

# Virtual Spotlight Email Series

## Reach Influential Nutrition and Dietetics Professionals



The **Virtual Spotlight** Email Series provides a unique opportunity to deliver a stand-alone promotional email to influential Academy members, who are looking for innovative products, services and recipes to meet patient and client needs. 100% of the message content is created by and dedicated to the sponsor's offerings.

### Who Are Academy Members?

#### Influence

Registered dietitian nutritionists are everywhere and touch the lives of many. Estimates show that RDNs counsel approximately **1.5 billion** contacts with clients/patients per year. RDNs are a major influence in purchasing, recommending and specifying products and services.

- About 85% of RDNs have direct interactions with clients or patients
- About 23% of RDNs reported managing a median budget size of \$287,000. About 9% of RDNs report managing budgets of \$500,000 or more.

*Sources: Academy RDN Reach and Influence Survey 2018 and Compensation and Benefits Survey of the Dietetics Profession 2019.*

#### Trust

Physicians, clients, patients, industry and government agencies value and trust the contributions of RDNs.

- 70% indicated that RDNs are the most trusted source for information about what types of food to eat
- 63% of RDNs believe their clients follow their advice closely.

*Source: Academy RDN Reach and Influencer Survey 2018*

## Meeting Member Needs

70%

of clients frequently ask about products and services

70%

of RDNs find that recipes are helpful to share with clients

60%

RDNs if provided with coupons "would regularly hand them out"

76%

of RDNs speak to groups/classes about nutrition or food choices

## Interest in Cooking Continues to Grow\*

- **More than half of shoppers (55%)** said they are eating at home more often since the pandemic began, and even after the pandemic is over, many consumers anticipate they will dine out less than before or not at all.
- **Seven in 10 (69%)** said they wish they could cook a healthy dinner more quickly and 43% want to spend less time planning out their meals.

\*Source: <https://www.smartbrief.com/original/2020/09/how-pandemic-shaping-home-cooking-trends>

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Otamot was looking to connect with the RDN community in a turnkey, effective way to help introduce our brand, drive event registrations, and increase the number of virtual attendees. The email results were incredible, and something we continue to feel the positive impact of. I can't thank the entire team at the Academy enough for their support and genuine desire to create a successful collaboration. We look forward to the many years ahead together.

- Andrew Suzuka, CEO | Otamot Foods

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## Virtual Spotlight **\$10,000**

### New Product

*Introduce new products and services to Academy members.*

### Culinary Connect

*Share cooking videos, culinary event registrations, recipes, coupons and product information to Academy members.*

Both programs offer the following benefits to sponsors:

- Dedicated sponsor email sent to Academy members
- Exclusive monthly opportunity available to one sponsor
- Metrics report

***This is your opportunity to showcase your offerings to this highly engaged and influential audience.***

To secure this funding opportunity, contact Wes French, [wfrench@eatright.org](mailto:wfrench@eatright.org).