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FAIR
SPEAK

FairSpeak

www.fairspeak.org



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Presented by Henrik Selsøe Sørensen at NutrEating
February 2010



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FairSpeak – project aims and objectives

- 1) Create a new interdisciplinary frame of reference for an integrated analysis of the complete communicative potential of food packages in a fairness perspective

Deliverables Scientific articles + case review



- 2) Develop methods for testing how alternative package designs may fairly inform or potentially mislead and deceive consumers ... instead of merely testing consumer acceptance

Deliverables Scientific articles etc.
Cases with participating Danish companies (Arla, Toms, Lantmännen, SuperGros)





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FairSpeak – project aims and objectives

- 3) Develop best practices, recommendations and tools to be used by companies as well as by advertising agencies in order to promote fairness ...

Deliverables White book
Conference

WHITE BOOK

*in collaboration
with key
stakeholders*

What do we actually mean by
*an interdisciplinary frame of reference for an
integrated analysis of the complete
communicative potential of food packages in
a fairness perspective?*

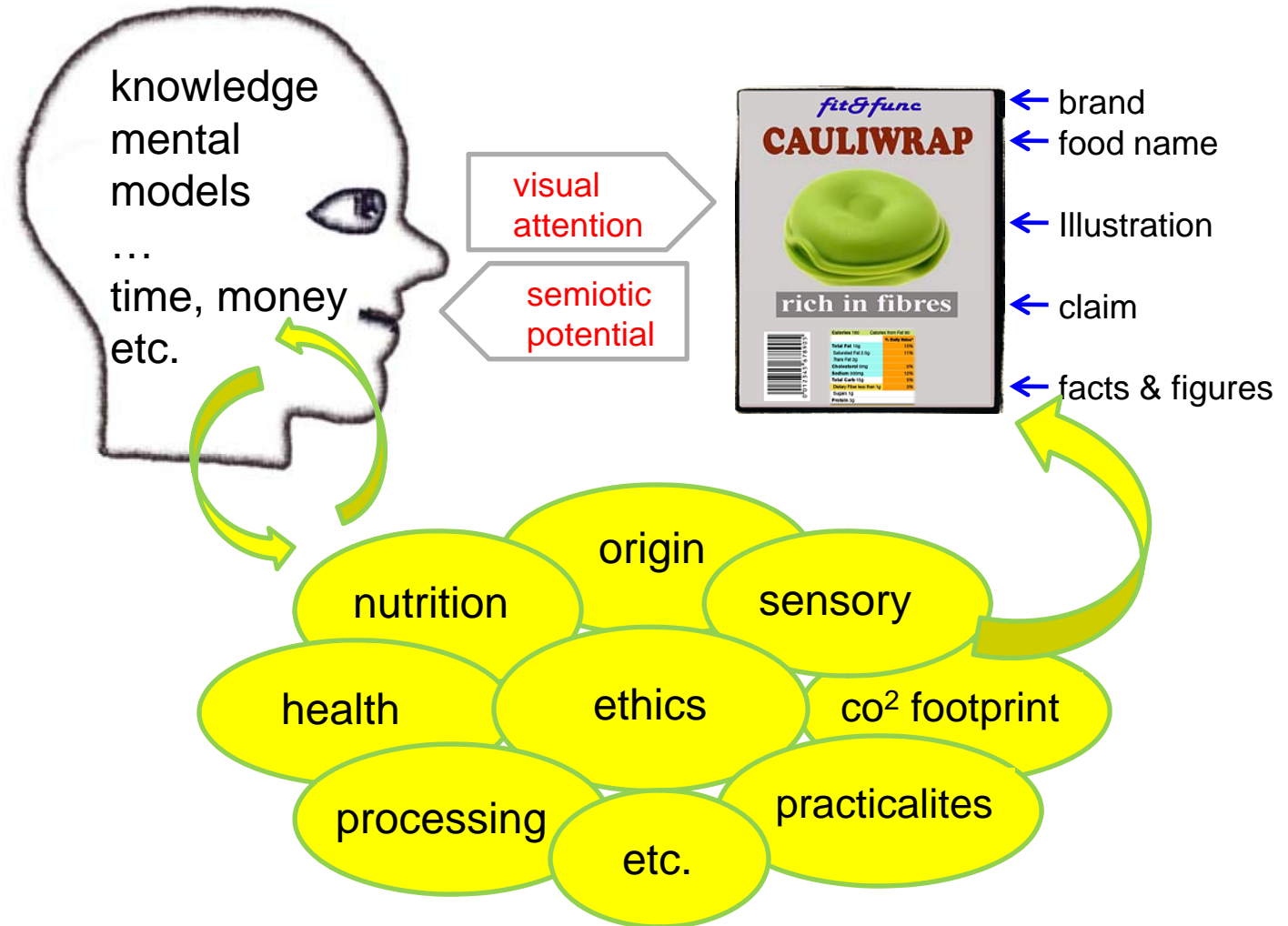




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Anatomy of in-store food-to-consumer communication

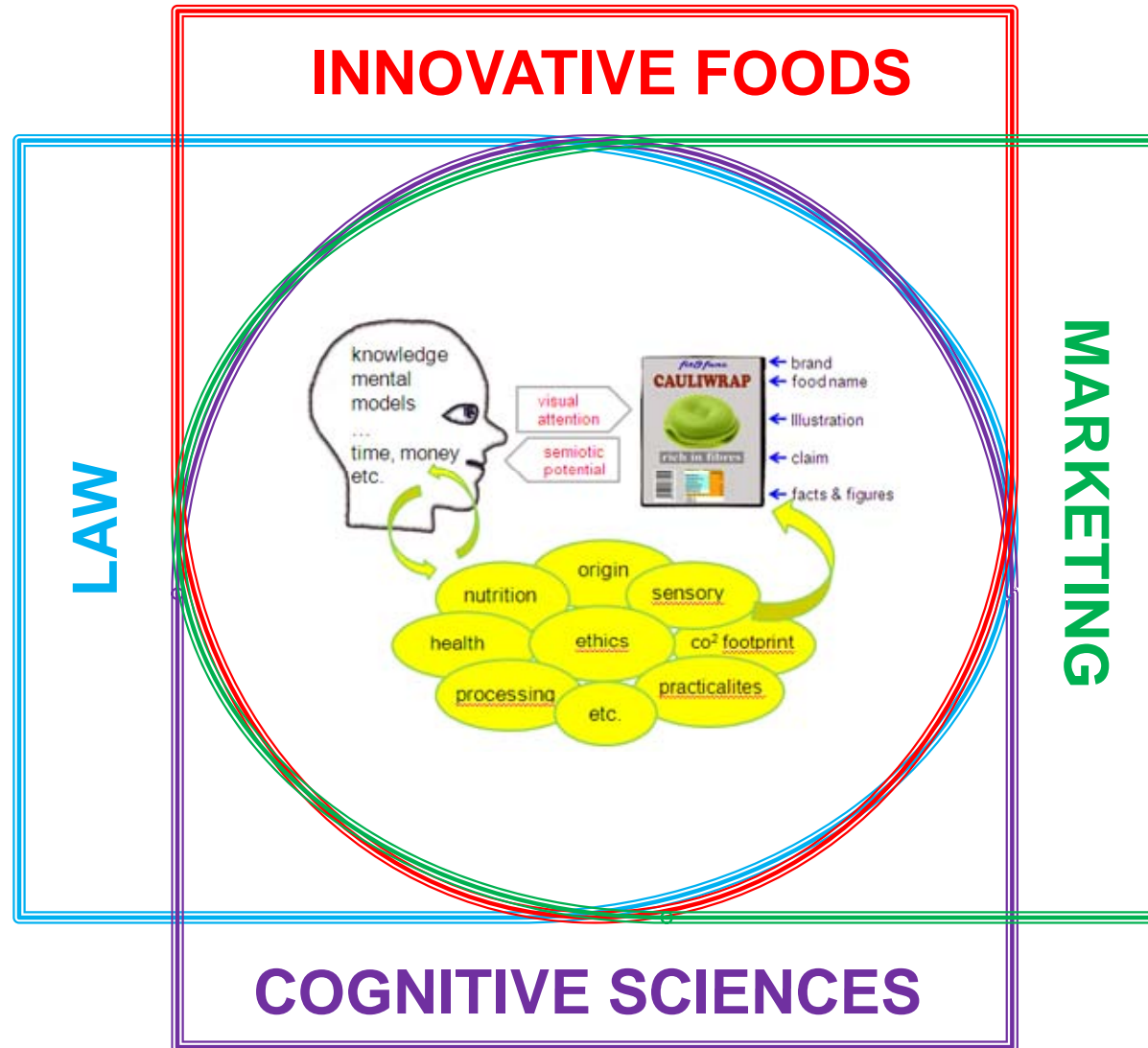




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Anatomy of in-store food-to-consumer communication





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Experimental work in progress (February 2010)

- Potential misleading effects of factually correct numeric nutrition claims and of non product-related illustrations of people
Clement, Smith, Zlatev, Wickman
- Limits to consumer acceptance of traditional product names used for innovative products - low fat "butter cake" without any butter etc.
Smith, Hyldig, Møgelvang
- Constraining misleading effects of novel product names through disambiguating design elements in the same field of vision: the case of product names containing places of origin
Smith, Zlatev, Barratt, Weir
- Effects of illustrations of ingredients (drawings / photos) on consumer expectations of natural vs artificial flavour
Barratt, Smith, Selsøe
- Operationalization of less informed vs well informed consumers – development of a consumer test
Selsøe, Holm, Smith, Møgelvang
- Correlation between different levels of consumer understanding and patterns of visual attention during the purchase decision process
Clement, Selsøe

