

Client



Developing a greater understanding of food cultures on and offline

Company:
allrecipes.com

Website:
www.allrecipes.com

Challenge

Considering expansion of the allrecipes.com platform into new territories, Reader's Digest were looking to develop a greater understanding of Chinese and Japanese food cultures both on and offline. The study involved not just developing a deep cultural understanding of the food rituals of these regions but how, and to what extent, these are reflected in online cultures and behaviours.

Ultimately, the research looked to leverage existing behaviours in these territories to inform and design the most appropriate experience for this new customer base, and in doing so it had to consider not just how to best get such different cultures engaged in the proposition, but the likely acceptance of an American food brand to the region.

Our contribution

Using techniques designed to reflect the ultimate outputs for the project, Alterian conducted an extensive digital ethnography of food sites in the US, China and Japan, to gain an understanding of the social networking ecosystem that already existed around food. This was then supported by a series of in-depth telephone interviews with Subject Matter Experts including global experts on brand, celebrity chefs in each country, cultural anthropologists and social media experts.

The findings from the virtual ethnography and interview insights were incorporated into an overall presentation and strategic recommendations deck based on brand affinity metrics and cultural contexts. The use of a highly innovative methodology meant that we were able to deliver a more valuable insight than we feel a traditional (and much more expensive) methodology would have offered for under \$30,000 – significantly less than other vendors had quoted.

Results

The recommendations made by Alterian, have not only meant that Reader's Digest have been able to successfully launch the allrecipes.com site and brand in China and Japan. Alterian continues to be a valued vendor to Reader's Digest, actively involved in projects across the organisation.

Alterian

Alterian (LSE: ALN) enables organizations to create relevant, effective and engaging experiences with their customers and prospects through social, digital, and traditional marketing channels. Alterian's Customer Engagement solutions are focused in four main areas: Social Media, Web Content Management, Email, and Campaign Management & Analytics.

Alterian technology is utilized either to address a specific marketing challenge or as part of an integrated marketing platform, with analytics and customer engagement with the individual at the heart of everything. Working alongside a rich ecosystem of partners, Alterian delivers its software as a service, or on premise. For more information about Alterian visit www.alterian.com or the Alterian blog at www.engagingtimes.com.

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