



Creative Brief

1. BACKGROUND

Beyond Meat has had multiple successful campaigns and now is seeking to develop a new campaign that focuses on the needs of health-conscious students and young adults while creating a unique brand for Beyond Meats to help consumers differentiate them from other plant-based food brands in grocery stores.

2. OBJECTIVE

To increase sales and consumer perceptions of the taste of Beyond Meat products among health-conscious students and young adults by 15% between May 2022 and 2023.

3. TARGET/CONSUMER PROFILE

Health-Conscious Students: Young adults ages 18-30 who cook at home and are looking for healthy alternatives for meat that make them feel empowered, enthusiastic, and fit.

CONSUMER PROFILE:

Ashton is a 22-year-old who is in her third year of college and works part-time as a campus ambassador. She enjoys cooking and trying new restaurants and recipes. Ashton has struggled in the past with finding meat products at the grocery store that don't make her feel slow and upset her stomach. She usually sticks to seafood but enjoys the taste of meat. She has a lot of friends who practice a flexitarian diet and is interested in learning more. She often looks at the plant-based meat section and has heard of the Beyond Meat brand but hasn't tried it because she doesn't know the benefits of the different brands and worries it will taste too different from traditional meat.

4. KEY INSIGHT

Consumers can feel good about making ethical environmental decisions as their way of making a personal contribution to society

5. CURRENT POSITION

Health-conscious young adults have trouble differentiating Beyond Meat products from other popular plant-based products.

6. RE-POSITION

Health-conscious young adults choose Beyond Meat because they find it to be a nutritious, healthy and flavorful plant-based brand that fits their lifestyle.

7. BENEFIT/PROMISE

Beyond Meat, products are a plant-based, healthy alternative to traditional meats and contain lower cholesterol and fat content.

(SUPPORT/RTB)

- Beyond Meat uses 46% Less energy, 93% Less land, 90% Fewer GHGE, 99% Less Water than traditional meat (Beyond Meat, 2022).
- Beyond Meat predicted net revenue for 2022: Net revenues in the range of \$560 million to \$620 million, an increase of 21% to 33% compared to 2021 (Beyond Meat, 2022).
- The line of products includes Beyond Beef, Beyond Burger, Beyond Meatballs, Beyond Beef Crumbles, Beyond Breakfast Sausage Patties, Beyond Breakfast Sausage Links, Beyond Sausage, and Beyond Chicken (Beyond Meat, 2022).
- Beyond Meat ingredients are healthy. "Our plant-based meats are made with intention. We combine expert innovation with simple, non-GMO ingredients to deliver the meaty experience

you crave without compromising the taste. There's no cholesterol, no antibiotics and no hormones" (Beyond Meat, 2022).

- Compared to 80/20 ground beef, the Beyond Burger contains 35% Less total and saturated fat and fewer calories (Beyond Meat, 2022).

8. **MESSAGE**

Beyond Meat provides nutritious, delicious plant-based food to consumers who care about making health-conscious decisions without compromising the taste. TAGLINE: Eat What You Love

9. **MANDATORIES**

The tagline, Beyond Meat Logo, URL:<https://www.beyondmeat.com/>, Social Media - @beyondmeat

10. **BRAND PERSONALITY**

Conscientious, Innovative, Sincere

11. **TONE**

Honest, Inspiring, Youthful, Happy

12. **MEDIA**

- Social media influencers (blogs and YouTubers)
- Social media channels (Instagram, Twitter, Facebook, etc.)
- TV broadcast advertisements, specifically on food channels (ex: Food Network, Cooking Channel)

13. **EVALUATION METRICS:**

Success will be measured by first, establishing a benchmark prior to the campaign launch. After, gathering data on attitudes, awareness, consumer knowledge, and sales on Beyond Meat through pre and post brand tracking surveys. To understand the impact of the social media component of the campaign, interaction and engagement analytics from posted content will be collected frequently. The focus will be on lifestyle differences and the targeted market.