

CHANGING MODAL VALUES THROUGH SUSTAINABLE CONSUMPTION OF FOOD

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Signed:

David Brown

Date:

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Abstract

This thesis offers one step in a direction that will help consumers make better choices in response to a growing demand for a more sustainable living (Grant 2008, Pollan 2008). In a world of seismic economic, environmental and social change the need for a more sustainable way of behaving is rapidly becoming a priority for mere survival (Porritt 2006). Indeed, it has been suggested that the collapse of economic growth in 2008 has primarily been the result of a dependence on outmoded models of consumption (Hamilton 2003, James 2008).

The first section of the thesis documents as a narrative the shift from a label design, which is the result of a research paper, to the launch of a food brand within a university community, which is the commercial outcome of research.

The second section of the thesis is the study that examines a nascent label design consisting of a list of ingredients as semiotic triggers that inform the consumer about the product at the point of purchase.

The methodology is drawn from mediated discourse analysis (Scollon 2005, Norris & Jones 2005) and multimodal discourse analysis where each mode is viewed as a system of representation with rules and regularities attached to it (Kress & van Leeuwen 2006). I focus on the nascent shift in modal values of packaging design within the site of engagement of a supermarket. The site of engagement is where mediated actions at moments in time and space occur (Norris & Jones 2005). These mediated actions are the focus of attention of the relevant participants (Scollon 2005), and operate at different levels of attention (Norris 2004).

The third section contains the appendices.

SECTION I

This thesis starts with a narrative of a commercial initiative in (Section I) which is an outcome of an academic study in (Section II).

The initiative evolved from the development of a food label to the launch of a new brand of food and drink designed to encourage more sustainable consumption within a university community.

The study, using mediated discourse analysis, presents a shift in modal values through the creation of a new form of food labelling, the purpose of which is to help consumers practice more sustainable consumption.

Section III contains the appendices which include minutes of meetings, diary field notes and the contents of a commercial contract made between AUT and a private business partner, Brand Support.

The timeframe from conducting the academic research to the launch of the brand took place from July 2008 until December 2009.

1. How it all began

I have spent most of my professional career in the advertising industry working as a creative director involved in generating ideas to sell products. The tools required in advertising to communicate messages to consumers are all part of a complex process that is used to influence consumer behaviour. I had a successful career winning a number of international and local creative awards while working both in New York and New Zealand.

Having joined AUT, I am currently teaching advertising creativity to students, while working on sustainable consumption.

2. What is sustainable consumption?

Sustainable consumption is an area that interests me as it is directly connected to activities I practised formerly while working in creative advertising. The reference to *consumption* in this thesis applies to the consumption of food. The reference to *sustainable* is more complex.

In general discourse *sustainable* refers to bio-sustainability which is associated with the maintenance of ecological balance, or the exploitation of natural resources without the destruction of the ecology.

The word *sustain* has a number of meanings, one of which is to strengthen or support physically or mentally : *this thought had sustained him throughout the years* [as adj.]; *a sustaining breakfast of bacon and eggs*.

In this thesis, sustainable refers to the long term health benefits of consuming food made with natural ingredients. Almost daily there are articles that debate the value of highly processed convenience food whether it be breakfast, lunch or dinner. A recent study by Professor Paul Kenny of Scripps Research Institute has shown that continuous consumption of energy intensive, high calorie foods containing large amounts of synthetic additives, fats and sugars lead to addictive eating habits that are unhealthy and unsustainable.

Overconsumption of highly pleasurable food triggers addiction-like neuroadaptive responses in brain reward circuitries, driving the development of compulsive eating. Common mechanisms may therefore underlie obesity and drug addiction. [It is] as far as we know the strongest support for the idea that overeating palatable food can become habitual in the same manner and through the same mechanisms as consumption of drugs of abuse.'

(Kenny 2010)

Because we eat three times a day, I am interested in the long term sustainable health associated with consuming food with natural ingredients that have been used prior to the 1950s for generations. Product information is becoming more central to purchasing decisions made by consumers, and it is in this area that I am promoting sustainable consumption.

In the context of current product packaging, most ingredient information is both confusing and difficult to access. My interest is to offer a more authentic and transparent way for consumers to understand what they are purchasing. The

direct reference to natural ingredients allows consumers to choose such products more easily, if that is their preference. It is both authenticity and transparency, which underpins my concept, that follows what is also called sustainable marketing practice.

The broader area of sustainability involves more than just product ingredients in packaging terms. Consideration must be given to the use of biodegradable materials for packaging. These are developments that require additional attention as any brand grows, as growth is required to generate enough resource to meet the additional cost of such materials.

3. Nothing Else: the development of a new food label

The first section of this thesis is focused on my creation of a new labelling concept which is the outcome of research based on theory as explained in Section II. The label, which appears on the front of a pack, consists of a list of ingredients placed inside a circular band displaying the words 'Nothing Else'. The ingredients listed are all natural and would be familiar to your great grandmother. All ingredients have been carefully screened by Dr Elaine Rush, Professor of Nutrition at the AUT Faculty of Health and Environmental Sciences.

After completing my initial research (Section II), I was keen to find out if the label had commercial value and decided to start with the Anzac biscuits that I analysed. I analysed the Unibic Anzac biscuit in my research as an example of a product that qualified for the Nothing Else label as it is made of natural ingredients only.

I therefore visited Unibic, the manufacturer of the Anzac biscuits, who are based in Melbourne. There I met with Ophelia Azzopardi, General Manager, and Michael Quinn, Managing Director.

When I presented my idea they were both very enthusiastic about the label concept and stressed that it should be initiated at a university campus before being associated with any single manufacturer. They agreed that consumer demand was shifting to products with natural ingredients and could see that this concept provided a simple way to access the ingredients directly.

With their support and advice I returned to Auckland to create a steering committee within AUT (Figure 1). The committee included Dr Elaine Rush, Professor of Nutrition at the Faculty of Health and Environmental Sciences, Dr Luke Kreig, Manager of AUT Commercial Research, Nick Swallow, Director of AUT Marketing, Dr Mark Jackson, Associate Dean – Research, and Dr Sigrid Norris who is my MPhil supervisor.



Figure 1: Nothing Else plan 1

The committee unanimously agreed that the concept I had created had strong commercial potential. With their support I drew up a shortlist of manufacturers who had existing products that were available in supermarkets which qualified for the Nothing Else label. They were:

1. *Charlie's Orange Juice* – containing only squeezed orange juice and vitamin C;
2. *Hendersons Dry Cured Bacon* – made with cured pork, sea salt and brown sugar;
3. *Sanitarium Weetbix* – with whole grain wheat, sugar, salt, barley malt extract, vitamins and minerals; and
4. *Kohu Road ice cream* – made with milk, sugar, eggs, dark chocolate, cocoa butter, salt and soy.

During February and March of 2009 I visited each manufacturer and presented the label concept (Figure 2) as a levy-based proposal with a view to provide research from AUT on consumer response.



Figure 2: Nothing Else label concept

Luke Krieg and I met with Ron Curteis, marketing manager of Charlie's, who was interested in allowing their Tetra Pak products to be used for trial. Luke developed a formal proposal which required investment from each company in exchange for having a share in profits as well as access to AUT research.

Once the academic year started in March, I recruited five third-year students from the PR department to assist me with the research and promotional activities, which involved a broad approach to launching the label.

At the same time I had advice from Elaine Rush to present the concept to Brand Support who are a leading marketer of cause-related products. The two directors of the company, Stefan Crooks and Phillip Wackrow expressed a strong interest in developing the Nothing Else concept into a brand instead of a label as it was originally conceived. Brand Support had already formed a relationship with Elaine Rush by funding a project that was being developed by a PhD student Alicia Crocket, who is also a member of the steering committee. This project, codenamed 'Feed your need to succeed' (FYNS) is designed to encourage healthier eating within the AUT cafes and vending machines.

The Brand Support directors saw Nothing Else as being an ideal brand opportunity to promote the principles of FYNS. They argued that rather than rely on the label concept for income, which they believe is unreliable and difficult to control, Nothing Else should be launched as a new brand of snacks and water available within AUT as a way to encourage healthier consumption.

The concept of Nothing Else as a brand seemed an unlikely alternative to the original label application when presented to the steering committee. AUT, after all, is a university that focuses on research outcomes and is not experienced in creating food brands.

It was decided that the label initiative would be pushed further as quickly as possible while the brand alternative would remain an option. The enthusiasm expressed by Brand Support, however, changed the balance of interest once the label concept stalled due to the slow reaction to the initial proposal from manufacturers. As New Zealand was affected by a global recession the economic climate restricted investment for this type of initiative and a timetable for income generation was very difficult to develop.

With another opportunity for Brand Support to present their case the steering committee agreed to shift their position to developing Nothing Else as a brand. Using Brand Support to assist in funding with manufacturing and marketing expertise, a contract with AUT was the next step required in the process.

5. Nothing Else: the development and launch of a new food brand

The transition from a label initiative to a brand development (Figure 3) is recorded in a number of meetings both with the steering committee and with a separate group of PR students; these are recorded in the appendices.

At the same time I recorded progress as field notes in a personal diary, which are transcribed in appendix 1.4.

The following minutes of the steering committee meetings are evidence of issues related to planning the launch of Nothing Else in the second semester of 2009. The initial meetings, which record the transition, were written by Jillian Green who helped organise the meetings. During April Jillian was unable to carry on

with this role as she was unwell. The minutes were reduced to a few points for each meeting.

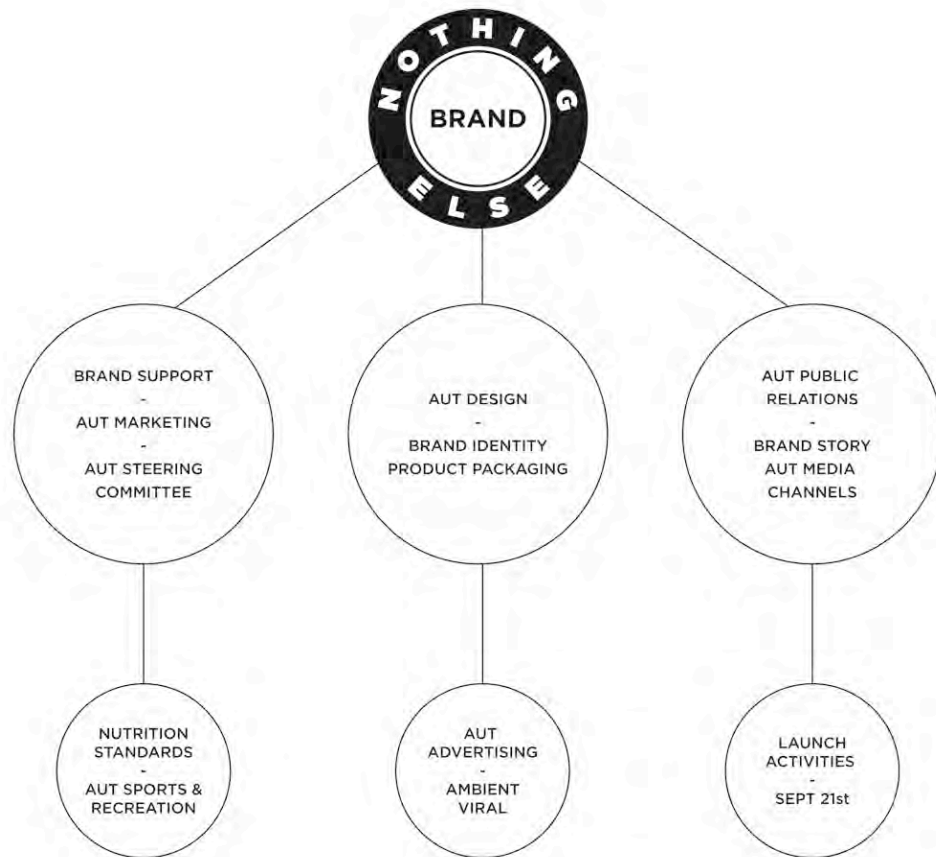


Figure 3: Nothing Else plan 2

5. Managing the student contribution

My role in managing the launch of the brand involved collaboration with a number of students from the PR, Graphic Design, Product Design, Advertising Creativity and Marketing departments. During the first semester of 2009 I worked with six PR students to develop launch concepts that would generate a profile for the brand. This needed approval from their tutors as they were only available until June.

Toward the end of the semester the PR students were completing all curriculum assignments in order to prepare for a very challenging second semester timetable. This meant that there would be no more time that these students could contribute to the Nothing Else launch. It became evident that the outcomes of the PR presentation were too ambitious to be successfully achieved and that a less complex, more tactical approach was needed.

In this case the PR students agreed to contribute their time on the day of the launch which was to take place in September. Students from other departments were also invited to contribute their time to the core components required to build the brand.

5.1. Graphic design

Perhaps the most crucial component to the building of the Nothing Else brand involved the design parameters of the product packaging. I was keen to have a graphic design student involved very early in the process. I approached Peter Gilderdale, head of AUT Graphic Design, for a recommendation. He suggested I ask Afifa Chida – one of their top students – to consider the project. Afifa immediately showed interest, demonstrating a flair for design and was only too willing to get involved with a ‘real world’ project. This was supported by Peter as part of the year’s curriculum, allowing for display at the end of year design exhibition.

The creation of the Nothing Else circle was modified to be a flexible design mark that could adapt to a large range of food and beverage products.

The initial range included bottled water as well as five snack packs (Figure 4) made up of nuts and dried fruit, which were intended to drive sales and consequently income. The design focus was on showing the circle with ingredients only on the front, with nutritional and serving details on the back of each pack.



Figure 4: Water and snack (front & back)

5.2. Advertising creativity

With the graphic design objectives well under way, the next project was to develop a leaner approach to launching the brand than the PR students had previously presented.

During the last week of the mid-term break six students from the Advertising Creativity course were asked to create simple, affordable launch ideas that would come together on launch day – 21 September. Because of the informal way meetings were conducted no minutes were recorded. The brief was focused totally on the values of Nothing Else.

The concepts chosen for the launch (Figure 5), including selling branded T-shirts, were discussed in the steering committee meetings and Brand Support was willing to fund the costs of all promotional activity.



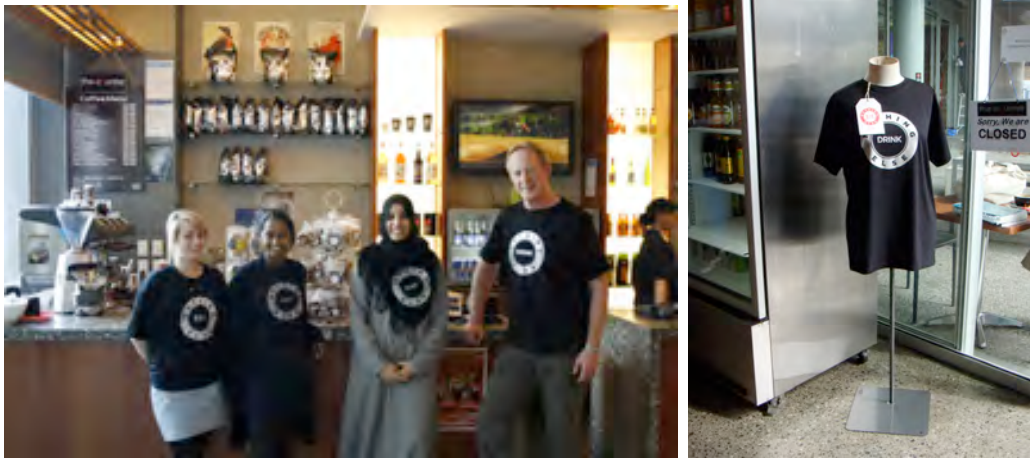


Figure 5: Student volunteers and T-shirt

The final launch 'package' for the launch day of Monday, 21 September included a number of male students offering free product samples dressed in underpants branded with Nothing Else messages (Figure 6). They were supported by Advertising Creativity, PR students and students from the Akoranga campus dressed in Nothing Else T-shirts handing out leaflets.



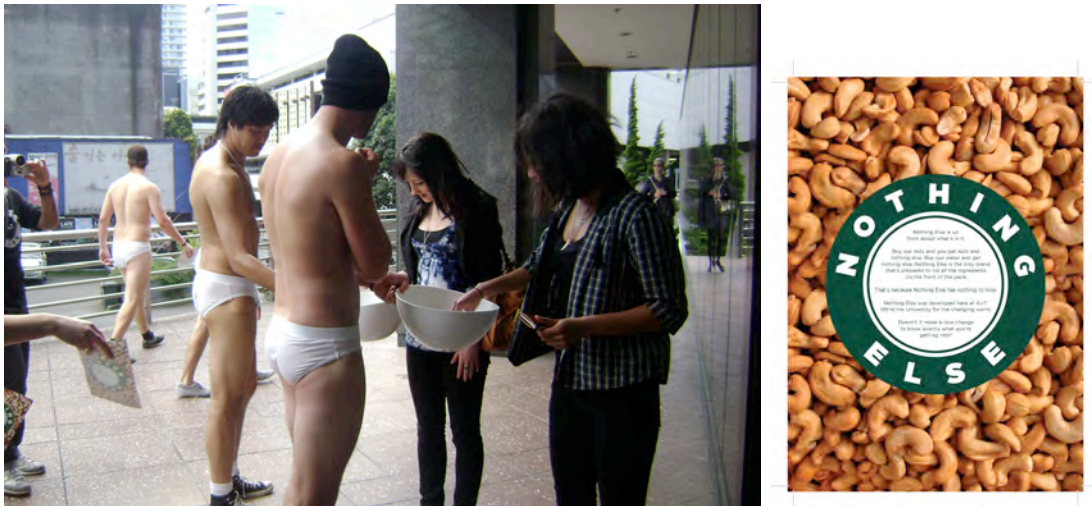


Figure 6: Branded briefs and leaflet handout

Ambient teaser messages (Figure 7) were displayed around both sites which also reinforced the Nothing Else brand





Figure 7: Ambient messages

5.3. Product design

Students from AUT product design were approached to design a rack system for pack display within the AUT cafes. Andrew Withell who heads this department recommended two students, Jeremy Best and Jana Durdevic to accept the challenge. The result was a rotating snack rack designed to allow each of the five snack options to be stacked in groups and to stand next to the cash till at the point of purchase (Figure 8). The snack racks proved very effective and will be modified further in 2010.



Figure 8: Rotating snack rack

5.4. Marketing

Because of the commitments to the MBA programme within the Business School, students had very little time to work on extracurricular projects. With this in mind MBA director Ken Lee offered an opportunity for us to present the initiative to a small number of students in the programme.

From a short list, one student was selected, Prabhash Parmeswarn. Prabhash expressed a keen interest in the initiative and joined the steering committee. He will be more involved in developing social networking for Nothing Else in 2010 as part of his Masters outcome. He will also be available to network with Brand Support with the goal of gaining work experience once he has graduated in March.

5.5. A collaborative launch

The contribution from all students meant that we were able to launch Nothing Else as a collaborative event. All students mentioned assisted in some way on launch day, and we were also supported by students from the Akoranga campus who were recruited by Elaine Rush and Alicia Crocket from the School of Sport and Recreation as a link to their Feed Your Need to Succeed initiative, which is designed to encourage healthier eating on campus.

SECTION II

1. Introduction

It is a crucial element of mediated discourse analysis that theorising must be tied to the concrete, real-world, material action of humans.

(Scollon 2005: 480)

The second section of this thesis illustrates the theoretical underpinnings which evolved into the practical initiative outlined so far. While the theorising is presented in this thesis consecutively to the practical outcome, it was, in fact, conducted prior to the commercial initiative discussed so far.

I decided to present the practical outcome first, because, overall, it has developed into the larger component (70 per cent) of the thesis. Whereas, the academic consideration that lead to the practical component is now the smaller component (30 per cent) of the thesis, it is, however, the grounding of the practical outcome.

When I conducted my academic research into sustainable consumption, I used mediated discourse analysis (MDA) as my methodological framework. I now present my theoretical understanding of a nascent shift in modal values through the creation of a new form of food labeling, the purpose of which is to help consumers conform to more sustainable consumption.

Here, I use MDA (Scollon 2005; Norris & Jones 2005) to compare two competing brands of biscuit which are sold at a supermarket as a site of engagement. On referring to theoretical notions of resemiotisation (Iedema 2003) I have created a new label design as a semiotic guide for a growing number of socially-conscious consumers.

I begin with an historical background and literature review, followed by an analysis of product packaging and the nascent shift to a new form of product labelling.

2. Historical background and literature review

2.1. A mid-twentieth century social practice: the consumerisation of culture

This section gives a brief historical background of consumer culture as it emerges from a post-World War II model of the consumer society to a model of conscious consumption (Trentmann 2006).

The years following World War II saw the most rapid and widespread expansion of cultural change in human history (Ewen 2001). The consumer society that dominates the globe to this day and emerged from the industrial revolution in the late nineteenth century grew from adolescence in the 1930s to full maturity between the 1950s and 2000. This change found its full expression in the US, which remained intact after a war that ravaged Europe and Japan, who were able to use their mass production systems to build a culture of consumption that has spread to every corner of the globe.

Such was the enormous expansion of the material culture in the golden age of affluence in the 1950s and 1960s that the United States became the exemplary model of imagining and measuring the nature and pace of consumption, creating its own language and symbolism of what it meant to be a 'consumer society'. Other consuming cultures now became measured by their proximity and distance to the American model.

(Brewer & Trentmann 2006: 2)

At the same time, the advertising and public relations industries, which had already become anchored in the foundations of the American mass production phenomenon, grew to develop the most powerful tools of public persuasion to influence public opinion since Leni Riefenstahl's dominance in 1930s Germany (Brown 2008: 116). Riefenstahl created techniques of film production in works such as *Triumph of the Will* that set a blueprint for the advertising industry in

America. The impact of advertising on the behavior of the consumer society is underlined in Ewen's *Captains of Consciousness*.

The significance of the notion of efficiency in the creation of consumers lies in the fact that the modern advertising industry, like the modern manufacturing plant, is an agent of consolidated and multi-leveled commerce.

(Ewen 2001: 33)

In other words, the role of advertising was crucial in creating the image of a brand, as distinct from the manufacture of the brand's products.

The post-World War II period saw the rapid expansion of media dominated by television and radio as electronic forces along with the established forces of the press – newspapers, magazines and direct mail. With the emergence in the 1980s of a new media landscape (multiple television sets, cable, remote controls and the VCR), however, there was a perception that the efficiency of advertising was diminishing, and product placement along with cross-promotions became two of a number of new ways for managing a brand image. As technology developed marketing evolved to keep track of an ever more nomadic public and since the introduction of the digital age (internet, mobile phones and MP3 players) the role of brand management is in constant flux.

Brand management now means governing a complex web of media, social and symbolic relations that anticipate a 'preferred' modality of consumption. It also means doing this in a dynamic and open-ended way that acknowledges the mobile and transitory status of consumer preferences.

(Arvidsson 2006:83)

This preferred modality of consumption is discussed in the next section as part of a new social practice that consumers are turning to.

2.2. A twenty-first century social practice:

the shift towards sustainable behaviour

Over a number of decades and certainly in recent years there has been much debate about the need for a shift in the way consumers behave in developed countries (Porritt 2006). Issues such as personal health, food consumption, ethical behaviour, transport, protection of the environment, waste management, resource depletion and now climate change are driving rapidly changing attitudes that are reaching global audiences through digital, electronic and traditional media.

Because evidence is growing of resource depletion due to demands in growing markets such as China and India, there is a groundswell of interest in finding alternatives to the behavioural models we have become conditioned to.

Sustainability from a human perspective is the long-term maintenance of wellbeing, which in turn depends on the wellbeing of the natural world and the responsible use of natural resources. As Porritt (2006) illustrates, there is now abundant scientific evidence that humans are living unsustainably, therefore returning human use of natural resources within sustainable limits involves adjustments in individual lifestyle.

Grant (2008) finds that consumers are now making choices that are consistent with the intention of acting more sustainably due to a substantial tide in public interest and concern about the environment. Choices in the way we consume energy, food, clothing, how we travel, how we address our carbon footprint and how we interact with the many emerging trading models through use of the internet are all part of a global response to excessive consumption that has created a behavioural zeitgeist supported by a shift in marketing practice called 'new marketing' (Grant 2008).

Coupled with issues of sustainability are broader social issues that surround consumption and happiness. A number of academic studies and mainstream books have questioned the traditional paradigms of capitalist ownership and

levels of happiness. The term known as 'conspicuous consumption', where affluent consumers purchased items for superior status, was coined by economist Thorstein Veblen in his book *The Theory of the Leisure Class* (2008). John Kenneth Galbraith's *The Affluent Society* (1962) sought to clearly outline the manner in which the post-World War II America was becoming wealthy in the private sector but remained poor in the public sector, lacking social and physical infrastructure, and perpetuating income disparities. The book sparked much public discussion at the time, and it is widely remembered for Galbraith's popularising of the term 'conventional wisdom'. More recently the downsides to affluence have been exposed as 'Affluenza' a term coined by both Hamilton & Denniss (2005) and James (2008).

Afflu-en-za (n). 1. The bloated, sluggish and unfulfilled feeling that results from efforts to keep up with the Joneses. 2. An epidemic of stress, overwork, waste and indebtedness caused by dogged pursuit of the Western dream. 3. An unsustainable addiction to economic growth.

(Hamilton & Denniss 2005: 3)

Hamilton is careful to explain that he is not anti-consumption but emphasises the importance for consumers to distinguish between needs and wants. 'Conscious consumption, as opposed to no consumption, is the antidote to affluenza.

Conscious consumption involves cultivating an awareness of why we buy things and understanding what needs we are trying to meet by buying this item or that one.

(Hamilton & Denniss 2005: 187)

As I am interested in the changing behavioural pattern in conscious consumption, I have selected food consumption with the supermarket as the location for purchase.

2.3. The supermarket as site of engagement for sustainable behaviour

My focus in this thesis is to look at the supermarket as a site of engagement where the consumer whose intention is to purchase a product is responding to a specific category of visual semiotics. The structure and meaning of the visual and textual semiotics is important because they meet at the interface of a global cultural shift towards a more sustainable form of behaviour. The comparison of the salience of *information* versus *attention* is a critical part of the analysis.

Jones, for example, makes a comparison with his interest in '*attention economies*' (Goldhaber 1997).

The idea of 'attention economies' is that, in the age of information overload, what gives value to information is the amount of attention it can attract. The real currency of the information age is not information, but attention . . . not only is attention organized around behavior, but behavior is organized around attention.

(Jones 2005: 152)

Both upmarket and discount supermarkets have been a major focus, or 'site' of purchasing for the majority of Western consumers over many decades (Kendall 2006). Alternative purchasing sites have existed which offer goods to consumers who prefer to buy from the source, such as farmers markets and local butchers, they, however, do not have the numbers and locations that supermarkets command. Although most supermarkets are a product of post-World War II consumer culture and are therefore are to the purchasing behaviours I have discussed, they are not about to disappear overnight due to a growing demand for sustainable consumption. On the contrary, they may be a large part of the

solution. Their structures and systems will remain, but their content such as processed foods may face more competition from brands that earn consumer trust.

The components of consumer trust will be units of attention I call 'triggers'. Within a supermarket, many products are re-positioning their packaging and image, as well as their product to suit the changing consumer climate. Schlosser (2007) and Pollan (2008) illustrate that there is growing media attention paid to processed food issues such as food ingredients, additives, chemical substitutes and eating behavior and the impact they have on health and nutrition that is generating a rapidly shifting landscape of consumer trust. The supermarket is a key site of engagement in this context, and food ingredients are triggers competing for consumer attention.

2.4. Literature review

The purpose of this thesis was to create a nascent shift in modal values from a theoretical base which is transformed into a new system of food labeling that allows consumers, in this case students and staff within a university, to make choices that conform to more sustainable consumption.

Here, I explain why the methodological/theoretical underpinnings I chose with reference to scholars who have written literature that investigates the way we interpret labels on food packaging in terms of visual and textual cues. This will be followed by a wider number of references from literature on consumer behaviour drawing on broader issues such as visual persuasion, material happiness, changing trends in marketing and sustainability, and challenging the authenticity of the word 'food'.

Mediated discourse analysis shares much with, and relies heavily upon, the work of others in critical discourse analysis, interactional sociolinguistics, sociocultural psychology and anthropological linguistics, with a focus on mediated action rather than discourse alone.

Mediated discourse analysis examines the mediated action as it occurs within a nexus of practice. Any action is enabled by the historical bodies (habitus) of the social actors who take the action, the interaction order or social relationships which are currently ratified among them, and the aggregate of discourses in that place which are available to mediate the action. In this way an action occurs at a nexus of practice which is defined by the cycles of discourse, which circulate through that moment of action.

(Scollon 2005: 473)

Food labeling involves what Ron Scollon calls 'cycles of discourse', which are wide and complex. They include not only the immediate texts we read, but also the designers and their designs, government regulators and their regulations, producers of the products we consume, the retailers who sell the products and, finally, consumers who buy biscuits, snacks or water, open them and eat them.

Scollon uses mediated discourse analysis to investigate the way we read food labels. In an article written for the *Journal of Language and Politics* in 2005 he analyses the information printed on a can of tomatoes and questions the meaning and interpretation of the visual and textual components. He refers to a consumer who has issues with the time needed to read fine print while under pressure from her children.

Corporate interests are able to exert their hegemony over the world food system by using a language and a discourse that is largely opaque and inaccessible to the people who need the information in order to undertake important actions.

(Scollon 2005: 484)

Material happiness is another area that is connected to consumption behaviour. In this thesis I refer to a number of books written by psychologists, such as James

(2008), economists, such as Hamilton and Denniss (2005) and academics, such as Kasser (2003), who challenge traditional theories of materialism with a focus on consumers having a more conscious role in consumption behaviour.

The problem is not so much that we consume, but that we consume for the wrong reasons. One of the first stages in the therapeutic process for compulsive shoppers is to teach them to distinguish between needs and wants.'

(Hamilton & Denniss 2005: 187)

Jonathon Porritt has written books on sustainable capitalism that point the way for societies to turn in a world searching for better practice on issues like health, social equity and resource maintenance.

When something is both necessary and desirable, and can be pitched to demanding electorates in terms of both opportunity and progress, then it becomes politically viable.

(Porritt 2006: xvi)

New marketing has been a phenomenon that has been evolving for a number of years in response to finding ways to address more sustainable purchasing behaviour. I reference John Grant who specialises in the nascent behaviour of online community trading, also called 'green marketing', which challenges orthodox purchasing models.

There is currently a movement away from slick, consumerised, promotion, towards authenticity, transparency, word of mouth, participation, community and other cooperative developments. The practice of marketing

now is shifting from seducing people with empty promises to encouraging engagement and consumer education. The trend is moving to marketing that does good, rather than just looks good.

(Grant 2007: 48)

Because this thesis focuses on food labelling I was interested in understanding the fundamental language that defines the differences between natural and processed food. In his role as Professor of Journalism at the University of California, Michael Pollan has written many books and articles on the language of food and the understanding of nutrition. He stresses the importance of respecting traditional, cultural values in a world of technological change within the food industry.

Inspired by earlier works such as *Fast Food Nation* by Eric Schlosser, Pollan explains the complex links between disease and diet in clear and compelling language.

All of our uncertainties about nutrition should not obscure the plain fact that the chronic diseases that now kill most of us can be traced directly to the industrialization of our food: the rise of highly processed foods and refined grains; the use of chemicals to raise plants and animals in huge monocultures; the superabundance of cheap calories of sugar and fat produced by modern agriculture; and the narrowing of the biological diversity of the human diet to a tiny handful of staple crops, notably wheat, corn, and soy.

(Pollan 2008: 10)

Pollan's manifesto of eating rules include avoiding food that contain ingredients that are unfamiliar, unpronounceable, and have more than half a dozen ingredients. In other words, food your great-grandmother would recognise.

I speak mainly on the authority of tradition and common sense. Most of what we need to know about how to eat we already know, or once did until we allowed the nutrition experts and the advertisers to shake our confidence in common sense, and the wisdom of our mothers and grandmothers.

(Pollan 2008: 13)

Pollan's writing has made a significant contribution to my creating the Nothing Else concept, which is the subject of the following pages.

3. A mediated discourse analysis of product packaging

Introduction

I chose mediated discourse analysis as my methodology to study product packaging, specifically the modal values of two brands of biscuits that are displayed in a supermarket as a site of engagement. Both products share the same aisle and position and, therefore, have equal salience. The first pack is a brand of Anzac biscuits which is made from natural ingredients only. The second pack is a brand of sugar-free biscuits in the same oatmeal category which contains some natural ingredients as well as a large number of synthetic ingredients.

Consumer behaviour has changed from the twentieth to the twenty-first-century showing a significant increase in demand for products made from natural ingredients.

To meet this demand using multimodal methodology, I created a nascent design system that features a label showing ingredients on the front of the pack instead of the back. The label applies to products that use natural ingredients only listed in a circle surrounded by a ring with the words 'Nothing Else'. The outcome of this design is based on rigorous research both from the study of visual and textual semiotics and consumer behaviour.

3.1. Methodology

Within the framework of mediated discourse analysis (Norris & Jones, 2005) purchasing can be defined as a mediated action taking place at a site of engagement – which is where social practices allow mediated actions to occur. My analysis is further informed by the insights of Jones (2005) and Scollon (1998). The site of engagement is where mediated actions at moments in time and points in space occur (Jones 2005). Time is more complex than ‘a moment’ with multiple overlapping timescales (Lemke 1995) and space is always more complex than a physical location (Scollon & Scollon 2003), including the interaction among built environments, the relationships among participants, and the meanings given to various semiotic tools introduced into the space.

The social practices governing sites of engagement are among the mediational means by which participants may undertake the mediated actions to position their own identities.

(Scollon 1998: 13)

Jones elaborates on this notion, stating that sites of engagement consist not just of the physical spaces we inhabit but also of those aspects of space and time that we are inclined to pay attention to.

3.1.1. The supermarket: a site of engagement

The analysis in this study primarily focuses on the modalities of the visual semiotics of packaging that inform purchasers and therefore influence product choice. The site of engagement, in this case the supermarket, is the real-time window in which these purchasing actions occur.

The supermarket involves the whole action of purchasing as a series of sub-actions in which no one step occurs in isolation. Scollon defines such mediated actions.

The ostensible topics of social interactions are subsumed to prior social conditions through the social practices of positioning of participants and framing of events.'

(Scollon 1998: 6)

The data is collected from the actual space that both packs of biscuits are displayed in at point of purchase. The analysis considers the broader aspects of geosemiotic systems, which include *place semiotics*. (Scollon & Scollon 2003). In this case the products are being sold at a supermarket in Mt Eden, Auckland. All supermarkets rely on a strict regime of display systems that are designed to guide the customer through the supermarket floor space according to category priority (Butterbaugh 2006). In the majority of supermarket floor configurations the most essential food items or staples are positioned at the furthest point from the entry and exit doors. Items such as milk, butter, eggs and bread are in this group. Because these are the most essential purchasing items customers are encouraged to browse as they walk past all other products from a large number of categories including items referred to as 'treats'. These are placed well before those that are considered essential, and are often positioned within easy access of customers who may be tempted to purchase on impulse. It is within this group that biscuits are located and compete with other snack foods and confectionary.

3.1.2. The supermarket floorplan

In every retail food environment products are arranged along a series of aisles that are made up of a number of rows, which range from just above foot and ankle height up to above shoulder and head height. There is fierce competition between products for the most favourable position, which is usually at eye-level or just below for the average customer. Usually this relates to more desirable, or expensive items. Products placed in this way are within the easiest reach of customers and are most likely to catch their attention compared to products placed either above shoulder height or below waist height. Kendall (2006) found that placement hierarchy is taken extremely seriously by marketers and can often

dictate the success or failure of a product. Butterbaugh (2006) also describes this hierarchy:

Stores plan displays carefully. They know the average height of a shopper, and they plan those eye level shelves accordingly. Sale items are also placed at the eye-level. Often the sale item looks reasonable, so a shopper won't ever look below that shelf. The store brand item which costs less without the sale is below eyelevel, and therefore rarely noticed.

(Butterbaugh 2006)

Other matters that differentiate one product from another apart from price are dependent on the perception and even emotional disposition the customer has toward the product. These factors in customer choice can be made by subconscious associations through advertising that is predominantly visual, and/or the rational or conscious consideration of product ingredients. Messaris (1997), who studies visual persuasion, refers to the subconscious advantages of pictures, compared to verbal claims which are held to much stricter standards.

An important area of this analysis is the placement within the supermarket aisle of both biscuit packs. Products compete amongst categories, and within categories there are a large number of offerings that compete with each other. Oatmeal biscuits are considered more nutritional and traditional, and are associated with home baking (as are the Anzac biscuits). They are in competition with a large group of biscuits and crackers that range from sweet to savoury in flavour. This group in turn competes with a large force of chocolate coated biscuits and cream filled cookies that are most popular with children as well as adults.

3.1.3. The importance of shelf space

At the supermarket in this study both the Anzac biscuits and the sugar-free oatmeal cookies are in the most competitive shelf space, which is just below eye height. They therefore both share the same advantages in access to customer

attention. The entry point to their aisle displays a number of categories that compete within the same aisle, and biscuits in general take up almost one complete side. The price difference between both products is significant. The Murrays Oatmeal cookies are priced at \$4.60 for a pack of 12 cookies, whereas the Anzac biscuits are priced at \$2.90 for a pack of 24 biscuits.

3.1.4. The fight for attention

The data in this analysis shows that each biscuit pack has exactly the same opportunity to create an interaction with a customer in terms of its *situation or place*. This is what Scollon & Scollon (2003) describes as a nexus of practice made up of three geosemiotic elements; the discourses in place, the historical bodies of the participants in action, and the interaction order which organises the participants in that action. Therefore, within the three main systems of geosemiotics, the competitive differentiation between both products is likely to occur within the interaction order and visual semiotics rather than the place semiotics.

Listed are the steps that occur within the action of purchasing a product:

1. The customer decides to purchase a list of products from a supermarket.
2. The customer arrives at the supermarket and enters the shop floor.
3. The customer is guided by in-store signage to the display area or aisle of choice.
4. The customer is faced with products arranged in shelves that have a hierarchical order of importance measured by proximity of reach.
5. The customer may make a predisposed decision or one based on impulse when selecting the product (i.e. price, ingredients, graphic appetite appeal, etc.).
6. The customer purchases the selected products.
7. The customer exits the supermarket and leaves the site.

Added to the complexity of such actions are issues of culture, time of day, socio-economic status, discretionary impulse spending and other factors that are beyond the scope of this study. Our main interest is in the action of the agent (purchaser) that occurs at a given stage or site of action (supermarket shop floor) during steps 3, 4, and especially step 5.

Next, I focus on the modalities of the visual semiotics of packaging that inform purchasers and therefore influence product choice. The site of engagement, in this case the supermarket, is the real-time window in which these purchasing actions occur.

3.1.5. Resemiotisation

I now draw on Iedema's (2003) notion of 'resemiotization'. Resemiotisation is about how meaning-making shifts from context to context, from practice to practice, or from one stage of practice to the next. It focuses on how materiality serves to realise the social, cultural and historical structures, investments and circumstances of our time.

In the way that multimodality re-emphasises the multisemiotic nature of representation, resemiotisation looks to underscore the material and historical dimensions of representation (Iedema 2003). Ron Scollon defines resemiotisation in these words:

A resemiotization is the transformation of a meaning from one semiotic form to another.

(Scollon 2005: 475)

I also recognise the importance of behavioural cycles historically in consumer practices as integral to re-framing the design of product packaging. My interest draws on what Scollon defines as *the discourse cycle* where any form of language becomes more solid through transformation. For instance, instructions can become designs and blueprints that are then used to guide actions such as purchasing food. In this study the 'instructions' appear as a list of product

ingredients, which are essentially what I call semiotic triggers that inform the reader, or consumer, and may act as a guide in the purchasing decision. This cycle of discourse comes together within the site of engagement of the supermarket.

The site of engagement of the supermarket is the intersection of a number of practices such as entering the supermarket, selecting an aisle, choosing a product, reading a label, which, after repeated action, becomes a 'nexus of practice'. The historical trajectory of this nexus of practice relates to changing social cycles in consumer behavior. Hamilton (2003) proposes that the current cycle is evolving from the purchaser consumer within a consumer society to conscious consumption. Thus the opportunity for resemiotisation as an outcome of this new discourse becomes apparent. The process of selecting a product (action), responding by reading the label (mediational means), and choosing to purchase that product based on the information (action) is a form of conscious consumption.

Both Iedema's and Scollon's theoretical notions explore the actions and points at which semiotic transformation occurs. These theoretical references underscore the object of this thesis which is to create a nascent shift in modal values of product packaging as a catalyst for a new single action – part of a complex interconnection of social semiotics at the site of engagement of a supermarket.

The shift refers to the introduction of a label listing only natural ingredients that make up a product and which is placed on the *front* of the package. Standard practice has been that most information relating to ingredients and nutrition is positioned on the back of product packaging. The new label being placed on the front allows the consumer to have *immediate* access to information. The label allows the consumer to choose products that contain nothing but natural ingredients without having to search for such information on the back. Furthermore, the label information is presented in a *clear, legible typeface* surrounded by the words 'Nothing Else' printed in white type on a circular coloured band.

This new label in turn allows for sustainable consumption (action) to occur. The intended action is such: the consumer as social actor responds to the mediational means - the label - which becomes a catalyst in the purchasing

decision. This moment of social action develops into a nexus of practice. It occurs at the historical trajectory from purchaser-consumer to conscious consumption. It takes place at the site of engagement of a supermarket, which is the intersection of a number of purchasing practices.

3.2. Design research and analysis

Products live or die according to their ability to appeal to the consuming public. The popularity of products depends on consumer perception and product performance (taste, texture, etc.). Appeal is very much dictated by the information cues that are communicated in the media, on *packaging* and on *product placement*. Packaging is made up of both visual cues (picture of product and graphic elements) and textual cues (name, ingredients and nutritional value), visual cues having the highest modality or 'attention getting' power. The concept of visual versus textual modality dominance is derived from studies by Kress and van Leeuwen (2006).

Language and visual communication both realize the same more fundamental and far-reaching systems of meaning that constitute our cultures, but that each does so by means of its own specific forms, and independently.

(Kress & van Leeuwen 2006:17)

I take the terms visual and textual cues a step further by calling them *triggers*. They belong to a wider group of modal cues that are described by Kendall (2006) and have a direct influence on consumer decision making such as the use of smell, eye-level placement of product, tags and tickets.

I argue that consumers are increasingly making choices based on ingredient information Ryan (2007), Lawrence (2007), Neergaard (2007), and Randerson (2007) and I argue that because of this the visual modality of product packaging needs re-designing.

3.2.1. Biscuit packaging

Each pack has a range of modality markers which are a measure of the credibility of forms of visual representation. These markers range from high to low modality, which include colour, contextualization, representation, depth illumination and brightness. More visual information is interpreted through composition with three interrelated systems – information value, salience and framing (Kress & van Leeuwen 2006)

Pack 1: Anzac biscuit



Figure 9: Anzac pack (front)

The first pack is the Anzac biscuit baked in Australia by Unibic. The Anzac initials stand for Australia and New Zealand Army Corp. The pack is approximately 17 cm x 23 cm on the front surface and 6 cm in depth. The front or facing side of the pack (Figure 9) shows a four-colour image of three clear-cut biscuits superimposed on a dark-blue background reminiscent of the New Zealand flag. A title using the words AUTHENTIC RECIPE ANZAC BISCUITS is printed in capped letters in gold, red and white colours. The front of the pack

also shows an emblem with two flags and a frame with ROYAL NEW ZEALAND RETURNED SERVICES ASSOCIATION surrounded by the words SUPPORTING VETERANS. Underneath this emblem are words written in gold upper case letters UNIBIC DONATES 8c TO NZ VETERANS FOR EACH PACK SOLD. The Unibic logo is printed on the bottom right hand corner. It is oval in shape with the words UNIBIC TRADITIONAL RECIPES BAKED IN AUSTRALIA. Underneath this is the weight – 300 g NET printed in gold letters.



Figure 10: Anzac pack (back)

The back of the pack (Figure 10) shows two dominant framed areas of white text reversed out of a pale purple background set against the same dark-blue background as on the front. The framed areas are stacked one above the other. According to Kress and van Leeuwen (2006: 204) texts are read from left to right, top to bottom and line by line. The framed area of text that is positioned on top explains the history of the RNZRSA and the Anzac biscuit. The second framed area that is positioned on bottom offers nutritional information and a list of ingredients – which is the focus of this study.

Ingredients: Wheat flour, sugar, butter (cream salt), oats, dessicated coconut, golden syrup, brown sugar, raising agent (sodium bicarbonate), salt.

The pack contains 24 biscuits.

Pack 2: Murray sugar-free oatmeal cookies



Figure 11: Murray pack (front)

The second pack is an oatmeal biscuit baked in Canada by Murray. The pack is approximately 27 cm x 8 cm on the front surface and 6 cm in depth. The front of the pack (Figure 11) shows a four-colour image of three clear-cut biscuits superimposed on a white background. On the upper left corner, together with a Murray logo is a framed area blue background with Sugar Free COOKIES in white and OATMEAL printed in white underneath on a purple band. On the top right hand corner is a banner with words set in uppercase letters NEW LOOK. SAME GREAT TASTE. On the bottom left of the pack is an oval logo containing the words 'Sweetened with Splenda' (an artificial sweetener) in its centre. Underneath this is the weight – 155 g in pale grey letters.



Figure 12: Murray pack (side)

On one side of the pack (Figure 12) is a framed section of blue text on white containing nutritional information and a list of the ingredients, which is also the focus of this study.

Ingredients: Enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate (vitamin B1), riboflavin (vitamin B2), folic acid), partially hydrogenated soybean and/or cottonseed oil, whole oats, sorbitol, maltodextrin, polydextrose, lactitol, maltitol, contains two percent or less of natural and artificial flavors (contains milk protein), cornstarch, cinnamon, salt, leavening (baking soda, sodium acid pyrophosphate), eggs, emulsifiers (DATEM, soy lecithin), sucralose, acesulfame potassium, caramel colour, annatto colour, paprika oleoresin, nutmeg. (Printed in small upper case letters). EXCESS CONSUMPTION MAY HAVE A LAXATIVE EFFECT. (Printed in large uppercase letters).

The pack contains 12 cookies.

3.2.2. Summary of modality markers and composition

Both packs incorporate very similar values in respect to colour saturation, differentiation and modulation. They also exhibit parallel values with respect to contextualisation, representation, depth, illumination and brightness. The Anzac pack, which is dominated by a bold dark blue background, follows the colour scheme of both the Australian and New Zealand flags. The sugar-free oatmeal cookies on the other hand is dominated by a bright-white background with dark-blue used in the majority of the text, the significance of which is linked to the dominant colours used in medical and pharmaceutical industries.

Again, both packs share very similar structures in composition. They use similar 'left to right' and 'top to bottom' reading paths and zones with information. The placement of the overlapping picture of biscuits/cookies shows equal salience because both images of product are cropped to the same size and photographed at the same angle. The framing of text within boxes is used in both cases to draw the reader's attention to a single unit of information.

3.2.3. Visual and textual cues

Seeing comes before words.

(John Berger 1972: 7)

When a customer picks up either pack they are drawn to the visual of the photographed biscuit which has the highest modality because it appears to be real and therefore has strong appetite appeal.

Seeing in our culture is another form of understanding.

(Kress & van Leeuwen 2006: 154)

Because both these products have very similar images the only way to differentiate them is with the textual components, which are slightly lower in

modality. Text is a linear code that is more complex to interpret and, historically, the front of packs have been dominated by visual information rather than textual information; this is why most textual information is placed on the back of the pack.

In the case of the Anzac biscuits the short textual references on the cover may be driven by nostalgia and good will – ‘Supporting Veterans’ and old fashioned values – ‘Authentic Recipe’. In the case of the Murray oatmeal cookies the dominant textual cue on the front of the pack is ‘Sugar Free’ which is a strong appeal to dietary considerations.

When the customer, however, examines the back or side of the packs a clear differentiation emerges between both products. The most obvious difference is in the list of ingredients. This is not always recognized, or considered by the customer especially because the level of interpretation is more complex.

3.2.4. Anzac biscuits

The Anzac biscuits display ingredients that are entirely natural with no added preservatives, food colouring or artificial flavours. In fact the promise of ‘Authentic Recipe’ is delivered, as all ingredients would have been available when the original recipe was developed in World War I. So, immediate familiarity is, therefore, communicated.

3.2.5. Murray sugar-free oatmeal cookies

On the other hand the ingredients in the oatmeal cookies include elements that require translation from a food technologist, or chemist. The list below examines a definition of the more exotic examples: (ref. www.wikipedia.org, www.google.com)

Sorbitol – sugar substitute that can cause irritable bowel syndrome.

Maltodextrin – a food additive derived from starch or wheat which can cause celiac disease.

Polydextrose – a replacement for sugar synthesized from dextrose.

Lactitol – a replacement bulk sweetener that can cause diarrhea.

Maltitol – a sugar alcohol (substitute) that can cause intestinal discomfort.

Splenda (sucralose) – a chemical sweetener that can be toxic to the body.

Acesulfame potassium – an artificial sweetener that can be toxic to the brain.

The list is followed by a warning to avoid excess consumption, which can cause a laxative reaction.

The significance of this data is discussed within the context of *visual semiotics*.

3.3. Discussion

The shopping behaviour of customers at a supermarket involves a complex interconnection of social semiotics at a site of engagement. My interest in this study is to show that in the case of choosing between two competing biscuits within the same site of engagement it is visual semiotics that determine the mechanism for choice.

In the supermarket chosen for this thesis, aisles are arranged by category and a person intending to buy biscuits will be guided to displays on either side of the aisle, which includes the target product as shown below:

Party Goods	Biscuits
Cake	Crackers
Coffee	Milk ⁽¹⁾
Tea	Cookies

Within the seven steps of action described (p. 30) the purchaser selects (step 3) the right side of the aisle which is dominated by a wide selection of biscuits. The purchaser then is confronted by shelves of biscuits arranged in a hierarchy of proximity (step 4). At this point (step 5) the purchaser is subject to a number of enticements. These are the visual semiotics described in the analysis which determine the triggers that influence choice. Once choice is made and the biscuit has been selected the remaining actions occur in steps 6 and 7.

Customers who purchase primarily by visual cues are more likely to be influenced by the front section of product packs that they are exposed to at point of purchase. Customers who are more discerning about their personal health, however, are more likely to search for more information by reading which ingredients are used in the product. They are more likely to turn the pack around and study the details.

In the case of Anzac biscuits and sugar-free oatmeal cookies both have equal modality in the colour photographed image of the product. The Anzac biscuit appeals to traditional values and social responsibility (8c donated to NZ veterans for every pack sold). The sugar-free oatmeal cookies on the other hand appeal to weight and health conscious purchasers. *Once the pack is turned around* the textual cues are similar in title – nutritional information and ingredients – but on closer examination of the ingredients they reveal the true nature of each product.

The ingredients of the Anzac biscuits are 100 per cent natural, which suggests a healthier choice. The ingredients of the sugar free oatmeal cookies contain an array of preservatives and additives with a health warning against excess consumption.

3.3.1. Resemiotization: a nascent transcript for a new packaging model

Because the use of visual semiotics on the front of the packaging is so similar between both products, the primary point of differentiation, which is in the list of ingredients, occurs *on the back of the pack*.

With the shift towards sustainable behavior and the demand for more authentic product messages (Porritt 2006; Grant 2008; Pollan 2008) I suggest the packaging of the Anzac biscuits would benefit from a review that will attract the attention of purchasers without them having to turn the pack over. In other words I suggest a '*resemiotisation*' of the package design.

As a nascent transcript, I have re-designed the front of the Anzac pack to include a circular area, or medallion, that highlights the ingredients on the front of the pack (Figures 13 and 14).



Figure 13: Nothing Else label

The list of ingredients are enclosed in an outer circle which has the words: NOTHING ELSE



Figure 14: Nothing Else Anzac pack label

The purpose behind this is both theoretical and practical. It is to give the Anzac biscuits, or any other product that only uses natural ingredients, a competitive advantage that cannot be matched by competing products using synthetic ingredients. It uses modal cues as triggers that respond to the developing cultural shift of consumers – a preference for natural ingredients. The triggers also save time because they are presented on the front of the pack. These advantages are designed to respond to a demonstrable shift (Boyle 2004; Pollan 2008) to a more ethical and sustainable form of living.

3.4. Summary

This research uses mediated discourse analysis as a powerful toolkit for socially relevant analysis. As we enter the final stages of the first decade of the twenty-first century, patterns of consumption reflect an inevitable shift towards more sustainable and ethical forms of behaviour. Amongst a vast number of product categories the food industry is significant in measuring the growing demand for product credibility.

A new model of consumption is evolving to respond to cultural/social issues such as time-poverty, eating behavior and general health of communities, as well as environmental issues of resource depletion and global warming.

Taking one element from this cultural shift I then focused on the issue of authenticity and transparency, offering a healthier, more natural choice of food. Marketing food in this way encourages more sustainable consumption, because of the beneficial impact on the long-term health of consumers.

The analysis that has been discussed in this study has focused on the existing visual semiotic cues on the packaging of two competing brands of biscuit (Anzac biscuits and Murray sugar-free oatmeal cookies) that occur in a suburban supermarket.

The comparison between these brands, one with natural ingredients, the other with added artificial ingredients, provides a useful snapshot of where informed choices are being made by a growing sector of more discerning consumers. In the case of the Anzac biscuits, the ingredients are the same as those used by our great grandmothers. The Murray sugar-free cookies represent a large number of

products that add synthetically generated ingredients. The primary reason for selecting these two products is that they share the same position on the supermarket shelf, which means they have equal salience in product placement.

3.5. Conclusion

Drawing on the notion of resemiotisation, a new label design offers a product advantage to the Anzac biscuits. By re-designing the front of the pack to include the list of natural ingredients the purchaser has *faster access to semiotic triggers as the focus of attention* and these will attract purchasers who are moving to sustainable consumption.

From a mediated discourse analysis context this resemiotisation represents a nascent shift in packaging design. Its purpose is to draw the purchaser's attention at the moment of choosing a brand. It only takes a single action to mediate the ingredients information, reading the front of the pack without having to turn it around, which up until now has entailed a complex interconnection of social semiotics at a site of social action.

The social climate shows that consumers are ready for this alternative concept and many existing products can benefit from this potent modal change in product packaging. As discussed in Section I, a new brand called 'Nothing Else' has been developed based on the research conducted during 2008 illustrated in Section II.

Note

(1)The 'Milk' in this aisle is the dried variety only.

3.6. References

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SECTION III

1. APPENDICES

1.1. Steering Committee Minutes (November 2008–December 2009)

5/11/08

Dave Brown gave each person at the meeting a copy of the proposal 'Nothing Else' food labelling initiative. Dave went through the document with everyone for comment. Some of the comments raised:

- What is the definition of the label?
- How do we establish creditability/authority – keep the label clear and simple with an emphasis on tradition?
- Label – the first ingredient is most important (measured in grams)
- Don't want to devalue the brand i.e. company like McDonald's using the label.
- How do we retain some degree of ownership over the label without losing the deal?

Where to from here?

- A business plan needs to be developed.
- What funding do we need to get this going?
- Before we approach the manufacturers need to talk to food authority people – New Zealand Nutritional Foundation (aligns with industry); Living Health Trust; and Consumer Institute of New Zealand. AUT can become a corporate member of the NZ Nutrition Foundation (Elaine will provide a membership form).
- Other possible contacts – Stefan Crooks from Brand Support

Funding

Luke Krieg suggested the idea of levies – manufacturers contributing. The money would flow into an independent organisation.

What are the costs?

- PR Launch
- Recouping cost of time
- Regulatory requirements. Need to seek a legal opinion (try AUT first).
Present options to panel of manufacturers. How do manufacturers pay us?

Action: Within two weeks Luke will send out a business plan to everyone for review and feedback.

Elaine will talk to the CEO Nutritional Foundation. Nick will talk to PR people at AUT.

Next meeting: Wednesday 3 December at 3.15 pm in WQ1120, Level 11, 300 Queen Street.

3/12/08

Dave and Luke gave the committee an update as to where the 'Nothing Else' initiative was heading. How the initiative would be advertised, the compliance regulations, etc.

Luke talked about Non-Profit (NPO) Branding Support. The company 'Brand Support Ltd' (Stephen Crooks) is a match maker between brands and charities i.e. Cancer Society of New Zealand, National Heart Foundation. NPO has to fit with the terms of reference for nutrition etc., for packaging requirements and so forth.

If you have a contract with NPO & AUT – it opens up options: AUT collects the levies; NPO handles the risk and exposure for the brand.

Luke also talked about legal costs. If registration is handled by AUT it is \$150 for the maintenance fee. For a lawyer it is around \$2,000–3,000.

Dave and Luke have scheduled a meeting with Stephen Crooks for Thursday to discuss the issue further.

Need to talk to researchers who are suitable to carry out the compliance tests, i.e. the back of the label.

Next meeting: Wednesday 4 February 4 pm in WQ1120, Level 11, 300 Queen Street.

4/02/09

Dave Brown and Luke Krieg met up with the company 'Brand Support'. After meeting with the company Luke and Dave discussed the direction of the Nothing Else brand in the market. Manufactures may or may not be eligible for the label.

Luke has shifted his thinking about the Nothing Else label from a 'grand plan' to a 'boot project' – getting some small manufacturers on board. Give us a few grand for the use of the brand (nothing else). Use the money at AUT for student research projects.

Mark asked a question regarding 'advertising' – how will we find traction in the market? Luke said by word of mouth or through manufacturing advertising, or the press does it as a general interest story.

Brand Support suggested having a student mentored by their design department – to put together a brand.

Nick suggested – establish a website to promote the brand 'nothing else'.

Luke mentioned money – and that we are lacking admin side to manage the brand, i.e. manage the website. The website can be done by a student.

Nick suggested talking to the company Lighthouse Ventures – contact Andrew Davidson who Dave knows. It is just another company where you can throw ideas around and get some feedback.

Dave discusses next steps. Is it time to find partners? Dave said he has looked at food labels of cereals and has found about six to seven manufactures who are eligible. How do we approach them?

Action:

Luke/Dave – put together a revised proposal.

Contact Consumer Institute of New Zealand.

How will we address PR issues?

Nick will research into other companies like brand support.

Next meeting: Wednesday 4 March at 8.30 am in WQ1120, Level 11, 300 Queen Street.

4/03/09

A proposal drafted by Luke and Dave and reviewed by Mark was sent to measure reactions from five companies making products in different categories – Charlie's, Unibic, Sanitarium, Hendersons, and Kohu Road.

A copy of the proposal was handed out to the committee.

Dave discussed the responses from manufacturers – which was variable. Each set of manufacturers have a different set of local issues/ideas, i.e. cost of putting Nothing Else brand on products, clashes with their other labelling, etc. Kohu Road Ice Cream suggested putting a Nothing Else website on their products. Ophelia Azzopardi from Unibic is interested and will get back to Dave. Charlie's indicated an interest and suggested that the symbol should be in one colour. Charlie's is willing to trial the label.

Luke and Dave asked the Committee what they thought of the Brand Support proposal. Should we follow their view? Uncertainty around brand supports proposal.

Nick – raised the question what do we want to achieve? Need to go back to Brand Support and find some common ground.

Elaine suggested we could try Brand Support for one item with nothing else label – healthy choice item. Another initiative been undertaken at AUT is operation 'snack-attack' – providing healthy snack choices for students and staff. We could incorporate the nothing else label into the snack attack campaign?

Luke has spoken to Ian Robertshaw who is responsible for AUT's on campus sales commercial activities, i.e. vending machines, café, etc. Ian has stuck AUT labels on lots of products, i.e. peanuts etc. and doesn't see a problem with doing that.

Dave and Luke mentioned to the committee that they had spoken to the Consumer Institute – who think that the nothing else label is a good concept,

however, it is not really their area. They did offer to be a sounding board for this project if need be.

Actions from meeting:

- Go with Charlies offer
- Investigate snack attack further
- Feedback to Brand Support – let them know that the nothing else label is not inclusive to brand support
- Confirm a time this month to meet with Brand Support.
- Explore PR opportunities within and outside AUT
- Continue exploring website possibilities

Next Meeting: Wednesday 22 April at 8.30 am in WQ1120, Level 11, 300 Queen Street.

22/04/09

Dave introduced Emma who is a PR student at the School of Communication Studies.

Emma is representing the PR team.

Alicia Crocket gave an update on the Food Services: vending machines supplying fruit; looking at pie contract – healthier options; she has received ethical approval for her research; a focus group with staff and students has been set up; Alicia has access to barcode data back to 2004.

Luke mentioned that he, Elaine, Alicia and Dave are meeting with Commercial Services this Friday.

Dave has been trying to contact Peter Gilderdale from the School of Art & Design to meet up and discuss graphic design options. There might be two to three students from Art & Design who can commit to the project. Dave will get back to Elaine and Alicia once he has made contact with Peter.

Dave asked Phillip from Brand Support – where/how do you see Nothing Else project/brand working?

Phillip outlined the following scenario:

- Two/three products to build a history and story
- Treat like a house-brand on a joint type basis – develop ‘peoples’ own type of brand
- Got resources to make money
- However, short of researchers, academics and students
- Is it a viable brand to invest in – is there market potential to bring ‘Nothing Else’ and ‘Living Healthy’ model together?

In terms of AUT and Brand Support it will be a joint venture. Luke and Phillip will structure a deal. Luke suggested a sub-contract. Royalty based.

Phillip suggested that it would be percentage driven income to invest in. Students will do the research and marketing. Present findings to Brand Support representatives and if it is successful Brand Support will front up with some money.

Dave stated that he has attempted to contact Ray Markey in the Faculty of Business to see if it is possible to get access to their students. Nothing so far has happened.

Luke mentioned that there is a mixed response from marketing students. Need to target students at the right time. The person to contact is Ken Lee. Luke will email Dave with the name.

Luke and Dave talked about students for this project. Issue around retaining students at postgraduate level. Dave said of a team of six PR students he can see at least four of them being employed in their field. Luke questioned the match of skills and interests with the role.

Dave put the question forward – how can we develop this into a robust marketing attraction?

Phillip stated that it gets back to results and income. The vision – how you expand the sales; story evolves – people want to eat healthy?

Luke – there are two sets of ‘brands’ – Nothing Else and healthiness of product. So do we bring these two together? I.e. healthiness criteria with Nothing Else logo?

Elaine mentioned that the 'nothing else' is what the ingredients say not necessary the nutrition.

Need to get project of the ground – set up to start in July??

Action:

Dave – sign post dates to remain in contact. Will approach business school for student interest.

Elaine – would like a Student Association rep. to attend one of our meetings. Emma will contact them.

Dave – will get back to the Committee regarding PR and design side.

Luke – needs from Brand Support – tasks/skills this team should have (students)

Elaine – what's going to be affordable; how big will a package be – price.

Brand Support – will give two or three products with enough movement – brand support will do a prize quality analysis?

Next meeting: Thursday 14 May at 8.30 am in WQ1120, Level 11, 300 Queen Street.

14/05/09

Jillian Green unable to attend due to illness.

The meeting will take no longer than 1 hour – perhaps less.

Agenda Items:

1. An update from Dave on developments with product packaging and ongoing actions with Brand Support.
2. An initial list of products recommended for launch to be discussed with advice from Elaine and Alicia.
3. An update of progress from the PR team from Emma and Dave.
4. A date to present the initiative to the business school's marketing students.
5. General discussion for all to contribute.

Next meeting: Friday 19 June at 8.30am in WQ1120, Level 11, 300 Queen Street.

19/06/09

Nothing Else brand development to date:

A funky bottle of water was presented to the committee – a small change to the water source message will be made before going to production – all very exciting.

A second label will be designed for the export market asap as Stefan has a very good contact in Hong Kong who may provide a major boost in income if the brand is accepted.

Afifa Chida (the genius behind see-through label) will send artwork to Brand Support once completed.

Emma Davidson summarised the progress of the PR team and tabled a meeting for the team to present their situation analysis to the PR Shop in July, with further refinements following.

Dave B explained that a team of advertising creativity students will be briefed in July to work on a brand launch that will tie in with PR objectives.

Stefan advised a plan that is based on the brain food model and suggested launching the water first to establish the brand and its values, followed a few weeks later by introducing NE food products.

Stefan will be networking with Alicia and Elaine to create a wish list of offerings together with more brainstorming ideas from the whole team, with a view to launching three to four food options within AUT before developing more ambitious multi-ingredient products.

Prabhash will network closely with Umesh before he leaves for his break in the UK and will be in constant contact with Stefan over the remaining period. The marketing team will be informed of all planning and development through Prabhash.

A timetable for planning will be discussed at a meeting with the marketing team on the afternoon of the 19th (today).

Next steering meeting will be planned for late July – to be confirmed.

Next meeting: Friday 7 August at 8.30 am in WQ1120, Level 11, 300 Queen Street.

7/08/09

Please welcome Ian Robertshaw (Director – Campus Services) and Glenys Casci (HOD – Culinary Arts) to this meeting. Also please welcome Christiana Zhu who will stand in for Emma Davidson as our PR representative.

Points to discuss:

- Announcing the launch date in both AUT campuses
- An update of progress for production of water and first generation of snack food items to be completed by first week of September (latest)
- Generation of 1.5-litre water bottle for Platters catering, conferences, art gallery openings, etc.
- Creation of display pack designs by students in AUT product design
- Opportunities to maintain sales during summer period – summer school
- Contract details (Luke K and Stefan C)
- RRP details and commercial relationship issues (Ian R and Steffan C)
- General points of discussion re: fresh food offerings, how Nothing Else brand ties in with Feed Your Need to Succeed initiative (Elaine R and Alicia C), PR opportunities including campus publications and website, general brand message to AUT including giveaways, prizes etc. to generate brand loyalty

- Opportunity to use the AUT restaurant site as a separate launch site (Glenys C)
- Any other issues

Next meeting: Friday 4 September at 8.30 am in WQ1120, Level 11, 300 Queen Street.

4/09/09

NE Launch components for Monday 21 September to be presented to the committee:

Product – cafes and vending machines

Circle messages – ambient & cafe/vending machines

A5 NE handout

T-shirts

Unilite billboards

Media – *Debate* magazine, *Te Waha Nui*, *Inside AUT*, *Weekly Global*, Noticeboard

Post launch activities – to discuss

Next meeting: Friday 5 October at 8.30 am in WQ1120, Level 11, 300 Queen Street.

5/10/09

Nothing Else post-launch activity to be discussed.

The water is selling well at \$2 per 500 mL bottle.

The \$5 snack bags are not selling at all well as that price is too much to demand of students.

Short term plan

Immediately reduce the \$5 price to \$4 to get student buy in.

Keep the \$3 price as is for peanuts and raisins.

Introduce a new smaller bag size to meet a \$2–3 price as a smaller snack option which would also be much more suitable for vending machines.

Introduce, when possible, at least two more snack options: a low-sodium buhja mix and a low-sodium pretzel snack.

Diary the next steering meeting to discuss launch, post-launch issues and next steps.

Next meeting: Friday 27 November at 8.30 am in WQ1120, Level 11, 300 Queen Street.

27/11/09

The results of the September launch were extremely favourable. Sales of both water and snacks proved the Nothing Else brand had established itself within AUT.

Brand Support have signed a five-year contract with AUT and plans to grow the brand are in place for 2010.

The steering committee were able to celebrate a successful outcome which stands as a positive result for the research based project.

Next meeting: to be decided in 2010.

1.2. AUT/BRAND SUPPORT CONTRACT

RESEARCH AND MARKETING SERVICES AGREEMENT

Made the (25th) day of (September), 2009

PARTIES

1. Auckland University of Technology ("AUT")
2. BRAND SUPPORT Ltd ("BSL")

BACKGROUND

- A. AUT is a university which engages in research and teaching activities, in fields including nutrition, communication studies, marketing and business administration.
- B. AUT also provides a number of commercial services to its staff and students, including cafes, catering services and vending machines.
- C. Mr Dave Brown, a student and employee of AUT's School of Communication Studies, has developed a brand concept entitled "Nothing Else", based on the works of Michael Pollan.
- D. Prof. Elaine Rush, a professor of nutrition at AUT's Division of Sport and Recreation, has developed a community healthy eating initiative entitled Feed Your Need To Succeed (FYNS), for implementation on the AUT campus.
- E. BSL is a company which specializes in contracting the manufacture of Cause Related Marketing (CRM) products for identified markets and then marketing and selling those products.
- F. BSL proposes to launch and manage Nothing Else products into the market, including products consistent with the FYNS initiative, with the support of AUT.
- G. AUT and BSL agree to the proposal outlined above subject to the terms and conditions recorded in this agreement.

OPERATIVE

The parties agree and this agreement records that:

1. CONTRIBUTION BY AUT

1.1 AUT shall provide support to BSL as follows:

- (a) Make available a steering committee to evaluate any proposed new Product Launches against the Nothing Else and FYNS criteria in a timely manner.
- (b) Make available suitable experts in Nutrition and Communication Studies to interpret product guidelines for Nothing Else and Feed Your Need to Succeed products for the purpose of 1.1(a)
- (c) Offer students of its Communication Studies, MBA and Marketing courses supervised internships with BSL to support the product design, marketing and promotion of Nothing Else products and the FYNS initiative as agreed between AUT and BSL on a case-by-case basis.
- (d) Release BSL from any obligations of confidentiality with respect to the logos, brand concepts and product formulations previously disclosed to it by AUT in respect of potential Nothing Else products and the FYNS initiative.
- (e) Carry out research on the efficacy and impact of the Nothing Else brand and FYNS initiative, as part of the academic work of Dave Brown and Alicia Crocket, respectively, making the findings available to BSL.
- (f) Provide BSL with access to distribution channels of AUT's commercial services for Products consistent with the FYNS initiative as agreed between AUT and BSL from time to time.

1.2 AUT agrees and undertakes that so long as BSL duly and faithfully performs its obligations under this agreement AUT, will not during the Term endorse any other product making use of the Nothing Else brand or FYNS initiative, unless otherwise agreed by BSL

2. CONTRIBUTION BY BSL

2.1 BSL hereby agree to perform the following services in the Territory during the Term:

- (a) arranging the manufacture of adequate ongoing supply of Products.
- (b) distribution of Products to meet customer needs;
- (c) packaging and marketing of Products;

all in accordance with agreed terms and conditions and on the basis set out in this agreement.

2.2 BSL agrees and undertakes that it will not enter into any agreement, understanding or contract with any other party whereby BLS would be assisting in any way (whether directly or indirectly) with the manufacture, promotion or sale of products making use of the Nothing Else brand or FYNS initiative, without obtaining written approval from AUT.

2.3 BSL shall arrange adequate timely manufacture of:

- (a) "Nothing Else" Products by a reputable, established manufacturing company approved by:
 - (i) All appropriate authorities; and
 - (ii) AUT provided such approval shall not be unreasonably or arbitrarily withheld.

2.4 BSL shall ensure that the manufacturer referred to in clause 2.3:

- (a) Complies to all agreed and all applicable standards, specifications, codes, regulations and statutes applicable to the Products;
- (b) Complies with all requirements of Ministry of Health and any other governmental or regulatory authority having jurisdiction.
- (c) Is able to and does supply adequate timely quantities of Product to meet and satisfy market expectations and demand.

2.5 BSL shall at all times use its best endeavours to market and promote Products to its best ability with a view to maximizing the image of Nothing Else and FYNS and sales of all Products.

2.6 BSL shall ensure that all packaging and labeling associated with all Products:

- (a) has first been approved by:
 - (i) AUT; and
 - (ii) The Ministry of Health and all other necessary governmental and regulatory authorities in the relevant part(s) of the Territory and that no changes we made to the packaging and labeling without the prior written notice of all such parties; and
 - (iii) complies with all applicable standards, codes, regulations, specifications and statutes and with any agreement reached with AUT.
 - (iv) BSL shall not at any time do or say or distribute any information or material which does or is likely to bring AUT's reputation or standing into question or which is likely to bring AUT into disrepute.

2.7 BSL shall:

- (a) Meet any costs incurred by AUT in the design and implementation of the "Nothing Else" logos, brand identities and FYNS product formulations, provided these costs were first approved by BSL.
- (b) Pay to AUT 2.5% to 10% of the net wholesale value of sales of "Nothing Else" and FYNS Products sold in New Zealand, in recognition of the research, consultancy and marketing services contributed by AUT under clause 1, provided these monies are applied by AUT exclusively to the areas of Communication Studies and Nutrition Research.

Pay to AUT a percentage of the net wholesale value of sales of all other Products as agreed between the parties on a Product by Product basis prior to manufacture, distribution and marketing of each Product and in default as determined in accordance with clause 10 applied mutatis mutandis and ultimately, if necessary, by binding arbitration in accordance with the Arbitration Act 1996.

- 2.8 For the purposes of clause 2.7 the term "net wholesale value of sales" shall mean BSL's net price for the Product after discount and freight to each particular purchaser.
- 2.9 Payment of the amount due to AUT in accordance with clause 2.7(b) and 0 shall be made monthly by the 30th based on the sales achieved in the prior month.
- 2.10 Should BSL be more than fourteen days late in making payment of any moneys due it shall pay interest on the moneys then due at the rate of

12% per annum calculated daily from due date down to the date payment in full is received by AUT.

3. PLANNING

- 3.1 Where it is intended to launch any new Product under the "Nothing Else" brand or FYNS initiative during a financial year and the agreement of AUT has been obtained in accordance with clause 7, the parties shall first meet to discuss and agree the proposed launch and promotion of such Products and marketing and promotion strategies and budgets for those Products for the balance of that financial year.
- 3.2 Once agreement has been reached on the matters referred to in clause 3.1, those matters agreed shall be recorded in writing and a copy retained by each party as a basis for ongoing assessment and review of the application and success of this agreement.

4. RECORDS, ACCOUNTS AND INFORMATION

- 4.1 BSL shall at all times keep and retain proper and adequate records of all transactions and agreements relating to the performance of this agreement. Without limiting the generality of the foregoing BSL shall prepare and retain proper accounting records accurately recording all financial transactions in accordance with generally accepted accounting principles and practices approved by the New Zealand Society of Accountants and consistently applied.
- 4.2 Both parties and their professional advisers shall have access to financial information pertaining to the net sales of the Products at all reasonable times and shall be entitled to take such copies of all such records, as they require.
- 4.3 BSL shall ensure that monthly statements of unit and dollar sales relating to the Product are prepared and forwarded to AUT as soon as practicable after the end of each month.
- 4.4 AUT shall be entitled to receive, and shall be provided by BSL with, annual unit and dollar sales statements and relevant expenditure statements relating to each of the Products within 60 days of the expiry of each financial year. The statements shall be prepared on the same basis as set out in clause 4.1 and 4.3.
- 4.5 AUT and / or its advisers may at any reasonable time during business hours conduct an audit of the records and the information provided to AUT and if such audit shows that AUT has been underpaid such underpayment shall immediately be made to AUT (and the provisions of clause 2.10 shall apply).

5. **LIABILITY AND ADVICE**

- 5.1 BSL hereby unconditionally and irrevocably indemnifies AUT from and against all injury, loss claims or damage (whether direct or indirect, special or consequential) which may arise from a breach of this agreement by BSL or defective, inadequate or faulty Products or Products which do not meet their claims or for which liability is found in BSL and /or AUT.
- 5.2 BSL shall take out and maintain public liability insurance cover with an established, reputable insurance company in a sum of not less than 10 million dollars in respect of any such liability, with the joint cover of AUT duly endorsed thereon. If requested, BSL shall provide to AUT evidence of the existence of such cover in each case PROVIDED HOWEVER that where new Products are introduced and the level of insurance cover appropriate to the risk(s) for that Product shall be determined on a case by case basis.
- 5.3 BSL shall give written notice to AUT immediately as it becomes aware of any accident, incident, event or circumstance whatsoever which may give rise to a claim in respect of any Products.
- 5.4 Following receipt of any notice pursuant to clause 5.3 AUT and BSL shall meet to discuss and review the matter which is the subject of the notice. In no circumstances shall BSL do or omit to do any act or thing in which would or might prejudice either AUT or the insurance policy held pursuant to clause 5.2.

6. **TERMINATION**

- 6.1 Unless previously cancelled by either party pursuant to clause 6.2 or 6.3 this agreement shall remain in force until expiry of the Term.
- 6.2 AUT may cancel this agreement by giving written notice to BSL to that effect where:
 - (a) BSL does or omits to do anything which materially adversely affects the image and reputation of AUT; or
 - (b) BSL breaches any of its obligations under any of clauses 12.2, or 5 of this agreement; or
 - (c) BSL commits any other breach of this agreement and fails to rectify same within 30 days of receiving written notice of same from AUT pursuant to clause 6.4; or

- (d) BSL goes into receivership or liquidation; or
 - (e) BSL becomes involved in litigation which AUT determines is likely to adversely affect the marketing and/ or image of any of the Products.
- 6.3 BSL may cancel this agreement by giving written notice to AUT to that effect where:
- (a) AUT does or omits to do anything which materially adversely affects the image and reputation of BSL; or
 - (b) AUT commits any breach of this agreement and fails to rectify same within 30 days of receiving written notice of same from BSL pursuant to clause 6.5; or
 - (c) AUT is wound up or dissolved; or
 - (d) AUT becomes involved in litigation, which BSL determined is likely to adversely affect the marketing and/or image of the Product.
- 6.4 If AUT believes that BSL has breached any term of this agreement it may give written notice to BSL specifying the breach and requiring BSL to rectify such breach within thirty days.
- 6.5 If BSL believes the AUT has breached any term of this agreement it may give written notice to AUT specifying the breach and requiring AUT to rectify such breach within thirty days.
- 6.6 On the expiry or termination of this agreement:
- (a) BSL may run out any completed product, as long as that product conforms to the requirements of this agreement, but not produce any further such stock.
 - (b) BSL will abandon any registered trademarks in respect of the "Nothing Else" brand or FYNS initiative.
 - (c) BSL shall forthwith cease representing itself as have any association with AUT, the "Nothing Else" brand or the FYNS initiative and shall destroy all advertising, incomplete packaging, stationery relating to the Products which refer to the same. BSL shall further certify in writing to AUT that it has completely destroyed any and all such advertising incomplete packaging and stationery and any other material used in conjunction with the Business and associating it to or with AUT, the "Nothing Else"

brand or the FYNS initiative. BSL may however, continue to sell and market the product/s without reference to AUT, the “Nothing Else” brand or the FYNS initiative.

- (d) Neither party shall be liable to the other for any damage or loss sustained by reason, or resulting from the termination of this Agreement, but such termination shall not affect any liability or obligation incurred or accrued prior thereto.

7. NEW PRODUCTS & TERRITORIES

7.1 If during the Term BSL wishes to sell, distribute, market any Products under the “Nothing Else” brand or the FYNS initiative, it shall first:

- (a) Prepare and submit to AUT a detailed proposal of the proposed new Product providing such information and detail as AUT requires and determines is appropriate which may include, without limitation:
 - (i) full and accurate details of the new Product including its ingredients
 - (ii) detailed and complete information on health benefits claimed
 - (iii) detailed and complete information on health risks
 - (iv) the Product(s) which compete with the proposed new Product
 - (v) records of the history of sales, problems and claims in respect of the new Product which may have occurred overseas, whether or not associated with BSL, as may be available
- (b) Secure AUT’s written approval to the new Products, which may be given or withheld or granted subject to such conditions as in any case AUT sees fit.

8. RIGHT OF FIRST REFUSAL

8.1 Before either party promotes, packages or sells other similar branded “Nothing Else” products in NZ it shall consult the other party, which shall have the first right to be associated with that product on the same terms and conditions as set out in this agreement mutatis mutandis.

9. **CONFIDENTIALITY AND ANNOUNCEMENTS**

- 9.1 Each party irrevocably undertakes to the other that it will keep and will use its best endeavours to ensure that its employees, officers and agents will keep entirely secret and confidential all information concerning the Business, the clients of the Business and all trade secrets of the Business and will not disclose that information to any person and will not make any use or attempt to use that information or enable any other person to make copies of that information without the prior written consent of the other.
- 9.2 Details of agreement – The parties acknowledge and agree that the terms and conditions of this agreement are and shall remain confidential to the parties and their advisors.
- 9.3 The parties shall consult together and agree as to the terms of any announcement to shareholders, employees, customers and suppliers or to the press or otherwise which either may desire to make regarding this agreement or the subject matter of this agreement.

10. **DISPUTES**

- 10.1 If a dispute arises out of or relates to this agreement (including any dispute as to breach or termination of this agreement or as to any claim in tort, in equity or pursuant to any statute) neither party may commence any court or arbitration proceedings relating to the dispute unless it has complied with the following paragraphs of this clause except where the party seeks urgent interlocutory relief.
- 10.2 A party claiming that a dispute ("the dispute") has arisen under or in relation to this agreement must give written notice to the other party to this agreement specifying the nature of the dispute ("the notice").
- 10.3 On receipt of the notice by the other party, the parties must endeavor in good faith to resolve the dispute expeditiously using informal dispute resolution techniques such as mediation, expert evaluation or determination or similar techniques agreed by them.
- 10.4 If the parties do not agree within ten working days of the receipt of the notice (or such further period as agreed in writing by them) as to:
 - (a) The dispute resolution technique and procedures to be adopted;
 - (b) The timetable for all steps in those procedures; and

- (c) The appointment and remuneration of any independent person required for such technique;

The parties must then mediate the dispute in accordance with the procedure determined by a mediator appointed by the parties within ten working days (or such longer period as agreed in writing by them). If the parties are unable to agree on the appointment and/or remuneration of a mediator the President of the New Zealand Law Society shall be asked to select the mediator and determine the mediator's remuneration which shall be paid in equal proportions by the parties.

11. RENEWAL

- 11.1 Not later than six (6) months prior to expiry of the Term the parties shall meet to review the Business and the application of this Agreement with a view to seeing whether or not it is in their mutual interests to enter into a new agreement on the same or similar terms and conditions to those outlined in this Agreement.
- 11.2 If the parties determine that they do not wish to enter into a new agreement as contemplated by clause 11.1 they shall in good faith enter into negotiations in respect of same using this Agreement as their starting point.

12. NATURE OF ARRANGEMENT

- 12.1 The parties acknowledge and agree that notwithstanding anything to the contrary in this agreement the parties are not and are not intended to be partners or joint venturers although they shall nonetheless act in good faith towards each other.
- 12.2 Neither party shall have any power or authority to contract on behalf of the other shall not seek or purport to do so.

13. MISCELLANEOUS PROVISIONS

- 13.1 Notices – Any notice or communication document or demand requiring to be made or served hereunder shall be in writing signed by the party giving the notice or by any officer or solicitor of that party and served as follows:

If to AUT:	If to BSL:
Dr Luke Krieg Manager, Commercial Research University Research Office Level 2, 350 Queen St. Private Bag 92006 Auckland, New Zealand T: +64 9 921-9524	Stefan Crooks General Manager Brand Support Ltd. PO Box 56 129 Dominion Road Auckland, New Zealand T: +64 9 820 7802

F: +64 9 921-9768 M: +64 21 502 232 e: luke.krieg@aut.ac.nz	F: +64 9 820 8440 M: +64 21 977 699 e: stefan@brand-support.co.nz
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Any such notice or document shall be deemed to be duly given or made:

- (a) if delivered by hand, when so delivered;
- (b) if sent by facsimile, when transmission is successfully completed;
- (c) if sent by post, on the third business day following posting.

- 13.2 NZ law – this agreement shall be governed by and construed in accordance with the laws of New Zealand and shall be subject to the jurisdiction of the Courts of NZ.
- 13.3 Amendment – No amendment to this agreement shall be effective unless it is in writing and signed by all the parties.
- 13.4 Partial invalidity – The illegality invalidity or unenforceability of a provision of this agreement under any law shall not affect the legality validity or enforceability of that provision under another law or the legality validity or enforceability of any other provision of this agreement.
- 13.5 Entire arrangement – This agreement contains all terms of the arrangement between the parties and supersedes and extinguishes all prior agreements, discussions and arrangements between the parties with respect to the matters covered by this agreement.
- 13.6 Non-waiver – Failure or omission by a party at any time to enforce or require strict or timely compliance with any provision of this agreement shall not affect or impair that provision in any way or the rights of that party to avail itself of the remedies it may have in respect of any breach of any such provision.
- 13.7 Further assurance – Each party undertakes to do all acts and things and execute all deeds and documents which may be required to be executed to carry out or give effect of the provisions of this agreement.

14. **DEFINITIONS AND INTERPRETATIONS**

- 14.1 In this agreement:

Nothing Else products: Means products making use of, or otherwise marketed under the Nothing Else brand, as approved by AUT.

FYNS Initiative: Means the Feed Your Need to Succeed community healthy eating initiative at AUT, as designed by Prof. Elaine Rush of AUT.

Products: Means "Nothing Else" Products and or products sold under the FYNS initiative.

Business: Means the manufacture, marketing and sale of the Products pursuant to this agreement.

Commencement Date: Means 07/08/09

Term: Means a period of 5 years from the Commencement Date.

Further term: On expiry of the term hereof AUT and BSL will give favourable consideration to extending the term of this agreement for a further term of 5 years.

Territory: Means NZ and any other overseas territory contemplated from time to time.

14.2 In this agreement:

- (a) the singular includes the plural and vice versa;
- (b) reference to a standard, code, statute or regulation shall include all amendments thereto and to all standards, codes, statutes and regulations passed or adopted pursuant thereto or in substitution therefore.

14.3 Reference to a party shall include that party's successors and permitted assigns.

15. EXECUTION

Signed by the parties on the day above written

<p>SIGNED for AUT:</p> <p>_____</p> <p>Name</p> <p>_____</p> <p>Position</p> <p>_____</p> <p>Signature</p>	<p>SIGNED for BRAND SUPPORT LIMITED</p> <p>by two Directors</p> <p>_____</p> <p>Name</p> <p>_____</p> <p>Position</p> <p>_____</p> <p>Signature</p>
<p>in the presence of:</p> <p>_____</p> <p>Name</p> <p>_____</p> <p>Position</p> <p>_____</p> <p>Signature</p>	 <p>_____</p> <p>Name</p> <p>_____</p> <p>Position</p> <p>_____</p> <p>Signature</p>

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1.3. Student PR meeting minutes (March–July 2009)

The PR minutes were recorded by Shashank Baradwaj, one of five PR students in this group. Emma Davidson was asked to join the steering committee and was followed by Christiana Zhu. The meetings were less formal and were generally used to brainstorm promotional ideas for the launch of Nothing Else.

24/03/09

Group to meet every Tuesday at 10 am, WT 1204.

Each member to read the hand-out given.

Keep an eye out for emerging trends and innovations in the food sector. Collect news paper and magazine articles pertaining to innovations in the food marketing business.

Check www.springwise.com and www.ted.com, for anything interesting that can be discussed at length later

To read the book *In Defense of Food* by Michael Pollen.

Emma to join the steering committee (meets on April 22 in WQ 1120 @ 8.30 am).

Christiana to track the stages of progress of the project.

Shashank to record minutes of each meeting.

Eleanor is the principle 'informal' focus group detective.

31/03/09

Team members to read Michael Pollen's letter to Obama, the article has been published in *The New York Times*.

Richard and Alistair to go to the supermarket and jot down nutritional information on various categories of natural products. All team members can also chip in for this. Supermarkets are the key here. It is imperative to start with supermarkets such as New World and Foodtown because of the variety of food products available on the shelf

The key thing to note is:

How many products in a particular category?

How many products amongst these qualify and how many don't . . .

Need to be rigorous about standards while evaluating food products that qualify, food products containing any artificial content DOES NOT Qualify.

Emma and Elaine to draft a final list of food products that qualifies for Nothing Else.

PR shop to make a presentation for us in coming weeks.

They will give us a set of options on how to go about promoting this campaign.

The Nothing Else campaign is not restricted to food products alone; plans are underway to include cosmetic & clothing industry as well.

Christiana will need to formulate a graphic chart to be used for referencing later.

The first phase of the campaign will concentrate only on food products and website design.

Website is an important component to build advocacy about the campaign. The website will feature blogs, forums and discussion topics which will provide new insights into the impact of the campaign.

7/04/09

A plan is now being formulated to position Nothing Else as a brand as opposed to promoting it as a stamp on food products. This plan seems to be the best option to make headway into the food business as suggested by Brand Support.

According to the plan, Food products that match our criteria can now be sourced from any food company, but packaged and marketed as the Nothing Else Brand.

The plan is to initially set up food kiosks at AUT campus; gauge the response it receives and then expand to other universities to gather momentum. This is in effect will also have to be made commercially viable for AUT.

Designing a package for the Nothing Else brand is now in the pipeline.

PR shop will make a presentation for us in the coming weeks.

Emma to attend the steering committee meeting on 22 April.

28/04/09

Going ahead with Brand Support's suggestion to build our own brand Two students will be recruited from the Business School to spearhead the marketing aspects of the project.

While cataloguing products in the supermarkets, in the future, we need to identify only those products that qualify.

The Nothing Else brand will first be introduced in the university campus to build a buzz about the brand.

Akoranga campus will give us nutritional recommendations for the Nothing Else products

No product will have more than five ingredients.

Need to formulate a plan to position the brand as an upfront healthy brand rather than a budget product.

Design students will be brought on-board to design the package for the brand.

The group needs to give feedback on the way we can tailor the project to match the outcomes for the course.

Group to meet every Sunday from 7–10 pm.

3/05/09

Eleanor to meet with Bruce Sai Louie, Retail Operations Manager AUT.

We need to finalise with Joseph on the deliverables for the second semester PR practice course.

Will need to conduct some surveys around the university, collect information on food products available in the food kiosks, rates and how much money are students spending on these food products.

Listed below are some of the food product suggestions for nothing else:

Potato chips/ fruit chips/veggie chips/rice crackers/chocolate raisins/ peanuts

Beef Jerky

Orange juice/smoothies/naturally flavoured water/Bhuja snacks

Tuna and crackers/cheese

Fruit salads/caramel popcorn/bumper bars

Wasabi peas/nut bars

Need to write the positioning statement/list target publics/situation analysis

We are aiming for an August launch.

10/05/09

Need few more ideas for food products

Akoranga campus has already come up with ten products that can be used for Nothing Else.

Brand support has already been working with Elaine for two years, they have formed a trust for funding the research work that Elaine is currently involved in.

Brand supports will also set-up a mechanism for AUT to get a kick-back from the sale of the Nothing Else products.

The start-up finance aspect of the Nothing Else brand is still not concrete, but will materialize with the formation of a trust by Brand Support.

Umesh from Brand Support may come and do a presentation.

The aim of our group is to focus on the PR aspect, to create advocacy, to create excitement of the brand.

All of us need to do some location scouting at cafes around the university to spot some strategic locations for the Nothing Else kiosks.

14/05/09

Following meetings to be held on Thursday's every week at 7 pm.

We need to finalise the positioning statement by next meeting.

Alastair to identify various media outlets that we can use for publicising Nothing else to the students.

Magazines like *Inside AUT*, *Debate* and *Innovation News* are some of the identified outlets.

Need to know how the brand will be packaged and the visual impact intended.

Need to identify messages/tactics/media by the next meeting.

4/06/09

Brand support has plans to take the bottled Nothing Else product to China. They predict the brand would achieve a market share of \$15 million within a year in china.

Aimee Wilkins, who handles PR in AUT, will help us publish our articles on all of AUT's media outlets.

We need to start thinking about story ideas that can be pitched to these outlets.

Joan Farrar, from sustainable fashion may help us with a uniform for our publicity activities. It's not sure whether we will be working with him, but it is an option that we will hold on to till later.

The bottled water will be ready by next month.

The marketing students who will be helping us with this will only be involved in the sales aspect and pricing.

Four advertising students will help us with pre-publicity.

July is touted as the most important month for making our PR program water tight.

Dave will not be available from 24 June–6 July.

The next meeting is at 10 am on Thursday 18 June.

18/06/09

Nothing Else draw-cards that can potentially be used:

- 'Nothing Else' in different languages
- What 'Nothing Else' means to you
- Human interest – diversity of our team, AUT as a diverse community, a little team that could have all of the different ethnicities
- Dropping the barriers – we want to drop the communication barriers in food ingredients and packaging for everyone to enjoy products that they all can understand

Our communication objectives:

- Disseminate the message and culture of our brand for awareness before product launch
- Instill a sense of pride among students about Nothing Else
- Gain emotive support from students for Nothing Else before the launch

Media Channels:

- Debate - target Ryan, editor; try to get a double-page feature spread-story of savvy AUT students starting brand
- Te Waha Nui
- bFM, Static
- AUT internal coms faculty newsletters etc
- Graffiti artists (possible story?)
- Event/media stunt: month-long competition followed by guerrilla marketing event (launch/finale) – will be targeted to draw attention of local and national media and also draw a substantial crowd for good photo opportunity. Approach Air New Zealand for prizes?
- Online social media – Facebook quiz, website quiz (informative as well as competitive), TradeMe- check out <http://www.trademe.co.nz/Home-living/Laundry/Washing-machines/Top-loader-6kg-under/auction->

223309871.htm (Christiana will explain next week if you don't already know about this, which is probably not likely!)

- Handing out promo materials in Hikuwai Plaza
- Nothing else products at AUT board meetings

Advertising ideas:

- All you need to know. Nothing Else
- Lifts
- Point of sale feature
- Graffiti artists
- Akoranga–Wellesley campus shuttle
- Using faces of people in the Nothing Else team

Not enough just to get media coverage – we will need to get the leadership claim covered and authenticated by the media.

Start at the bottom – build up the momentum.

Need to look out for allies whose ideas are in sync with the idea of nothing else

Meeting next week on Tuesday 9 July at 10 am

Meeting with PR shop on 10 July at 10.30 am

10/07/09

Nothing Else PR presentation

Four executions for a PR launch for the Nothing Else brand were presented by AUT students to Pippa Leckner and Sally Frewin of the PR Shop, and Nick Swallow, marketing manager of AUT. It was agreed that although all executions had merit, the 'Cook Off' concept sat best with the brand values and its association with food. The event involves a competition designed to celebrate the diverse cultures of AUT students and encourages interest in healthy recipes made simply. Many components from the other executions could dovetail into this concept.

The launch of the brand in general was also discussed with the importance of a web link for online interactive access which would focus on the brand

philosophy. An example was using the water to re-hydrate along with handy snacks before and after lectures, tutorials and exams. The positioning statement for Nothing Else also needs to be presented as an intro to the PR launch concept for future presentation.

The PR directors were interested in seeing the concept develop further and suggested building a critical path as a timeline for the various components once the concept grows.

A meeting with Nick Swallow will be arranged to discuss web access within the AUT network.

The presentation was very productive with respect to input by all those involved.

1.4. Diary Field Notes

The following notes are transcribed from a separate diary as field notes. Each page has a reference to a date, although the date may not in certain cases be literal. The diary was started in January of 2009 and records personal observations that are impressions of the events as they unfolded.

19/01/09

Brand Support. Phillip Wackrow and Stefan Crooks presented a concept which involved creating a brand called Nothing Else. This would be used to generate any number of products which conform to the required parameters. The products would be distributed and sold throughout the AUT campus – launched as a trial market and eventually distributed to mainstream outlets.

21/01/09

Brand Support. This idea is a step away from the original concept – which is focused only on a label. The label will be available for use on existing branded products – as opposed to creating products from scratch. Although the Brand Support model was interesting and unexpected, the feeling from the steering committee was that it did not answer the initial Nothing Else strategy – which is to generate a label as opposed to a brand. The Brand Support approach will be re-considered once the initial concept has been investigated.

4/02/09

Today the main thrust of the steering meeting focused on a brief review of the Brand Support presentation. It was agreed that this direction was off strategy from the original intention of the label. All suggested a proposal be drafted by Luke Krieg and myself and ok'd by Mark Jackson – to be presented to a number of key manufacturers from different categories. Nick Swallow suggested it was important for as many brands as possible to adopt the label for market saturation – backed up by a well designed website www.nothingelse.com which would be used as the main communication channel with background information, updates, etc.

13/02/09

Luke K and I had a phone conference with Belinda and Karen of the Consumers Institute in Wellington to see if they might be interested in managing the initiative once it grew significantly. Although they found the concept interesting they felt it may not be the right initiative for the kind of service they offer. They offered to put it before their board and get back to us.

17/02/09

The first draft of the proposal would need input from a manufacturer. Luke and I presented the concept outlines to Ron Curteis of Charlie's juice (Figure 15). He was very reluctant to commit any investment without consulting his board of directors. The initial request was for an outlay of \$5,000–10,000 for primary stakeholders who would eventually have shares in Nothing Else. The programme would offer a return on the initial investment. Once the meeting was over we had a better idea of how the draft proposal would look and we needed another week to prepare for presentation.

I came away from the meeting with Ron C feeling that we would be unlikely to get any investment above \$5,000. A number of suggestions were made about the use of the label, e.g. keep it black and white and where the product was too small to list ingredients there should be a generic label instead.

18/02/09

The Consumer Institute informed us they would not be able to adopt the Nothing Else management – but offered any general support once the brand got traction.

24/02/09

The first draft of the proposal was sent to Mark Jackson with a few minor adjustments putting more emphasis on the AUT research component. Once approved internally a copy of the proposal was sent to Ron Curteis of Charlie's and to Ophelia Azzopardi of Unibic biscuits in Melbourne. The email added that we were happy to treat this as a work in progress and invited them for their input.

25/02/09

I presented the proposal to Harald Georg of Hendersons cured meat. He is very supportive of the concept (Figure 15) and is interested to use it on his brand of bacon and ham. He is a small operator and can respond to pack label additions more quickly than bigger manufacturers. However he has no money to invest as an initial stakeholder.

26/02/09

As the economic climate gets worse it occurs to me that it will be very difficult to extract any available funds from companies that are shedding staff and shrinking work hours. I presented the proposal to Sanitarium with a mock up of the label on a box of Weetbix (Figure 16). They were very interested in the timing of the initiative as they have been working on new packaging which might deny the need for a Nothing Else label – although they were careful to avoid showing me any examples of their new pack.



Figure 15: Charlie's orange juice and Henderson's bacon



Figure 16: Weetbix and Kohu Road ice cream

27/02/09

I presented the proposal to Greg Hill of Kohu Rd Ice Cream (Fig 3.4). Greg suggested a number of alternatives because he felt the application of the label on existing packs would be costly and complex as each of their products had different ingredients. He suggested a circle with just the website so consumers could read more online. He thought most manufacturers would prefer one generic label. Again – he has no funds to offer for stakeholding.

24/03/09

Today was our first meeting with five very enthusiastic PR students who have volunteered to develop an AUT led PR initiative including product research. Meetings were to be held every two weeks if possible with the next date being 14 April.

27/03/09

Greg Hall suggested I contact Pippa Leckner and Sally Frewin from the PR Shop. Both expressed enthusiasm for the label concept and offered mentorship to the PR students as they developed their work. They were also interested in helping develop the label as a sticker – like the Cuisine label and had offered to push this direction further.

6/04/09

We had a very productive meeting with Philip Wackrow from Brand Support who shifted the focus once more to from a label to a brand. He assured us products could be created as a stand alone Nothing Else brand distributed inside AUT cafes, gyms and vending machines. He saw the first stage as a launch in semester 2 before going into mainstream outlets in 2010. Because this was a much stronger way to generate income with more control those at the meeting, Nick, Elaine and Luke felt this was the direction to go with.

7/04/09

I emailed the PR students to explain the shift – some were surprised and sceptical as they were unaware of the limits of a label to generate income from a mix of manufacturers with different timetables and agendas. I was keen to get underway with the design of the initial products which were likely to be snacks and water. I was given Afifa Chida's number – a talented third-year student from the Graphic Design School and arranged to meet and discuss the initiative being a project she could work on.

14/04/09

The PR students now understand the relationship with Brand Support as producers of Nothing Else products. Their role was now to develop a robust plan for launching Nothing Else within AUT using media such as Inside AUT, Debate and Te Wahanui. We started brainstorming positioning statements and discussing the need for a situation analysis as well as listing possible launch products.

23/04/09

I had two meetings today. The first was with Luke, Elaine and Alicia and Bruce Sai Louie at the Counter café to discuss distribution in cafes and vending machines. This was very constructive and we timetabled a mid-August deadline for products to be ready for launch in late September. I also met with Ken Lee from the AUT business school to recruit any interested masters students who might help us with marketing. He set a date of 21 May to present the concept to a small number of interested candidates.

28/04/09

As the PR curriculum picks up momentum it's becoming clear that the students are pressed for time. We agree to meet informally twice in May to review directions on the launch activities with the intention of presenting their directions to the PR Shop on 10 July.

21/05/09

Two meetings today – the first with Luke and Ian Robertshaw who is general manager of Commercial Services for AUT. He is eager to help organise distribution into the AUT outlets and we invite him to join our steering committee which he accepts.

The second meeting was to present the initiative to a small number of MBA students at the Business School. This was very well received and we have a number of candidates to consider, although because of extreme time constraints with the MBA programme it is unlikely we will need more than one or two students. As it turns out we had five very interested students and chose Prabhask Parameswaran as our contact. They were only able to spare a limited amount of time and we felt their input would be more useful during and post-launch.

29/05/09

The PR students have developed outlines for different directions using a positioning statement: 'Nothing Else. Our food brand is upfront with nothing to hide. We use only ingredients everyone understands.' They are planning to present each direction to the PR Shop as part of a work in progress. I may not see them over the mid-term break until our scheduled meeting on 10 July.

10/07/09

Four executions were presented this morning to Pippa and Sally from the PR Shop. The favourite being a 'cook-off' event that involves a competition designed to celebrate the different cultures of AUT students and encourages interest in healthy recipes made simply. The launch of the brand was also discussed – the idea of re-hydrating students with NE water before and after lectures, tutorials and exams.

After the meeting I realised that a large 'event' in the form presented was not feasible given the low budget and lack of time we had to generate anything on that scale. I discussed this with the students and we agreed that their contribution was better placed as support during the launch. I then turned my attention to the advertising creativity students knowing that they are used to working with extremely low budgets and they had the skills to generate the basic material needed for the launch. I selected six students who were available to help during the July/August period and we agreed that this would be an outcome suitable for their portfolio material if the standard was high enough.

16/07/09

This morning I met with Luke to discuss the contract agreement with Brand Support. He suggested Brand Support Ltd finance the launch costs as part of a project account as well as create a second income stream for research that would be negotiated between Elaine at the School of Sport and Recreation and myself for the Multimodal Research Centre. We agreed on a 70/30 split for income from sales of Nothing Else.

From this point forward diary field notes recorded meetings with Brand Support more frequently as products were being developed to meet a target launch date of 21 September. Our contacts at Brand Support were Stefan and Katy Wackrow.

28/07/09

Today I met with Stefan at Brand Support in Avondale to cover product options. We can generate 500 mL, 1 litre and 1.5 litre water bottles for catering and conference events around AUT. We will choose a list of nuts and dried fruit packs to be ready for launch by Monday 21 September – the day students and staff return from the mid-term break. POS display stands need to be designed by AUT product design students. We also looked at opportunities during summer school when most of the campus would be shut for the summer break. Stefan offered help with generating T-shirts at a very competitive rate.

31/07/09

Afifa Chida met with Stefan and Katy to discuss details for generating design and files for label production. The plastic bag packaging offered was the basic economy option, with the cicle label displayed on the front of the pack and remaining details printed on a label attached to the back. Afifa asked to proceed with at least six snack varieties and design a house style that would lay the foundation for a wider range in future. The plastic bottle was chosen and a water label would be developed asap to meet tight production deadlines.

13/08/09

Afifa and I meet with Neville Jones, director of Living Water Enterprises Ltd, who presents a final mock up of the water bottle for our sign off. The water production requires much longer lead times than the snacks and we are pressed to meet a deadline of 17 September. Meanwhile the snack designs are well under way with five snack options planned for the launch (Figure 17).

- 1. Roasted cashew nuts – \$5*
- 2. Roasted peanuts and raisins – \$3.20*
- 3. Roasted almonds – \$5*
- 4. Blanched almonds and cranberries – \$5*
- 5. Raw mixed nuts – Brasil, almonds, cashews and almonds – \$5*
- 6. Water – organic artesian water from Whakatane in 500ml bottles – \$2*

These are all packed in 120 g bags holding four snack serves. The bags come with a hole punched for hanging from racks to be designed by product design students. Final sign off is approved with Afifa, myself and Stefan at Brand Support the following day.

NOTHING ELSE

Nothing Else is a new brand of food and drink to encourage healthy eating. It's the only brand that lists all the ingredients on the front of the pack. That way you know exactly what you are buying upfront.



Figure 17: Nothing Else range

7/09/09

I meet with Jeremy Best and Jana Durdevic and we discuss the design and construction of a simple snack rack for display in four cafes to cover both the city campus and Akoranga. After some options the students decide to construct a rotating 'tree' that allows each of the five snack varieties to be hung on arms that

hold three at a time (Figure 18). On each face there are three arms. The material chosen is sustainable hoop pine and plans to supply materials and organise construction are made over the two-week mid-term break.



Figure 18: Snack rack computer rendering and finished product

17/09/09

Launch day is Monday 21 September – so to cover the launch on the Akoranga campus I meet with a team of students recruited by Elaine Rush. We discuss plans at Lime café for the distribution of leaflets and ambient brand messages, the supply of Nothin Else T-shirts for café staff as well as students, the monitoring of water in the café chillers and the positioning of snacks on the café counter.

The same briefing is given to the advertising creativity and PR students who are ready to address the Hikuwai Plaza with three cafes – Hub, Beanz and Counter. The advertising creativity students have included a cheeky idea for a group of five young males to distribute snacks and water dressed in men's briefs with brand messages. They will roam the Plaza as well as enter lecture theatres as a surprise event to boost awareness of Nothing Else.

19/09/09

A hectic day as snacks and water finally arrive well after lunch. I have great support from Bruce Sai Louie and the Counter café staff who brief the other staff from Beanz and Hub café on what is expected for Monday's launch. The raw materials for the snack trees are still to be collected as the two product design students are working through the weekend to deliver the four prototype racks for Monday morning.

21/09/09

Launch day!

The advertising creativity students spend the first two hours placing ambient messages around the city campus. By 11.30 am all students are dressed in T-shirts ready to distribute A5 leaflets, loyalty cards and free samples of snacks in both campuses.

The weather is fine and the five 'streaker' students in the city campus go about their business for an hour between 11.30 and 12.30 with great reaction from staff and students (Figure 19). Sales in the cafes start well although there are some questions over the \$5 price tag for most of the snacks.

This will be reviewed with Brand Support with the option of lowering the price to \$4 per pack and building in a promotion when the brand is relaunched in 2010. Sales of water are strong and opportunities for further distribution through vending machines and tray sales will be explored.

The snack racks are functioning well, although some alterations to the arms may be needed to make them more robust. Jeremy and Jana have done a terrific job considering the short time frames they had to work in. The café staff were positive about the way they were designed and operated.



Figure 19: Café staff and volunteers

22/10/09

A very productive meeting today with Katy and Stefan at Brand Support. They agreed that snacks prices needed to drop from \$5 to \$4 per pack. The sales of both water and snacks are growing well and plans to distribute Nothing Else outside AUT over the summer break will be addressed in December. Brand Support are about to sign a five-year contract with AUT which will allow the brand to grow both in range and distribution to other universities, schools, sports clubs, Rotary, etc. Plans will be made for 1.5 litre bottles to be available for conferences with products available for online purchase on the Charities Choice website. Also discussed was the possibility of adding \$2 snack packs which would have better sales especially in the vending machines.

Nothing Else products are to be provided for two events:

- 1. The launch of the new Multimodal Research Centre during Labour Weekend.*
- 2. Afifa Chida's design presentation at the student design show in mid – November.*

Also, I have two conferences to attend which will feature the launch – a discourse conference in Auckland in late November followed a week later by a sustainable marketing conference in Melbourne where I will present a poster (Figure 20). Overall the brand is in very good shape and Brand Support are delighted with progress. The next steering meeting will be scheduled for Friday 27 November – the final meeting of the year. It is expected the contract will have been signed off by then.

13/11/09

The graphic design students open their show this evening. Afifa has constructed an impressive display of Nothing Else products as part of her final outcome – a very proud moment. Response to the project as a 'real world' outcome has been favourably supported by the graphic design lecturers and plans to grow these types of opportunities are in the pipeline.

27/11/09

We have our final steering meeting for the year – a champagne breakfast. A five-year contract has been signed by Brand Support and a very happy steering committee celebrates a successful outcome for Nothing Else. The first meeting in 2010 will be in mid-February.

15/12/09

A short final meeting with Stefan and Katy. I delivered three snack racks for Brand Support to make use of while the city campus is closed over summer. Counter café is still operating throughout the break and are recording good sales during summer school. The racks may be distributed in retail outlets during January and February to see how Nothing Else sells beyond AUT. Plans are discussed to market the brand for orientation week once we return from the Christmas and new year break.

NOTHING EAT ELSE **NOTHING DRINK ELSE** **NOTHING BUY ELSE**

SUSTAINABLE CONSUMPTION

The birth of an innovative food brand within a University community

Dave Brown | dave.brown@aut.ac.nz

ABSTRACT

This presentation is focused on a new food brand that will help consumers within a University community make better choices in response to a growing demand for a more sustainable living (Grant 2007).

In a world of seismic economic, environmental and social change the need for a more sustainable way of behaving is rapidly moving into the fast lane of survival priorities (Perritt 2006). The global collapse of economic growth over the last 12 months and its effect on the natural environment has primarily been the result of a dependence on out-moded models of consumption (Hamilton 2005; James 2006). Using the same techniques developed by the 'persuasion industries' that are arguably responsible for the problem of unsustainable consumption we can offer a constructive solution to more sustainable consumption (Pollan 2008).

INTRODUCTION / PURPOSE

AUT has a combined community population of 30,000 students and staff. It provides an ideal environment to trial a new brand of snack foods and water which will encourage smart eating for smart thinkers. The brand's focus is on allowing customers to see upfront exactly what they are eating by making ingredients the hero. 'Nothing Else' offers food that uses natural ingredients only.

No preservatives, synthetic additives or colouring, e-numbers or unsustainably sourced ingredients. The nutritional standards have been screened by Dr Elaine Rush, a professor of nutrition from the AUT School of Sports and Recreation.

The launch will start with simple snack offerings and an artisan water that are priced competitively to encourage students to 'snack' on food that will nourish their body and brains around lecture and exam time. Profits from sales will be reinvested to develop more sophisticated products that fit the brand values for further consumption. The model will then be 'exported' to other University campuses in New Zealand and offshore. The brand will eventually be marketed in mainstream outlets as a University seeded initiative.

RESULTS

The Nothing Else brand was launched during on Monday September 21, 2009. The brand has had strong sales of water and consistent sales of snacks. After the first six weeks the snack price has been reduced from \$5 - \$4 per bag and plans are being made to add a smaller \$2 bag option for launch in 2010. AUT's business partner's Brand Support are very impressed with the sales results and have recently signed a five year contract to develop the brand both in range and distribution outside of AUT. Plans to export the brand to other universities and the wider public will be developed in 2010.

METHODOLOGY

The initiative springs from a research paper written for an MPhil in sustainable consumption. The methodology for this paper uses Multimodal Discourse Analysis. The advantage of this methodology from a marketing perspective is that it includes analysis of textual and visual semiotics which is part of branding and pack design as well as a much wider understanding of multimodal communication and consumer behaviour.

The methodology also includes a brief history of post-World War Two consumption and its evolution to the present day.

CONCLUSION

Consumers of food in markets globally are much more aware of issues which support sustainable behaviour. In a world overloaded with brand message confusion with respect to information on ingredients and nutrition there is an opportunity to create a brand of food and beverages that assists consumers to navigate effectively towards food made of ingredients that are familiar and natural.

Nothing Else is exactly what it says. It offers a simple reference for time poor customers who simply want to know what it is that's in the product (as opposed to what's not in it). It has strict nutritional standards that conform to natural ingredients only. The packaging design allows consumers to instantly decide for themselves whether they will purchase the product by declaring the contents upfront.

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Figure: 20: Melbourne poster

Poster presented at the December 2009 ANZMAC conference in Melbourne

1.4.1. Summary

This section of the appendices, which includes minutes of meetings and field notes, relates to events that developed throughout 2008 and 2009. The growth of the Nothing Else brand is still to be realised in 2010 once the AUT university year starts in March.

Plans will be developed for growth not only within AUT but also in other universities and organisations outside university sites, such as schools, community clubs and hospitals.

With the growth of the brand there will be consideration for further investment in more sustainable packaging using biodegradable plastic and sealing systems that allow longer shelf life. These modifications will be dependent on unit costs and volume generated, in other words, on the success of the brand.