

Food Communication



Halei
China, (DK)



Marco
Denmark



Aslam
South Africa



Julia
USA, (Ger)



Field Research, Kolding City



Key Insights

“My Kids always ask me where meat comes from”

“I shop here because this store has no butcher who can repack the meat with false dates”

“People under 40 don’t know how to cook”

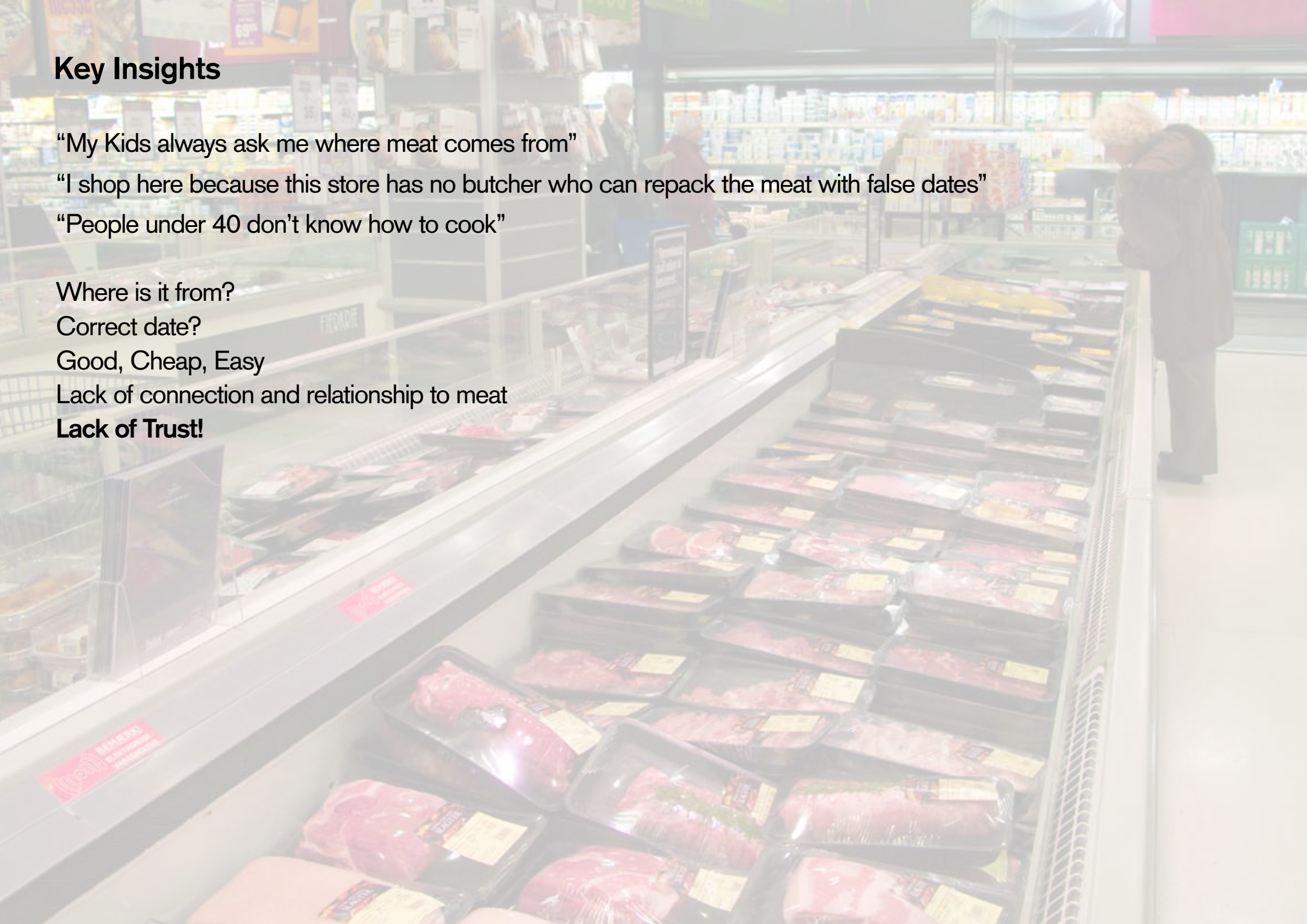
Where is it from?

Correct date?

Good, Cheap, Easy

Lack of connection and relationship to meat

Lack of Trust!

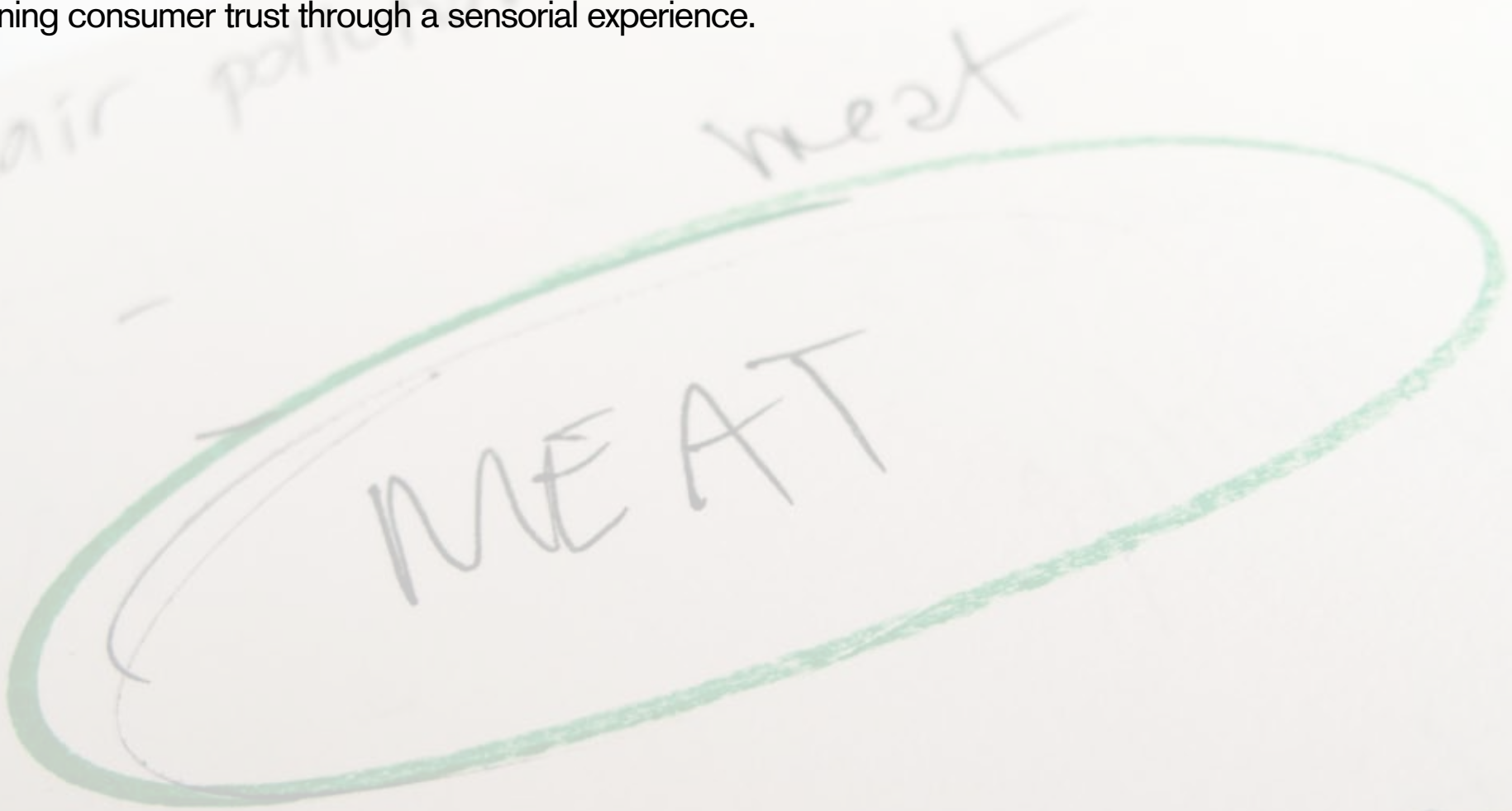


Pitch:

Strengthen consumer-meat relationship via digital media communication.

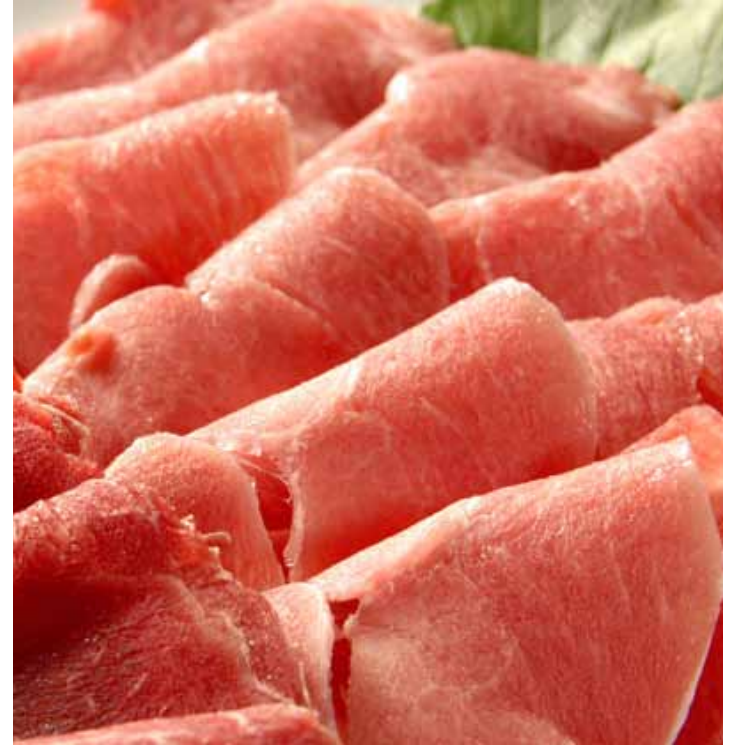
Succes Criteria:

Returning consumer trust through a sensorial experience.



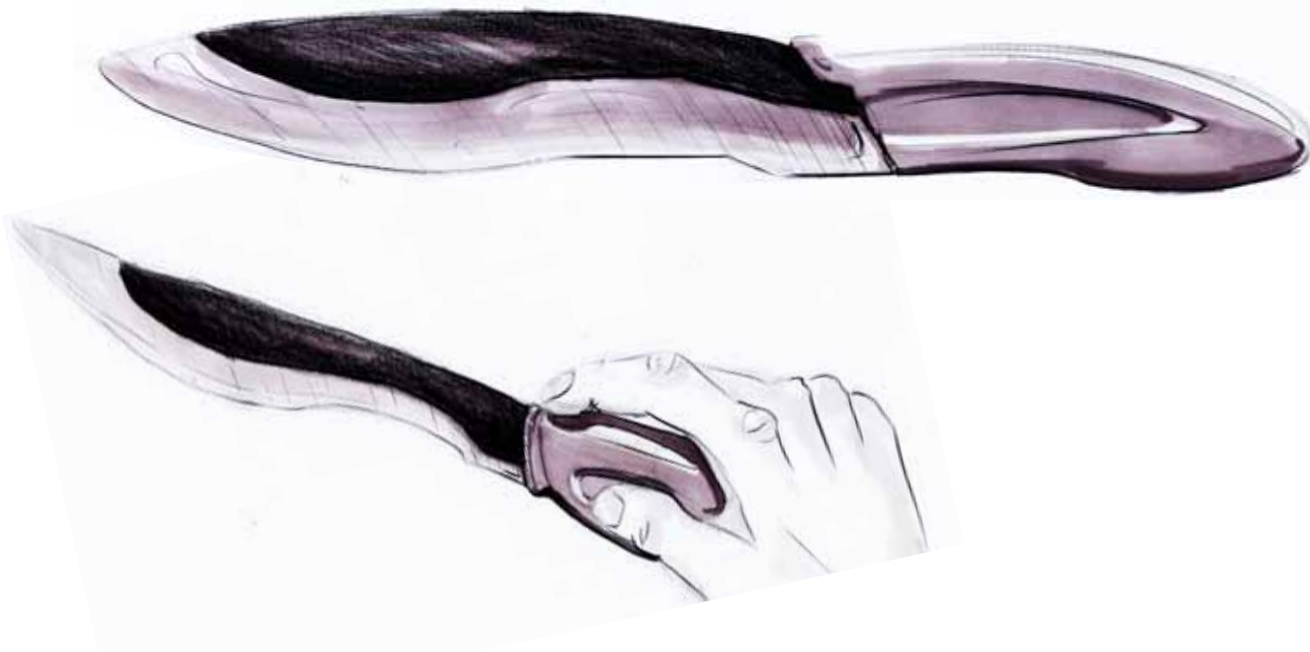
Nikolas & Family, 2020





MeatMe

Customize your meat needs









The beef stew



Dice the tomato, carrot and pepper.

Following the guides, cut the beef into chunks



Heat oil in heavy large pot over medium-high heat.



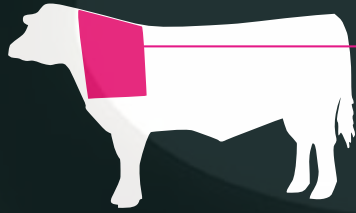
Add beef and sauté until brown on all sides.



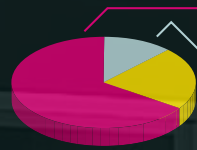
Add beef stock, tomato paste, sugar, thyme.



Bring mixture to a boil. Reduce heat to medium-low for 1 hour, stirring occasionally.



**This beef chunk is 2 days old.
It is best used by 14.12.2020.**



**65% protein
12% carbohydrates
22% fat**

energy: 1354 kcal



**Are you making your daughter's
favorite beef stew?**

**More recipes
CO2 emission**

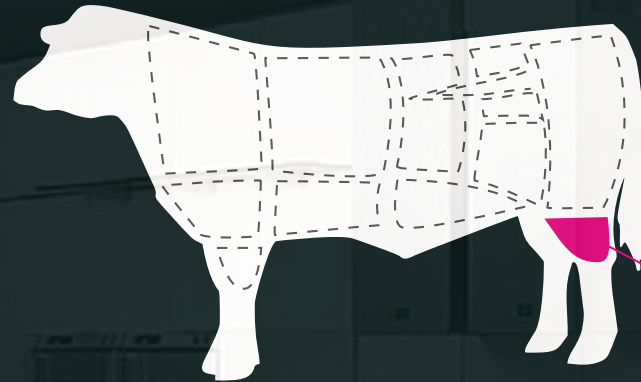
MeatMe

Ordering from MeatMe

Beef

Meat care packages:
package A
package B
package C

My ordering history



Meat plan:



Shank

Recipe suggestion
Nutrition information
CO2 emission

Pork



Lamb

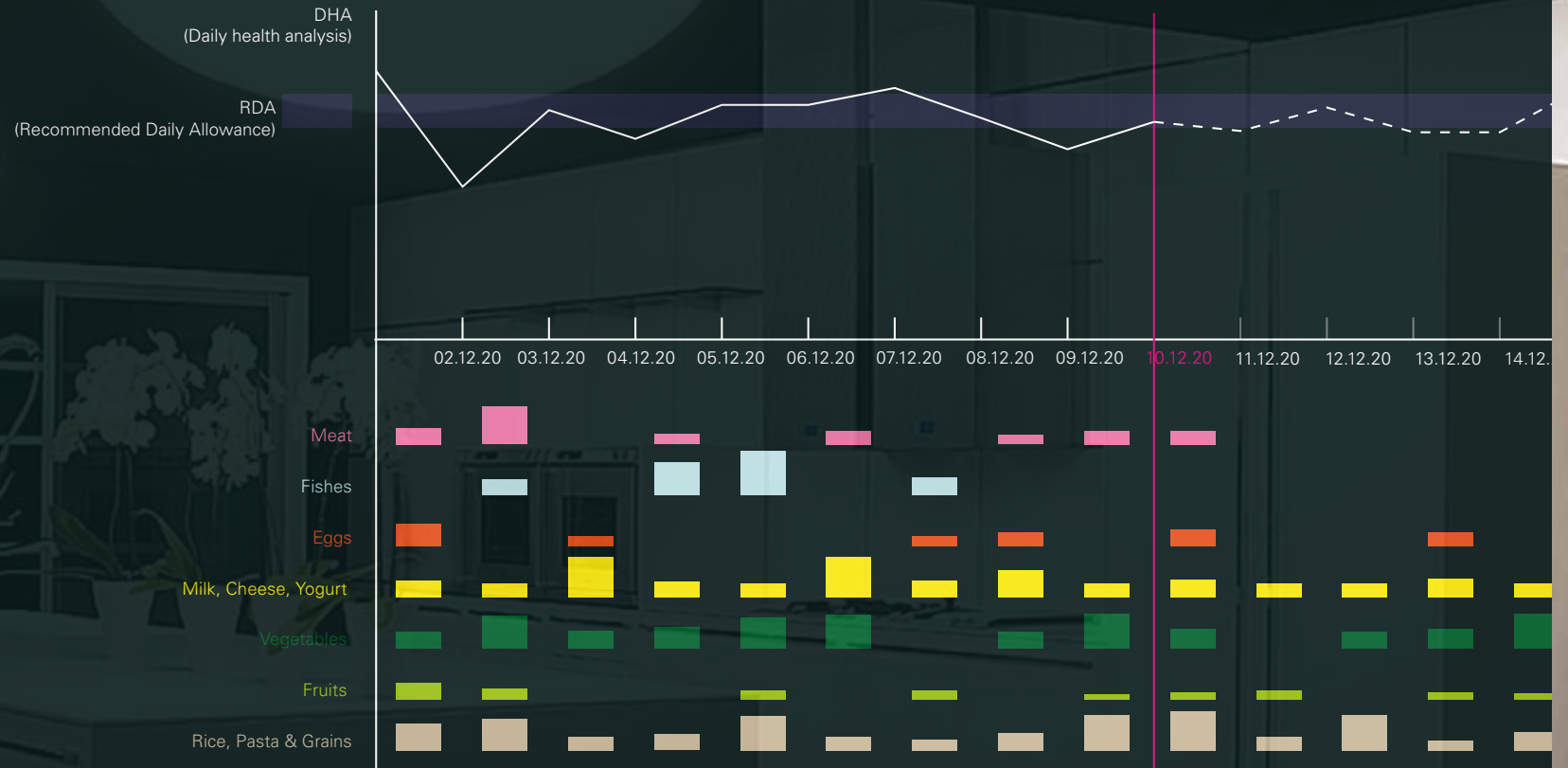


Duck



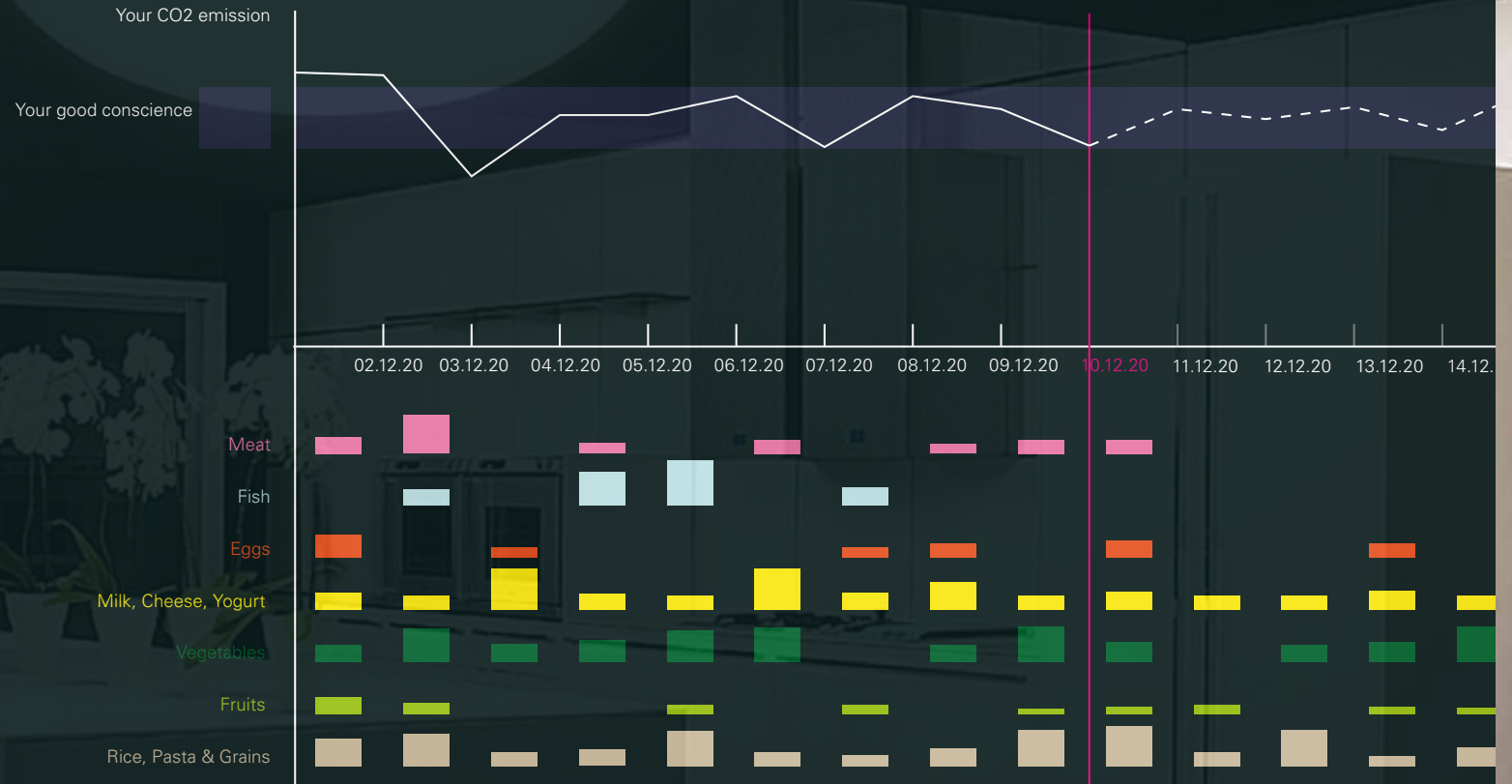
MeatMe

Your diet history / health



MeatMe

Your diet history / CO2

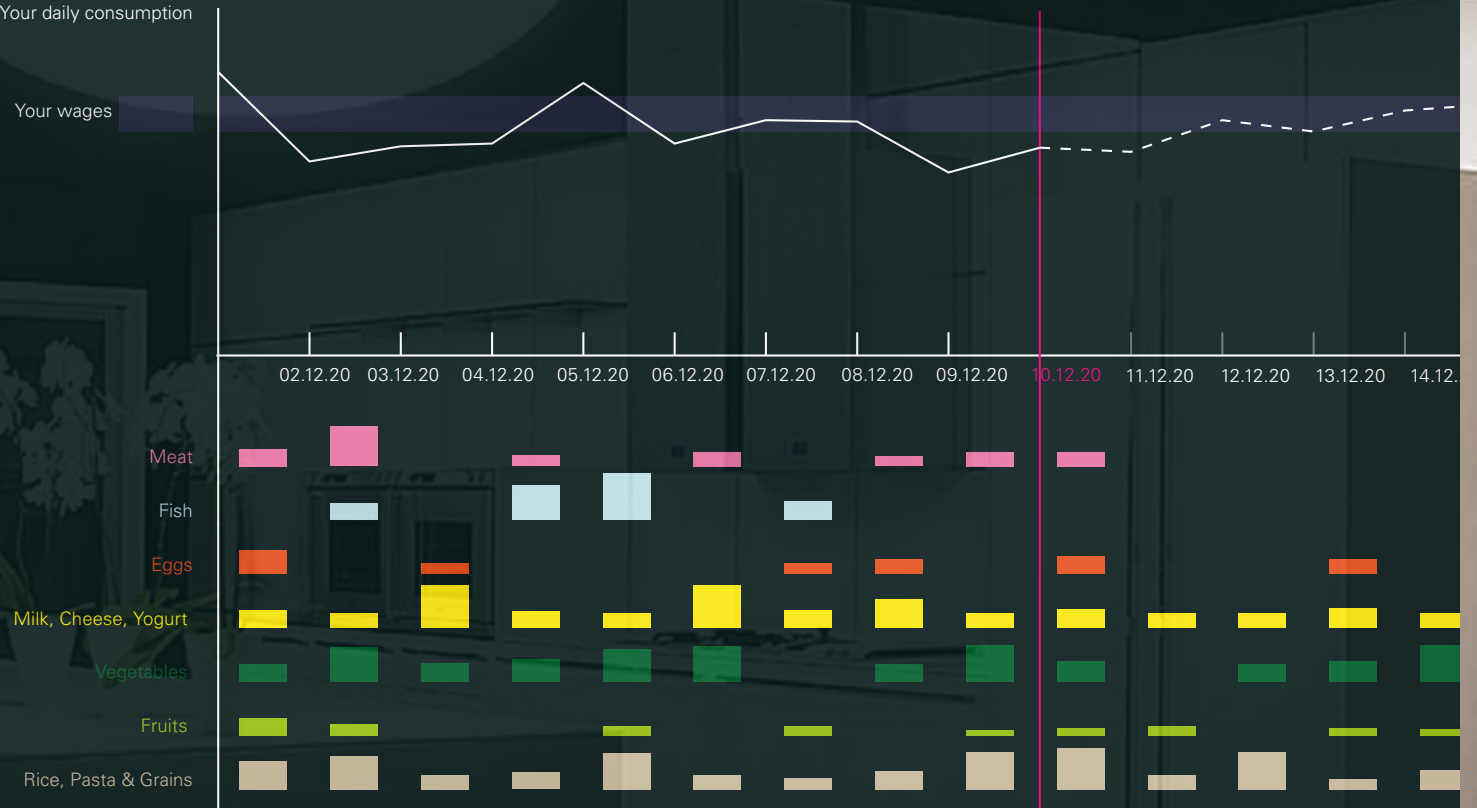


MeatMe

Your diet history / wages

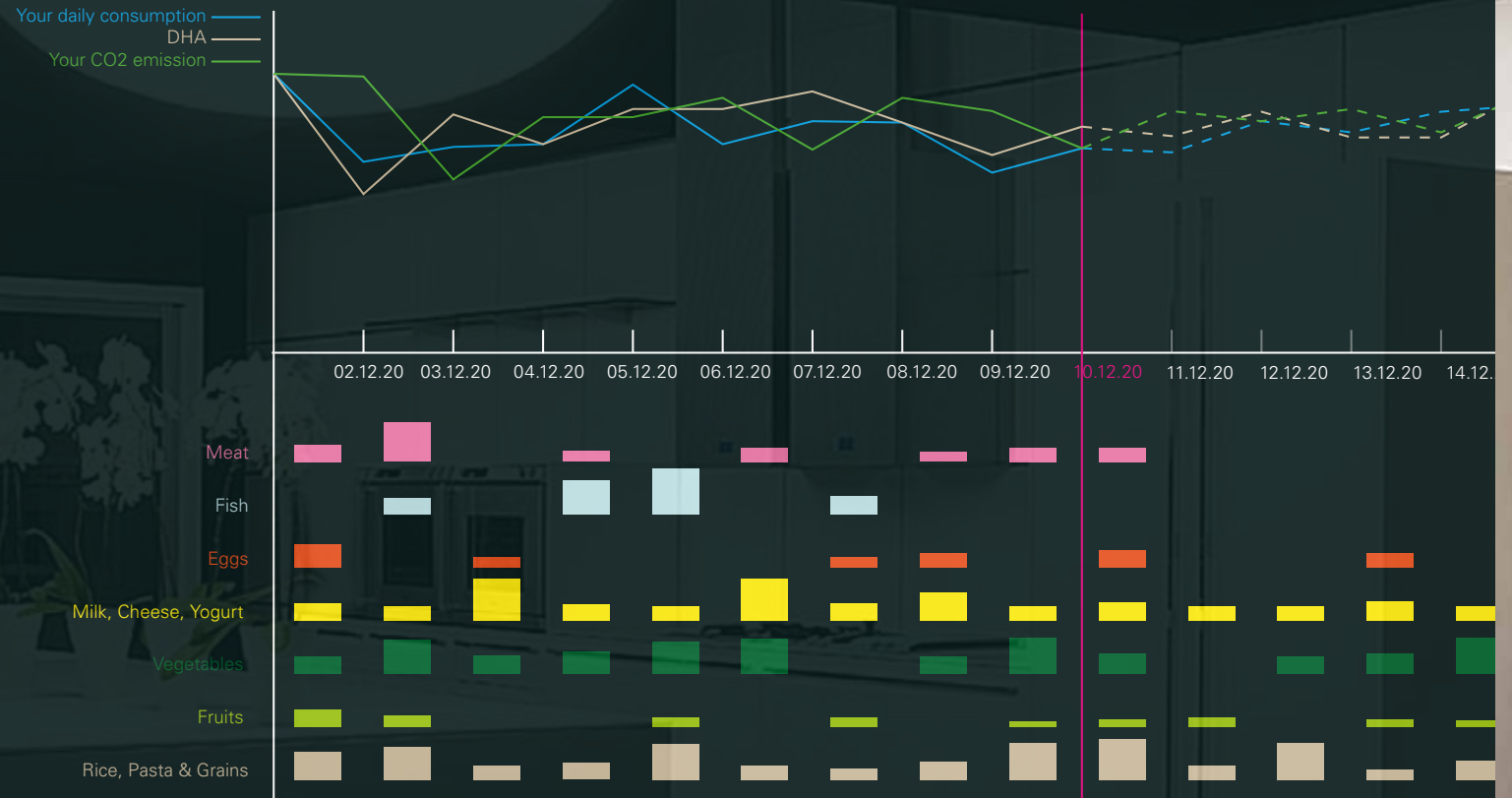
Your daily consumption

Your wages



MeatMe

Your diet history / comparison



MeatMe



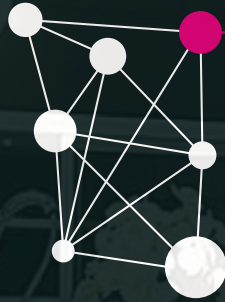
The season tip

You get the best apple season in this time of the year here in Randers. By buying the apples, you can help the local farmers to reduce their CO2 emission, and MeatMe can also offer you the special package.

Visit the farm

MeatMe

Your local community

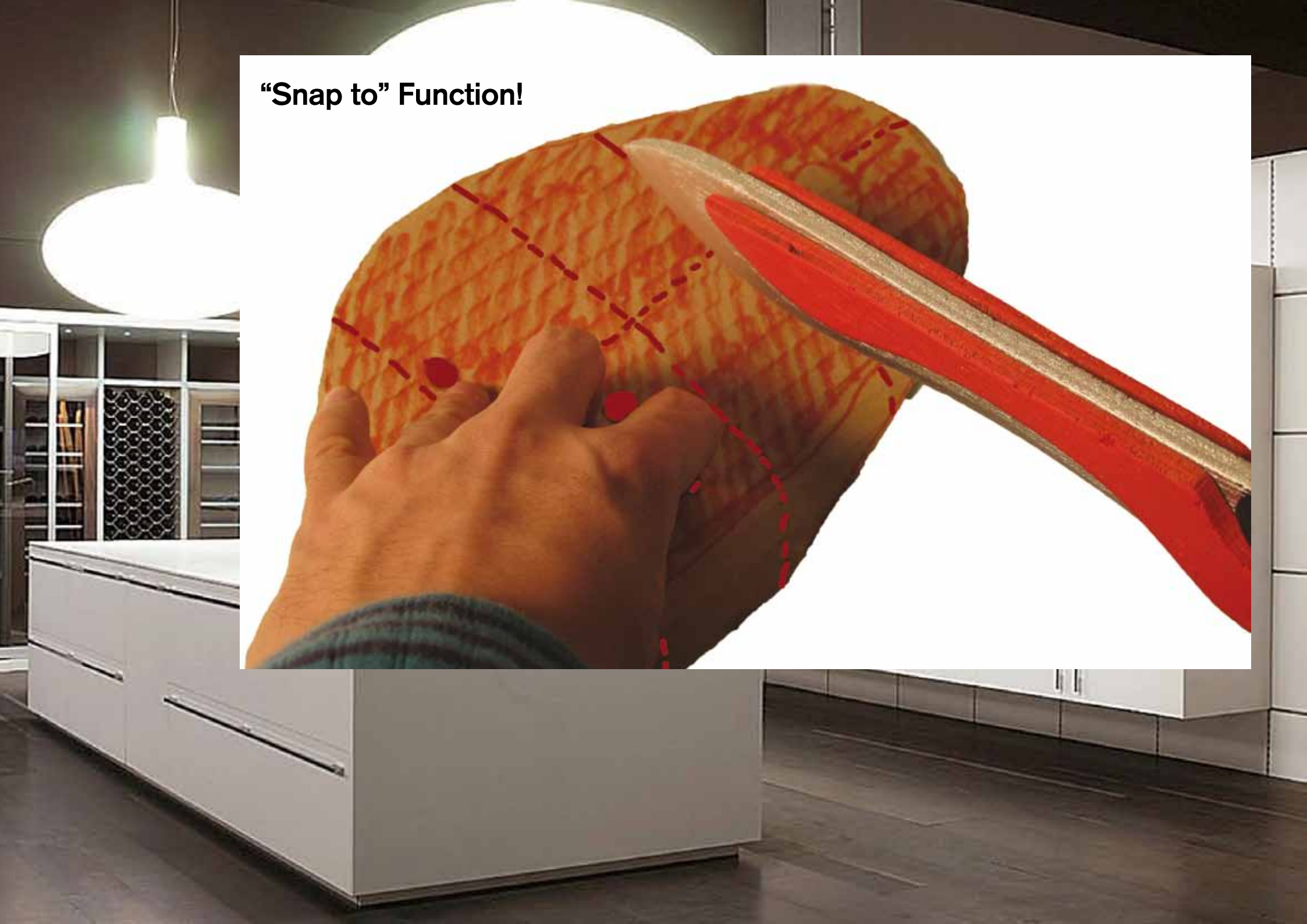
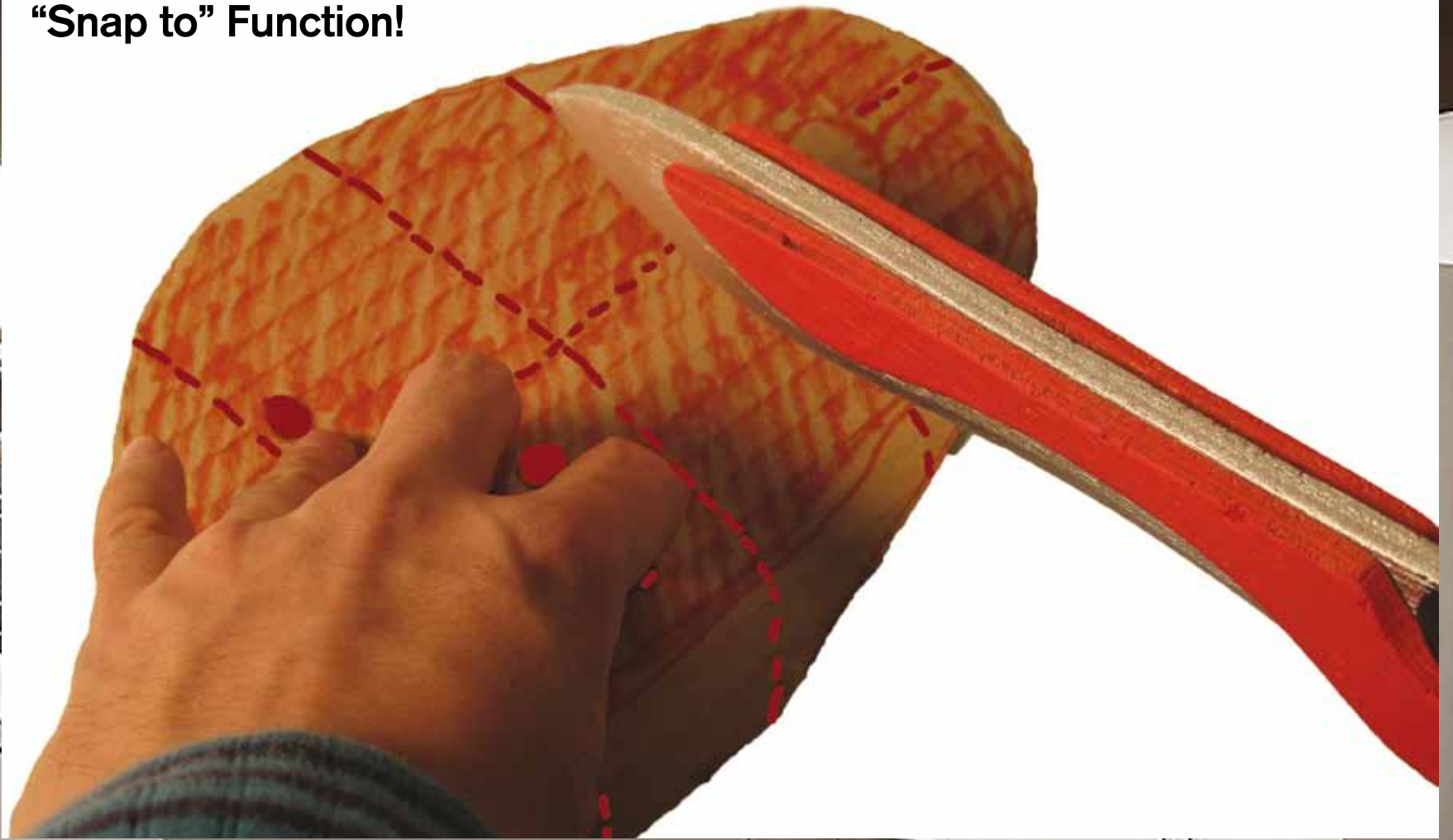


Hi Nikolas, Louise will be making your favorite ribs this friday, do you want to join us?

By sharing your diet plan and your ordering history, you can save both money and CO2 together with your local community.

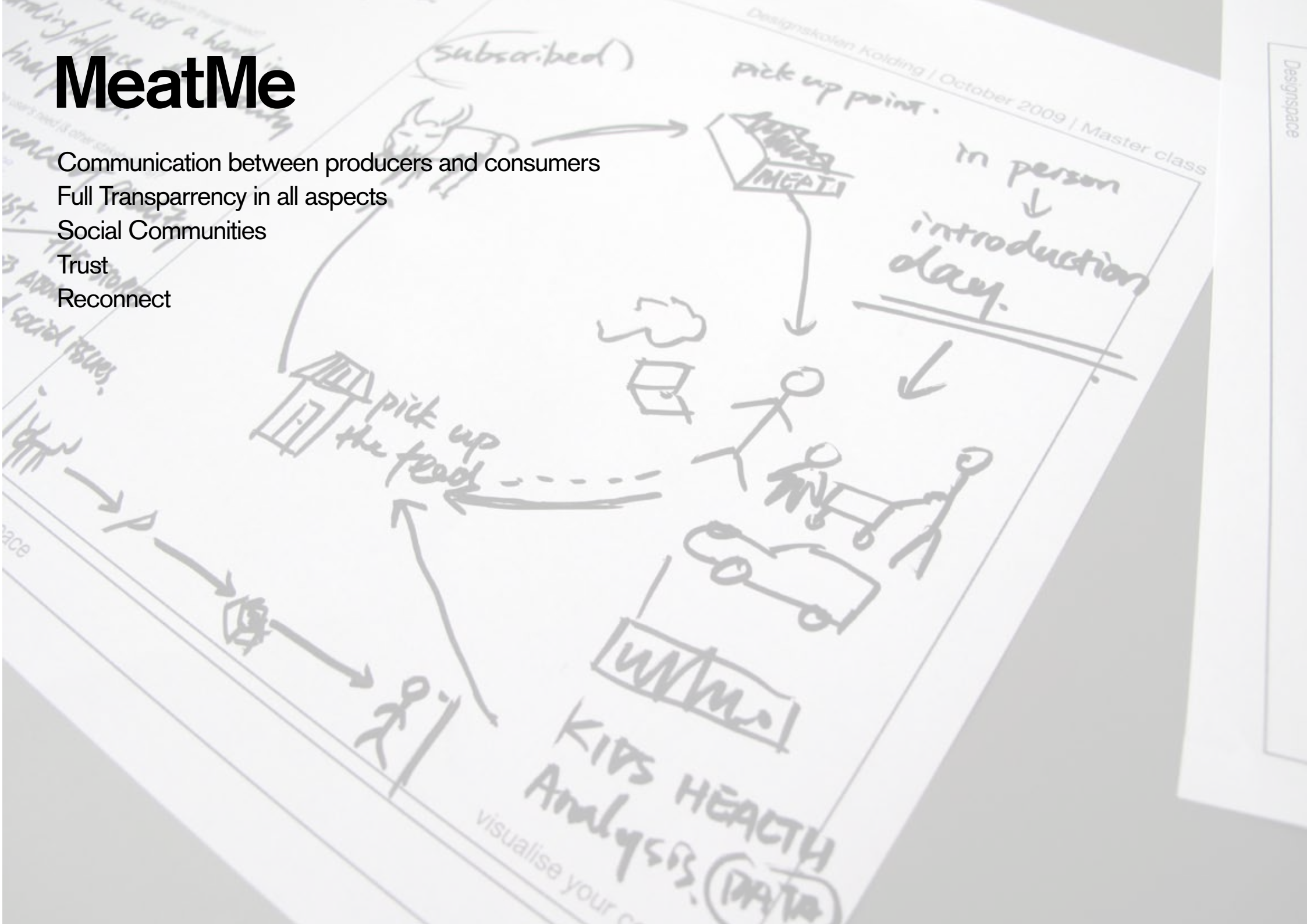
MeatMe

“Snap to” Function!



MeatMe

- Communication between producers and consumers
- Full Transparency in all aspects
- Social Communities
- Trust
- Reconnect



Thank you!

2020

HOW COULD WE...

"Food" School education

Spaces

Farm (Community)

Food Delivery Network

Cooking Network (Digital)

the new "Bio" communication network

Cow Fuel (cow-a-sucky)

- shared living space w/ animals
- meet your meat, exchange program
- pilgrimages (vacation trend)

"Animal" grocery stores - you buy the animal w/ others & share the meat

Slaughtering DIY

- mini community farms w/in city
- animal tracker -> all products from

Meat your digital cow

many w/ a list
 likes food
 garden
 employees
 own butcher center
 variety
 if it's
 asks on
 app

Pizza Plant Party

Urban 2 Plant Mallows

Summer Camps for kids learn about agriculture (meats)

Leanne
 sorts an
 online
 meeting
 once a week
 & coming
 gatherings
 once every
 2 weeks

Food Club
 online
 meeting
 once a week
 Community
 together
 w/ 3
 groups

Community

pod
 device
 addresses
 into each
 cow's head

SPACE
 low

Visit
 food
 journey
 towards
 plants to
 farms
 Slaughter
 houses

Shop
 in
 Cook
 Center
 Shop
 together
 with
 trained
 staff

Streets of
 Folsom
 road
 a number

SELLS
 TASTES
 AND
 COLORS

Rikke

IS IT
 REALLY
 MEAT?

WHAT ARE
 PEOPLE'S
 ETHICS?

read
 butcher
 at Folsom

Middle-aged
 woman

Studying
 to be a
 chef

Customer
 concerns
 are: GOOD
 CHEAP
 EASY

MANAGING
 SHOULD
 BE
 MORE TRANSPARENT

Process
 should
 be easier
 (automation)

hospital
 committee

you know
 where do
 food from
 and how to do it

A spouse
 had data
 but base
 to make in

guide from
 supermarket

The joy
 of cooking
 a
 foodbook

A consumer
 analysis

Meat your
 Meat friend

ARE WE THE
 DIFFERENT
 AND YOU CAN
 SEE THE

How CAN WE
 COMMUNICATE WITH
 WITH FOOD?
 - look

Automatic
 food

"Wii"
 cooking

Observation and interview tip
 Research interview - never try to be a neutral
 participant. You are always a participant.
 Interviewing is a performance.
 Interviewing is a social activity.
 Interviewing is a process.
 Interviewing is a relationship.
 Interviewing is a negotiation.
 Interviewing is a power struggle.
 Interviewing is a game.
 Interviewing is a dance.
 Interviewing is a story.
 Interviewing is a journey.
 Interviewing is a quest.
 Interviewing is a search.
 Interviewing is a discovery.
 Interviewing is a revelation.
 Interviewing is a transformation.
 Interviewing is a rebirth.
 Interviewing is a resurrection.
 Interviewing is a miracle.
 Interviewing is a wonder.
 Interviewing is a mystery.
 Interviewing is a riddle.
 Interviewing is a puzzle.
 Interviewing is a challenge.
 Interviewing is a test.
 Interviewing is a trial.
 Interviewing is a ordeal.
 Interviewing is a torment.
 Interviewing is a torture.
 Interviewing is a punishment.
 Interviewing is a reward.
 Interviewing is a prize.
 Interviewing is a gift.
 Interviewing is a blessing.
 Interviewing is a curse.
 Interviewing is a fate.
 Interviewing is a destiny.
 Interviewing is a destiny.

NTEEN
 @
 FOLDSOM

HELEN

old
 garden

male
 student

middle-aged
 woman

Customer
 concerns
 are: GOOD
 CHEAP
 EASY