

# Targeted Communication of Active and Intelligent Packaging for Food

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**RATIONAL and EMOTIONAL inputs**

are likely different in different groups...

to attitudes about food packaging

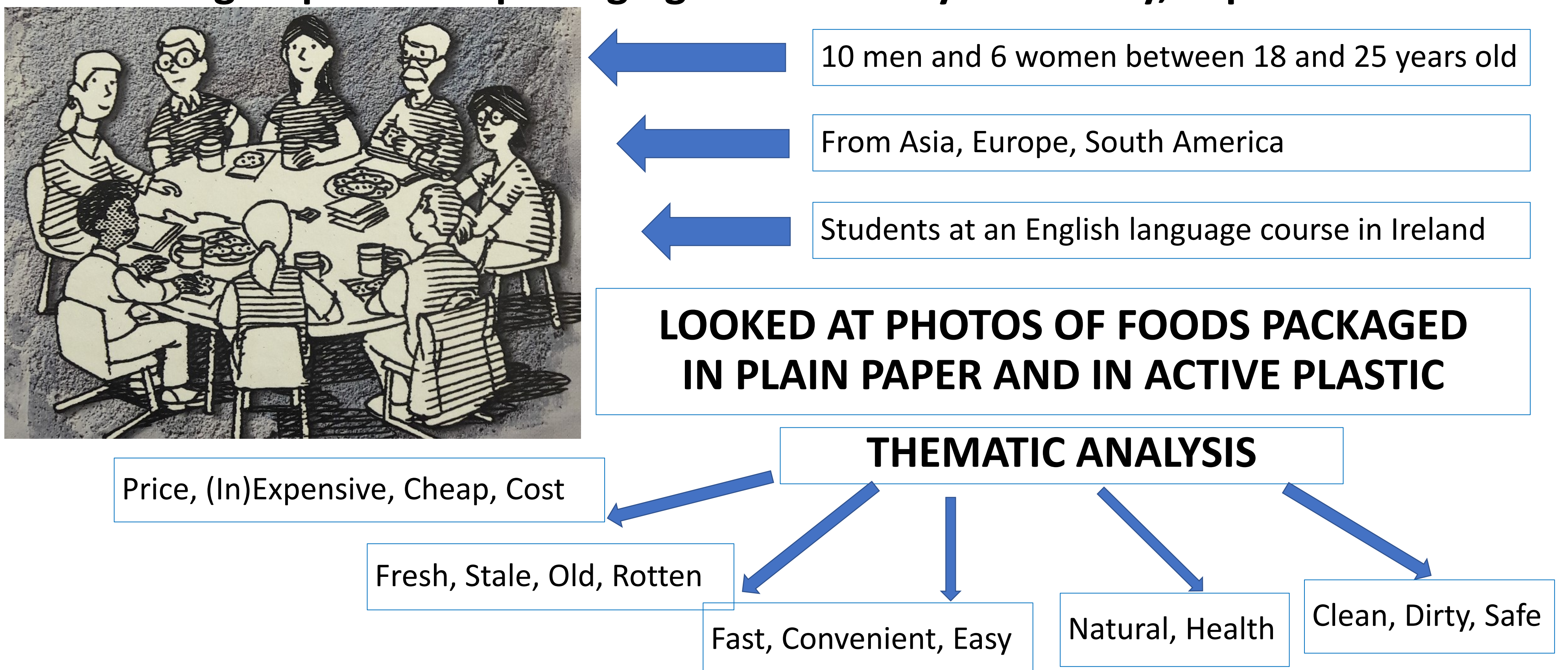
<https://www.thelondonschool.it/>

<http://www.duncanville.com/departments/parks-recreation/d-l-hopkins-jr-senior-center/>

## Approaches to gathering information from target groups:

METHODOLOGY	PARTICIPANTS	ANALYSIS	REFERENCE
2 focus groups each, w/4 different groups	43 Canadian youth	Thematic analysis	Bottorff, J.L. <i>et al.</i> (2014)
Interviews and open questionnaires	5 experts and 2 general public	Iterative team feedback	Brown, L.J. <i>et al.</i> (2018)
3 independent focus groups	18 consumers in Sweden	Thematic analysis	Fernqvist; F. <i>et al.</i> (2015)
Interviews	312 consumers in Norway	- Differential emotions - Cognitive benefits	Koenig-Lewis, N. <i>et al.</i> (2014)

## Pilot focus group on food packaging at Dublin City University, Sept 2018:



Qualitative research to understand ideas and values of target audiences would contribute to high quality food packaging communication.