

MADE TO BUG,

MADE WITH BUGS.

The main problem with eating insects is not the taste but the disgust that comes from the shape and texture.

Challenge

**So how can we normalise eating
insects and make people crave them?**

Presenting...

MADE TO BUG, MADE WITH BUGS.

Reconstructing the notion of eating bugs.

How do we do this?

**Introducing a new
product line of insect
shaped chocolates that
contain insect flour.**

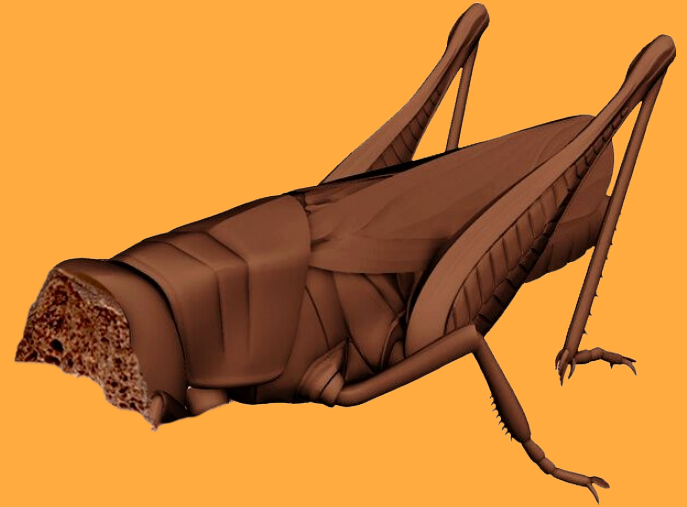


Strategy

To normalise eating bugs and get people's attention by disrupting the norm, we will be making chocolates in eerily realistic shapes of bugs.

The chocolates will bug (disgust) people with their sight, but attract them with the texture and familiarity of chocolate.

As the texture and the taste is like the chocolate they know and love, they will be more inclined to accept this as a regular everyday snack.



Why would this work?

People are used to eating chocolates in different shapes, which is why a bug shaped chocolate is easier to accept and try.

Making this an everyday snack will make insect based food a part of everyday nutrition, and as the bug shape gets widely acknowledged, the stigma that is connected to bug shape will be easier to overcome.

With the variety of chocolate “bug” products, why is this different?

Chocolates in the shape of bugs (without containing actual bugs):

Bug shaped chocolate exists but they don't contain insects. Therefore, this product doesn't add insect based food into people's everyday lives.

They are nonetheless helpful to this product line, as they make it easier for people to accept delicacies in bug form.

Chocolate coated bugs:

Chocolate coated bugs exist; however, they do not deal with the problem with the stigma. It might cover the look of it, but since it does not change the texture of the bug, it does not stand as a solution for the bug stigma.

Thank you and bug-bye!

