting is proposed when EAT A RAINBOW decides to have events, workshops or product testing done on site.

Since the entire face opens and provides a platform, this will be a great mode for interactive marketing and product testing. While still allowing customers to come into the store and buy products.

D.4. Word of mouth

You can have a great product or service, but if people don't know about it then it does no good.

It is common knowledge that companies should know it is important to keep track of what people are saying about their company and their brand online and off. But becoming the topic of conversation becomes a tough challenge and this is why people trust information coming from other people's experience. The market share calls this overall Word of Mouth; it is your brand's social voice. It is more than just creating a Facebook and a Twitter page. Successful Word of Mouth requires strategic thinking and serious work.

The most important rule of word of mouth marketing is to be honest as a company. With EAT A RAINBOW's production process and value proposition, this trait of being honest about the product comes easily. The success of Word of Mouth marketing depends on customer's trust of the brand.

Word of mouth strategies

1. Target Influencers— They are the leaders and influencers in your space. These can be journalists, public figures, bloggers, or even trendsetting fans. Social Media has given everyone the power to broadcast their opinions and some bloggers and YouTube sensations have amassed strong followings.

For EAT A RAINBOW we see the possibility to tie-up/hire, credible online bloggers. If possible an expert in the field of health/alternate health.

The direction may not promise anything to do with health benefits, but even if target influencer posts a simple recipe, it could get serious attention on the internet.

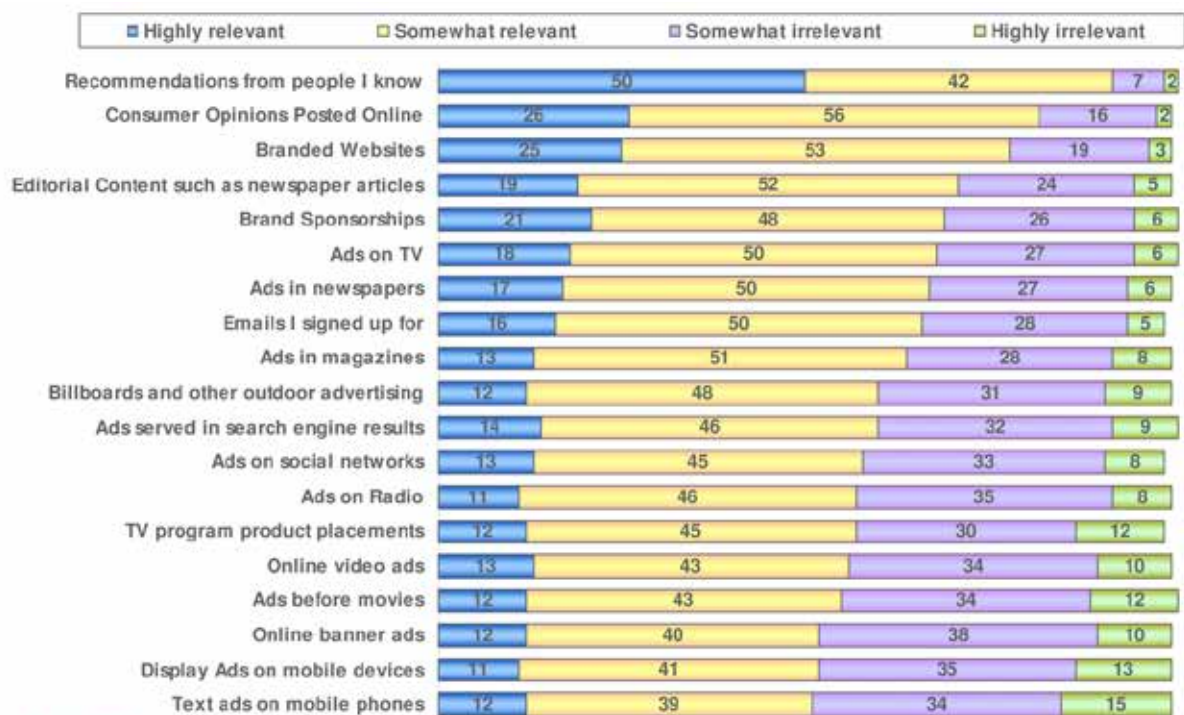
Another initiative could be tie-ups with private practitioners ,gyms and health clubs where the product is sold directly to the customers.

2. Build a Close Knit Social Media Community— The easiest way to directly communicate with your audience is to engage with them via social platforms.

Social Media has exploded in recent years, and a study conducted by Pew Research Centers in 2012 found that 65% of internet users use social media. Of users on Facebook, 58% liked a brand page in 2013 and 41% shared content about that brand on their wall. Sharing content with friends online is even more valuable as verbal word of mouth.

EAT A RAINBOW could implement changes suggested by us on it's Facebook page and increase it's Facebook visitor regularity and retention rate.

With the new proposed twitter handle (@Liveit) , EAT A RAINBOW can reach to a whole new target audience of the age group 30-45 (which is the most popular age group to use twitter in Europe)



Base : All respondents n=511

%

FLAGSHIP STORE

A. THE CONCEPT

PRODUCT	STORE
Pure	Minimal
Natural	Material
Easy	Accessible
Versatility	Flexible Setting

With this concept we attempt to translate the product into the interior space. We took 4 values of the product and capture them into the space in different settings to create the same relation and interaction with the customer.

The product is an essence which means it is pure, for the interior design we took minimalism to strengthen the concept, Eat a Rainbow is natural, does not have anything else but fruits and vegetables, in the store we want to use material in their natural state to represent the same value.

The product is easy to use, easy to mix, easy to carry etc. We represented this 'easy' quality of the product in our planning process. The store is pure and clean, and the very easy to understand where to buy and what the it is for. Our goal is to give the client a message of being friendly and efficient.

Versatility is a strong trait of the product, which we did not want to miss. We can use it by itself with a spoon, or with your beverage, yogurt, ice cream, food, salads etc. One can create and imagine with what you want to mix or make it gives you the freedom to use it as you want.

Converting this trait into the space challenging and probably the most important feature of the store. The store is flexible to adapt for various settings depending on the event, could be a workshop a event, party, show, a new release, or sales.

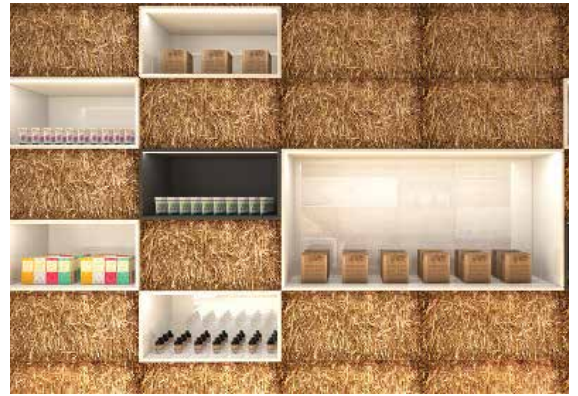
The removable and joinable tables are concealed when not used as wall panels. They can be removed and arranged when and however needed. Most of the branding will be by projection, this gives the flexibility for the company to change any marketing campaign they want or to use any supporting videos they want which can be event specific.

B. OBJECTIVE

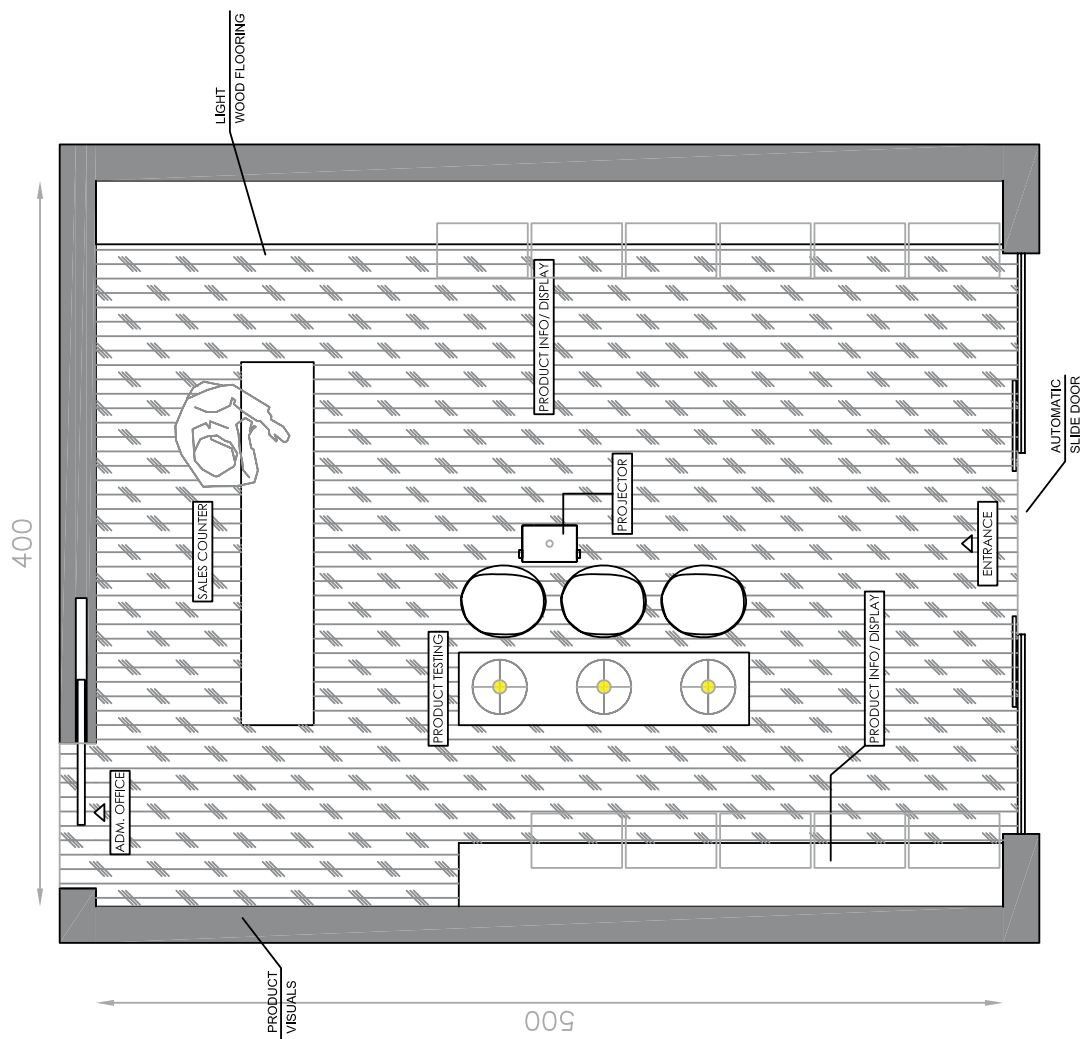
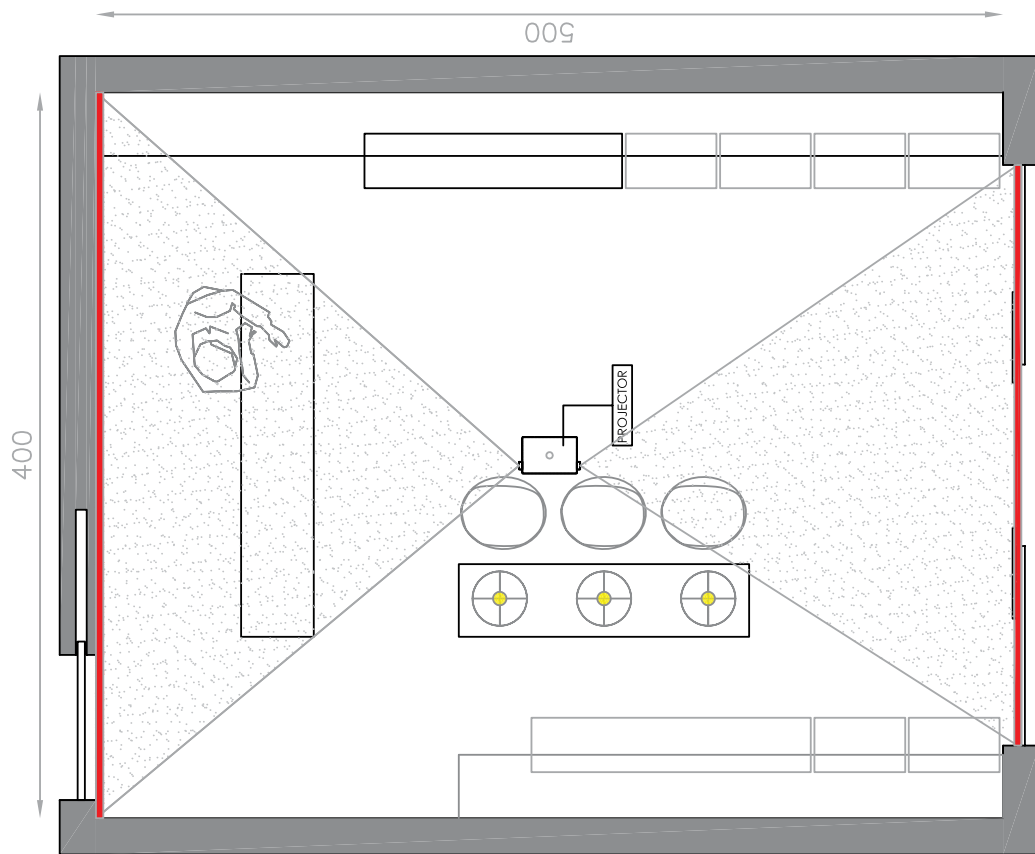
Our aim is to bring the core of the product to a real experience and contact with the customer.

Reflect our values throught the store with every material and the relationship between the space and the client.

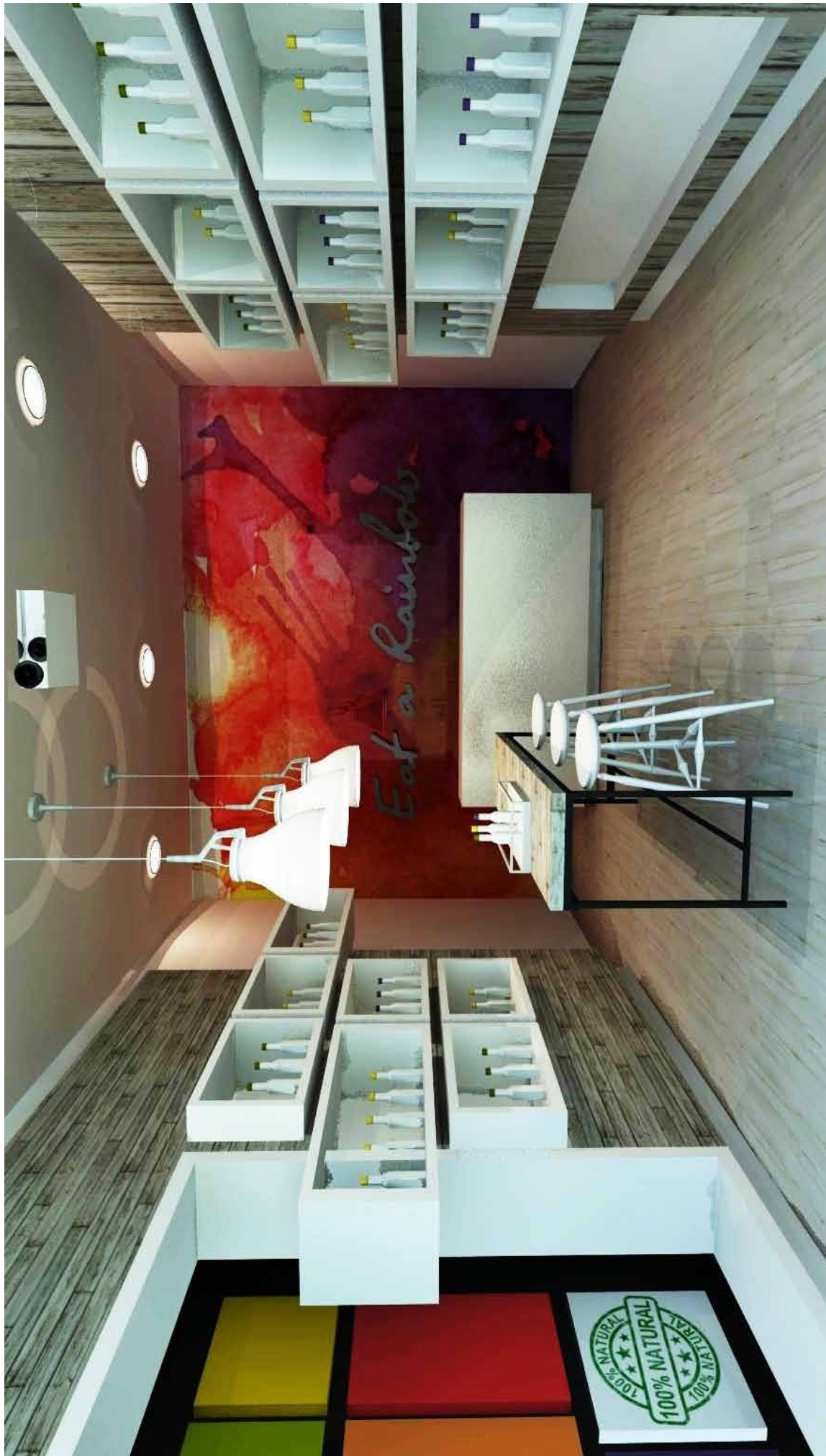
C. MOOD BOARD



BLUEPRINTS



D. FINAL INTERIOR DESIGN





APPENDIX

I. CREDITS

GNT Group official website: <http://www.gnt-group.com>
GNT Group official website: <http://www.gnt-group.com>
DDW official website: <http://www.ddwcolor.com/>
Color Garden official website: <http://www.colorgarden.net/>
Color Maker official website: <http://colormaker.com/>
Hopper official website: <http://www.hopperfoods.com.au/>
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Nature's Flavors official website: <http://www.naturesflavors.com/>

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THANK YOU