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HEALTH & SUSTAINABILITY MESSAGING RESEARCH
How to Talk So Consumers Will Listen

Consumers today are bombarded with brand messages across seemingly endless touchpoints, from their daily commutes to scrolling on their phones to grocery shopping in stores. With constant competition for consumer attention, it's essential to evaluate your communication strategy — are you resonating with your audience as effectively as you could be?

At Midan, we know that understanding the why behind the buy is key to crafting messaging that drives trial and purchase. That's why we recommend consumer research at the front end of any brand development exercise — to unlock deeper insights and motivations. To put this into action, we conducted a survey in January 2025 to evaluate topics that consumers are seeing more frequently on packages and in product promotions. We included messaging around health, sustainability, regeneratively raised agriculture and the term "organic." The findings not only highlight which messages resonate with consumers but also reinforced a fundamental principle of effective marketing: knowing your audience is everything. Our research can help you understand:

- What types of messages inspire purchase
- What messages consumers find authentic and trustworthy
- Where they prefer to receive messages
- Who they trust to deliver health & sustainability messages

MESSAGING THAT DRIVES PURCHASE

Respondents were shown two versions of a similar message and asked a series of questions. In this example, we asked which message would most inspire purchase. We categorized each respondent using our consumer segmentation tool to provide insight into why they selected one message over the other.

HEALTH MESSAGE 1:   Meat is a whole and nutritious part of a balanced diet.

HEALTH MESSAGE 2:   Meat is an excellent source of complete protein, providing all the essential amino acids your body needs for muscle growth, tissue development and repair, and supporting immune function.

The results show that consumers prefer different messages depending on which consumer segment they belong to. Convenience Cravers (lead busy lives and prefer quick, easy meals) were most likely to choose health message #1. Claim Seekers (pay careful attention to what they eat in terms of health, animal welfare and sustainability) were most likely to choose health message #2. Pairing this research with meat consumer segmentation can help you drill deeper into your target audience to craft messaging that inspires purchase. Learn more about Meat Consumer Segmentation 3.0 to discover all our consumer segments.

*Midan's **Meat Consumer Segmentation 3.0** is a powerful tool to get actionable insights into who your target consumer segments are and how they behave at the meat case.*

WHAT ELSE CONSUMERS ARE TELLING US

- The top three consumer claims are all-natural, grass-fed and raised with no antibiotics.

- Depending on the type of message, consumers most trust USDA, dietician/nutritionists, certified bodies regulating claims and branded companies to provide them with details about a claim and why it's important.

- When conveying nutritional benefits of meat, there is an opportunity to expand upon protein claims.

- In general, consumers are unfamiliar with many of the terms we use to differentiate and promote meat products, underscoring the need for the meat industry to take the lead in being crystal clear about what terms mean and using them in ways consumers can easily understand.

MIDAN CAN HELP YOU COMMUNICATE & CONNECT

We have the tools and expertise to help you cut through the noise and make meaningful connections that drive loyalty and sales. We provide:

RESEARCH-DRIVEN INSIGHTS
TRENDING CONSUMER TOPICS
TARGETED AUDIENCE SEGMENTATION
FULL-SERVICE MARKETING

Contact Michael Uetz at **m.uetz@midan.com** to get additional insights into the research.