

# Insects Innovation in Gastronomy

## MODULE 6



### Module 6:

### Marketing Strategies for Insect Consumption in Gastronomy

#### ***Disclaimer:***

*This project is co-funded with the support of the European Union.*

*Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.*

## Module 6: Marketing Strategies for Insect Consumption in Gastronomy

### Unit 1: Introduction to Marketing Insect Gastronomy

#### Objective:

Introduce the concept of marketing insect-based foods, emphasizing the role of storytelling and perception in transforming cultural attitudes toward edible insects. Provide an overview of the course structure and goals.

#### Content:

- Explanation of why insect consumption, though ancient in some cultures, faces perception challenges in Western markets.
- The power of marketing to bridge the perception gap using narrative and emotional connection (e.g., sushi's journey to mainstream success).
- Overview of course topics: audience analysis, branding, overcoming stigma, digital marketing, regulatory considerations, and case studies.

#### Materials:

- Introductory video lecture outlining the course and the potential of insect gastronomy from a marketing perspective
- Course support in a PDF format

### Unit 2: Understanding the Market Potential

#### Objective:

Explore the global market for edible insects, identifying key demographics, consumer perceptions, and opportunities for growth.

#### Content:

- Overview of the edible insect market: \$1 billion today, projected to reach \$8 billion by 2030 (24% CAGR).

- Key demographics: environmentally conscious consumers, health enthusiasts, foodies, and flexitarians.
- Consumer concerns (e.g., fear of the unknown, cultural stigma) and opportunities (e.g., product diversity, sustainability trends).
- Importance of market research to address challenges like regulations and supply chains.

**Materials:**

- Video lecture with visuals inserts and commentary on market potential and trends.
- Course support in a PDF format

## Unit 3: Branding and Positioning Insect-Based Products

**Objective:**

Explain how to create a compelling brand identity and position insect-based foods to appeal to target audiences while overcoming psychological barriers.

**Content:**

- Definition of branding: identity, values, and promise; its role in differentiation and trust-building.
- Strategies for brand identity: core values (e.g., sustainability), personality (e.g., gourmet vs. approachable), and visual design (e.g., earthy tones).
- Positioning options: gourmet cuisine, health focus, sustainability champion, or everyday convenience.
- Overcoming the "yuck" factor through visual design, language, and storytelling (e.g., sushi analogy).

**Materials:**

- Video lecture featuring visuals inserts and commentary on insights and practical steps to develop a brand.
- Course support in a PDF format

## Unit 4: Marketing Channels and Strategies

**Objective:**

Provide an overview of marketing channels and strategies to reach target audiences effectively, emphasizing digital and hands-on approaches.

**Content:**

- Categories of marketing channels: digital (websites, SEO, PPC, email), social media (Instagram, TikTok, X, LinkedIn), content marketing (blogs, videos), traditional media (print, radio), and events/partnerships.
- Digital strategies: website as a storefront, SEO for visibility, PPC for targeting, email for loyalty.
- Social media tactics: platform-specific content (e.g., Instagram recipes, LinkedIn thought leadership).
- Practical examples: tasting events, chef collaborations, and data-driven optimization using analytics.

**Materials:**

- Video lecture featuring visuals inserts and commentary demonstrating channel selection and real-world examples.
- Course support in a PDF format

## Unit 5: Regulatory and Ethical Considerations

**Objective:**

Highlight how regulatory compliance and ethical practices can enhance marketing efforts and build consumer trust in insect-based foods.

**Content:**

- Leveraging food safety regulations (e.g., EU Novel Food Regulation, FDA standards) as a trust-building tool via certifications and transparency.
- Ethical marketing: sustainable farming (e.g., reduced water use), humane practices, and community impact stories.
- Addressing consumer concerns: safety, allergens, and environmental benefits through campaigns.
- CSR initiatives: community engagement, environmental projects, and social causes as marketing assets.

**Materials:**

- Video lecture featuring visuals inserts and commentary on regulatory compliance and sustainability metrics as components of a marketing strategy
- Course support in a PDF format

## Unit 6: Case Studies and Future Trends

### Objective:

Analyze successful case studies of insect gastronomy marketing and explore future opportunities, providing practical resources for chefs and marketers.

### Content:

- Case Study 1: Chapul (USA) – Educational marketing, strategic branding, and flavor innovation with cricket protein bars.
- Case Study 2: Entomo Farms (Canada) – Scaling supply chains, transparency, and chef collaborations.
- Top European providers: Protix, Ynsect, Tebrio, etc., with product offerings (e.g., cricket powder, mealworm protein).
- Future trends: product diversification, technological advancements, mainstream acceptance, and regulatory support.

### Materials:

- Video lecture featuring visuals inserts and commentary on Chapul and Entomo Farms' success stories, list of European insect ingredient providers with website links and commentary on future trends
- Course support in a PDF form



