

Insects Innovation in Gastronomy

COURSE SUPPORT



Episode 1: Introduction to Marketing Strategies for Insect Consumption in Gastronomy

Disclaimer:

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Synopsis

In this introductory episode, the lecturer sets the stage for the course, emphasizing the role of strategic marketing in making insect-based foods more widely accepted. While insect consumption has a rich history in many cultures, Western markets remain hesitant due to perception barriers. Effective marketing can bridge this gap by leveraging storytelling, branding, and consumer psychology. The episode outlines the key themes of the course, from audience targeting to digital marketing strategies, and previews the upcoming content.

Key Insights & Takeaways

1. The Challenge and Opportunity of Insect Gastronomy

- Insect consumption is not new—many cultures have embraced it for centuries.
- The biggest barrier in Western markets is **perception**, not nutrition or sustainability.
- Marketing can **shift consumer attitudes** by crafting the right narrative.

2. The Role of Storytelling in Marketing

- Marketing is not just about presenting facts—it's about shaping **how people think and feel**.
- Insects should be positioned not as a last-resort protein but as an **exciting, gourmet, and sustainable** choice.
- **Example: Sushi** was once unfamiliar in the West but became a premium cuisine through smart branding. A similar transformation is possible for insect-based foods.

3. What You'll Learn in This Course

- **Understanding the target audience:** Identifying motivations and overcoming resistance.
- **Branding strategies:** Making insect-based foods desirable and aspirational.
- **Overcoming psychological barriers:** Addressing the 'yuck' factor through strategic messaging.
- **Digital marketing techniques:** Utilizing social media and online platforms for outreach.
- **Regulatory considerations:** Navigating legal frameworks for commercial success.

4. Preview of Upcoming Episodes

- **Episode 2:** Market Analysis – Identifying the right audience for insect-based foods.



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Final Thought

Marketing can **redefine how people perceive insect-based foods**, just as it has with other once-unfamiliar cuisines. With the right strategy, these foods can move from niche to mainstream, creating new culinary experiences and sustainable choices for consumers.