

# Segmentation & Targeting



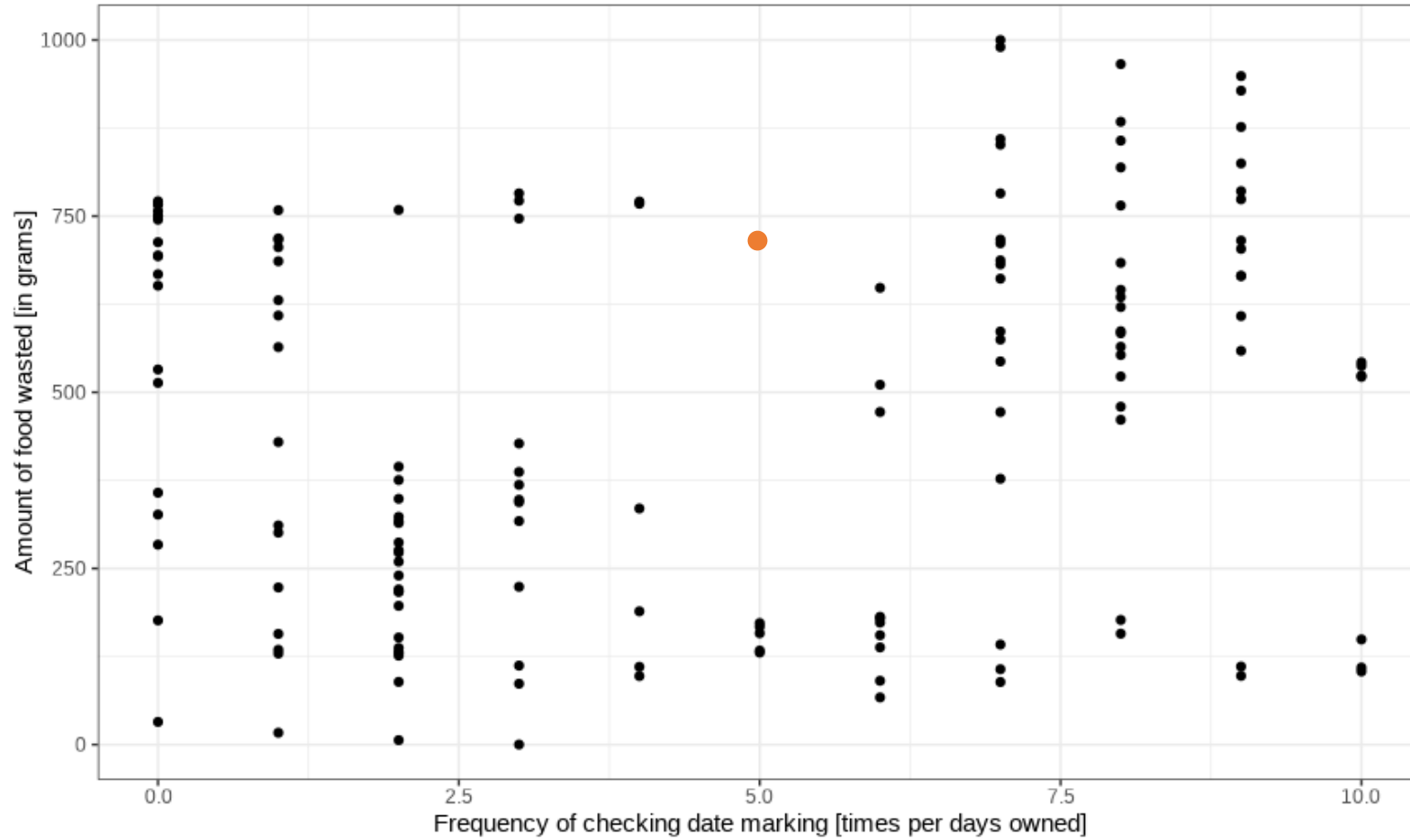
# Segmentation

- Dividing something into its parts
- Identify different groups of consumers that are distinct from each other based on specific characteristics
- What do we need to do:
  - Identify relevant characteristics
  - Identify levels of those characteristics

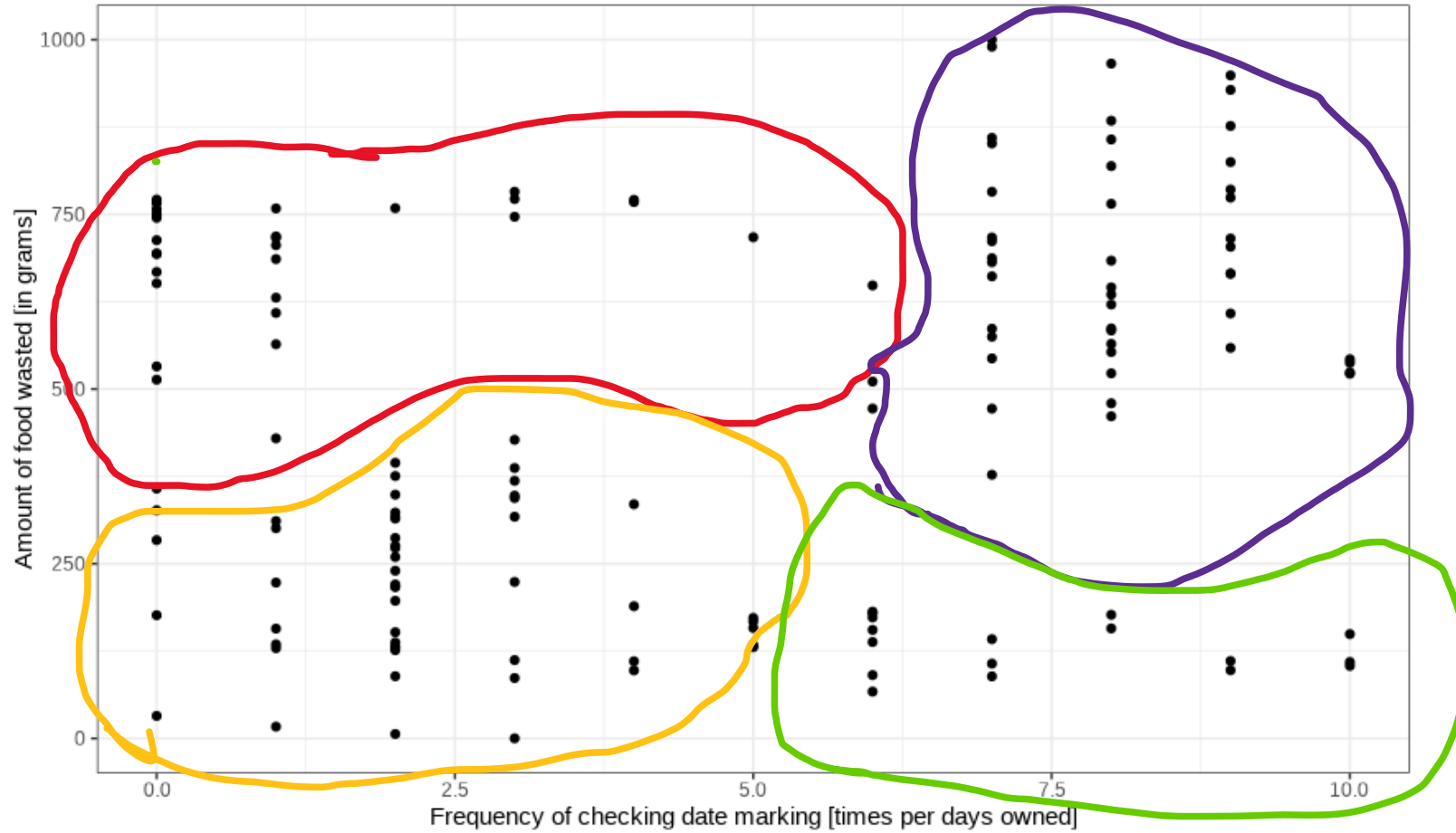
# Segmentation

		Date checking frequency
Food waste frequency		

# Segmentation



# Segmentation

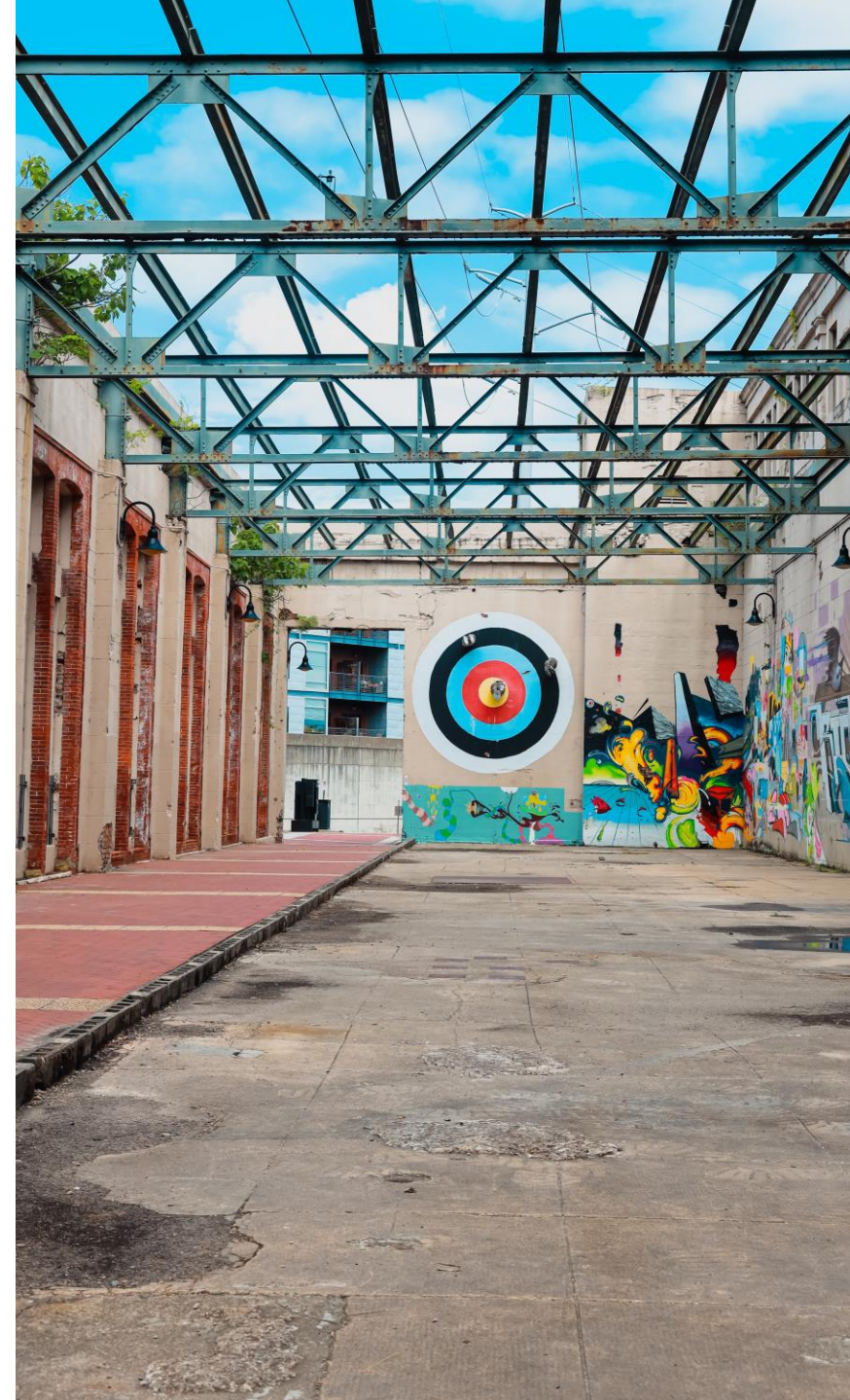


# Targeted interventions: Basics

*“Matching a message to aspects of a person relies on the general idea that people can have very different reasons for liking or disliking things, thereby leading them to weigh different dimensions in messages differently or find particular assertions to be more compelling than others.”*

*-Teeny et al. 2021, p. 390*

Let's keep it simple for today  
targeting = matching = tailoring = personalizing

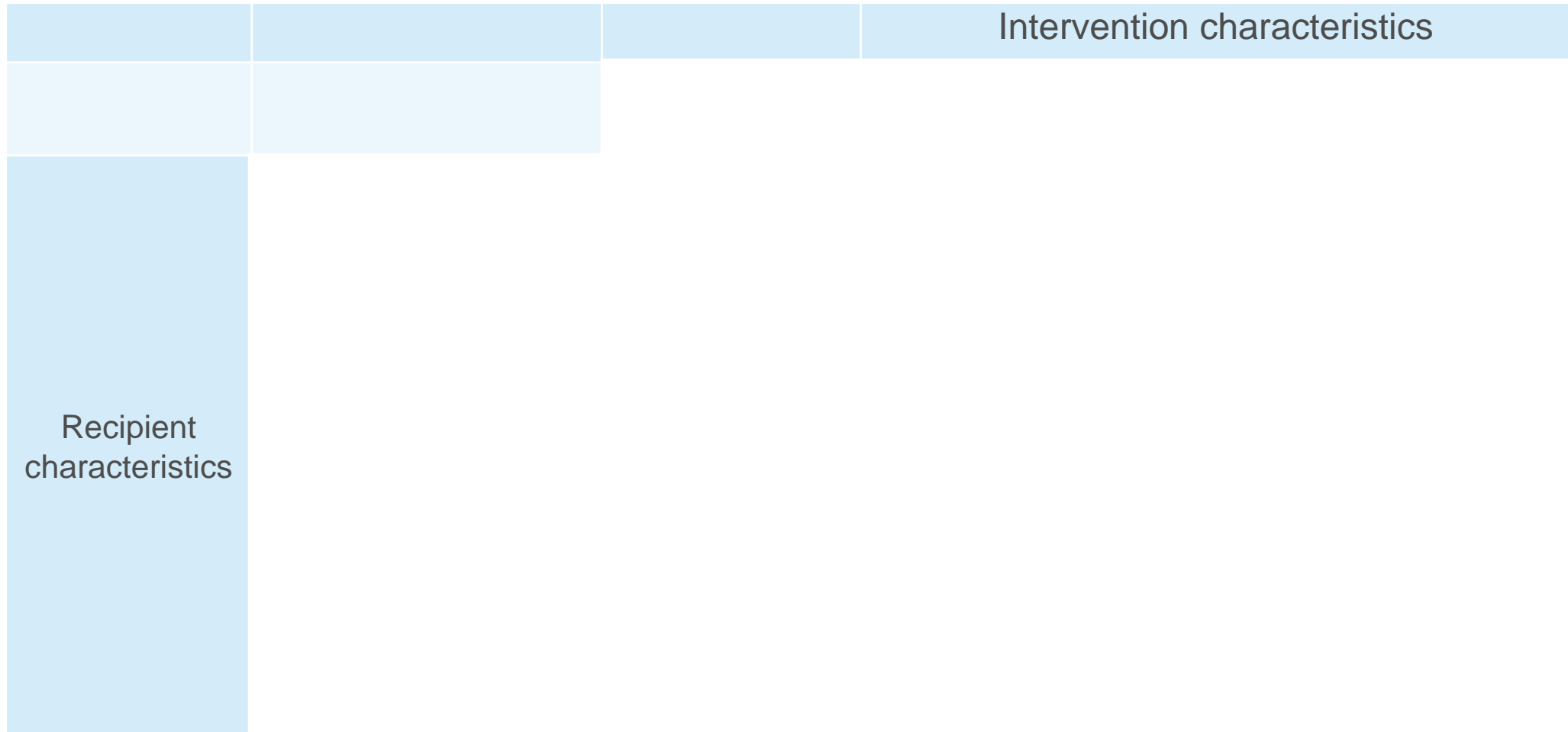


# Targeted interventions: Why?

- Targeted messages can
  - Appear more relevant
  - Appear more fitting
  - Appear more familiar
  - Be more fluently processed
  - Appear more beneficial to self-efficacy
  - Appear more authentic
  - Attract more attention
- Targeted messages can
  - Appear privacy invading
  - Appear manipulating
  - Be based on unfair or stereotypic judgment about the person
  - Appear repetitive

**Important:** If people become aware that the message is personalized, they are more likely to respond negatively.

# Targeted interventions: Types





# Targeted interventions: Example

- Low food wasters do not get a (specific) intervention or message
- High wasters – high date label checkers receive information on correct understanding of date marking
- High wasters – low date label checkers receive prompt to check date often + information on correct understanding of date marking
- Why do people check more or less often → different targeting
  - Not checkers might be more intuitive → prompts to reflect, nudges, etc.

# Summary

- Segmentation: Dividing something into its parts
- Targeting: Making an intervention more effective by matching one (or multiple) of its aspects to an aspect of its recipients.
- Segments can differ along multiple dimensions
- Multiple aspects of interventions can be matched towards multiple aspects of individuals
- Pros and cons
- Testing required

# Audience segmentation on FW: Examples from the literature

UK

24 food-related lifestyles

5 consumers type

Current campaigns working for 4/5

[Mallinson et al. \(2016\)](#)

Australia

3 consumer types

Over-providers wasting the most

Cooking and planning

[Borg et al. \(2022\)](#)

Ireland

Empty nester wasting the most

Over 55

TV tool

[EPA. \(2022\)](#)

Other studies from: Poland, Northern European, Denmark, Switzerland, Belgium...

Main limits raised:

- Data collection method selection
- Resources