



the
changing
influences
on aus-
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behav-
iours

*Connected Cooking
is as much about
getting all your
media to connect as
it is about consumers
being 'connected' to
technology while
they seek out what
or how to cook
dinner each night*



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Connected Cooking

Developed in partnership by Meat and Livestock Australia, Ruby Cha Cha and Nourish Brands

As the marketing body for the Australian Meat and Livestock industry, it is imperative that we are efficient in our marketing activities to consumers. The best way to achieve this is to understand which media are influencing what consumers are making for dinner each night – the more we understand, the better our chances of effectively influencing them. We also understand that the broader food manufacturing and hospitality industry play a role in influencing what consumers will make for dinner each night. We believe that sharing the research insights we have with the broader food industry will ultimately benefit all.

A study of this nature needed to be done in partnership with a research and strategic agency. We partnered with Ruby Cha Cha, an independent Australian owned qualitative and quantitative research agency, to lead and run the four stages of research. Nourish Brands then helped us turn the data into insight and to design our Connected Cooking publication. Nourish Brands is an independent specialist food branding and advertising agency.

Working as one team from brief to publication we have developed a deep understanding of the influences on what Australians cook for dinner each night.



ruby cha cha

Nourish

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Demographic Profile of the 1054 respondents



Why Connected Cooking?

The marketing and food media is full of hype about social and digital media touting the death of traditional media. Whilst we knew there was a role for new media in influencing what consumers cook for dinner each night, we wanted to understand the interplay between new and old media and their role in influencing what Australians are cooking for dinner each night.

We went into the project expecting to see the big numbers we were reading about in the media translated into consumer behaviour at home. This wasn't always the case. What we found was that more than half the time there is no direct media/external influence on what we cook for dinner. Most nights, the need to 'just get the food on the table' is met by cooking from memory or experience. This presents a problem for food marketers; how can we influence what consumers are cooking for dinner each night, when over half the occasions are not influenced by any form of 'media'?

The answer lies not in relying on any one form of media to influence consumers, but in getting the media and message combination right to match the cooking mindset of consumers at that time.

In essence, creating an ecosystem of influence around your consumers so that your media connects together as much as our consumers are connected to each other.

A study in four parts

Connected Cooking was designed to include four stages of research, conducted over six months from November 2010 until March 2011. We took this approach to be able to have the time to observe, listen and understand how consumers are being influenced by the various media sources.

Stage One/

Twenty four consumers wrote a blog for a week chronicled their daily dinner routine. Some we left to do their normal activities, others we had try out new media - both new and old forms - and also deprived them of their favourite regular sources.

Stage Two /

Twelve in-depth interviews with our more prolific bloggers to understand what was really going on with their source of cooking influence.

Stage Three /

Four focus groups to understand the influences on what is cooked each night for dinner and how this has changed.

Stage Four /

1054 consumers took part in an online survey. This allowed us to quantify the behaviours we had seen in the blogging and focus groups.

Myth No. 01

Mobile phone apps are the holy grail of food marketing

With over one billion apps being downloaded on the Apple platform alone, food marketers are faced with pressure to develop apps for their brands to keep them relevant. In the media, apps are touted as the new holy grail of marketing. When it came to food marketing we found the opposite to be true.

Consumers find many of the food apps confusing and difficult to use. Driven by both the features of the app and the limitations of the device itself. We found that the key to a successful app is to find a specific challenge that consumers need answered and then to solve it for them. The majority of food related apps available do not do this. The food apps that consumers are drawn to are the celebrity chef recipe driven applications, simple 'how to' tips and guides on where to eat.

"The App store dilemma..."

Have you ever actually sat down and searched through the iTunes app store for anything remotely related to the term 'food', 'recipe' or 'cooking'? A plethora of the ridiculous and unrelated pop up and you are then left with the daunting task of sacrificing precious money for some app that claims to compare itself to Larousse's 'Gastronomique', or sifting through the free ones for anything with more than five ratings. As a result I am yet to purchase one. They all claim to solve dinner dilemmas, prevent food wastage and curb bulging waistlines. How and what to choose is my dilemma for the day. So apart from the fact that motivation has been a high-priced commodity, clearly in short supply today, I have not attempted to tame the iTunes app store. I am a creature of comfort. So back to good ol' Google for some instantaneous resolution for the day."

- BLOG ENTRY, WEDNESDAY, NOVEMBER 10, 2010 -

"It is a good idea but I just don't like reading off such a small screen."

- ALISON, BLOGGER -

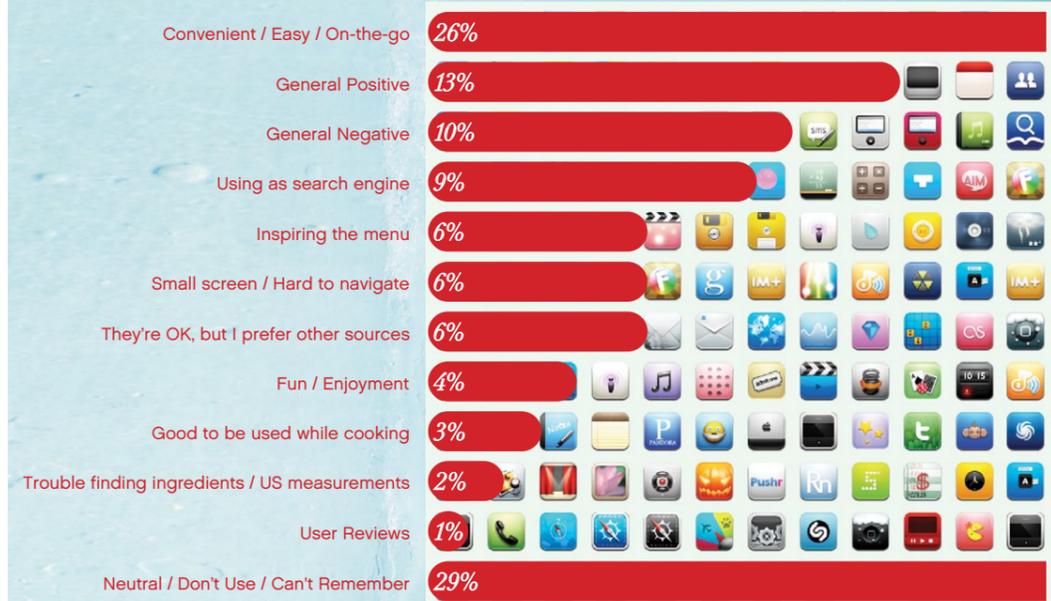
"Great to look at what to cook on the train in the morning, get ingredients at lunch, and put it all together at night! So convenient!"

- RACHEL, BLOGGER -

"I actually really enjoy searching for new recipes and meal ideas on my apps as it's quick and convenient, especially if you are shopping for ingredients at the time. However, I find using the recipe on a mobile app too small while cooking."

- THEA, BLOGGER -

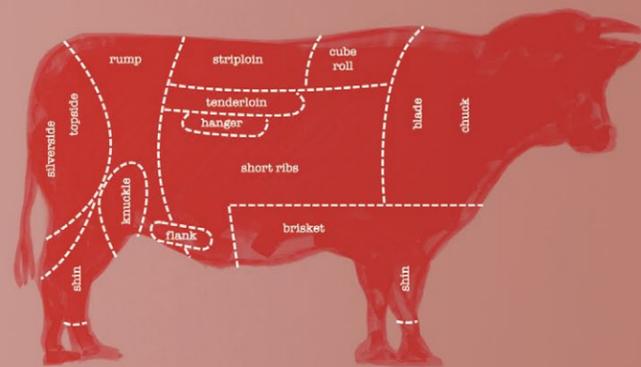
The App Experience



31% of consumers found apps difficult to use and confusing
6% of consumers said apps had easy to follow recipes
7% of consumers found apps to be credible and reliable

The most downloaded Food apps





"I see these meats and fish on special at the supermarket. I really want to buy them to save money but I don't know the best way to cook them. I have tried it before and we ended up with a disaster, it was so chewy and tough, no-one would eat it. It made me feel like a bad Mum as I had let them down and wasted money."

- MUM, 35 -

Myth No. / 02

All Australians are inspired and able to cook

Australians are watching and reading more about cooking than ever before. Yet they still have limited knowledge about how to cook a steak. Nor do they know the difference between chuck steak or rib eye and how to cook them well. In the qualitative stage of the research we found that consumers (both young and old) were being inspired to recreate the impressive masterpieces that they had seen in challenges on shows such as MasterChef or exotic molecular cooking by Heston Blumenthal, so they could impress their friends. But when it came to cooking good meals for themselves or their family each night, they struggled to get beyond the basics. It proved there is a need to educate Australians on how to cook. The desire is there driven by mainstream media but the gap still exists in ability.

Lack of knowledge about the basics is also preventing many people from being able to make informed choices when food shopping. Protein is often the most expensive component of any meal. So when consumers see something on special at the supermarket, they want to purchase it to stretch their family food dollar further. However, not knowing or feeling confident about how to cook it successfully is reducing their likelihood of purchase.

"What I found on MasterChef when I was on it, some of the things contestants were trying to do - they didn't know the basic things."

- MARGARET FULTON -

"the twentysomethings right now are probably one of the most educated food generations ever. And by that I mean they can talk to you about foie gras or cooking sous vide. But what they can't do is truss a chicken or cook a pot roast."

- CHERYL BROWN, EDITOR OF SLASHFOOD, THE AGE -

Myth No. 03

It's a choice between old and new media

Old media drives new media.

'TV is Dead' is a message many marketers have been given in recent years and whilst the role it plays has changed, it is still the driver to getting consumers to look to new media for information about food.

*85% of people use the internet whilst watching TV on a weekly basis.
89% of people who see something on TV will look it up and
78% of these people end up buying it.*

"DAY SEVEN So on my last day of blogging for Connected

Cooking. I wanted to conclude that I think once a traditionalist of cookery media always a traditionalist. Whilst I have enjoyed exploring alternative media such as food blogs, web pages and phone apps. I still prefer using magazines (I'm even happy to flick through Woolworths' / Coles' in-store recipes) because they are easy to read when you're on the run. Magazines and cook books will always provide a glossy fantasy of what's possible and I find that more enticing curled up on the sofa than spending hours sitting at the computer.

Certainly all these relatively new sources available via your phone or computer are extremely useful and now play an important role in the provision of food information. They can also provide a quick fix to culinary questions. But in my humble opinion they should never be used to the exclusion of your own collection of recipes. Old scraps of paper handed down the generations should be cherished."

- BLOGGER -



Myth No. 04

Family is no longer an influence

What to cook, how to cook it and memories of food all come from the family experience. Family and your personal experiences are the biggest influence on what you will cook for dinner each night. Both the good and bad food experiences of your childhood will drive your cooking behaviour today.

"Growing up, mum used to make chops with pumpkin mash. They were always overcooked and I have never been able to eat them since."

- MUM, 36 -

"Using a cookbook that I own but rarely use was a nice experience in the way that I got to read the Greek names of each dish and try to remember what they translated to and work out substitute products for items that can't be bought here in Australia like mountain oregano."

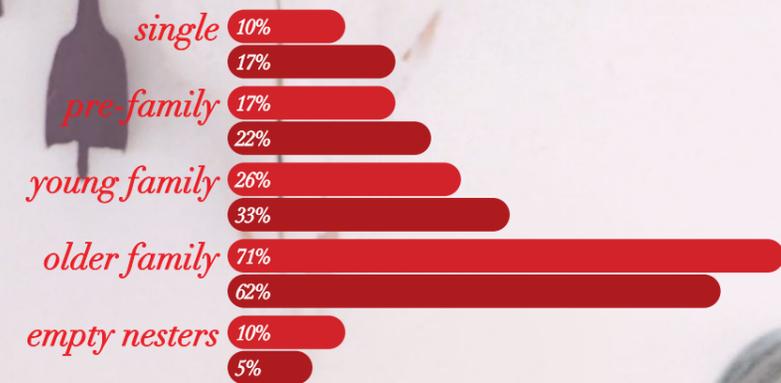
- STEPHANIE, BLOGGER -

"I have a grandmother in Australia and another in Italy. Who I ring depends on what dish I am cooking."

- MUM, 43 -

Changing levels of influence

Family/friends recommendations
Personal background/cultural knowledge



As your Family becomes more grown up your reliance on Family experience increases



Myth No. / 05

Only digital devices drive cooking behaviour

Be it the rice cooker, slow cooker or laptop in the kitchen, appliances beyond just the phone play a role in influencing the way and what people cook at home on a regular basis. Over time as the appliances change, so too does the way and what people cook. What has also changed is how consumers are influenced in selecting their appliances. With the impact of cooking shows such as MasterChef has come a surge of appliance shopping and redeeming that will allow consumers to recreate at home what they are seeing on their TV screens.

"I use our slow cooker at least 2-3 times a week - especially when I need to get the kids all out to sport and dancing at different times. It has changed the way we cook during the week in our house"

- MUM, 41 -

"We expect that slow cooking will continue to be big this year. Slow cooker sales were up 45 per cent last year at more than \$38 million"

- MARKETING MANAGER, KAMBROOK, ADAM TACEY -

"According to Breville, the Kitchen Wizz sold 68 per cent more units than the previous Christmas".

- GFK DECEMBER 2010 -

"Consumers are getting more hands-on and engaged with their food preparation and processors are ideal kitchen tools to save time and achieve more professional results"

- DANIEL GRAHAME, BREVILLE GLOBAL CATEGORY MANAGER FOOD PREPARATION -

"2009 had shown a new trend in reward redemptions with kitchen-related products on the rise in the wake of huge consumer interest in reality TV cooking shows. Household goods have always been popular but we've seen a notable increase in demand for items such as slow cookers, blenders and steamers during 2009, with redemption of these items up sevenfold"

- PHIL HAWKINS, FLYBUYS GENERAL MANAGER -



Myth No. / 06

Meat and three veg is dead

Despite being surrounded by an abundance of inspiration to cook amazing new recipes, an astounding 78% of meals cooked by our respondents used a recipe they defined as a 'classic meal' or a 'classic with a twist'.

As much as Australians want to cook inspirational dinners each night, the reality of busy schedules, fussy eaters and a limited budget for family meals takes them back to relying on the staple, simple meals we know and love.

Red meat and chicken are still the most popular proteins cooked for dinner each night, reinforcing the traditional Australian fare of 'meat and three veg'. The new twists we are placing on dinner are the way we cook our meat and three veg. We might be getting more adventurous with our cooking techniques doing a stir fry, cooking in a tagine or using a slow cooker to get dinner on the table each night, but when it comes to breaking out of the meat and three veg mode Australians have a long way to go.

MasterChef is a great TV show, the junior version no less so. They cook amazing food with amazing ingredients and great skill. Whilst I love cooking, I watch the meals they cook and think "There is no way I can cook that!" This goes to multiple things; time, cost, tools, skill. I don't have them like the contestants do. I'm willing to try new things, but I don't have hours to spare to try them (and fail). I tend to stick to the simple staples."

- PAUL, BLOGGER -

"Today I decided to cook a man-sized meal rich in both carbs and protein and use the bbq. I looked in a copy of a Gourmet Magazine I had lying around and found a fancy recipe for kipfler potatoes fried in duck fat with a rare steak with a red wine mushroom sauce. I chose this recipe as I knew I could easily adapt it to be a lot easier, as of course I don't have duck fat lying around in my fridge. Nor do I have the time to parboil special potatoes then sear them and bake them to perfection. I also knew I could easily make a steak on the bbq and modify the sauce to be wine free and substitute the wine for red onions to give it some tang, using a bit of gravy powder."

- SIMON, BLOGGER -

"Anyway, after all those failed inspiration experiences, dinner had to be a quick, inspiration-free zone. Lamb shanks with polenta and steamed greens - a recipe that I have cooked so many times I don't even know where I got the original recipe from."

- STEPHANIE, BLOGGER -



*Source of protein in last night's dinner:
Red meat 38%, Chicken 38%, Seafood / Fish 8%,
Non-meat 10%, other 6%*

Slow cooked Australian Angus tenderloin with vegetables, mint bearnaise, balsamic cherry tomatoes, rosti potatoes and red wine veal jus

Myth No. / 07

Men don't cook

"Real men don't eat quiche" doesn't apply to today's man as he is not only eating it, but also researching how to make it and perfecting the recipe for himself. Today's man loves getting into the kitchen. Whilst often he is doing it to show off to his mates more often than not he is also doing it to help take his share of the load in the household.

The image of men on cooking shows has changed from the Bernard Kings and Peter Russell Clarkes of old to approachable and 'normal' blokes like Jamie Oliver, Curtis Stone, Ben Donahue and Pete Evens to name a few. This has undoubtedly had an influence on men wanting to get into the kitchen as these presenters talk their language, dress like them and cook the hearty foods they eat themselves. Talking to men in their language and style has given them the permission to get into the kitchen and have a go for themselves.

Men are twice as likely as females to be using food media for entertainment.

Men are more likely to agree that they love cooking with 38% of men looking for a challenge.

24% of men love to learn about culinary expertise.

"What was shaping up to be another 'kitchen nightmare' became a runaway success, as the kid went for it and increased his parents' happiness-o-meter into the stratosphere. I set out to make something fast to put together and decided after seeing the process of Chimichangas on Gourmet Traveller online (yes I did finally get on there) that a Sardinian pasta recipe from a chef I've visited some times before, would be a good option. After bastardising his ingredients (change of pasta, change of sausage) and instructions (low heat for 45 minutes = extreme heat for 10 minutes) I came up with a successful bowl of steaming pasta and broken down pork, sage, porcini and provolone sausage."

- ANDREW, BLOGGER -

"I'm Paul, a uni student living in a share house with some mates. It has evolved in the house that I am the chef here. I cook they clean. I do enjoy the cooking, though I generally tend to stick to a stable of reliable recipes that I know well, like and are easy. I do try different things, occasionally from the recipe books, occasionally from the internet and sometimes I just wander the supermarket until I find an idea."

- PAUL, BLOGGER -



What has changed

What consumers will cook each night for dinner is influenced by more than marketing and advertising activities of food brands. With the proliferation of new media and an ever changing social landscape we wanted to understand the context surrounding the influences on cooking dinner each night. So what has changed?

Self professed foodies are now mainstream. Once food as a form of pure enjoyment was only the realm of the foodie elite. Today more people classify themselves as 'foodies'. Whether they are watching a show about food or attending the myriad of food festivals in Australia, consumers, both male and female, are enjoying food for entertainment. Mainstream media continues to drive the discovery of new food ideas with consumers then turning to online and other sources to fill in the gaps and to learn the 'how to'.

The faster pace of life has changed how we seek out recipes. In days gone by, we would try something at a friend's house, love it and ask them to write out the recipe for us. Now we try it, know our friend won't have the time write it up for us, so we google the meal and find the recipe for ourselves.

Increased social conscience around what we eat for dinner. The media and food bodies have done a great job in educating Australians about the increased prevalence and dangers of obesity, diabetes and other diet related

health issues. As a result we look to new sources to help us find the solutions to providing our family balanced, interesting and healthy meals each night. From the mobile app to the specialist cookbook it is this broader range of new media solutions that our assisting Australians in cooking healthier meals each night.

Technology has become an enabling tool to find the solution, rather than the solution unto itself. Consumers told us that the mobile applications that offer broad ranging solutions to the daily dinner dilemma, such as hundreds of recipes, shopping lists and endless pages to tap through are difficult to integrate into their daily life. Whereas the mobile apps offering quick answers to questions are gaining more traction as consumers give them a role in their daily dinner planning.

The media landscape and how consumers use it has fundamentally changed. Media fragmentation has given consumers more choice than ever before. TV is still the single biggest driver of inspiration for consumers. What has changed is that now TV is the jumping off point for further exploration, providing the clues with other media filling in the details. In many ways consumers have become their own curators of content, either by literally creating their own channels via blogs or more simply by collecting what they need and editing out the media

that isn't answering their need at the time. This is being done across the web, going into store to pick up a recipe card, buying a magazine or cookbook. The media turned to changing with the cooking mindset consumers find themselves in at the time.

From learning how to cook a multi course meal to cooking to a theme.

Many of our respondents learnt to cook using their mother's Australian Women's Weekly cookbooks. Today's generation of cooks learn to cook around food themes and styles such as 'fast and fresh' rather than the beginning to end meal formulas that were made famous by the cookbooks of their parent's day. The way we entertain at home has changed to reflect this new style of cooking as well. With dinner parties becoming a relaxed occasion with food served to the centre of the table rather than over the top formal meals served silver service style.

A plethora of cooking appliances in the kitchen drives the way dinner is cooked each night. Having a tagine drives Moroccan, rice cookers drive more Asian and the slow cooker is driving stews and casseroles. Every consumer we spoke to is adding more appliances to their kitchen arsenal each year. Whilst some of them gather dust, a large number were being used weekly as we seek out efficient ways to deliver the food we love.

yesterday *today*

One dimensional instructional TV shows



Multipatform TV programming more entertainment than education

Instructional, text heavy and for specific cuisine or cooking occasion types



Inspirational, lifestyle or cooking philosophy based. Equal parts "food porn" and cook book

Limited access net via work or someone else's computer



Laptops in the kitchen and accessing the net on-the-go via smartphones

Converse in person with people I know



Virtual conversations with people I know and people I don't but admire

Dining out for special occasions only

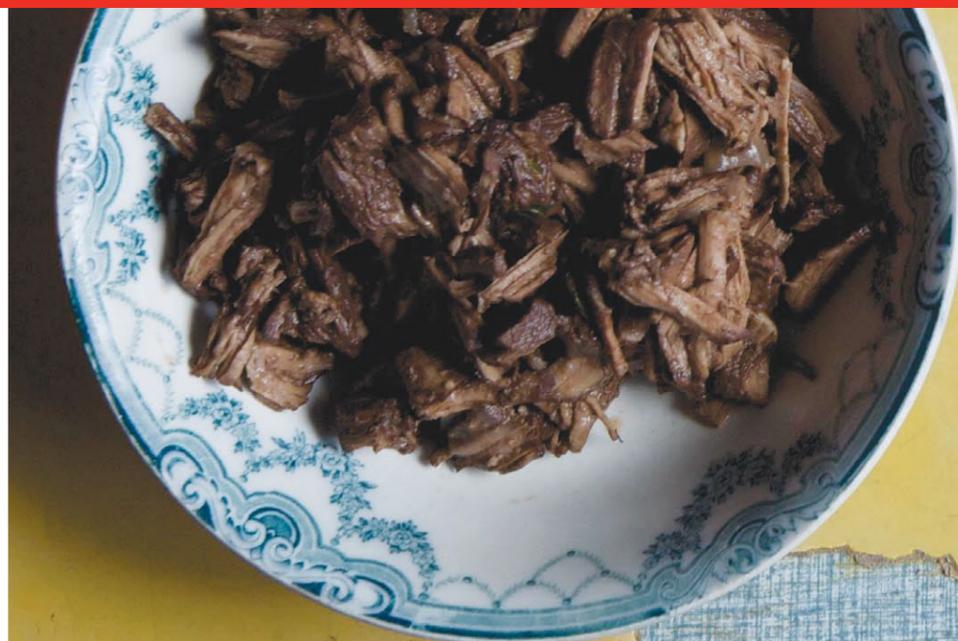


Eating out more often just because you can and attending food events for the experience rather than just to eat

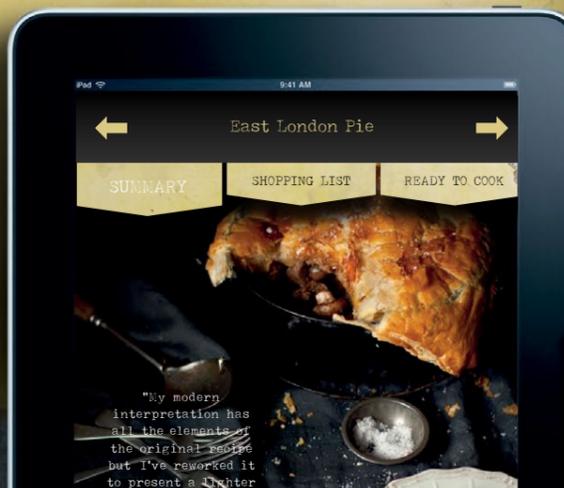
Cooking was stove top or in the oven



From slow cookers to tagines, kitchens are full of appliances



East London Pie



What will continue to change?

We asked consumers what they were using more and less of to influence their daily cooking decisions. The traditional sources from the past still play a role in the lives of Australians today and will continue to do so in the future.

The tactile nature of cookbooks, in-store flyers, recipes on the back of the packs and the emotional connections created eating out with friends and family are what keep these sources of influence playing a role in the lives of Australians.

It's no surprise that the internet and mobile phones show the highest momentum for future use. Australians want to take advantage of new technology each night when cooking dinner, but as we learnt in the qualitative stage of Connected Cooking they are frustrated with the current offer. As mobile apps morph more into just a link to the brand's website we will continue to see changes in the way we use the internet on our phones.

The coexistence of old and the new media will continue to pose challenges to food marketers into the future.

As humans we still crave the tactile nature of the handed down recipe and the ability flick the pages of our favourite books as we seek out inspiration on what to cook next.

This means that even as the new media and technology continues to grow we still have a role in our lives and our hearts for the familiarity of the traditional.



Lamb Shakaras



What influenced last night's dinner?

12%

of meal choice is influenced by the internet
Recipe focused / Food education / Review / Blogs

"There are ideas everywhere, the internet helps keep them all in one place."

6%

of dinner choice is influenced by TV

8%

of dinner choice is influenced by magazines and newspapers

"I love my cooking mags and my cookbooks, but I wish I had some organisational system so I could rip out all the "keepers" and toss the waste."

41%

of meal choice is influenced by personal experience
Personal and Cultural Background (33%) /
Family / Friend Recommendations (15%)

14%

of meal choice is driven by food experience
Eating out / Cooking Schools / Food Festivals / Travel

"There is a great little coffeehouse down the road on Dank street called Sonuma that does great homemade bread, I try and recreate it at home.. If you are going to eat something you might as well eat something good."

"I see risotto as representative of the time I spent in Tuscany. Whenever I prepare one I see the hills, smell the hay and taste the air. I want to create that dish I had in a square lost in Florence. Doesn't stop me looking for the perfect risotto recipe though."

5%

of dinner choice is influenced by phone apps
Celebrity / Restaurant / Recipe-instructional

12%

of meal choice is influenced by Promotions
Supermarket leaflets (6%) / On-pack (8%)

"I first looked for a macaroni'n'cheese recipe because my daughter liked a microwave instant one I bought from Woolies one day...I have also passed this recipe on to three other mums."

"Can end up being expensive as / need to buy branded products which you don't usually have in the cupboard."

% used last night

average number of times used per month

didn't use any information sources / 36

NETT 'Paper' / 27 12.5

NETT Internet / 16 5.3

NETT Mobile phone / 10 2.0

Personal background/cultural knowledge / 33 7.8

Family/Friends recommendations / 15 2.4

PC/Laptop Internet / 12 4.1

Recipe Books / 11 4.3

Food experiences e.g. Restaurant, cooking shows, food festivals / 9 2.2

On Pack/Back of Pack promotions / 8 2.0

Magazines / 7 2.6

Internet on your mobile phone / 6 1.2

In-store leaflets/flyers / 6 1.8

TV / 6 3.2

Travel Experience / 6 1.4

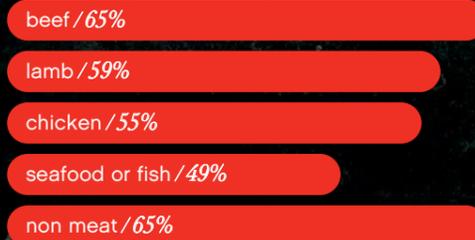
Mobile phone apps / 5 0.8

Newspapers / 2 1.9

Other / 2 6.9

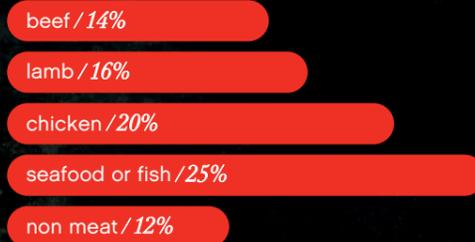
Cooking mode drives protein choice

Mission / **61%**
you didn't really use information sources in your cooking, you cooked the meal based on previous knowledge



This is COOKING something that you know by heart or is intuitive. Likely to be quick and easy family favourites.
Media influence / None or unconscious.
Average Frequency / Used 15 times a month

Inform / **17%**
you used the information sources to find the specifics of a recipe you already had in mind



To find out HOW to cook a meal or EDUCATE on how to prepare/cook a cut of meat/fish/veg etc.
Media Influence / My recipe collection, Recipe Books, Internet, Magazines, Apps.
Average Frequency / Used four times a month

Inspire / **17%**
the information source gave you inspiration to create and cook the meal

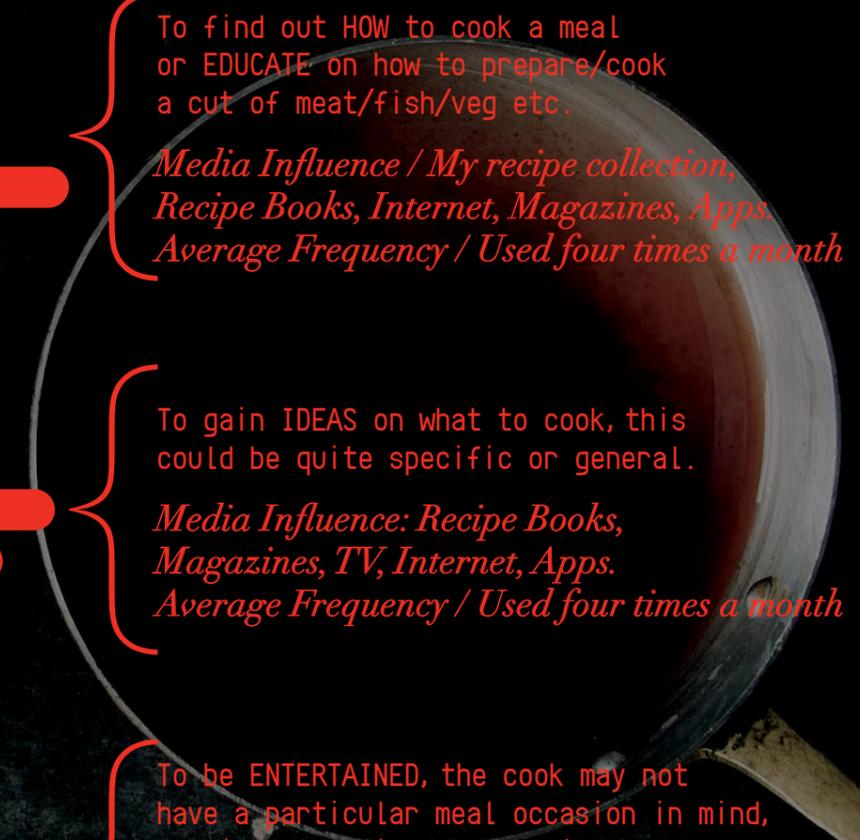


To gain IDEAS on what to cook, this could be quite specific or general.
Media Influence: Recipe Books, Magazines, TV, Internet, Apps.
Average Frequency / Used four times a month

Entertain / **5%**
you used the information sources for amusement or leisure, and it made you want to cook it for yourself



To be ENTERTAINED, the cook may not have a particular meal occasion in mind, but is entertained by the influence.
Media Influence: TV Food Experience, Recipe Books, Magazines.
Average Frequency / Used once a month



Where media and cooking intersect

mission

"A busy day led to a tired night where cooking was low on the list of priorities due to debilitating laziness.."

"I would love to have three hours a day to shop for local organic food and cook it with respect, nose-to-tail style. But I don't."

37% / Given the choice, I prefer to refer to my own 'recipe collection'

Last night's dinner used a recipe that was:

68% / 'Tried-and-True' - a classic meal that you cook often because you know you'll enjoy it

17% / 'Tried-and-True' with a twist - a classic but with something a bit different

10% / A meal I have made in the past, but not one that I cook often

5% / Something completely new, that you'd never cooked before

entertain

"Cook-a-Long"

We usually do take-out on Friday nights. We ordered yummy Thai food, but I couldn't resist in doing the cook-a-long with Junior MasterChef for dessert. They've been advertising all week to download your ingredients and to cook with George the hazelnut self-saucing pudding. I even got into buying the MasterChef apron! The ingredients were very simple and straight forward, I had to pre-measure every ingredient so that I could cook it with George and keep up with the instructions. My 12 year old daughter was also enthusiastic about it. It was so much fun to do it together - our Chantilly cream wasn't plated out the same as George's on the plate but the dessert tasted divine. Loved the cooking experience!"

- SUNDAY NOVEMBER 14, 2010 -

38% / I like to cook dishes that teach me about culinary expertise

Last night's dinner used a recipe that was:

33% / 'Tried-and-True' - a classic meal that you cook often because you know you'll enjoy it

36% / 'Tried-and-True' with a twist - a classic but with something a bit different

19% / A meal I have made in the past, but not one that I cook often

13% / Something completely new, that you'd never cooked before

01

02

03

04

inspire

34% I like to gather ideas from as many sources of media as possible to find the 'right' dish

Last night's dinner used a recipe that was:

28% 'Tried-and-True' - a classic meal that you cook often because you know you'll enjoy it

34% 'Tried-and-True' with a twist - a classic but with something a bit different

16% A meal I have made in the past, but not one that I cook often

22% Something completely new, that you'd never cooked before

inform

33%: I am attracted to popular recipes with user ratings

Last night's dinner used a recipe that was:

58%: 'Tried-and-True' - a classic meal that you cook often because you know you'll enjoy it

20%: 'Tried-and-True' with a twist - a classic but with something a bit different

13%: A meal I have made in the past, but not one that I cook often

10%: Something completely new, that you'd never cooked before



Potato Schiacciata with bresaola and rosemary

Insights and implications

Key outtakes to help drive marketing planning

Connected Cooking is as much about getting all your media to connect as it is about consumers being 'connected' to technology while they seek out what or how to cook dinner each night.

Myth No. **01** *Mobile phone apps are the holy grail of food advertising*

Phone apps are relevant when they solve a specific and practical consumer problem

Myth No. **02** *Australians are inspired and able to cook*

Consumers do not know how to cook the basics

Myth No. **03** *It's a choice between old and new media*

Old media drives new media

Myth No. **04** *Family is no longer an influence*

Family and personal experiences are the single biggest influence on what is cooked for dinner each night

Myth No. **05** *Only digital devices drive cooking behaviour*

Cooking appliances play a bigger role in how and what is cooked than mobile devices

Myth No. **06** *Men don't cook*

Today's man cooks both for pleasure and sustenance

Myth No. **07** *Meat and three veg is dead*

Consumer's lives are too busy for cooking beyond the basics for most meal occasions

Implications

Through the study we have been able to shatter seven commonly held food marketing myths. The implications of which are far reaching when planning the most effective way to connect with Australians.

The key implications as we view them for food marketing in Australia are:

1. Consumer cooking mode drives media source – understand the various modes your consumers are in and if your brand plays a role in these modes, then match your media to suit each one.
2. Indirect sources of influence play a key role in what is cooked for dinner each night. A holistic marketing program that targets both direct and indirect media influence is key to changing behaviour and seeding new foods into consumers cooking repertoire. Thinking beyond what 'paid' media can do for your brand is key.
3. Whilst new media has a role to play in influencing what is cooked for dinner each night, the jump off point for discovery is still the 'old' forms of mainstream media such as TV and magazines. Getting the balance right for your specific consumer target is key to success and just as important as matching the message to the media source.
4. Australians are inspired to cook but seek out information on how to cook. Consider how your brand can play a trusted role in educating your consumers on how to do the basics and how to do them well.
5. Men want to cook too. More often than not, food marketing is targeted directly at women without including men. Making your brand relevant to men and speaking their language can open up new opportunities for growth.
6. Australians are concerned about their health and want to eat well but not eat boring food. Finding ways that your brand can deliver healthy, nutritious and interesting dinner suggestions will help you connect.

"Staying away from the iPad and epicurious habit is tough – I've retreated into the world of classic cookbooks – yesterday evening I pulled out a 1967 edition of The Joy of Cooking and with my wife prepared what turned out to be a stunning lamb roast with garlic rosemary potatoes and steamed asparagus. The inspiration for the roast was The Joy of Cooking, and asparagus was presented front and centre at the supermarket the other day with a little sign about fun things to cook with asparagus. The only other media I have seen is on buses and bus-stops – which hasn't been much in the way of inspirational input. The Joy of Cooking has no photos and is just text, with the occasional line art – this is a dramatic change from usually seeing what the dish is supposed to look like. Without the visual representation of the meal, I find myself being forced to be more creative, and visualising what I want the meal to be, rather than trying to make a 'picture perfect' meal. I find this challenging (as I have no visual reference to check to make sure it's looking ok) but also liberating, and very dare I say, authentic and old school."

- MICHAEL, BLOGGER -

"Every year my mother gives me a subscription to delicious magazine as a Christmas present. I admit, I enjoy browsing through it and reading the articles, but somehow never actually cook much from it. Many of the recipes are too complicated for weeknights (or any night, ahem) or just don't inspire me. Tonight though, I managed to choose a recipe, buy the ingredients and actually cook it... Bill Granger's crispy salmon salad with green goddess dressing. I did enjoy cooking from the magazine. I do miss having the reviews and tips that people put on websites like taste.com though – somehow with a magazine, it doesn't seem to be as tried and tested as a cookbook so I like to have a few other cooks try out a recipe first and give their opinion. So far nothing in mind for tomorrow. I could ask Miss Four what she wants, but she always says 'meatballs'."

- STEPHANIE, BLOGGER -

"So I was thinking about what to cook? And looking through the cupboard I came across a Lebanese cookbook that my mother gave me when I got married. As I browsed through the pages I came across a recipe that I hadn't cooked in a while – stuffed zucchinis in a tomato soup. It was decided. Stuffed zucchinis it was. I remember my mum making this when I was younger many times – as it was a family favourite. So I purchased the zucchinis, cored them and made the meat and rice stuffing according to the recipe. Once the base of the soup was made I tightly packed them in the pot and left them to cook for about one hour. When the kids came home they loved them. It always puts a smile on my face when I see the empty plates after dinner."

- JACKIE, BLOGGER -