

Messaging for food safety communications (May 2014)

Maes o ddiddordeb ymchwil: [Behaviour and perception](#)

Hyd yr astudiaeth: 2014-05-01

Cwblhau arfaethedig: 1 Mehefin 2014

Cynhaliwyd gan: TNS BMRB Research

This research:

- draws on evidence and behaviour change expertise to understand drivers of behaviour
- identifies potential messaging directions
- draws together previous data and insight to develop potential messaging levers
- explores consumer responses to potential communications approaches – understanding overall receptivity, resonance and impact in terms of motivation to change behaviour
- seeks to determine windows of opportunity and risk points for each – and any audience differences – both in and out of home

Research report

PDF

[Gweld Consumer insight research messaging for food safety communications as PDF\(Open in a new window\)](#) (4.69 MB)