Sprout Clout

Possibly the worlds most hated vegetable? It's your brief to make Brussels Sprouts the **coolest veg** on the planet.



First I needed to find out why Sprouts are hated so much

- It turns out that it could be your genes that determine your feelings about sprouts. A 2011 study found that sprouts contain a certain chemical.
- This chemical only tastes bitter to people who have a variation of a certain gene. The research found that the gene is inherited and most people taste it as bitter. However about 25% taste it very strongly.
- Other research shows that people dislike sprouts, and other foods due to having a bad experience when first trying them.
- Overcooking sprouts makes them smell due to the high levels of a chemical (sulforaphane) they contain.

Benefits of sprouts

- Fight Inflammation
- Prevent bladder, breast, colon, lung, prostate, and ovarian cancer
- Lower cholesterol
- Vitamins & minerals in sprouts help protect against sickness and disease.
- Improve blood sugar control.
- Brussels sprouts contain the entire daily requirement of Vitamin C in just four to six sprouts.

- These are just some of the benefits that come from eating sprouts



Finding my Target Audience

- I started looking at audiences in the age range of 18-30 year olds, and looked at current food trends that are happening
- Which brought me to the topic of veganism. I researched and found:
- That there has been a significant spike in the number of people going vegan in the UK since 2016, with more than 3.5 million British people now identifying as such.
- This gave me the idea to target vegans and vegetarians in this age range.



Persona



Ben

Age – 20

Location- Swansea

Student

Vegetarian

Wants to be more active but still enjoy

My initial ideas



Have food stands in supermarkets/shopping centers with different sprout recipes



Advertise the benefits of sprouts outside food stores



Create poster sets to advertise the advantages of eating sprouts



Advertising on social media such as Instagram, Facebook etc.

Then I thought of a festival

What If I 'created' a festival with the main theme being sprouts

I looked at other food festivals and found some that I quite liked these were:

- The Gloucestershire Cheese rolling festival
- Ludlow Spring Festival





My idea

- Festival called Sprout Fest
- It would be a trendy/healthy food festival with the main theme advertising sprouts
- It would be open to everyone and would show that there is more to sprouts than a vegetable you have on Christmas day
- Food stands selling trendy and different sprout recipes

There would be a main event which would be zorb football.
However the zorbs and football would be decorated as sprouts






CHILLI DOGS
HOT DOGS
NACHOS











Possible location

Singleton park

How could I advertise it?

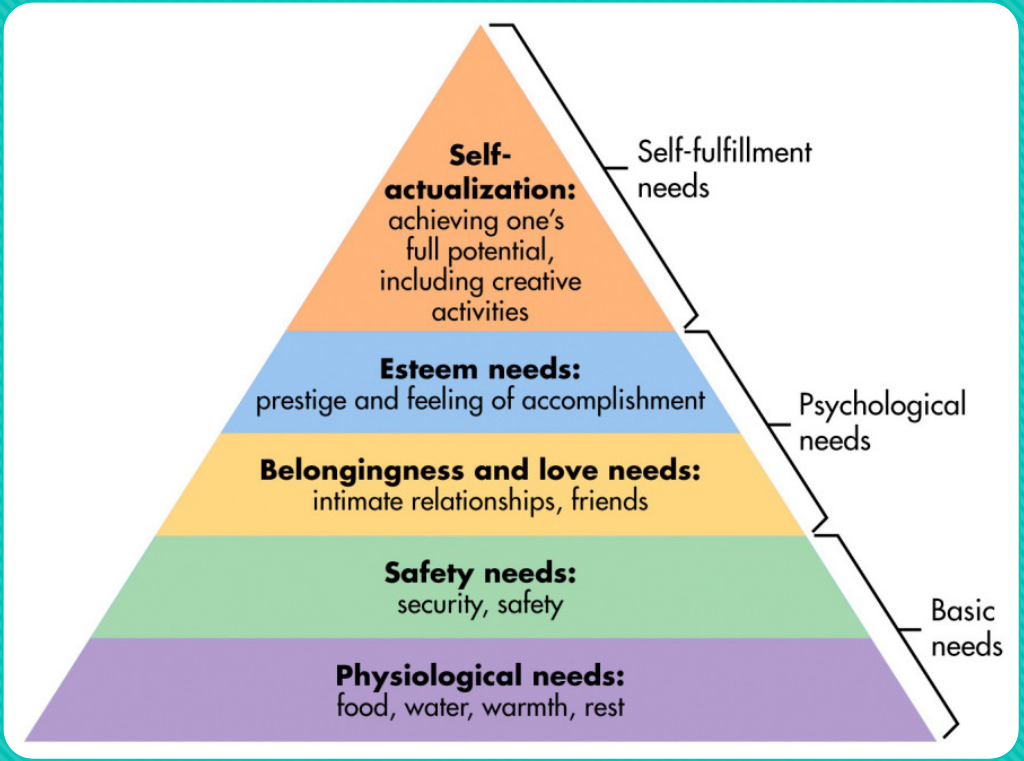
I could create posters that could be displayed around town, this could be in bus stops, train station, on banners

Create a social media page to promote the festival e.g. on Instagram, Facebook, Twitter etc.









Love and belonging: meet new people form new friend ships/ part of a group wanting to be healthy

Esteem: being more active/healthy makes you feel better about yourself

Maslow's Hierarchy of Needs