

IMPOSSIBLE FOODS



Agenda

1. Research Question
2. Research Methods
3. What We Heard
4. Analysis
5. Implications



**HOW DO WE GET MEAT
EATERS TO TRY THE
IMPOSSIBLE BURGER?**

METHODS



1

SURVEY

GOAL: find data to pinpoint areas of interest for our focus groups



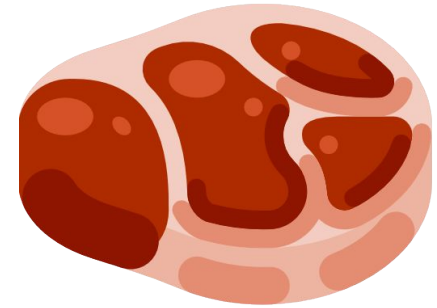
**210 Total
Respondents**

65 M, 141 F
4 N/A



**73.3% of
Respondents**

are 18-22 years of
age



**74.6 % of
Respondents**

are meat eaters

2

FOCUS GROUPS & INTERVIEWS

GOAL: pinpoint the barriers that meat eaters face by exploring the themes exhibited in our survey

2 focus groups

3 people per group

meat eaters & vegetarians

3 interviews

16 questions

meat eaters & vegetarians

Focus Group Participants

CARLIN



MAEVE



PERRY



ANDREW



DAN



FARBOD



WHAT WE HEARD



What comes to mind when you hear “meat alternative”?



Notable Survey Statistics

97% of men eat meat, whereas **67%** of women eat meat

83% of meat eaters consume meat due to familial & social tradition

72% of respondents are willing to reduce weekly meat consumption

- 1 reason: **health**
- 2 reason: **sustainability**
- 3 reason: **morality**

Barriers



**Lack of
Awareness**



**Stigma against
Plant-based**



**Perceived
High Risks**

Lack of Awareness

“Sustainability doesn't occupy my day to day thinking - it is not emphasized around campus and there is a **lack of universal education about food sustainability** so no one even knows what it means”
- **Andrew**

90% of respondents state they **are concerned with sustainability**

“I know nothing about sustainability of food, so **I don't think about it** when I am eating”
- **Carlin**



Stigma Against Plant-Based Foods

“With meat I don’t even have to think about the texture **because I already know what it’s going to be like,** but when I have a veggie burger it’s the inconsistencies that trigger me to think about the texture”
- Natalie

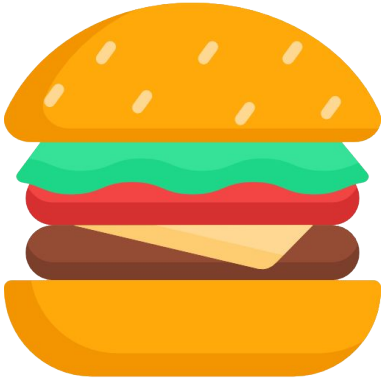
“I think of **fake meat** when I hear plant based food... like **mystery meat**”
-Farbod



“Tofu doesn’t have any flavor... **it tastes like nothing**”
- Dan

“I associate plant based foods with vegan hipsters who like to do yoga and **pretend to be really environmentally conscious**”
- Carlin

Perceived Risks



“I just want to be eating good quality meat that I know was produced with care rather than **in a lab**”

- Farbod

“I’m **not gonna choose a plant-based burger over a real burger** if it doesn’t taste good just because of sustainability”

- Dan

“I **wouldn’t order a plant-based** meal if I knew there was meat at the same place”

- Andrew

ANALYSIS



Two Kinds of Thinking



1

System 1 Thinking

Automatic
Unconscious
Low cognitive effort
Affected by biases and barriers



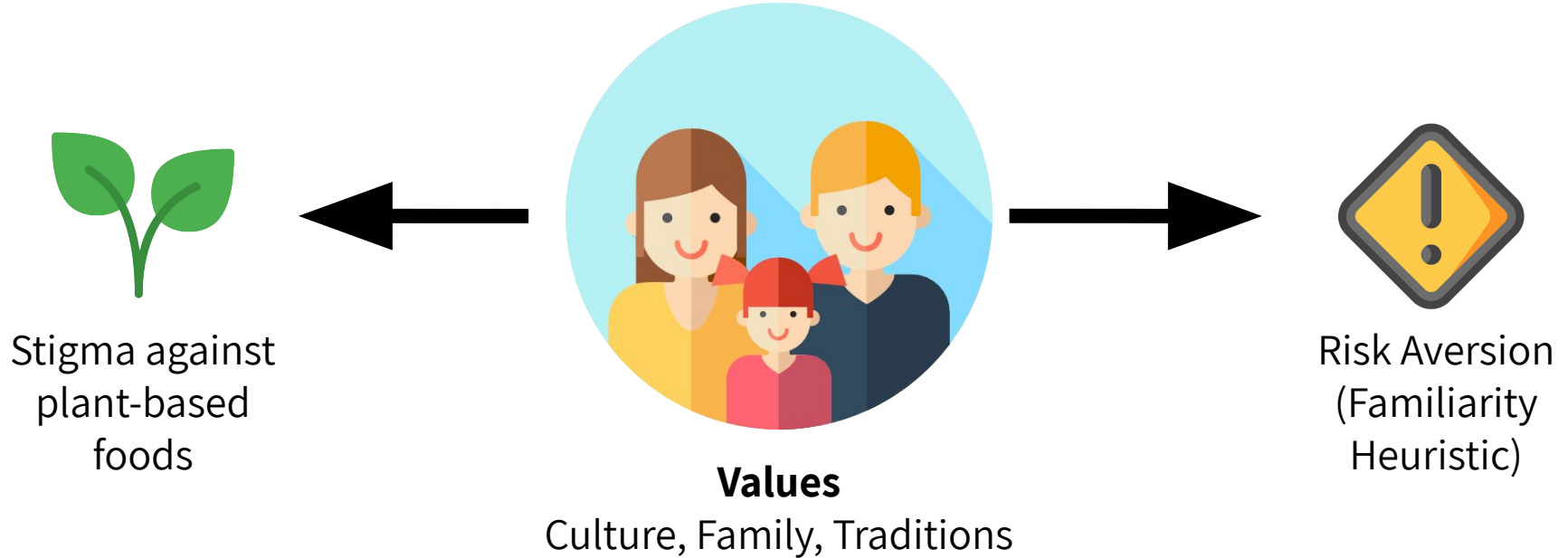
2

System 2 Thinking

Slower
Conscious
High cognitive effort
Accounts for consequences

System 1 Thinking & Status Quo Bias

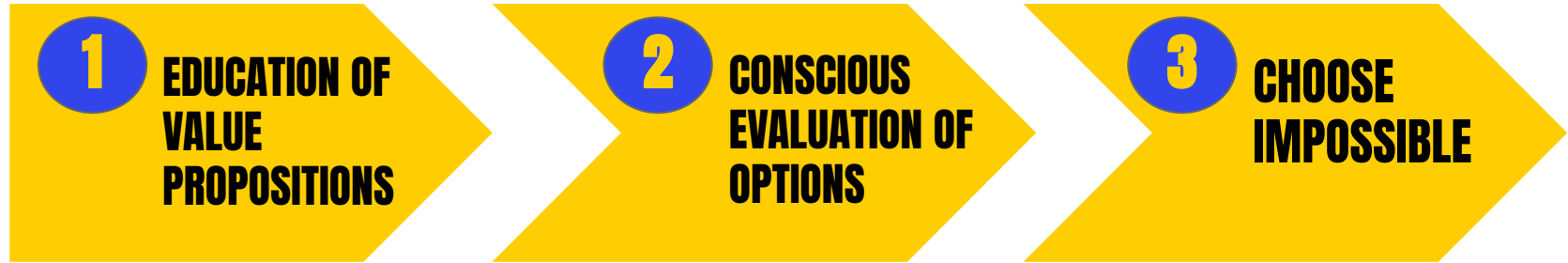
Status Quo Bias



“Do I want to take the chance of getting a burger that's plant-based that I don't necessarily know I'm gonna love versus a burger that's meat that I know I'm gonna love?”

System 2 Thinking

THE PREMISE: System 2 thinking takes into account the long-term consequences of a decision



IMPLICATIONS



Personas

THE CARNIVORE



The “**ANDREW**”s
of the world

THE BELIEVER



The “**MAEVE**”s
of the world

THE HEALTH NUT



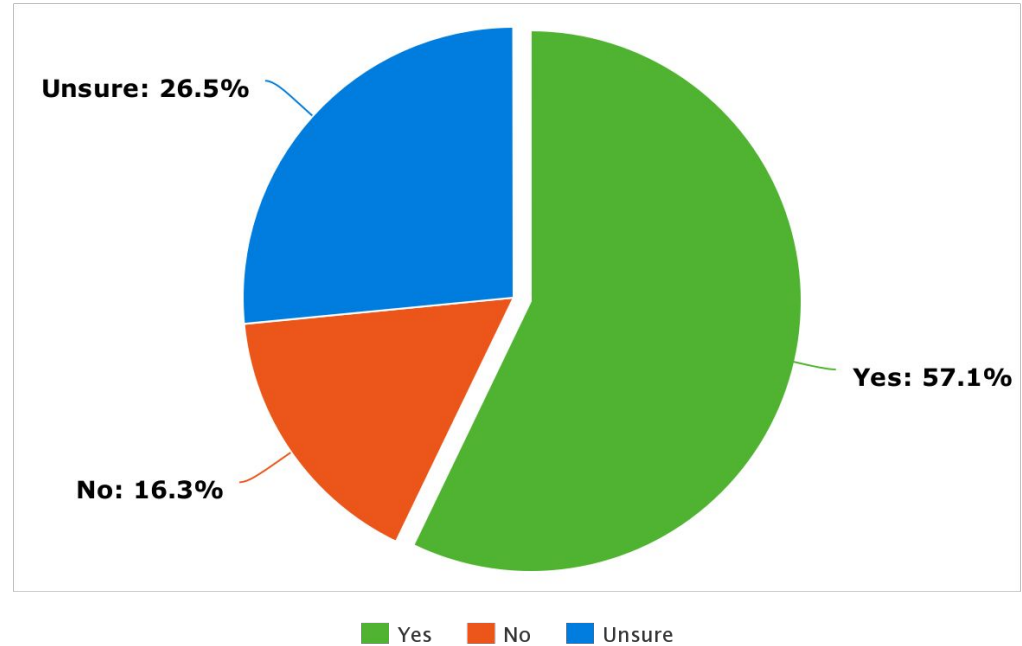
The “**PERRY**”s
of the world

THE OPEN MINDED



The “**DAN**”s
of the world

Would you **reduce** or **eliminate** your meat consumption with plant-based foods if the **taste was identical**?



The Bottom Line

- 1 THE PROBLEM:** When ordering food at restaurants, people typically utilize System 1 thinking
- 2 THE ROOT OF THE PROBLEM:** System 1 thinking is rooted in a lack of awareness and deep-seeded familial values. This leads to risk aversion when deciding to try the Impossible Burger
- 3 ADJUSTED APPROACH:** Adjust messaging and focus targeting in order to promote System 2 thinking and eventually promote aligned values

NEXT STEPS

REFINE MESSAGING



- 1 Focus on the specific value propositions of health & sustainability and shift away from “lab” based foods
- 2 Show consumers the tangible impacts of choosing Impossible

UTILIZE PERSONAS



- 1 Consider reevaluating current personas to create more comprehensive segments
- 2 Leverage appropriate personas (Believer, Health Nut) to influence late majority and laggards

THANK YOU!



Questions?



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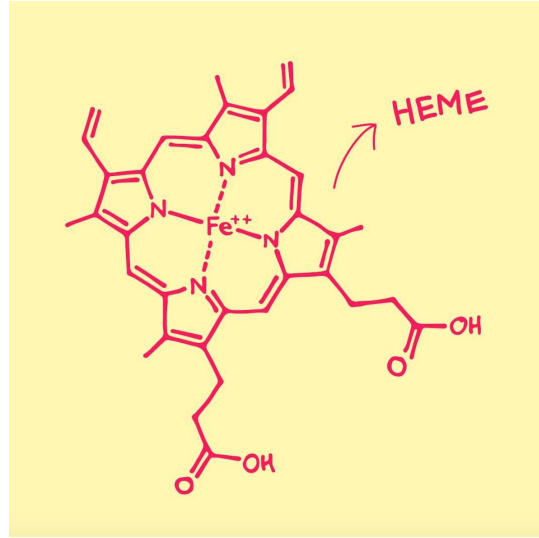
70% of male meat eaters cite protein as their #1 reason for eating red meat

We found that a 3 ounce Impossible burger patty has 53% more protein content than a standard 3 ounce beef patty. (20 grams of protein vs. 13 grams).

Since the impossible burger has an appealing taste, the higher protein content is a value proposition that Impossible foods can consider promoting.

The target market would be younger, athletic males who are concerned about protein content and already consume additional protein supplements via protein bars or protein shakes.

The idea and pictures of meat from a lab deterred many people



Messaging such as that found in the sustainability report , “Everytime you choose a 1/4 lb Impossible Burger over a conventional burger made from a cow, you save 75 square feet of land for wildlife” was found to be more enticing.