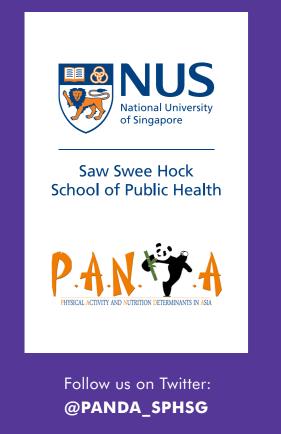
Taste, oranaea characters, events, & health claims:

The food industry's favourite digital marketing techniques in Singapore

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Objective

To conduct an environmental scan, characterising key marketing techniques used by major food industry players.

Methods

- Internet traffic rank and number of followers were used to identify top food and beverage (F&B) websites, and social media pages.
- Published coding frameworks for coding marketing techniques were adapted 1-4
- 17 F&B websites (e.g. restaurants/delivery/retailers/caterers) and 12 top non-F&B websites (e.g. news providers) were coded.
- Facebook and Instagram posts (Jan–June 2018) of popular beverage (n = 5), retail food (n = 4), and packaged food (n=3) brands in Singapore were coded.
- Food type was coded according to an adapted version of WHO food classification frameworks 5-6

Results

The 12 non-F&B websites contained 117 F&B marketing messages:

Marketing techniques	% of sites	F
Part of editorial content	74 %	
Links to other media marketing	74%	•
Promotional characters / events	28%	(
Health claims	23%	

% of sites
26%
22%
18%

The 17 F&B websites:

Marketing techniques	% of sites
Membership / loyalty reward schemes	82%
Online stores	76 %
Website communities	71%
Health claims	41%
Advercation (educating while advertising)	35%

During 6 months on social media:

Beverages	Retail

Brands	Total fans*
MILO	246,115
Coca-Cola	188,354
Nescafe	127,209
100Plus	84,777
LiHO	82,584

Brands	Total fans
McDonald's	452,944
Starbucks	448,358
foodpanda	421,436
KFC	322,663

Brands	Total fa

Packaged products

Sticky	131,423
Ben & Jerry's	128,492
Ferrero Rocher	126,533

Packaged product totals

Posts

Likes

■ Views

Comments

Engagement Total activity**

150

643

10,694

296,472

Beverage brand totals

Brands

Engagement	Total activity**
Posts	345
Likes	84,919

	Posts	345
	Likes	84,919
	Comments	7,093
	Views	3,674,726
*	Shares	7,536

% of posts

68%

12%

10%

% of posts

50%

49%

45%

33%

27%

21%

F&B marketed

Tea / coffee

Milk drinks

Techniques

Events, e.g. sports

Branded characters

Contests / giveaways

Brand partnerships

Emotive claims

Sensory characteristics

Healthier Choice Symbol 20%

Brand responds to users 29%

Sugary beverages

Didn't display beverage

Sugar-free sweetened

Water / non-sweetened

Total activity**
623
449,053
97,321
12,455,245
111,609

Retail brand totals

→ Shares	111,609	→ Shares
&B marketed	% of posts	F&B marketed
	-	
estern prepared	d food 47%	Confectionery / de
sian prepared fo	ood 18%	Edible ices
a / coffee	17%	Cakes / biscuits /
auces / dips / dr	essings 16%	
Sugary beverages	15%	

13%

Techniques	% of	posts
Sensory characterist	ics	80%
Branded characters		48 %
Brand responds to u	isers	46%
Seasonal limited pro	ducts	35 %
Brand partnerships		30%
Convenience		26 %
Price discounts, offe	rs	23%

Cakes / biscuits / pastries 8%

Fruit, veg, legumes

Techniques % o	f posts
,,,,	
Sensory characteristics	73 %
Events, e.g. sports	47 %
Branded characters	37 %
Brand responds to users	27 %

Percentages that add up to more than 100% are where multiple techniques / foods were present in a single post.

Corporate responsibility 17%

Conclusion

Food industry marketing techniques vary by brand type. As in other settings, in Singapore, sensory characteristics (taste, texture), branded characters, sports and community events, and health claims are common digital marketing techniques.









MILO health claims LiHO branded character

KFC sensory characteristics

100Plus events