

what we say is not what they hear



Consumer Federation of America



FOOD2020

THE CONSUMER AS CEO

GLOBAL SURVEY

power shift



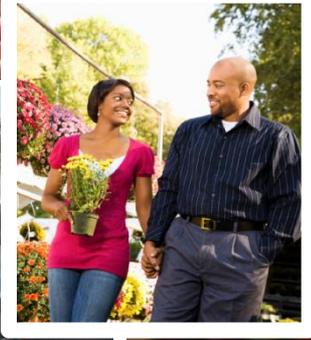
- Information is Power
- Power is shifting to **MILLIONS OF INDIVIDUALS**



Saturated Fat		0%
Trans Fat	0g	15%
Cholesterol	0mg	6%
Sodium	370mg	28%
Total Carbohydrate	19g	
Dietary Fiber	7g	
Sugars		
Protein		
Vitamin		
Calcium		

**consumers
as activists**

who are THEY?



A young woman with long brown hair and glasses is smiling and holding a camera. The background is a bright, out-of-focus outdoor setting. The text is overlaid on the left side of the image.

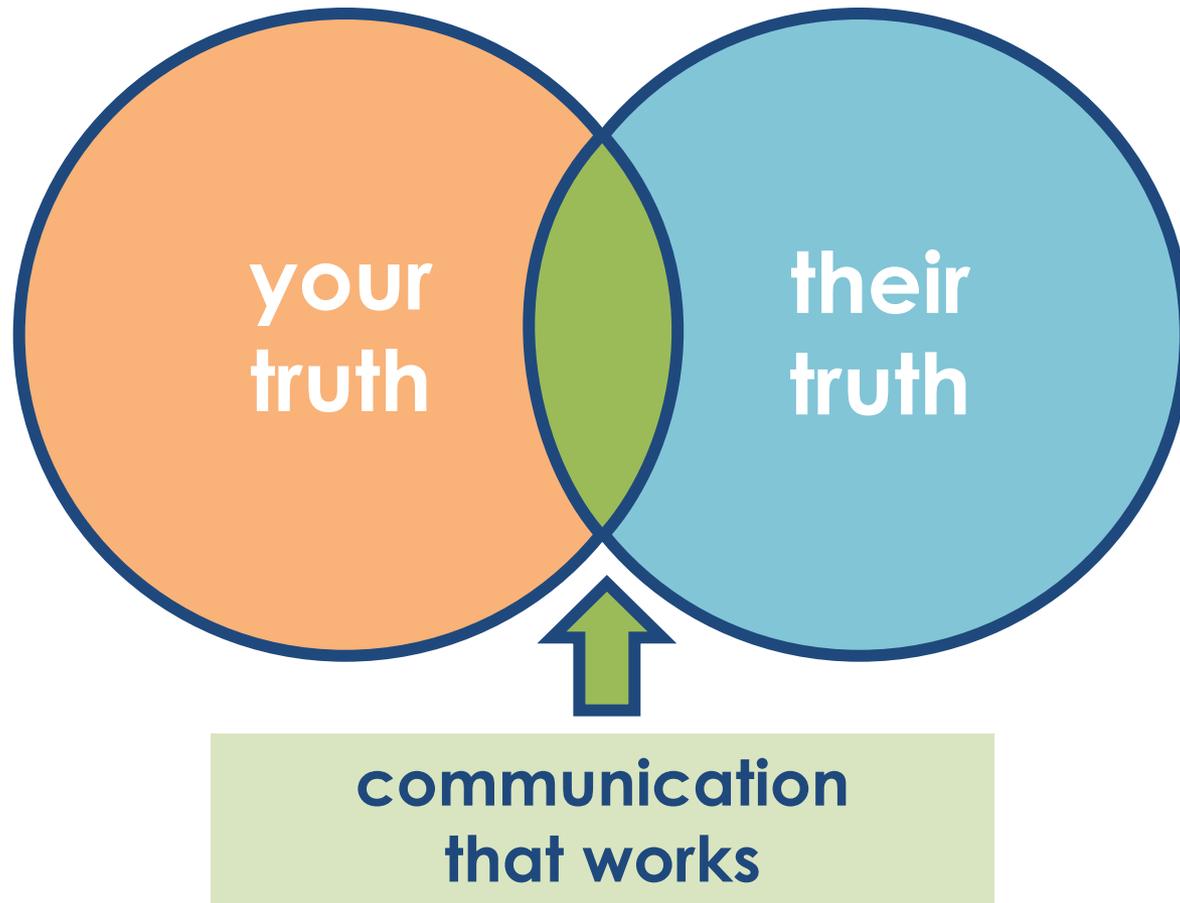
New ecosystem
emerging where
education &
marketing
don't work



**Listen to
everyone
Trust no one**
(and make your own
judgments)

No one is an expert

what **THEY** want to hear



“do a better job ...”



keys to being heard



- ✓ Being a listener first, talker second
- ✓ Building relationships DAILY through sharing
- ✓ Taking actions that demonstrate authenticity and values
- ✓ Providing access to ...
 - ... intercept information
 - ... engage in experiences to discover you, your brand your world.



**continuous
listening**



break **through**

Linda Eatherton, Partner/Director
Global Food & Nutrition Practice
linda.eatherton@ketchum.com