



Hartman  
GROUP

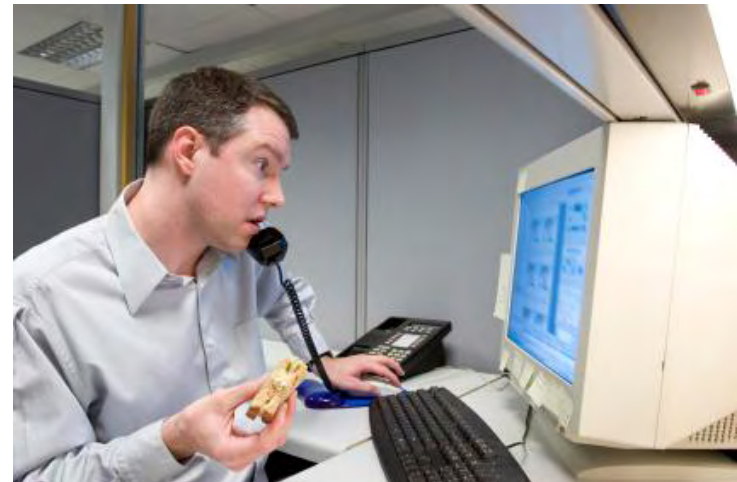
## Introduction to Occasion-Based Marketing

A HARTMAN GROUP POINT OF VIEW

# Occasion-Based Marketing is about knowing the right context

Consumers do not eat according to demographics or segments

*Consumers eat on occasions*



Eating occasions are the cultural context that surrounds need states and gives marketers the ability to be truly relevant with consumers and shoppers

# Consumers choose different categories and brands based on the occasion

## Cultural Context frames occasions: CPG/Food Retail

### Instrumental

Eating occasions driven by needs not specific to food



Energy drink: Red Bull

### Savoring

Occasions driven by needs specific to savoring good food



Coffee: Starbucks

### Intellectual

Highest quality eating occasions driven by the desire to parse intellectual distinctions in a category



Wine: Tiny French Vintner



# Consumers select different brands *within the same category* based on the occasion—CPG/Food Retail

## A look at the Cultural Context of Cheese

### Instrumental Cheese

Convenience formats dominate, as well as those with low-fat milk



Ingredient cheese in a casserole

### Savoring Cheese

When cheese is savored by varietal and the occasion is more about the cheese



Cheese for crackers after work

### Intellectual Cheese

When cheese distinctions are center-stage and only rare, fine artisan cheese will do



Trendy adult dinner party appetizer tray

# A look at the cultural context of Foodservice

## Instrumental

Eating occasions driven by needs not specific to food



Sodexo: Low-Sodium Turkey Meatloaf

## Savoring

Occasions driven by needs specific to savoring good food



Bon Appetit Management Company: Tandoori Roasted Pork Loin at American University

## Intellectual

Highest quality eating occasions driven by the desire to parse intellectual distinctions in a category

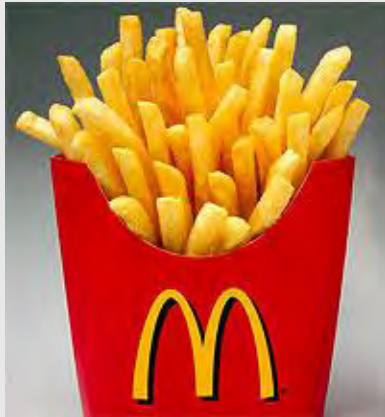


Google's Café 150: Roasted Pepper Soup and Market Salad All Grown within 150 miles

# A look at the cultural context of Restaurant Preparations

## Instrumental (QSR)

Eating occasions driven by  
needs not specific to food



Menu item: McDonald's  
French Fries

## Savoring (Fast Casual)

Occasions driven by needs  
specific to savoring good food



Pommes Frites (NYC):  
Authentic Belgian Fries

## Intellectual (Fine Dining)

Highest quality eating occasions  
driven by the desire to parse  
intellectual distinctions in a category



Joel Robuchon's Pommes  
Puree (2lbs Russet  
potatoes, 2 sticks butter)

# A look at the cultural context of Dining Out

## Instrumental (QSR)

Focus on convenience, price,  
reliability/homogeneity



Taco Bell: Bacon Cheesy  
Potato Burrito

## Savoring (Fast Casual)

Freshness and move towards  
authenticity serve as quality  
markers



Chipotle: Fire-roasted  
poblano corn salsa

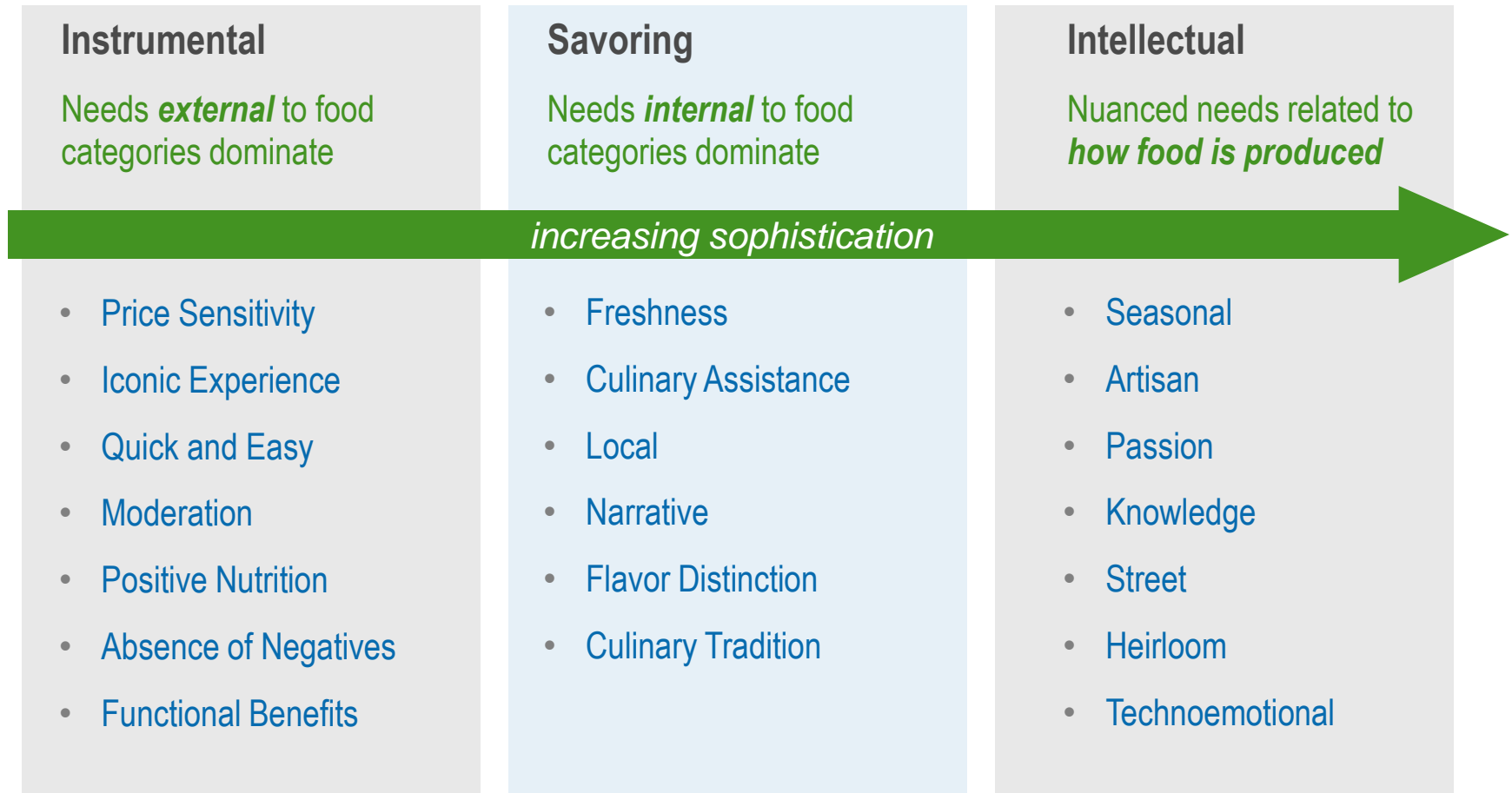
## Intellectual (Fine Dining)

Inspired by artisan, authentic,  
seasonal and regional flavors, and  
ingredients and techniques



Rose Mexicano:  
Tablesideside Guacamole en  
Molcajete

# Key Occasion-Based needs: The Culture of Food™





# What is an “Occasion”?

Occasions are composed of:

**Social Context:**  
the Who, the When  
and the Where

**Cultural Context:**  
the What

Is the occasion:

- Instrumental
- Savoring
- Intellectual

**Scope of  
Need(s)/desire(s):**  
the What in detail

- Key need(s) relevant on the occasion
- The more need(s) a brand connects with, the stronger the competitive advantage

**Traditional marketing never connects at the occasion level**

Most brands focus only on the Who and When

Needs must be framed by the cultural context of food culture

Many brands do not frame food-related needs accurately, sometimes confusing them with emotional benefits (e.g., fun)

# How Occasion-Based Marketing works—CPG/Food Retailers

## Eating occasions examples (*illustrative only*)

WHO	WHAT	WHEN	WHERE
Solo	Periphery	Morning Snack	At the Office
<p>An emerging snack occasion created by breakfast skipping as well as increased belief that grazing is healthier.</p> <p><b>Demographics:</b> Skews heavily toward women</p> <p><i>Scope of needs:</i> <b>Function, Nutrition, Convenience</b></p>			
<p><b>Size of Opportunity</b></p> <ul style="list-style-type: none"> <li>• 4 times per week average</li> <li>• 25 million consumers, mostly female</li> <li>• 100 million instances/year</li> </ul>			
<p><b>Best for Occasion</b></p> <p><i>FiberOne bar</i></p> <ul style="list-style-type: none"> <li>• everyday positive nutrient in high demand</li> <li>• implied digestive regularity function</li> <li>• highly convenient format across eating occasions</li> </ul>			
<p><b>Worst for Occasion</b></p> <p><i>Little Debbie Brownie</i></p> <ul style="list-style-type: none"> <li>• no redeeming nutritional content, high in fat</li> <li>• no positive health function other than satiety</li> <li>• convenient form, but messier than a bar for the office</li> </ul>			

WHO	WHAT	WHEN	WHERE
Couples	Mid-level	Dinner	At Home
<p>A meal occasion that involves cooking with fresh, raw ingredients to some degree as an expression of love through sharing of good food</p> <p><b>Demographics:</b> Skews heavily toward middle-to-lower income empty nesters</p> <p><i>Scope of needs:</i> <b>Freshness, Flavor Distinction</b></p>			
<p><b>Size of Opportunity</b></p> <ul style="list-style-type: none"> <li>• 1 times per week average</li> <li>• 45 million HH</li> <li>• 45 million instances/year</li> </ul>			
<p><b>Best for Occasion</b></p> <p><i>Bertolli Champignon and Portabello Sauce</i></p> <ul style="list-style-type: none"> <li>• clean ingredient list</li> <li>• unusual flavor profile</li> </ul>			
<p><b>Worst In Occasion</b></p> <p><i>Ragu Old World Style Traditional Sauce</i></p> <ul style="list-style-type: none"> <li>• HFCS and other processed additives</li> <li>• boring, vaguely defined flavor</li> </ul>			

# How Occasion-Based Marketing works—Restaurant/Foodservice

## Eating occasions examples (*illustrative only*)

WHO	WHAT	WHEN	WHERE
Friends	Periphery	Lunch	Restaurant
<p>A casual meal occasion driven mostly by the desire to catch up on gossip, etc. and not by food. An openness to indulge is tempered by frequent interest in moderation. Low stakes of the dining occasion orient to not spending too much and to eating familiar comfort foods</p> <p><b>Demographics:</b> Skews heavily toward teen and adult women</p> <p><i>Scope of needs:</i> <b>Iconic Experience, Moderation, Price Sensitivity</b></p>			
<p><b>Size of Opportunity</b></p> <ul style="list-style-type: none"> <li>• 2 times per month average</li> <li>• 85 million consumers, mostly female</li> <li>• .7-1 billion instances/year</li> </ul>			
<p><b>Best for Occasion - <i>Chilis</i></b></p> <ul style="list-style-type: none"> <li>• very familiar flavor profiles and iconic food experiences</li> <li>• ability to 'moderate' consumption of sugar, fat, etc.</li> </ul>			
<p><b>Worst for Occasion – <i>Fast Food (e.g. McDonald's)</i></b></p> <ul style="list-style-type: none"> <li>• meeting a friend culturally orients to a sit down restaurant experience</li> <li>• menu not associated with opportunities for moderation</li> <li>• menus associated with immoderate indulgence</li> </ul>			

WHO	WHAT	WHEN	WHERE
Couples	Mid-level	Dinner	Restaurant
<p>The proverbial 'date night' for established couples, both unmarried and married. The desire is to savor good food as a contemporary means to a romantic recharge.</p> <p><b>Demographics:</b> Skews heavily toward HH with couples without children under 5</p> <p><i>Scope of needs:</i> <b>Freshness, Flavor Distinction, Culinary Tradition</b></p>			
<p><b>Size of Opportunity</b></p> <ul style="list-style-type: none"> <li>• 1 time per week average</li> <li>• 56 million HH</li> <li>• 2-2.1 billion instances/year</li> </ul>			
<p><b>Best for Occasion – <i>Maggianos</i></b></p> <ul style="list-style-type: none"> <li>• authentic Italian traditions followed</li> <li>• romantic atmosphere</li> <li>• quality, fresh ingredients</li> </ul>			
<p><b>Worst In Occasion – <i>Olive Garden</i></b></p> <ul style="list-style-type: none"> <li>• inauthentic preparation techniques (i.e., overcooked pasta)</li> <li>• way too busy, noisy and boisterous</li> <li>• too quick-service oriented</li> </ul>			

# Strategic application of Occasion-Based Marketing

Our proprietary **Eating Occasion Atlas™** identifies more than 100 major eating occasions in contemporary American food culture

To position your food brand and chart its growth opportunities using this comprehensive Eating Occasion Atlas, our **Hartman Occasion Navigator™** customizes a strategy for your brand to:

- Grow the prominence of your brand on the current occasions driving use
- Move your brand onto new occasions that will grow the category with your brand as the ambassador

This approach frames your competition more precisely than traditional market structures by looking through the lens of how people eat (real eating occasions), not how people shop or dine

To learn more about how your brand can apply the Hartman Eating Occasion Atlas, please contact the Hartman Group's SVP Michelle Barry: [michelleb@hartman-group.com](mailto:michelleb@hartman-group.com)



# Hartman GROUP

RESEARCH CONSULTING : CUSTOMIZED

## ABOUT HARTMAN GROUP

Hartman Group, located in Bellevue, Washington, blends leading-edge customized research and consulting to understand the subtle complexities of consumer behavior. Since 1989, Hartman Group has been listening loudly to the underlying motivations and behaviors that move the needle for our clients. To learn more about how Hartman Group stays sharply focused on how consumers live, shop and use brands and products visit:

[www.hartman-group.com](http://www.hartman-group.com)

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