

## THE CHALLENGE

Improve  
Communications,  
Outreach and  
Customer Service

## Identify Perceptions, Awareness & Understanding For Key Food-related Health and Sustainability Topics

### Client Industry

Food Manufacturing & Products

### Markets

Saudi Arabia & UAE



### Objectives

- Discover consumer understanding / awareness / perceptions in relation to key food-related health and sustainability issues. Topics investigated include low sugar, low fat, low cholesterol, natural food, organic products, contaminated packaging, sustainable packaging and artificial flavors

### Implementation & Approach

- Keyword-based search to capture relevant social media conversations from the target markets
- Investigation of social media conversations for each of the identified topics and analysis of user perceptions, understanding and awareness of the issues
- Mapping of topics against food categories

### Outcome

- Utilization of identified insights to develop though leadership programs and to create communications activities to educate/inform consumers

