

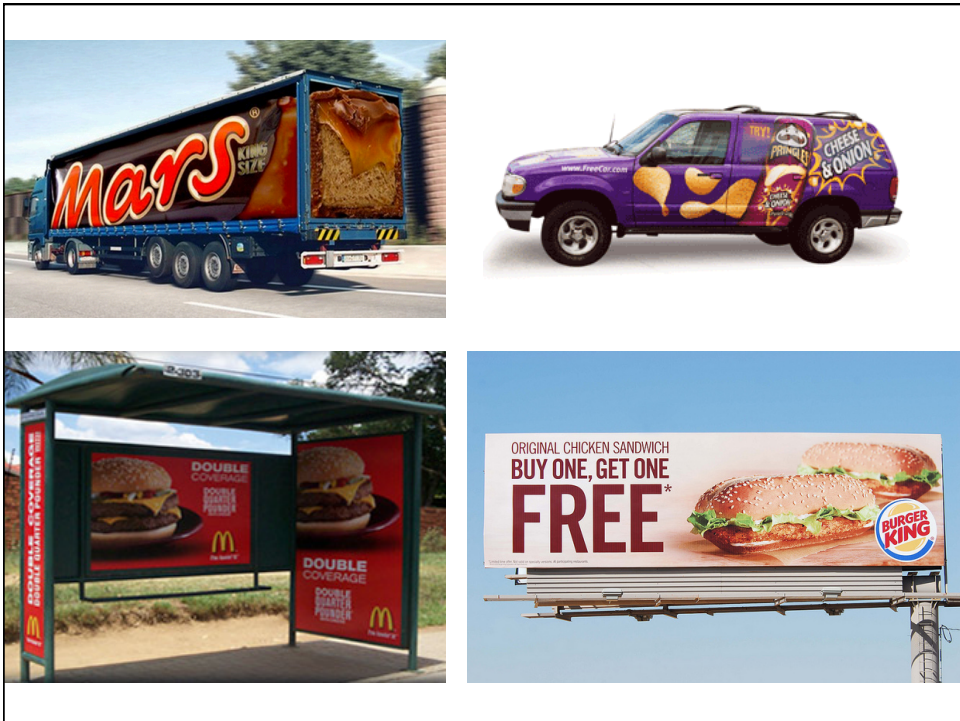
Pictures in Food Advertising: A Love Story

Morgan Poor
University of San Diego



Research Imitating Life





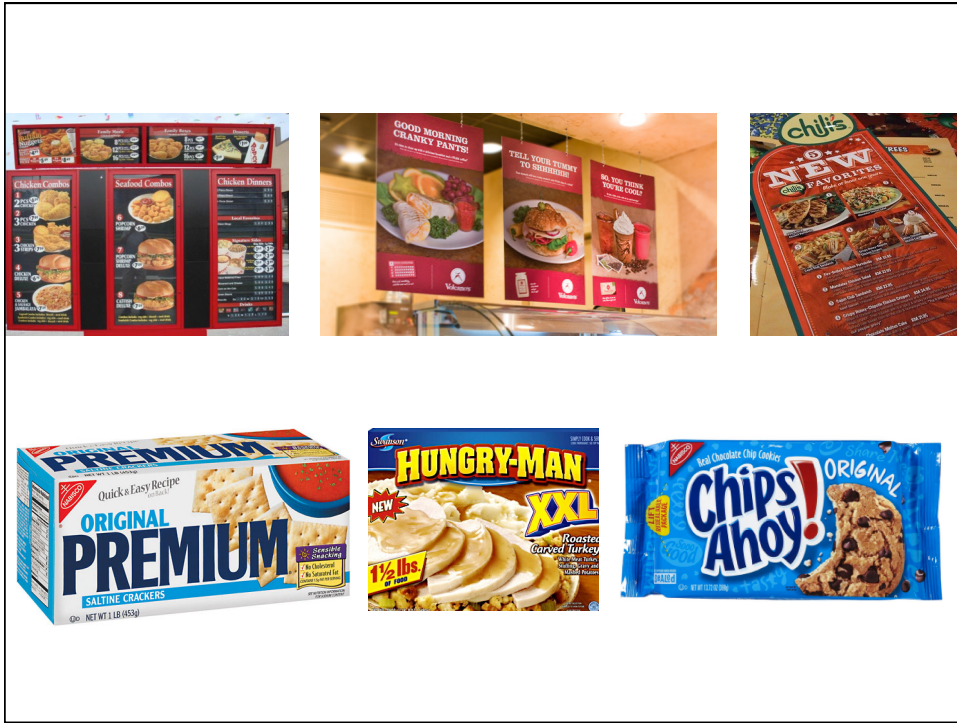


Image Effects

Attitudes



Information Processing



Emotional Responses



Product Inferences



Food Image Effects



(Madzharov & Block, 2010)



(Underwood & Klein, 2002)



(Frank et al., 2010)

The collage features several advertisements:
1. **MAGNUM**: "FOR PLEASURE SEEKERS" with images of Magnum ice cream bars.
2. **HELLMANN'S**: "BRING OUT THE BEST" with a sandwich and Hellmann's dressing. Text: "If we knew more about our food, would we eat better? ...foundation for your creation! REAL TASTES BETTER."
3. **MAGNUM**: "introducing MAGNUM ice cream" with a woman holding a Magnum ice cream bar.
4. **Breyers**: "MOMENT OF TRUTH" with a child's face smeared with chocolate. Text: "Mommy asked who ate the chocolate ice cream? Daddy said I ate the ice cream. Baby asked who ate the ice cream? Chocolate ice cream! I don't know! Not me. I go nap."
5. **Breyers**: "Breyers Blasts! explode with your family's favorite cookies and candies." with an image of Breyers Blasts ice cream.

Top 20 Consumer Magazines



60%



40%



24%

195 Food Advertisements



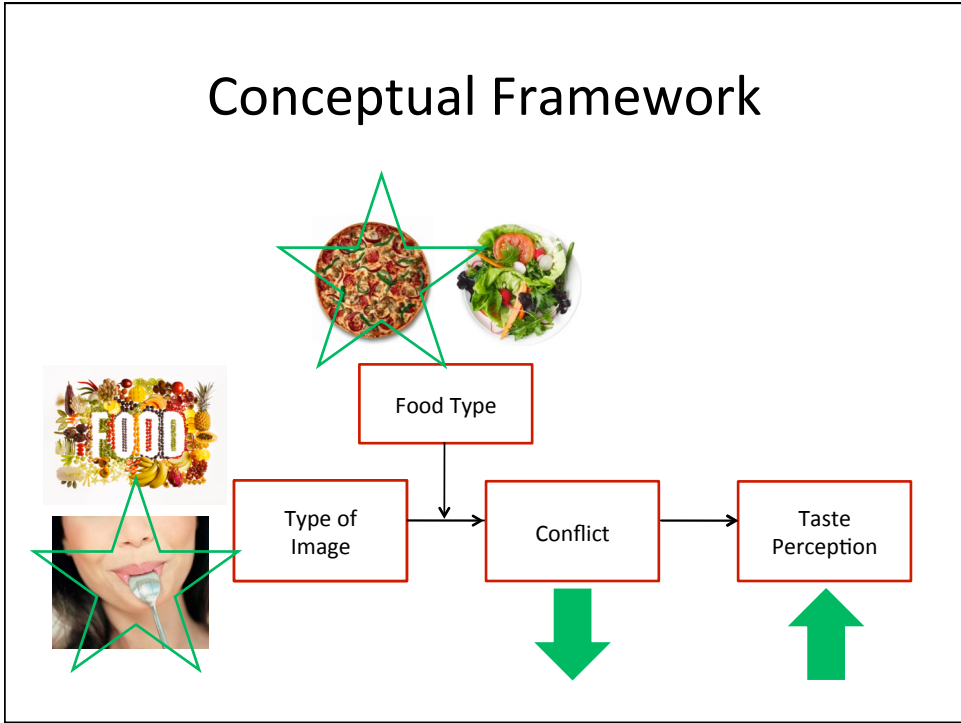
How Images of Other Consumers Influence Subsequent Taste Perceptions

With Adam Duhachek and Shanker Krishnan, Indiana University

Conflicting Goals in Food Consumption



Conceptual Framework



Study 1

2 (Food Type) X 2 (Image Type)
N = 132



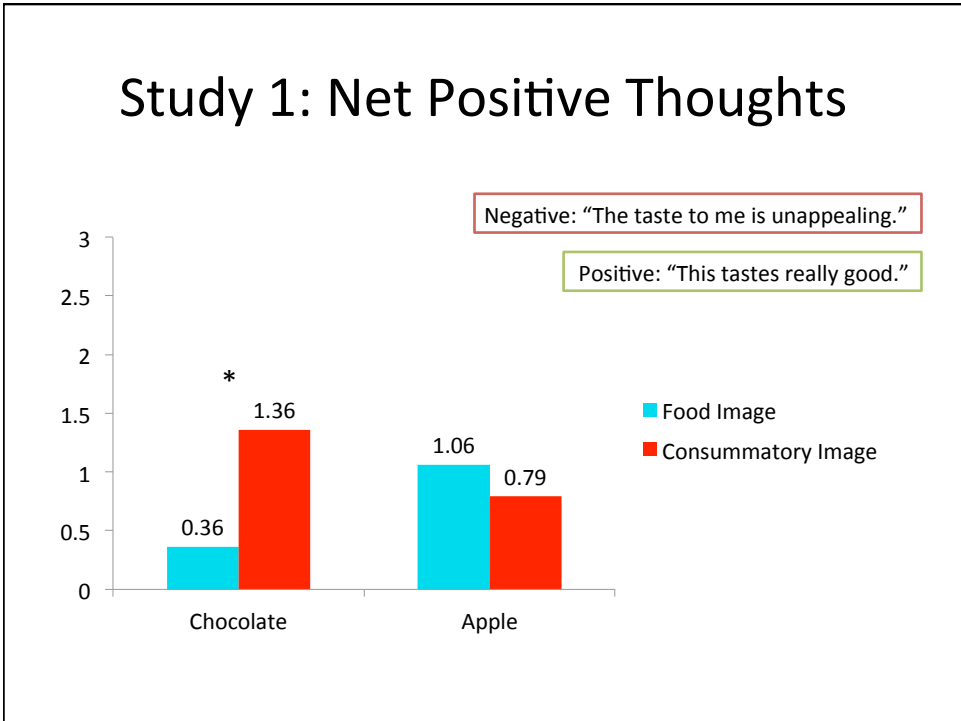
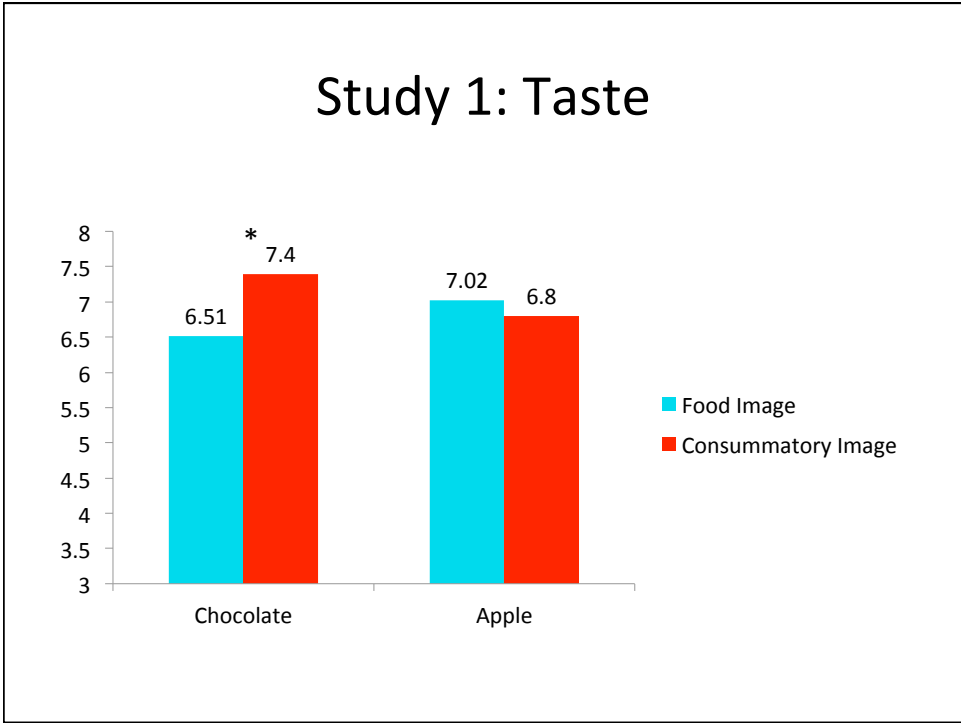
View and rate 5 Images.



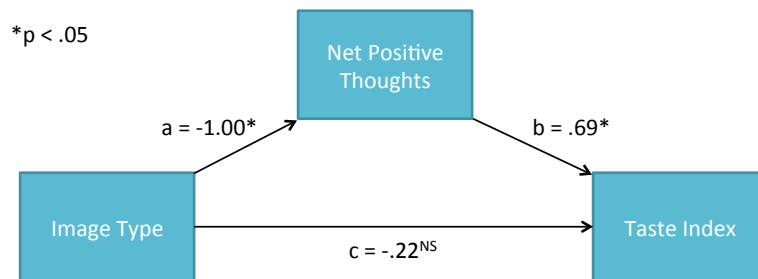
Thought Listing



Taste Index
Flavor
Deliciousness
Overall Taste
(9-point scales)



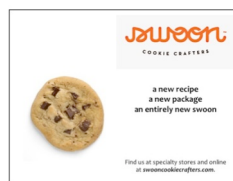
Study 1: Mediation via Cognition



- Preacher and Hayes (2004, 2008) bootstrap test for indirect effects

Study 2

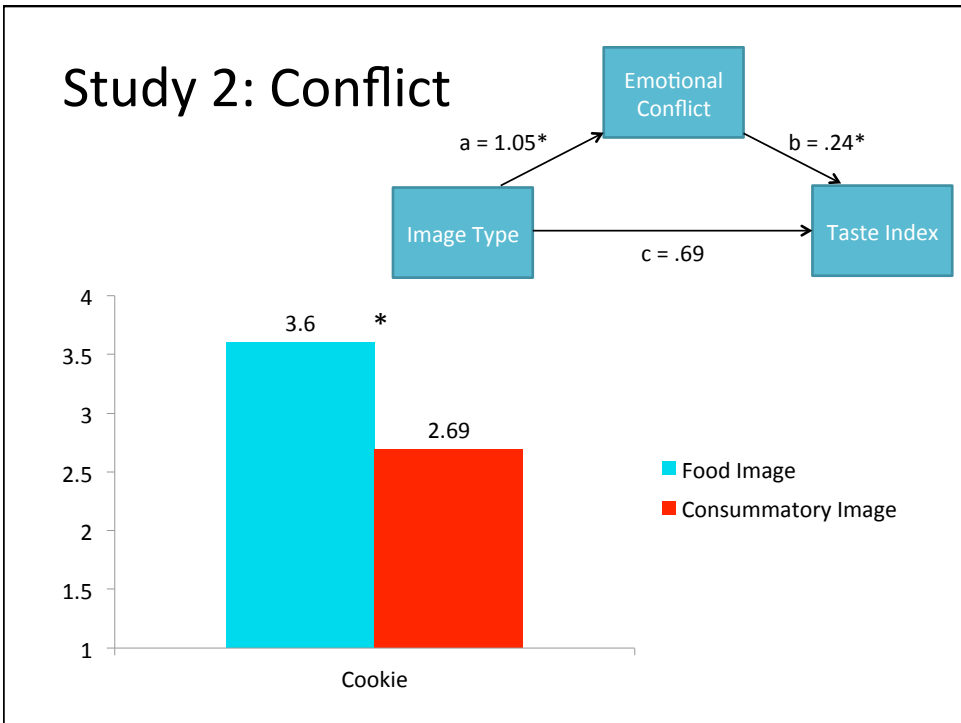
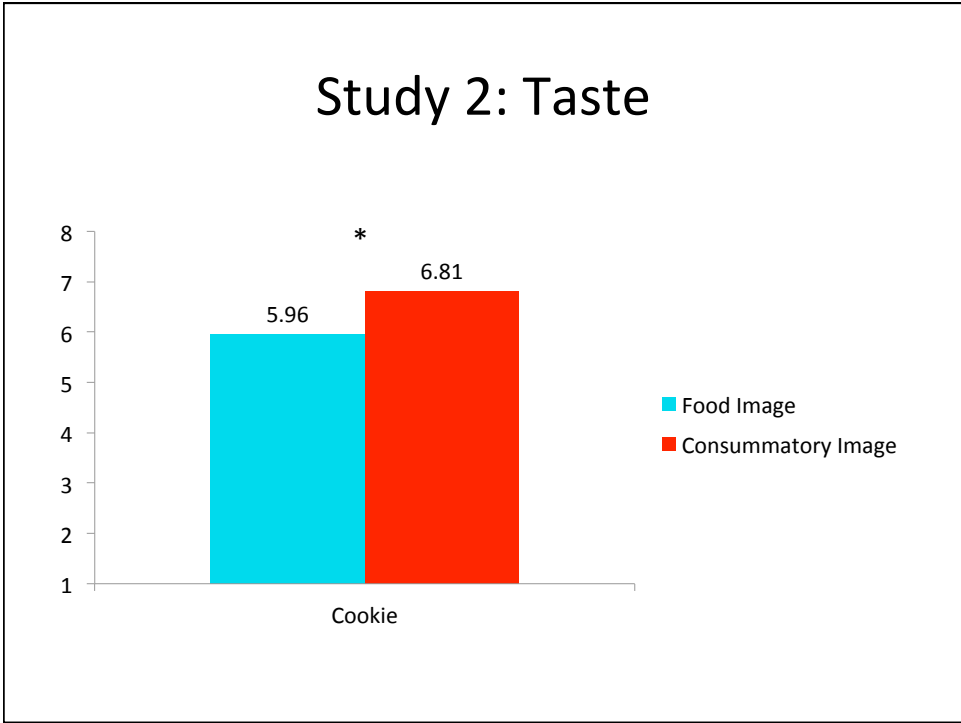
1 (Cookie) X 2 (Image Type)
N = 53



Taste Index
Flavor
Deliciousness
Overall Taste
(9-point scales)

Conflict Index
Pleasure
Delight
Gratification


Guilt
Remorse
Bad
(9-point scales)



2 (Goal) X 2 (Image Type)
N = 119

Study 3

Snacking Goal
Indulge
Eat Healthy



5 X

Expected Taste
Flavor
Deliciousness
Overall Taste
(9-point scales)

21

Goal Manipulations: Magazine Headlines

INDULGE Magazine

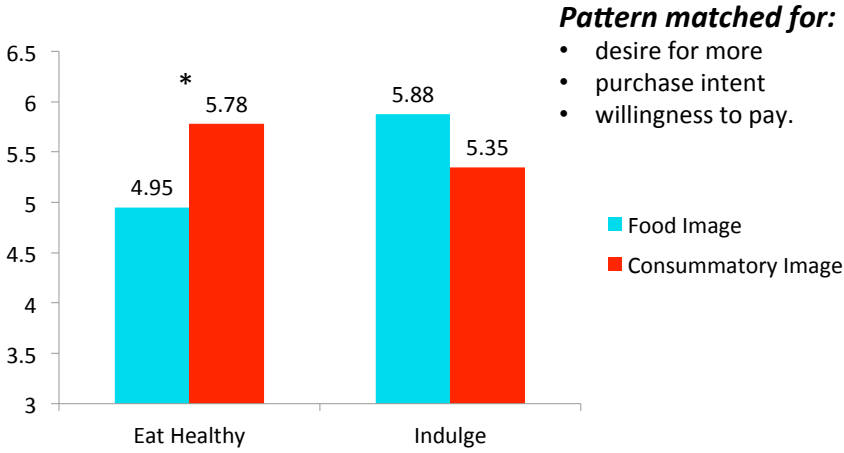
- 20 ways to reward yourself
- Why you should take a vacation right now
- Eat Dessert First
- Are you Living in the Moment?
- A Lesson in Indulgence from the world's best chefs

HEALTH SMART Magazine

- 20 Superfoods for Weight loss
- Stay Healthy on a Budget
- Skip Dessert and still be satisfied
- To waste or to waist: Its not even a question
- Strengthen your willpower: Tips from top athletes

22

Study 3: Expected Taste



How Consumer-Generated Images Shape Important Consumption Outcomes in the Food Domain



With Sean Coary, Saint Joseph’s University

I Scream, You Scream



Foodtography

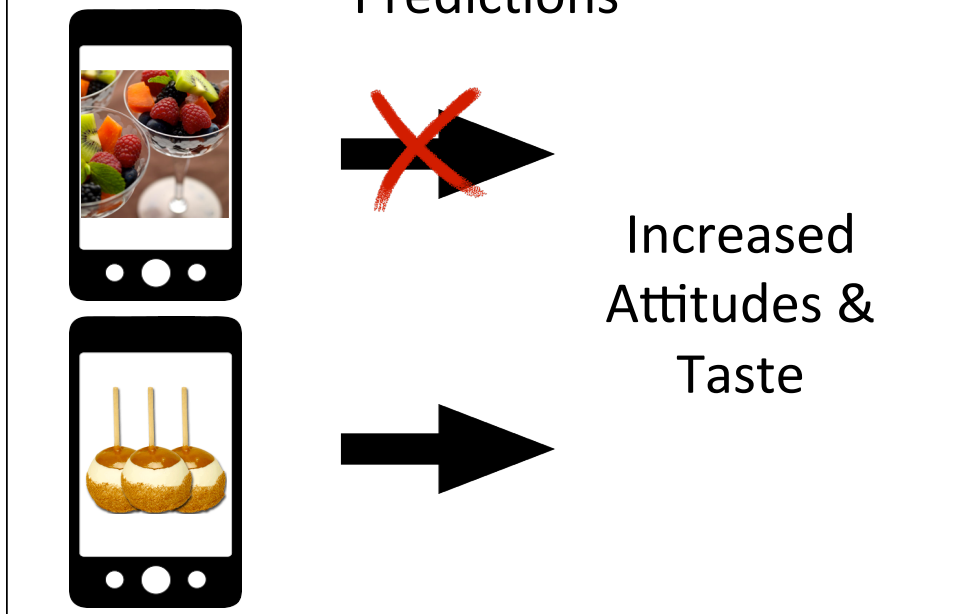
- 64% of U.S. adults own smartphones; 60% use camera phone in any given week (Pew Research Center, 2015).
- One of Instagram's most popular #s with over 59,000,000 pictures.
- Marketing Opportunity?



Delaying Gratification

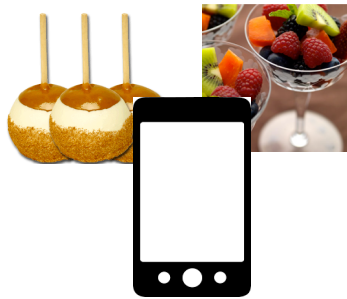


Predictions



Study 1 (N = 131)

- 2 (food type: indulgent vs. healthy) x 2 (food interaction: CGI, control) between subjects design

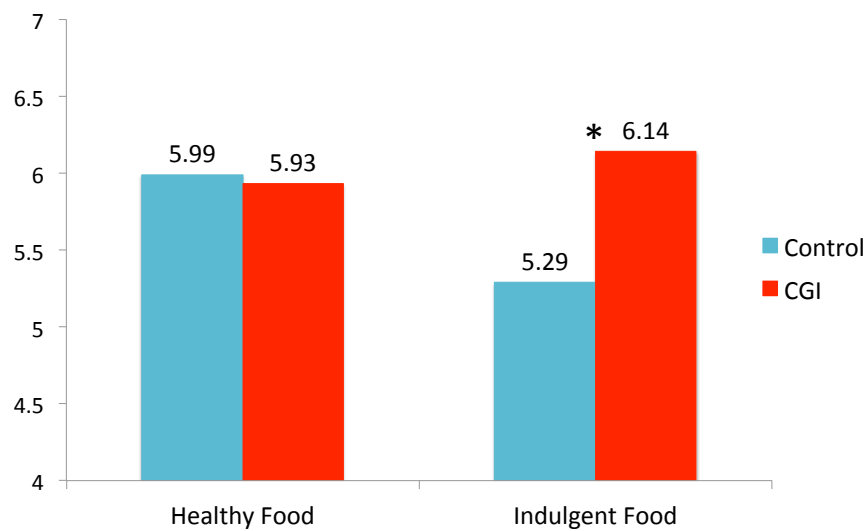


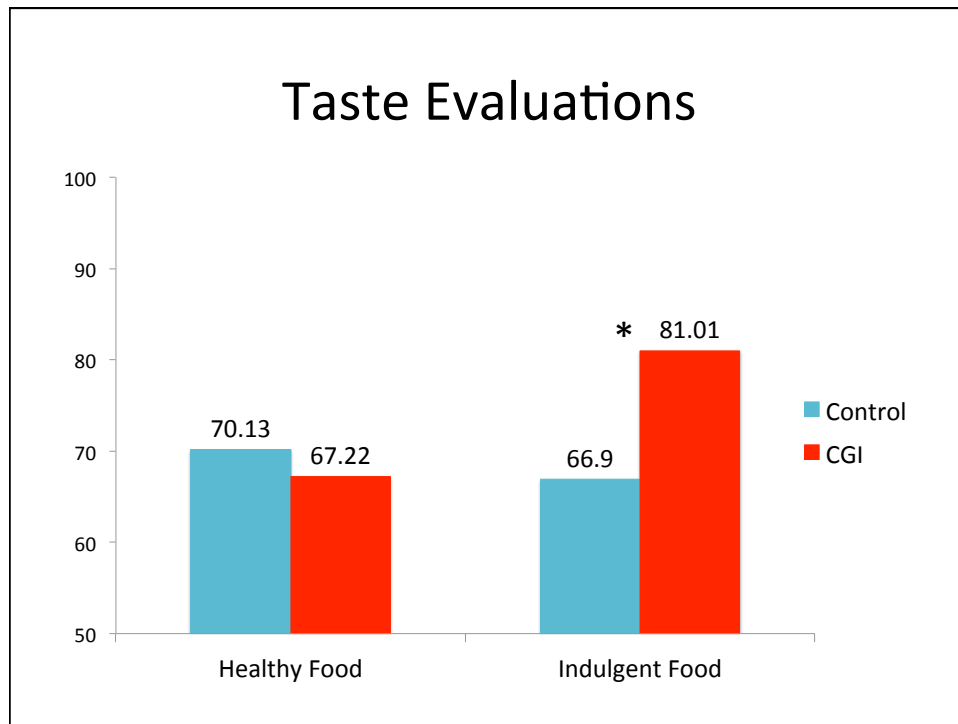
Anticipated Savoring
I savor/relish the thought of eating this food.
(7 point scales)

Taste
Flavor
Deliciousness
Overall Taste
(0-100 scales)

Attitude
Favorable
Positive
Good
(7 point scales)

Attitudes Towards The Food





Study 2 (N = 136)

- 2 (food interaction: CGI, control) x 2 (food type: indulgent, healthy) between subjects design



Anticipated Savoring
I savor/relish the thought of eating this food.

Taste
Flavor
Deliciousness
Overall Taste
Attitude
Favorable
Positive
Good

Food Type Manipulation

INDULGENT



“Red Velvet Cream Cake”

A rich treat with a smooth red velvet cake center, a decadent cream cheese frosting, and a sprinkling of cookie crumbles.

HEALTHY

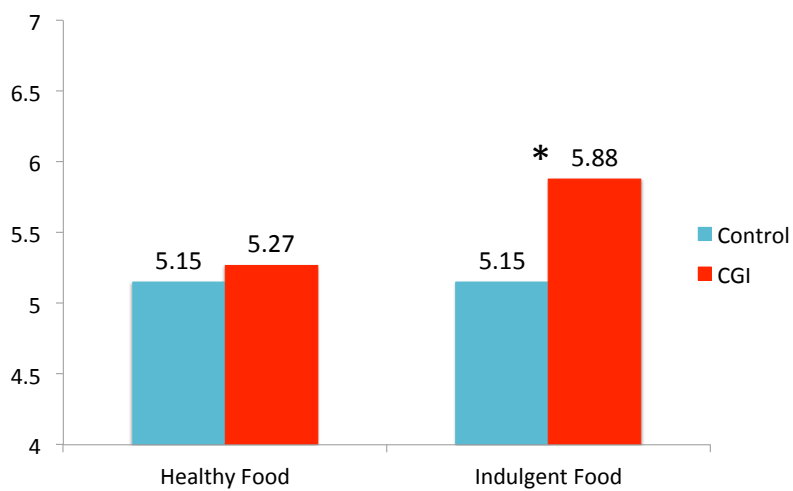


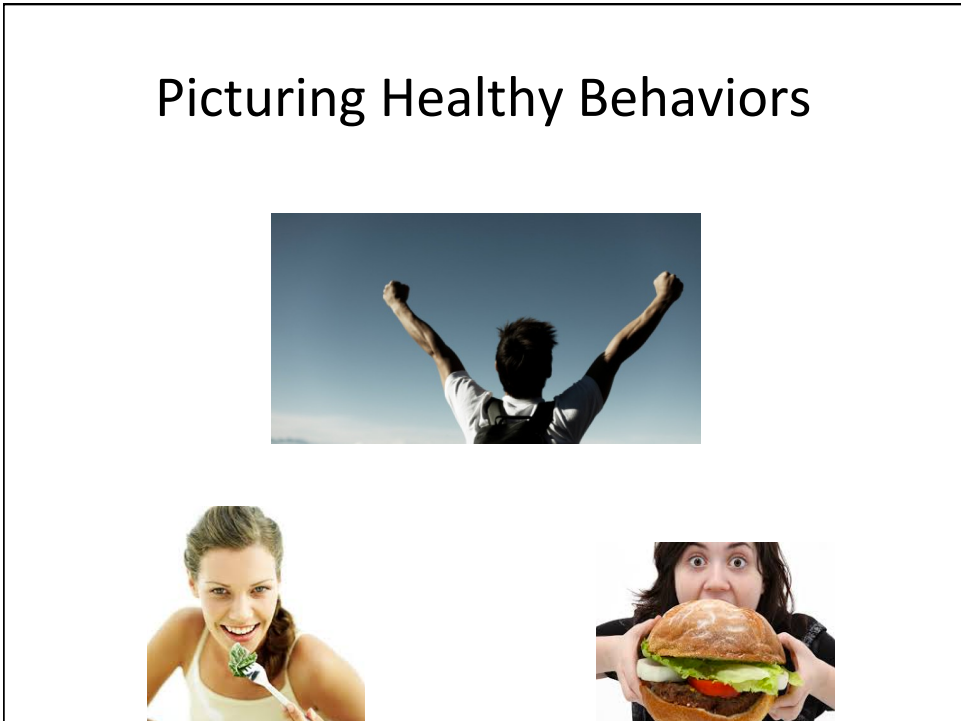
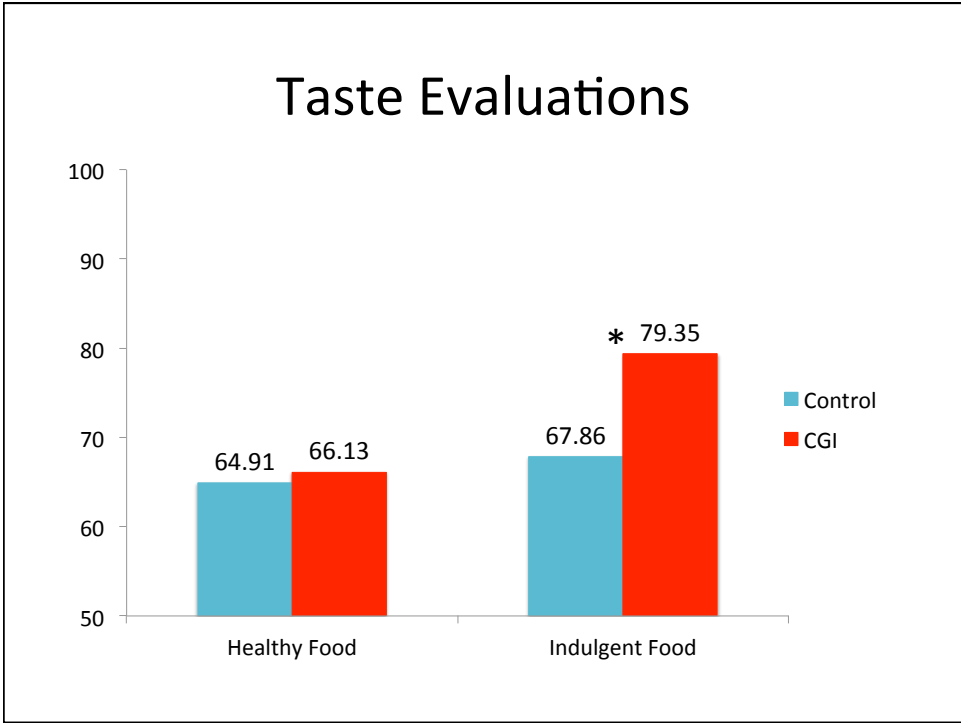
“Red Velvet deLite Cake”

A light, healthy alternative to Red Velvet Cream Cake, made with applesauce, egg whites, and low fat cream cheese.

Okada 2005

Attitudes Towards the Food





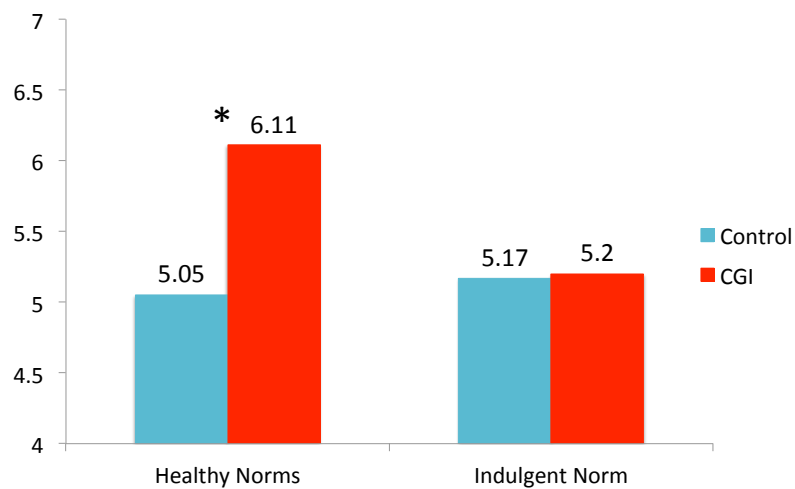
Study 3 (N = 101)

- 2 (food interaction: CGI, control) x 2 (descriptive social norm: consumers are eating less, consumers are eating more) between subjects design

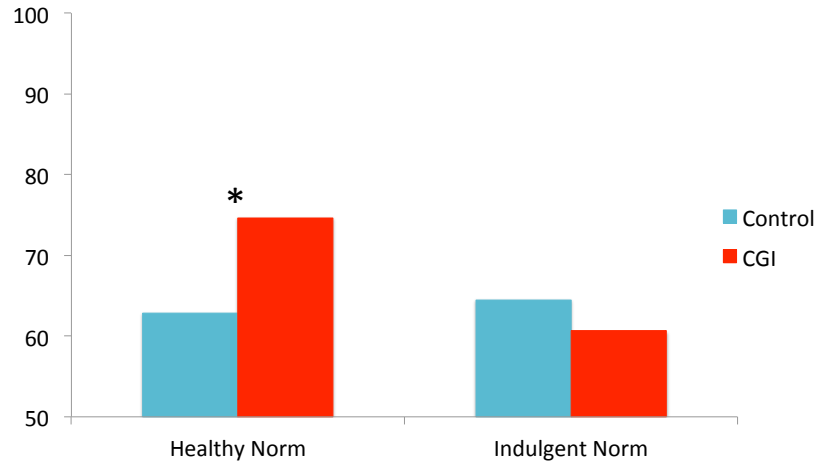


Taste	
Flavor	
Deliciousness	
Overall Taste	
Attitude	
Favorable	
Positive	
Good	

Attitudes Towards the Food



Taste Evaluations



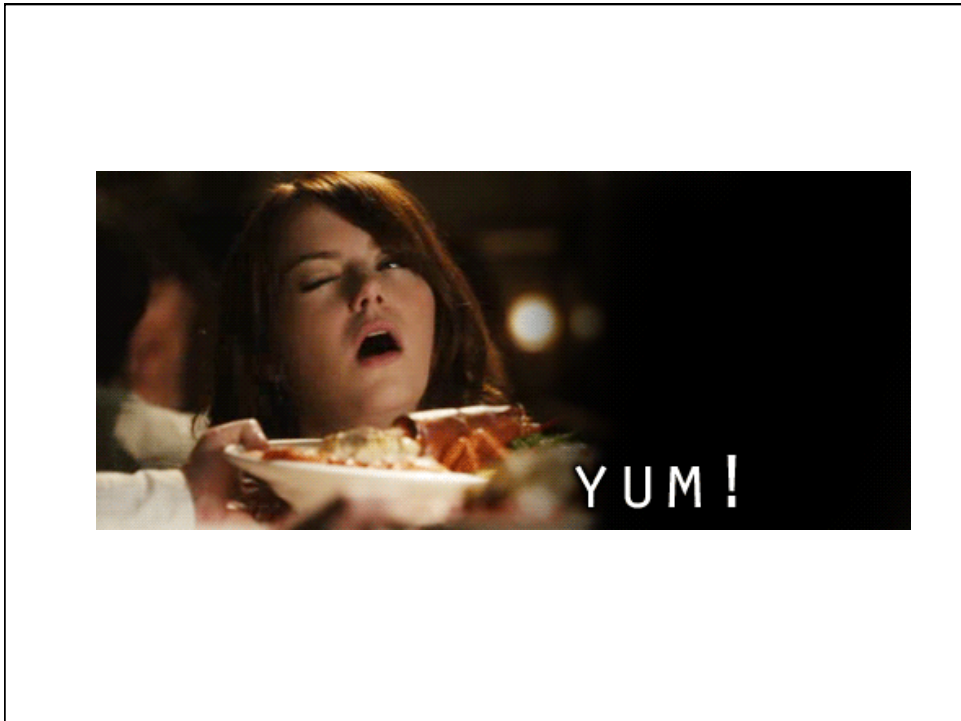
Future Research

Food Diary

Day	Meal	Calories
Monday	Breakfast	
	Lunch	
	Dinner	
Tuesday	Breakfast	Calories
	Lunch	
	Dinner	
Wednesday	Breakfast	Calories
	Lunch	
	Dinner	
Thursday	Breakfast	Calories
	Lunch	
	Dinner	
Friday	Breakfast	Calories
	Lunch	
	Dinner	
Saturday	Breakfast	Calories
	Lunch	
	Dinner	
Sunday	Breakfast	Calories
	Lunch	
	Dinner	



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 <p>Ready to make YOU a priority? Customized banking that meets your needs.</p>  <p>frontierbank <small>Connect with us now 888-569-2983 www.frontierbank.com</small></p>	





Stimuli



 <p>swoon: COOKIE CRAFTERS</p> <p>a new recipe a new package an entirely new swoon</p> <p>Find us at specialty stores and online at swooncookiecrafters.com.</p>	 <p>swoon: COOKIE CRAFTERS</p> <p>a new recipe a new package an entirely new swoon</p> <p>Find us at specialty stores and online at swooncookiecrafters.com.</p>	 <p>swoon: COOKIE CRAFTERS</p> <p>a new recipe a new package an entirely new swoon</p> <p>Find us at specialty stores and online at swooncookiecrafters.com.</p>
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