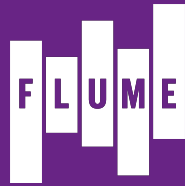


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Welcome to this issue of the Flumeletter!

This issue we reflect on some of the many benefits of longitudinal qualitative research and the evolution of interest in plant-based diets.

Enjoy!



Influencers, not respondents

We have recently come to the end of a long-term Online Hub project with a client in the hospitality sector. In research we talk a lot about outcomes but often don't talk about how a participant feels. We have been reflecting on the many benefits of using participants as researchers in longitudinal projects.

Test, learn & share: Pubs are often at the heart of the local community. Sharing feedback with customers and asking them to go back to the pub and see those changes in action created a constant cycle of test, learn and share. Our participants were totally invested in the process: collaborators and influencers not respondents. Furthermore, our Hub was deliberately designed to look like a pub website so that participants felt like they were part of the team rather than respondents of a research project.

Fluid resource: The Hub was made up of a selection of customers from already opened Pubs and, each time a new Pub within the portfolio opened, a fresh set of customers was added to the 'research team'. In this way the Hub grew as the project progressed. As well as being 'always on' it was also a fluid resource, the client team could be nimble with implementing changes and could utilize the Hub to understand in more depth whether they were having any impact.

Depth of insight: Involving our participants as part of the 'research team' meant they had a genuine interest in the research and therefore provided rich and detailed responses at every opportunity. So, far from being 'over exposed', they were genuine collaborators. Setting up long term communities like this means that there was limited research fatigue. The questions were interesting and pertinent to them and their local pub so they were genuinely invested.

If you're interested in learning more, give us a shout at hello@flume.group!

Is the flexi diet dead?

Back in our September Flumeletter, we highlighted how industry reports were suggesting that interest in a shift to plant-based diets is waning and that the cost-of-living crisis is driving people to return to cheaper alternatives.

This has been corroborated in the newly released Future Food Tracker report which hints at the potential decline in 50/50 diets in favour of opting to eat meat more often, especially when eating out. In addition to the expense of plant-based products, consumers are pushing back against ultra processed food; meat being more familiar and trusted in terms of naturalness.

Read more about this and other key food trends [here](#).



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