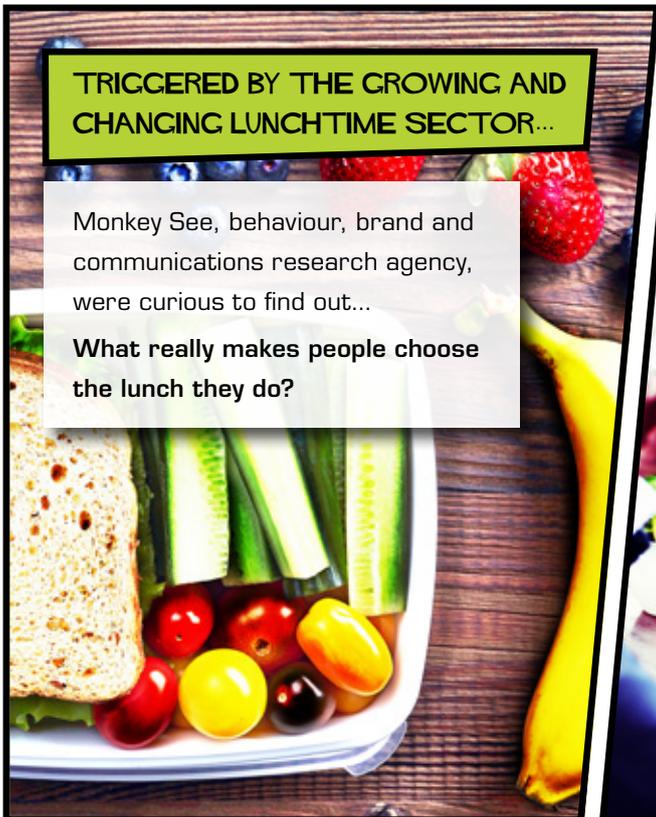


# MONKEY SEE... LUNCHTIME CHOICES

## TRIGGERED BY THE GROWING AND CHANGING LUNCHTIME SECTOR...

Monkey See, behaviour, brand and communications research agency, were curious to find out...

**What really makes people choose the lunch they do?**



## EATING BEHAVIOURS



Using our "Real People, Real Lives" solution we sought to understand behaviour by uncovering all the conscious and sub-conscious influences. In this self-ethnographic research, respondents completed tasks such as **confessionals**, **lunching vlogs** and our very own version of **Gogglebox**.

## HERE ARE 4 SNIPPETS OF THE FINDINGS...

### 1 WHAT DAY IS IT?

Lunch choice is more influenced by the day of the week than what people fancy eating in that moment. If Monday starts with an unhealthy lunch then things can only go downhill... but surely a treat is deserved by Friday? **Could products be marketed more effectively if tailored to the day?**



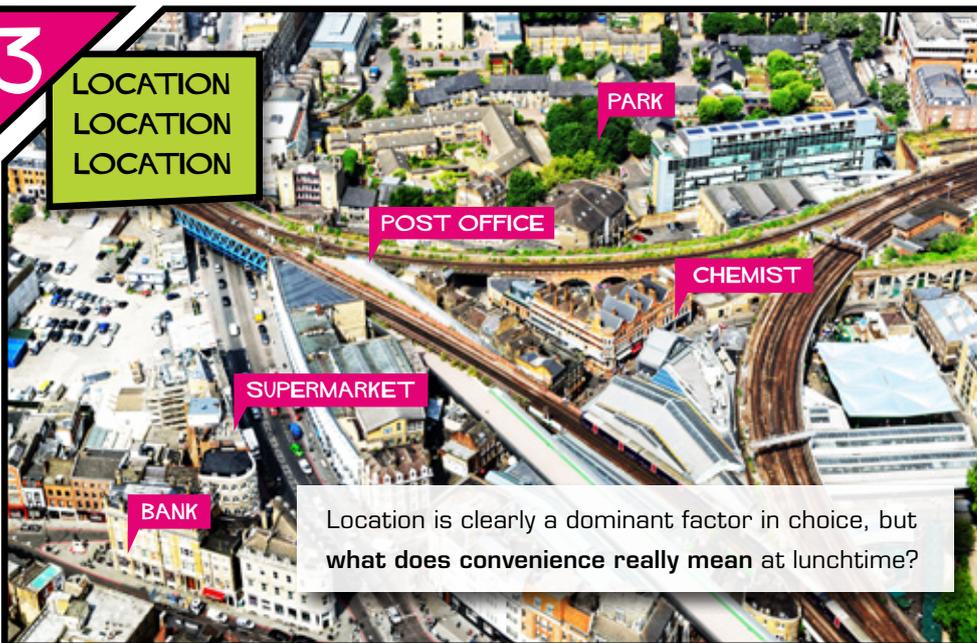
### WE CREATE MENTAL SHORTCUTS

To make life and decision making easy we **create mental shortcuts**, often based on what we have done previously in that situation...



At lunch, with limited time, people make use of these e.g. soup = EAT, diet = Shapers, healthy/homemade= Pret. **What shortcuts get brands on the list?**

### 3 LOCATION LOCATION LOCATION



Location is clearly a dominant factor in choice, but **what does convenience really mean at lunchtime?**

We found it's more about what other tasks can be done at the same time than pure proximity or location...

*"Can I go to the post office on the way?"*

*"Can I pick up ingredients for dinner at the same time?"*

**How can lunch locations really play to convenience?**

### MY HEAD HURTS!

Not only can the day of the week influence decisions but also what happened **last night or plans for tonight...**



Is hangover food needed?  
Or is fueling before a session at the gym required?  
Or is something light before going out for dinner the order of the day?  
**Could product portfolios be based on what happens not at lunchtime?**

TO FIND OUT MORE ABOUT OUR FINDINGS AND HOW WE DID THE RESEARCH **GET IN TOUCH HERE...**

