

## Customer behaviour experts

**B**rook Lyndhurst is an established research consultancy providing insights on sustainability issues including: food, behaviour change, waste and resources, climate change and energy, communities and business sustainability.

**O**ur sophisticated research techniques, careful analysis and unrivalled experience give our clients genuine insight into what consumers think, feel, believe and do.



## The Food Issue

Do your customers understand your environmental message? Are your sustainability goals meaningful to your customers? Do your customers really mean what they say? Is your customer segmentation working? Will your new customers share your ethics? How well do you know your customers? Do you understand your customers' values when it comes to food purchases and consumption? How do consumers interact with food? Can healthy foods also be better for the environment? Can you sell more food and create less waste? How does the ethically-minded consumer see your business? How can your ethical products become more mainstream? Do you understand the impact of your green claims? Is the climate changing for green claims?

## Behaviour change



Our deep understanding of behavioural drivers and barriers has helped our clients in the food sector to develop a range of effective strategies. We have explored the role of retailers in promoting sustainable diets; developed consumer-facing campaigns such as [Love Food Hate Waste](#); and helped the Fairtrade Foundation to refresh their customer engagement strategy.

## Food behaviours



Working with WRAP in particular, we have engaged with the public to understand the attitudes, values and lifestyles that lie behind their food waste behaviours. We have also engaged with [large retailers](#) and government to consider and discuss [future trends](#) in waste and resource efficiency in the food chain.

## Green marketing



Our research informed the development of the Green Claims Code for Defra. We talked to advertisers and marketers to understand the [claims](#) they made and the evidence they used; and we engaged with consumers to investigate how they perceive and react to [green terms](#).

## Labelling



We have researched how [date labels](#) and storage guidelines are understood, interpreted and used by consumers; how animal welfare labels influence purchasing behaviour; how recycling logos are understood; and how consumers use ethical and environmental on-pack information.

## Customer ethics



We worked with the [Fairtrade Foundation](#) to understand who buys ethically-sound products and why. And, for the FSA, we looked at what customers think of emerging [food technologies](#), whether and why different types of people hold different views, and how these views affect food choices.

## Strategy



We contribute to better informed and more sustainable strategies – be they [business plans](#) or government policies. We help organisations consult customers, explore future trends and [plan activity](#). We were responsible for developing and drafting the [London Mayor's food strategy](#).

## Stakeholder engagement



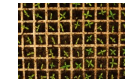
Involving customers, suppliers and other stakeholders is essential to the development of effective strategies, policies and programmes. We work collaboratively with clients to engage with their [stakeholders](#) as an integrated part of our research.

## Customer and stakeholder research



Our [capabilities](#) include interviews, discussion groups, surveys, questionnaire design, literature reviews and deliberative research. We use a range of techniques and innovative tools to analyse and interpret the findings.

## Segmentation



Segmentation modelling permits more precise understanding of customers and strategic targeting. We have worked with several clients to create segmentation models relating to [consumers](#), [staff](#) and [businesses](#) strategies.

## Monitoring and evaluation



We regularly undertake evaluation exercises to help our clients understand and learn from the impacts of their programmes. Our projects range from those in which we devise monitoring metrics to track the progress of [individual initiatives](#), to full scale [evaluation of entire programmes](#).

Brook Lyndhurst's sophisticated research techniques, careful analysis and unrivalled experience give our clients genuine insight into what consumers think, feel and believe about food and why they make the choices that they do.

[www.brooklyndhurst.co.uk](http://www.brooklyndhurst.co.uk)

## Animal welfare



We have worked with Defra to review existing evidence on public attitudes towards [animal welfare issues](#). We have also reviewed communication strategies for increasing consumer engagement and developing new raising awareness tools.

## Conferences, workshops and seminars



We participate in ongoing policy and strategy discussions by [organising, facilitating and speaking at events](#). These range from large scale conferences to smaller workshops and seminars.

**Brook Lyndhurst** is an independent research and strategy consultancy. Since our inception in 1999 we have concerned ourselves with sustainability issues and behaviour change. Our research team has a broad and eclectic background, with deep experience of the economic, environmental and social dimensions of sustainability. We combine that experience with passion and insight to deliver consistently robust and relevant results for our clients.

## **Our clients include:**

Department of Energy and Climate Change (DECC)

**Department for Environment, Food and Rural Affairs (Defra)**

Fairtrade Foundation

**Food Standards Agency (FSA)**

Greater London Authority (GLA)

**Oxfam**

PricewaterhouseCoopers (PwC)

**Scottish Government**

Waste Resources Action Programme (WRAP)

**Welsh Government**

WWF

## **Getting in touch:**

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