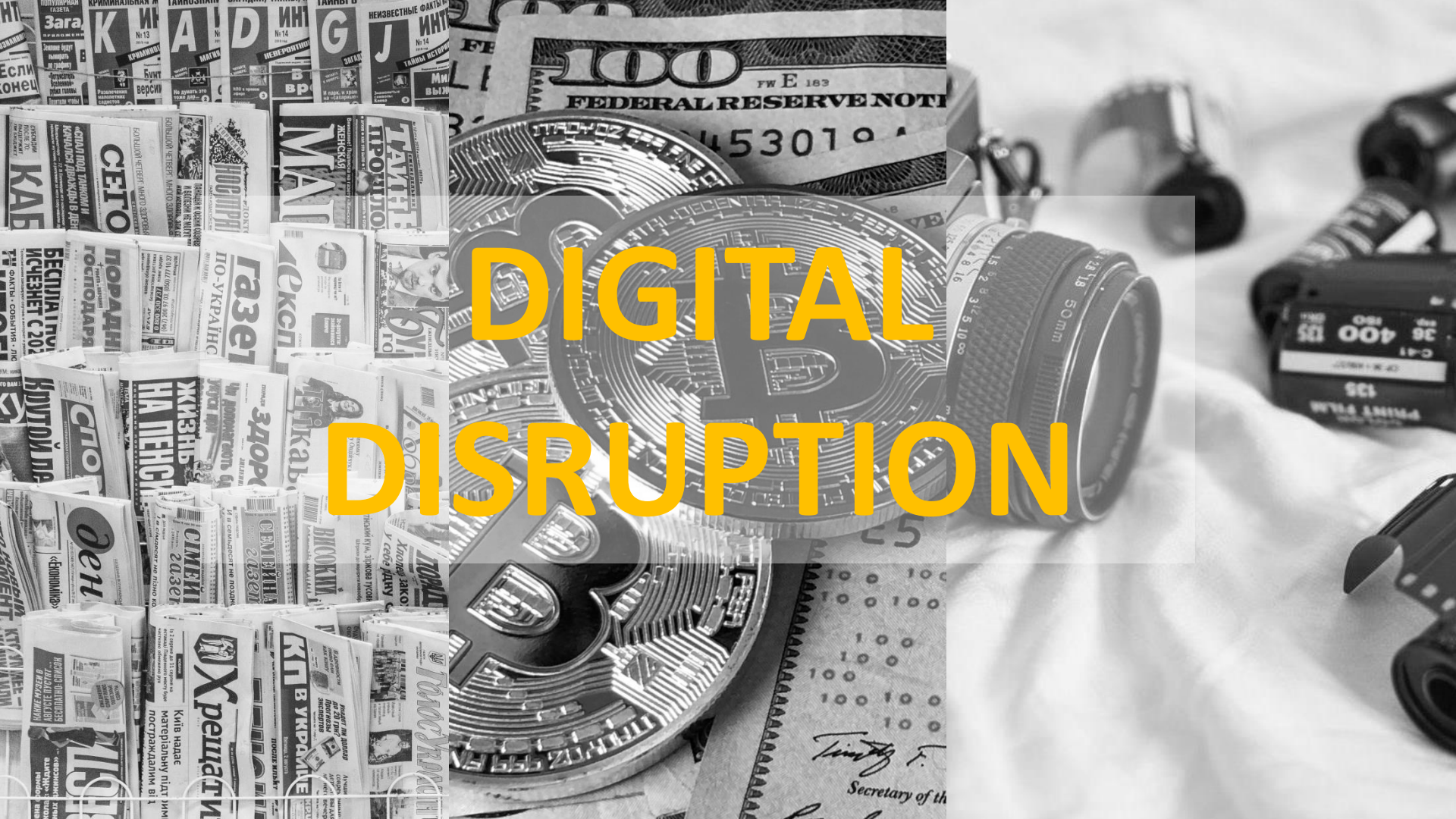


MARKETING INNOVATION IN PROCESSED FOOD

*Sukrit Termsaithong
Specialist
National Food Institute
Thailand*

DIGITAL DISRUPTION





DIGITAL TRANSFORMATION



1 Organization transformation

Start with people and their mindset to see the same direction

2 New Business

Looking for new S-curve business ex. Vending machine and catering service

3 Digitalization

Training employee for digital literacy and digital experience
Enable them to work through digital technology

4 Robotization

Automation adopted in unskilled tasks

5 Food Technology Exchange Center

Gathering local and foreign researchers to develop technologies inc. robotech, digitech, and biotech

ROLES OF BIG DATA

Modern Food Deliveries: Better, Faster and More Accurate



Restaurateurs can use data to track elements such as traffic, weather, local climates, routes and varying factors — such as construction or detours — for delivery drivers. But it also comes in handy in the ordering and preparation of such foods.

AI and machine learning can help improve existing processes by analyzing patterns and either calculating or predicting crucial delivery and preparation strategies.

Data-Driven Menu and Meal Creation



The businesses can use the information to decide what to add or remove from their menu, what specials to offer and even what times or days are the most lucrative.

Strategic use of data alongside a sentiment analysis tool or system allows businesses to get a deeper understanding of their brand, restaurants, and foods.

Mobile Experiences



Imagine browsing the menu for a restaurant and choosing a reservation time via a mobile app. When you arrive for your meal, you can then order your food and pay with your mobile device.

Mobile ordering and payment provides several more choices for customers, allowing them to decide how, when and where they want to get their meals and orders.

Better Supply Chain Transparency



Data analytics and data systems allow businesses to be much more transparent about their entire operation, which, in turn, breeds greater customer loyalty. More importantly, it offers many new solutions regarding efficiency and performance. Businesses can handle an ingredient or item shortage, for example, when they see it coming, using insights they gather from data analytics.

Biggest trend driving change

TRANSPARENCY





Melamine Milk Scandal, 2008



*Peanut Corporation of
America, 2008*



Horse meat scandal, 2013

FOOD SAFETY CONCERNS

CONSUMERS WANT TO KNOW MORE

Consumers want to know and understand what ingredients are going into their products, which is why we are seeing so many innovative products with shorter ingredient lists that you can pronounce.

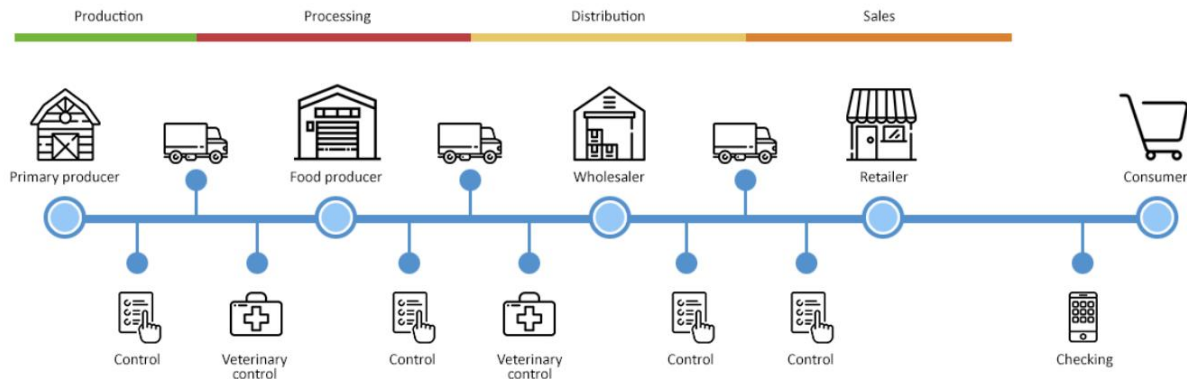
Consumers are looking for brands that share transparency to the product, as well as reflect their own personal values. The brands consumers eat, drink and wear have become an expression of who they aspire to be, which is why they seek out a company's origin story, sustainability efforts, social consciousness, and corporate transparency.



TRACEABILITY SYSTEM

Be effective at all stages of production, processing and distribution by ensuring all batch/lot codes are recorded in a systematic way on all food products, containers and food production paperwork.

Include all raw materials, intermediates and final products including additives, processing aids and primary packaging.



TRACEABILITY THROUGH QR CODE



Parent
Hatchery
Farm

Slaughter house

Introducing a variety of recipes
How-to cooking videos



BETAGRO FARM



BETAGRO

Farm Operation

🔒

ลงชื่อใช้งาน

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ดำเนินการต่อไป

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บันทึกการใช้
อาหาร

บันทึกจำนวนสาย
และคิดทั้ง

บันทึกสิ่งแวดล้อม
ทั่วไป

บันทึกจำนวนขาย
และย้ายออก

1

2

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เบอร์อาหาร*

ปริมาณการใช้อาหาร*

Kg

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ปริมาณการใช้น้ำ

ลิตร

น้ำหนักสัตว์เฉลี่ยต่อตัว

กก.

ดำเนินการต่อไป

☰ บันทึกการใช้เวชภัณฑ์

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กรัม

สาเหตุการใช้เวชภัณฑ์*

จำนวนสัตว์ที่ได้รับเวชภัณฑ์

ตัว

ย้อนกลับ

ยืนยัน

MORE TRANSPARENCY



BLOCKCHAIN

The global food supply chain needs to be made transparent and blockchain is the technology that can make this possible.



BLOCKCHAIN TO TACKLE CARBON FOOTPRINT

Ben and Jerry's ice cream company has collaborated with blockchain startup Poseidon to offset the carbon associated with every scoop of ice cream, by using blockchain to finance forest conservation.

MARKET SEGMENTATION

No one-size-fit-all strategy

demographic

age, gender, family size, religion, nationality, income and education level.

Geographic

country, region, city or area a potential consumer resides in.

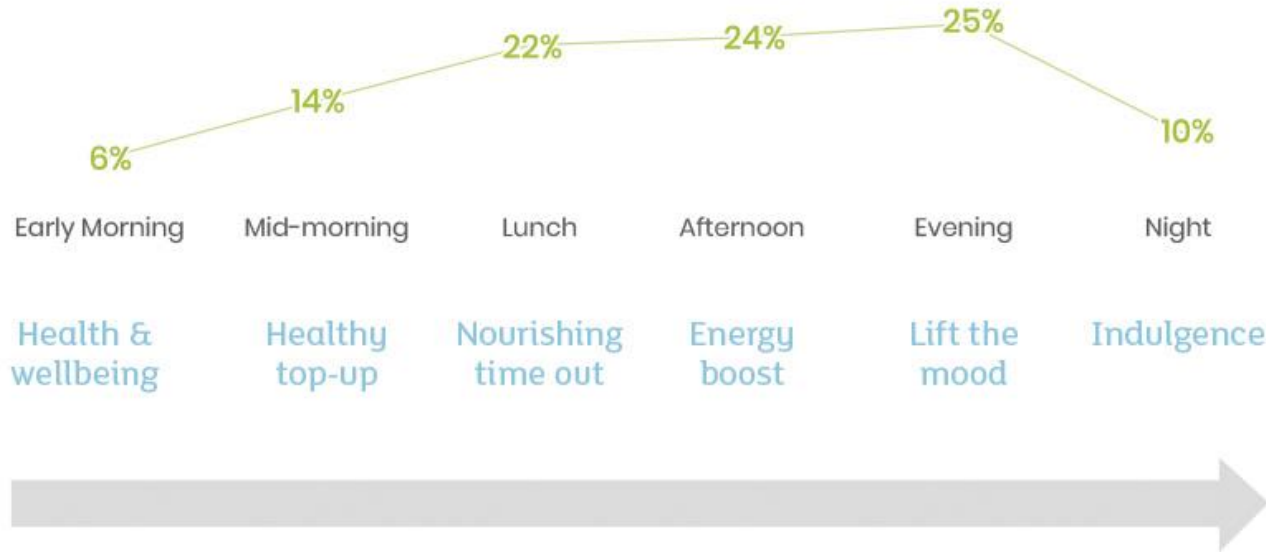
behavioral

how consumers interact with a product, or how much they know about a product

psychographic

consumer's lifestyles, personality, interests, opinions, social class, habits and activities to better ascertain their needs

● Volume of snacks across the day (3 markets) ● Key need



Here are the primary drivers of food decisions throughout the day:

Morning: Mornings are typically driven by the need for more healthy, functional choices.

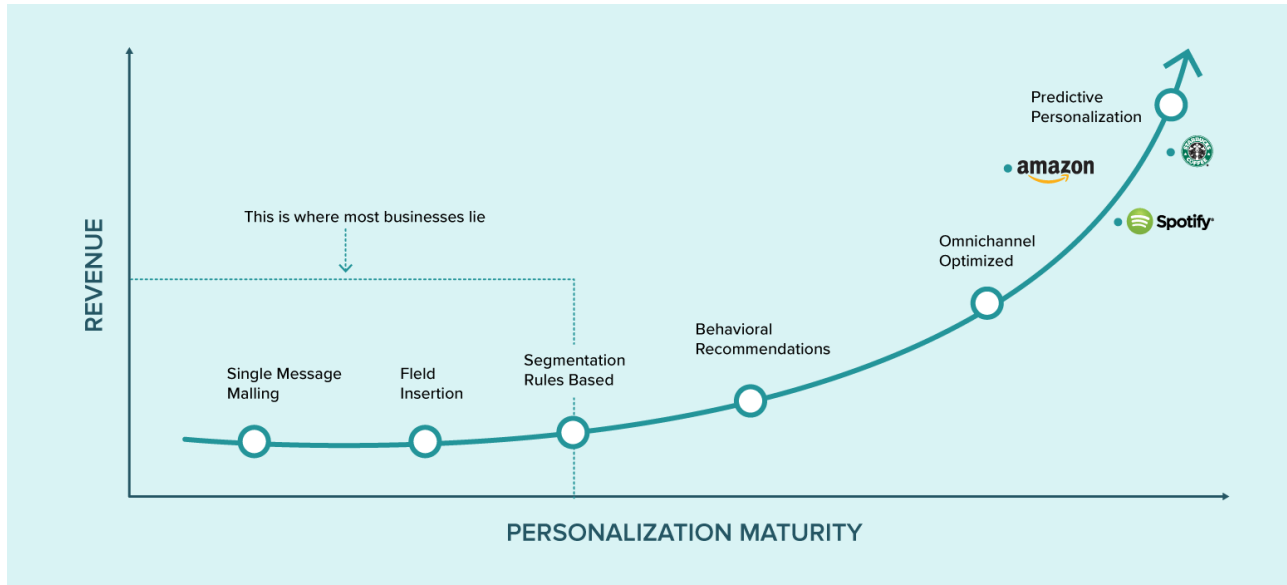
Afternoon: As the day progresses, consumers need a tasty refuel to keep them going.

Evening: Once evening kicks in, consumers look for more pleasurable and relaxing solutions to help them unwind.

Essentially, what starts as rational and conscious behaviour morphs into a more emotional, primal and pleasurable series of choices

Personalization is The Future of Marketing

personalized marketing where it leverages artificial intelligence (AI) and real-time data to supply more relevant content, product, and service information to every user.



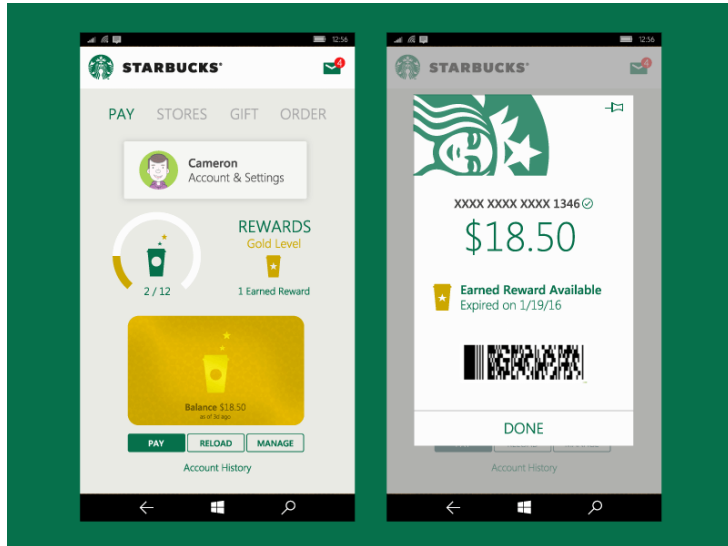
SOURCE:
<https://webengage.com/blog/hyper-personalization-marketing-future>



STARBUCKS

Push & In-app Notifications

Starbucks has seriously upgraded their personalization game with the use of AI. Using real-time data, the system can send over 400,000 variants of hyper-personalized messages. Offers doled out are unique to each user's preferences, based on their activity and past purchases.



- Starbucks Loyalty program is incredibly successful, boasting of over 13 million users.
- The app pushes Food and beverage suggestions personalized for each customer with an AI-based algorithm. It analyses past purchase history, tastes and preferences to come up with recommendations for each individual customer.
- Starbucks engages loyalty program members with personalized games on email and mobile.

DIGITAL TRANSFORMATION

Keep Your Consumers Happy

Respond to Recalls Quickly

When a recall hits, companies need to be able to react quickly and effectively. This is critical for the safety of consumers, as contaminated products or mislabeled allergens can be a serious health risk. It also helps protect brand value – social media means unhappy consumers can have an immediate impact on a brand's reputation.

Winning the Consumer's Trust

Moving beyond quality assurance and food safety, traceability allows manufacturers to build a relationship directly with their consumers. By making end to end traceability information available at the point of sale (via serialized barcode scanning, with the consumer's mobile device), a manufacturer can provide a consumer genealogy and nutrition information about the scanned product. In addition, the manufacturer can suggest complementary products and recipes.

Improve Time to Market

New demands for new product variations can arise suddenly. Companies must be able to respond quickly to trending diets or rising demand for a particular ingredient, "superfood" or compound.

INSTANT NOODLE CASE IN THAILAND



อิชิน

NEW CHALLENGE TO LAUNCH
NEW FLAVOR ON TREND

“ In the new world, it is not the big fish which eats the small fish, it's the fast fish which eats the slow fish ”