

Messaging for food safety communications (May 2014)

Area of research interest: [Behaviour and perception](#)

Study duration: 2014-05-01

Planned completion: 1 June 2014

Conducted by: 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

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