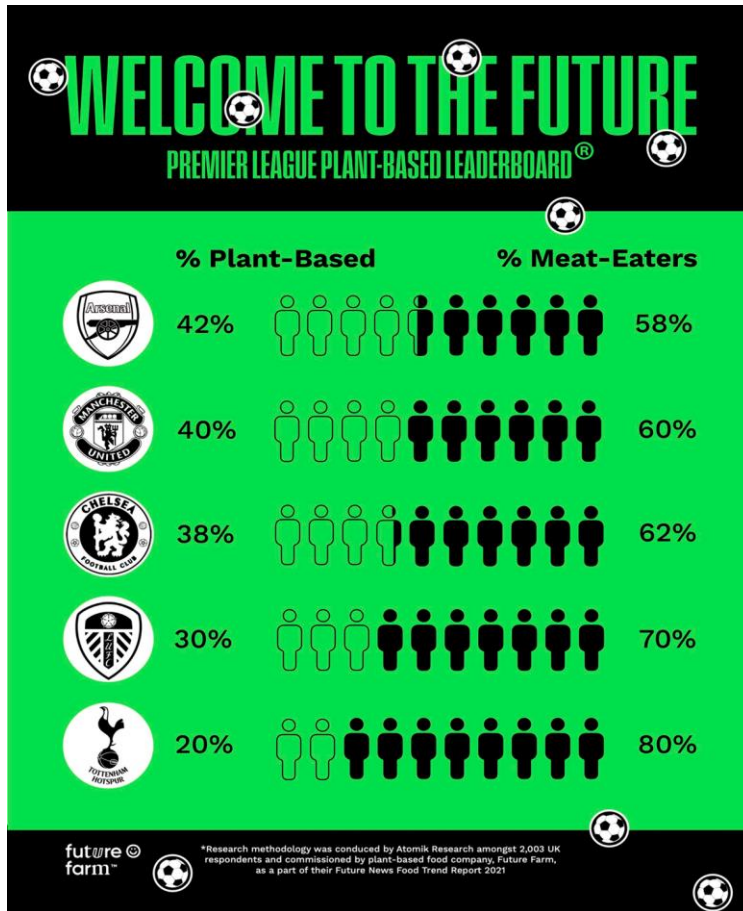


How to inspire football fans and their families to eat more plant-based meals and less meat and dairy?



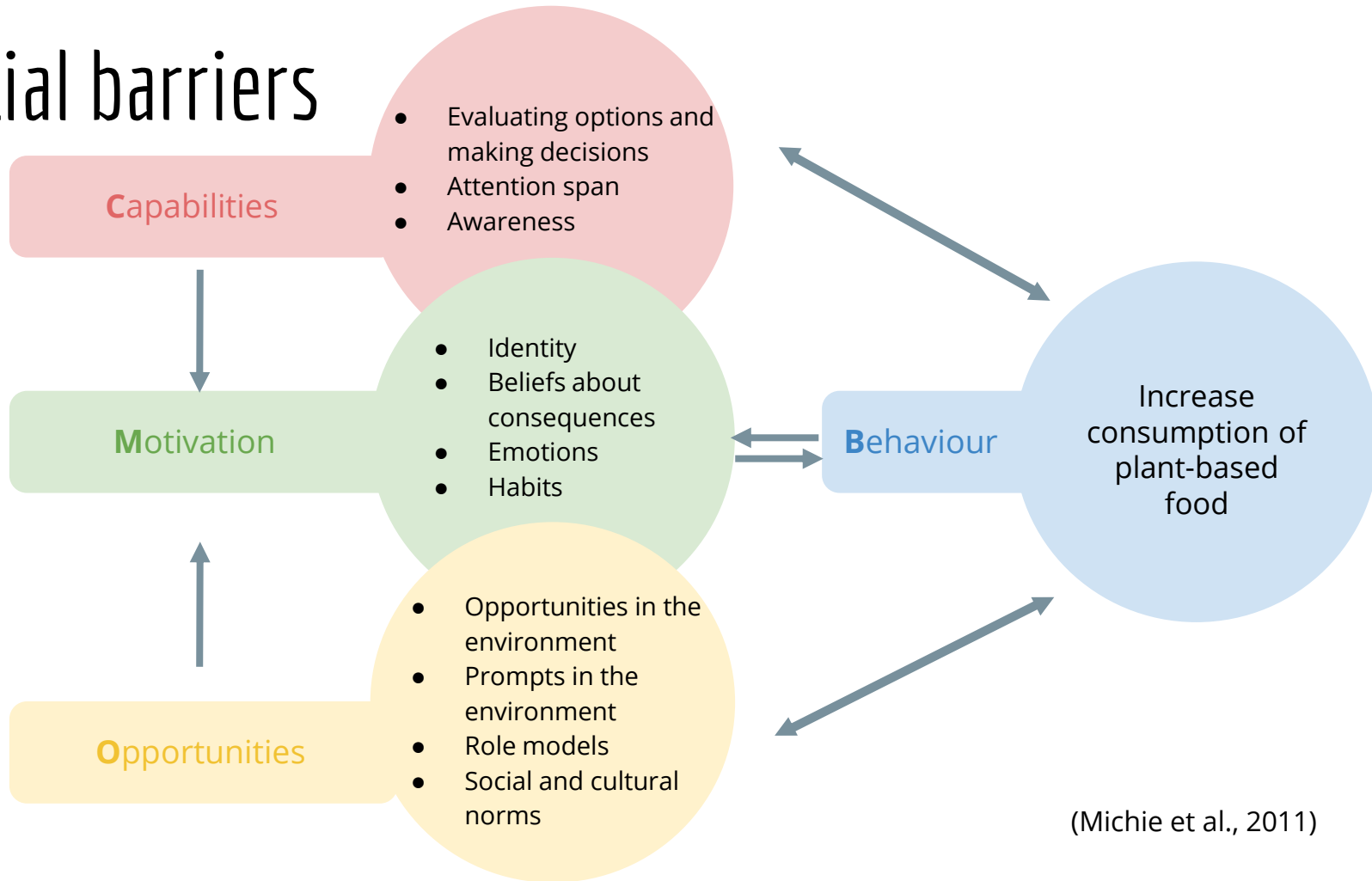
Presented by :
Prang Renuchat, Priya Bhattar, Sumiran Goyal, Yanan Shao

Why?



(Atomik Research, 2021); (CNN, 2020); (Getty Images, 2020)

Potential barriers



(Michie et al., 2011)

The Nudge : Make it fun!

Collaborate with Quorn

(could be any other plant-based food company)



Scan QR code on each plant-based product package bought to earn points



Self selection of football fans

Use points to compete in fantasy football

Gamification

Link with actual tournament

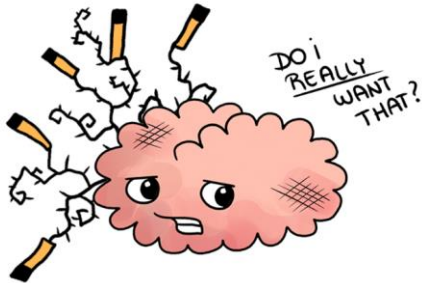


Scores of your favourite players



CREATES PREDICTION ERROR

increases constant engagement with expectation of match outcomes



Invite others to play!

Invite friends & family to play fantasy football!



Combine points with friends and family



Get small rewards for team reaching milestones!

More plant based = More points!



Exchange points for small rewards

Reinforcement learning

Rewards for every milestone!

Reach weekly goals for more rewards

e.g. match tickets, merchandise, FIFA games etc.



Goal-setting

Hyperbolic discounting

Increase salience

Key messages to convey:
Benefits of plant-based

**Environmental impacts
of meat products**



**Social
media**



**Print
advertising**



**In-store
advertising**



Trend it on social media!

Use **hashtags** for **challenges**



Leverage **social media** to increase **engagement**



#plantbased
#footballfantasy
#footballclub

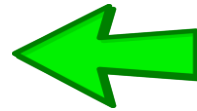
Trendsetting

Reference-group comparison

Social comparison and social norms

Playing with the packaging!

Feature product packaging with pictures of animals



**Cognitive
Dissonance**

Summary

- Increase consumption by linking plant-based meat consumption with football fantasy games [self-selection of football fans + gamification]
- Linked with actual match outcomes [prediction error + engagement]
- Small rewards at reaching milestones + inviting peers to play + trending it on social media [salience + reinforcement learning + social norm + reference group + hyperbolic discounting]
- Additional learning through packaging + Increasing awareness [cognitive dissonance]



nk you



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