

## How to motivate consumers to choose insect-based alternative protein food products



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To increase the motivation of potential consumers, campaigns, consultations, or other actions that aim to promote insect-based alternative protein intake should:

- Communicate that trying insect-based food is an exciting adventure (Dare to try!);
- Prompt curiosity (Aren't you curious?);
- Present photos, videos, and comments of role models attractive to young men, encouraging them to try or include insect-based protein food in their diets. Ideally, the role models should be from the same country as the potential consumers;
- Communicating the trustworthiness of novel technology used in alternative protein production;
- Communicating healthiness and/or low health risks related to eating food with insect-based proteins;
- Prompt knowledge about how this type of food is produced and why it is healthy.

As male consumers and younger, educated people are more likely to try or include this type of food in their regular diet, the most successful campaigns/actions are those that target young men.

For example, the campaign motto could be “He dares to try it. Do you care to dare? Learn more about new food with insect-based proteins.”