



USPB | ONLINE HABITS RESEARCH

# Objectives

1. Better understand how key audiences use digital media
2. Determine the most effective ways to reach consumers with the potato message in the online space



# Media fulfills a specific need or occasion.

escape



**ENTERTAINMENT & BACKGROUND NOISE**



*ON THE GO*



*everything everywhere*



Surfing the internet is a thing of the past—consumers have a clear **reason and direction** when they are online.



Devices used throughout the day change based on the mission.

LIFE



P<sub>3</sub> L<sub>1</sub> A<sub>1</sub> Y<sub>4</sub>



WORK





# Steps between initial recipe discovery and grocery shopping can vary.

**Linda**

**Copy/Paste  
into Word**

**Print and  
keep with  
cookbooks**



**Pin to  
Pinterest**

**Create paper  
or digital  
shopping list  
on phone**

**Bookmark  
website**



**Millennial  
Foodie**

**Take a  
picture, pull  
up in store**

**Don't save;  
Google again  
later**

# Key Takeaways and Opportunities



## Observation

- Living online with accessibility to endless information and connection with others.
- Recipe and food searching is happening haphazardly and during downtime predominantly through Google and Pinterest.
- Millennial Foodies are spending more time online than other media forms, especially for food inspiration.

## Opportunity

- A sustained, relevant online presence is imperative





## Observation

- Consumers are engaging with different types of media for very specific reasons.
- Surfing the internet is a thing of the past. There is a clear reason and direction when they are online.

## Opportunity

- Clearly define the role of each USPB digital property to needs and prioritize the potato message accordingly.



## Observation

- Google and Pinterest are the go-to food search engines
- Brand or ingredient-specific websites are credible sources of information.



## Opportunity

- Have a home base for all potato programs and information.
- All programs should direct people back to home base and provide a consistent, uninterrupted user journey.



## Observation

- Consumers are not engaging with brands on Facebook without a strong incentive.
- Facebook feels less personable as it has become cluttered with promotions and “not for me” information.
- An appealing food image with a recipe link can be enough to cut through the clutter.

## Opportunity

- Use Facebook to drive recipe inspiration with appetizing imagery and direct links.



## Observation

- Pinterest is the leaping point to food inspiration online.
- Downtime is spent browsing Pinterest .
- Easier to navigate to a blog or new website compared to a Google search.
- Pinterest is not thought of as social network.

## Opportunity

- Populate the Pinterest search engine with visually appealing and inspiring potato content
- Think of Pinterest as a search engine rather than a social network.



## Observation

- Less willing to participate with brands on Instagram than other social networks.
- Instagram is a protected social territory for family, friends and pop culture.

## Opportunity

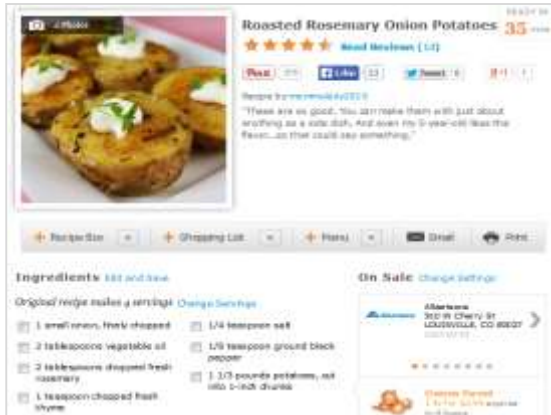
- Deprioritize Instagram as a way to deliver recipes over Pinterest.





## Observation

- Consumers have specific criteria when looking for recipes.
- If not met, they are quick to move on.



## Opportunity

Provide recipes that deliver the following:

1. Appetizing visual
2. Five-star rating scale
3. Prep and cook time
4. Familiar or substitutable ingredients
5. Bulleted instructions
6. Thoughtful comments/reviews