

YOU'RE ALSO GOING TO SEE SOME HISTORIC BRANDS DISAPPEARING AND THERE WILL BE A LOT OF PEOPLE LOOKING AT WHETHER TRADITIONAL BRANDS ARE GOING TO SURVIVE, BUT AS THE GLOBAL ALCOHOL MARKET CONTRACTS, NON-ALCOHOLIC DRINKS – AS WELL AS GLUTEN-FREE AND VEGAN – ARE ON THE STAMPEDE AS CONSUMERS FOCUS MORE ON LIFESTYLE CHOICES.

MELISSA COLE IS AN AWARD-WINNING WRITER AND BROADCASTER

INSIGHTS & BRAND OPPORTUNITIES



"If there is anywhere people can save money, it's doing a little less delivery and taking that ten-minute walk once a day."

JEREMY JACOBOWITZ - ONLINE FOOD ADVENTURER WITH EXPERIENCE IN TV

INSIGHTS & BRAND OPPORTUNITIES



People are getting back to wanting the full restaurant experience and have really gotten to the point of wanting to go into the restaurant to experience every level of the food, environment, and service.

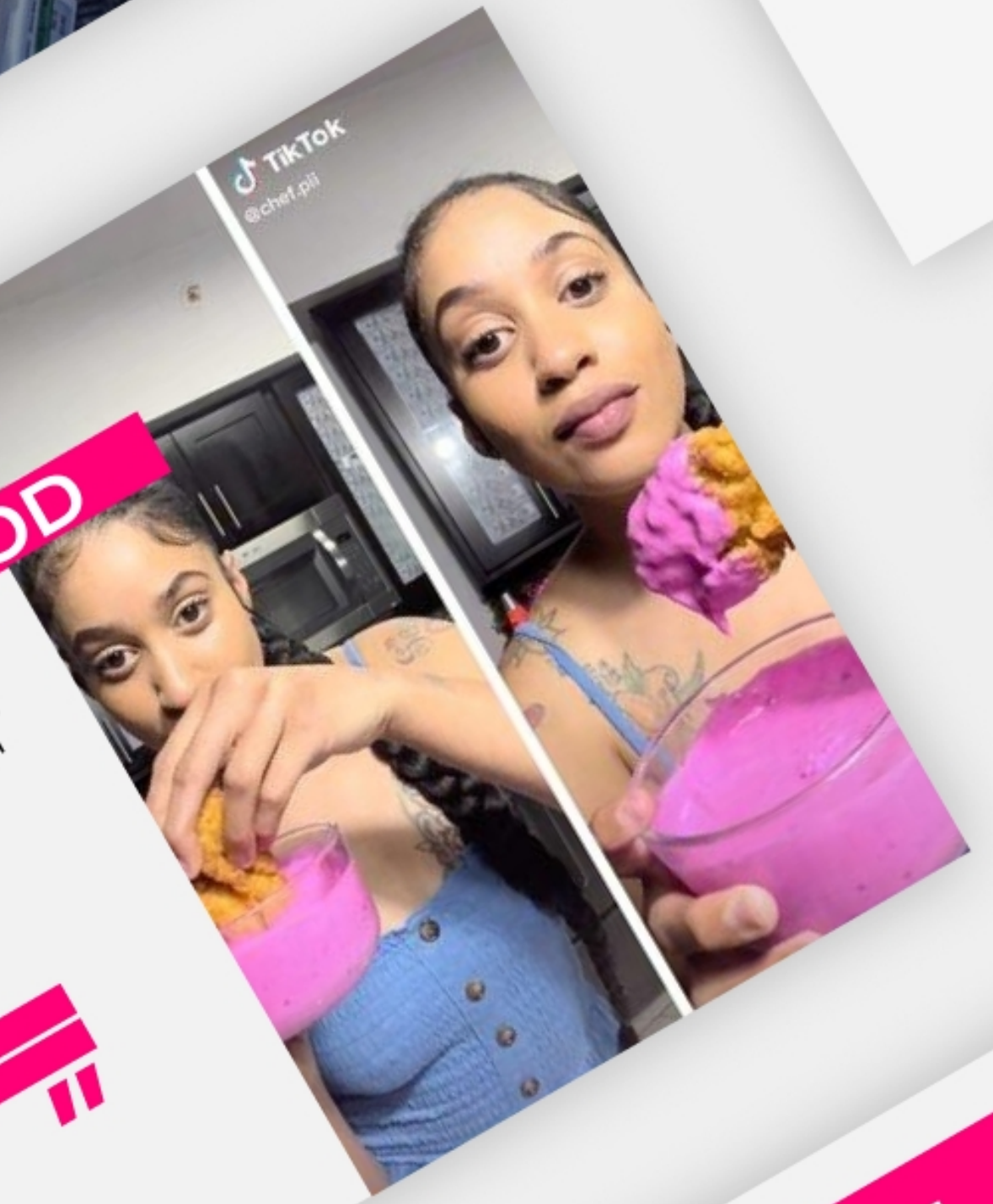
JEREMY JACOBOWITZ - ONLINE FOOD ADVENTURER WITH EXPERIENCE IN TV

02. COMFORT FOOD

There is a need for security and comfort because people still want to have treats and small luxuries, even if they're not the kind people would've had before.

Treats are really important.

MARIA BENNETT - JEREMYJACOBOWITZ.COM



EXPERT PROFILE

ALEXANDRA HAYES

Alexandra Hayes is a food and drink consultant with over 30 years of contained industry experience. They specialise in bespoke food trends consumer insight, and their work supports the biggest food producers, retailers, and hospitality brands in the UK.

brands play to see... meat, they should... explaining good meat, while also... giving reasons why they should maybe... eat less of it. Children as the future is an... interesting concept, especially when it... comes down to food and drink. The... Food Strategy has highlighted... and, more importantly, support... to support... been a wave of... assigns a...

TOOLKIT

# Viewpoint Snapshot

Align your brand with emerging trends to establish your public profile

We use desk research and thought leader interviews to reveal new behaviours and develop a unique point of view for your brand to own. This work is designed in a PR-friendly report for you to use to make headlines and establish cultural expertise.

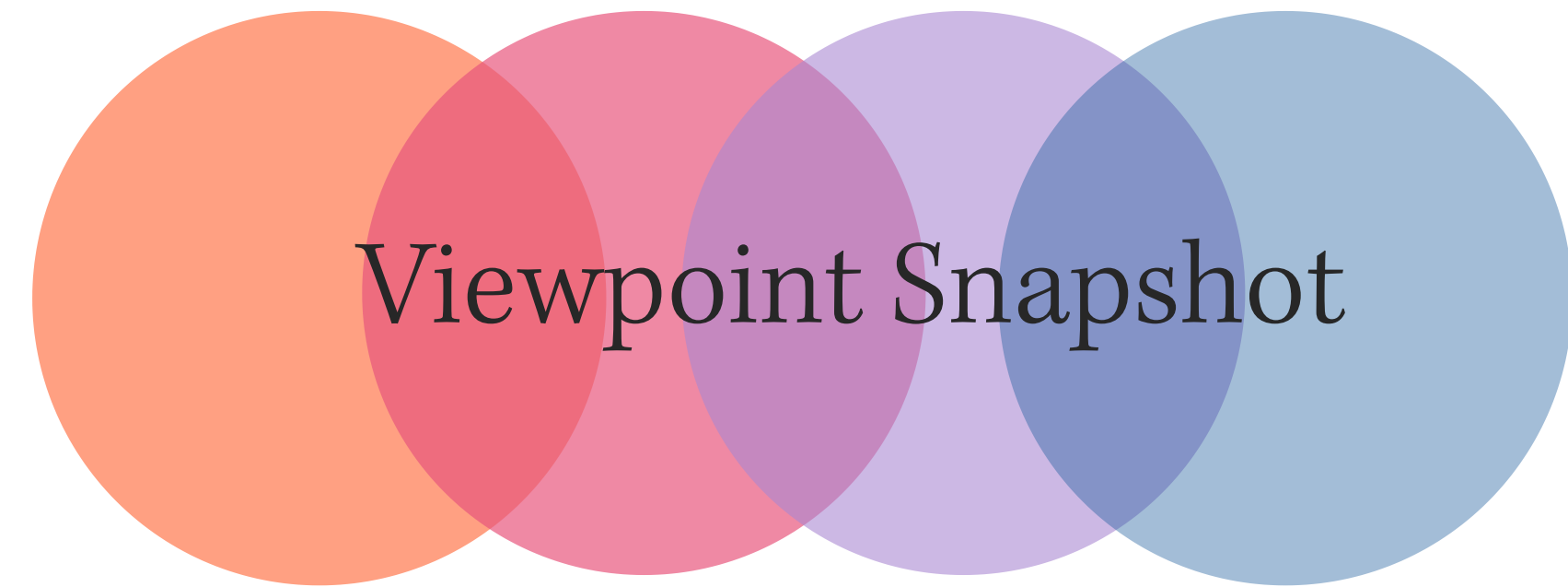
**Great for:**  
Thought leadership  
New product launches  
Entering new markets

**Starting cost:**  
£12,500 / \$18,000  
1x thought leader interview & 1x English-speaking market  
Pricing for other audiences available on request

**Min turnaround:**  
4 weeks



## METHODOLOGY



### RESEARCH

Desk Research + Literature Review

Researching the Canvas8 Library and secondary sources such as news articles, books, opinion pieces, peer-reviewed studies, white papers, reports, and social media.

### RESEARCH

Expert Interview

An interview with a thought leader or tastemaker to quickly synthesise decades of research, knowledge, and experience, adding authority to the insights and reporting.

### ANALYSE

Thematic Clustering

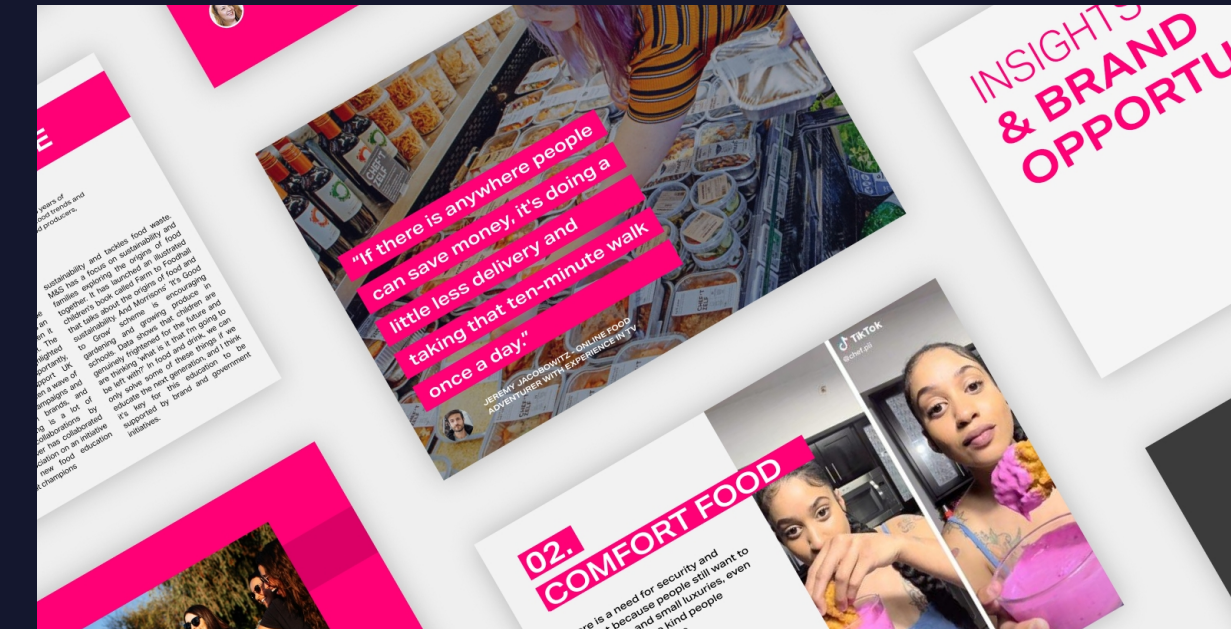
An approach that surfaces the most important and prevalent themes from social research.

### NARRATIVE

Trend Themes

Descriptive summaries of emerging trends to give teams a rich understanding of the key shifts bubbling up in culture.

## WHAT WE DELIVER



**Presentation Deck – optional:**  
A highly visual, thought-provoking deck and presenter notes designed for in-person delivery. Not included in starting cost.

**Webinar – optional:**  
A digital video presentation, seminar, or workshop that's hosted/moderated by Canvas8, sharing the ideas and insights in an interactive format. Not included in starting cost.

### Public Facing White Paper:

An engaging, authoritative report synthesising research and analysis into an accessible read. These deliverables demonstrate credibility and support thought leadership.

## USE CASES

I want to... uncover thought-provoking, noteworthy stories.

I want to... leverage an expert perspective to build my credibility.

I want to... build an authoritative viewpoint for my brand.



Canvas8 are a leading behavioural insights practice. Working across media, communication and product design, we harness a range of research methods to reveal practical insights into what audiences really think and do.

Get in touch with your account manager to learn more.