

Instagram Analysis of Health Food Start Ups

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Instagram

Background

The health and wellness food industry continues to grow as consumers flock to seek out foods that not only satisfy their taste buds, but also nourish their bodies. A Business Wire report estimates that by 2027, the global market for health and wellness foods will reach \$1.1 trillion.

Much of these consumers are Gen-Z, who are now shaping food and beverage trends with their preference for healthy eating. As a generation who prefers more snack-type and convenient food, there is an opening for smaller brands to emerge to satisfy this need that is often not met by larger food corporations.

To meet the demand for foods that are both healthy and convenient, without sacrificing on taste, many start ups have decided to take on the challenge. When it comes to marketing their product, though, Instagram can be a powerful tool. With 65% of Gen-Z active on the platform, certain smaller brands have mastered the art of how to best market to this generation on Instagram.

As the health and wellness market becomes increasingly saturated with new products, smaller brands need to create content that sets them apart and often portrays them as more than a brand.

Purpose

The purpose of this report is to analyze two health food start up brands and how they use Instagram effectively. The two companies that will be looked at are Oat Haus and Deux, two female-founded brands that create treats with healthier ingredients. Both cater towards similar demographics and employ similar strategies that have enabled them to stand out in the market.

The end goal after this analysis is to provide insight into what these companies have done well and what can be learned from them and their strategies. This can be beneficial to small start ups looking to cater towards a similar audience and how they can best utilize Instagram to both promote their brand and product in a genuine, meaningful way.



Oat Haus

BACKGROUND

Founded in 2018 by Ali Bonar, Oat Haus creates the world's first oat-based spread called that they call "granola butter". Bonar studied nutrition at UC Berkeley, but while nutrition was her passion, she credits the overload of information as one of the factors that led to her developing an eating disorder. As she embarked on her recovery journey and reintroduced foods she had restricted, some were no longer tolerated by her body. Nut butter was one of these foods, so she set out to create a nut-free spread that was both healthy and tasty.

Since the companies inception, they have rebranded, been featured on Shark Tank, and partnered with prominent influencers. As a brand with a unique product with no direct competitors, they have created a strong presence for themselves in the health and wellness sphere.

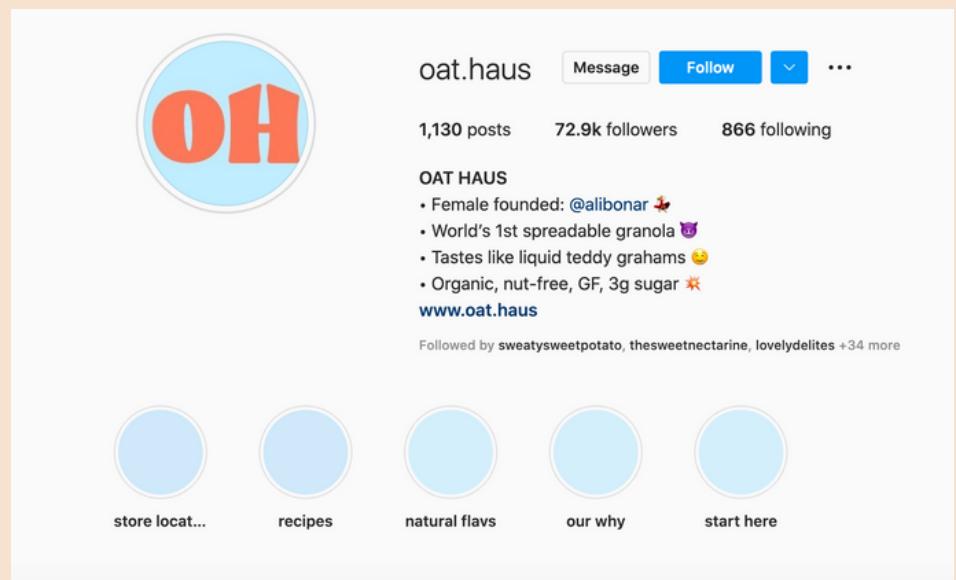
Oat Haus also promotes the idea of food neutrality and body acceptance, based on Bonar's own experience with a poor relationship with food. Bonar wants Oat Haus to be more than a brand, and strives to make an impact on others struggling with the same thing.

OAT HAUS



Oat Haus Instagram

72.9k
followers



Post Types

Recipes

Giveaways/Collabs
with other brands

Informational

Memes

Social
movements/mental
health

Behind the Scenes &
Employee Spotlight

Frequency: One post per day and active on stories

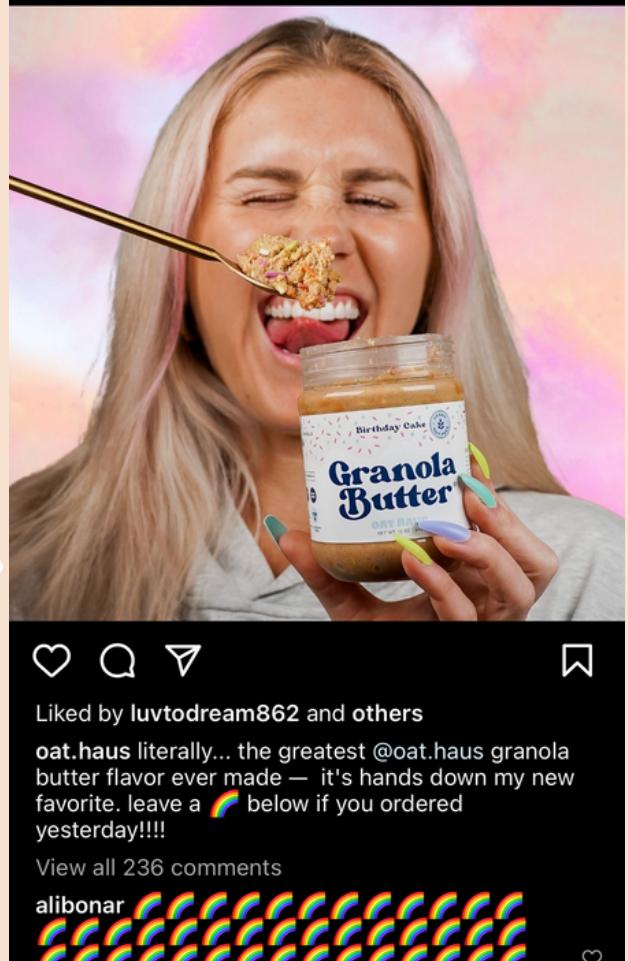
Target Audience

- Gen-Z to young millennial women
- "Foodies"
- Interests in health and wellness
- Individuals with nut allergies
- Upper, upper middle, and middle class
- Interests in unique, new, and trendy products

Oat Haus Instagram-Content

Oat Haus strategically uses Instagram to communicate their brand message and promote their product. The brand has created an image for themselves that is fun, whimsical, and unique.

Their Instagram features bright colors with aesthetically pleasing shots of their product. They founder, Ali, is also featured often and she comments on every post from her personal account.



Oat Haus Instagram-Content

Aside from their product, Oat Haus uses Instagram to display things such as:

- The faces behind the brand
- Body positivity and anti-diet
- Memes and relatable content

They have fun with their posts and understand current trends and what their target audience enjoys.

These kinds of posts give the brand a sense of relatability and allows them to come off as genuine and human.

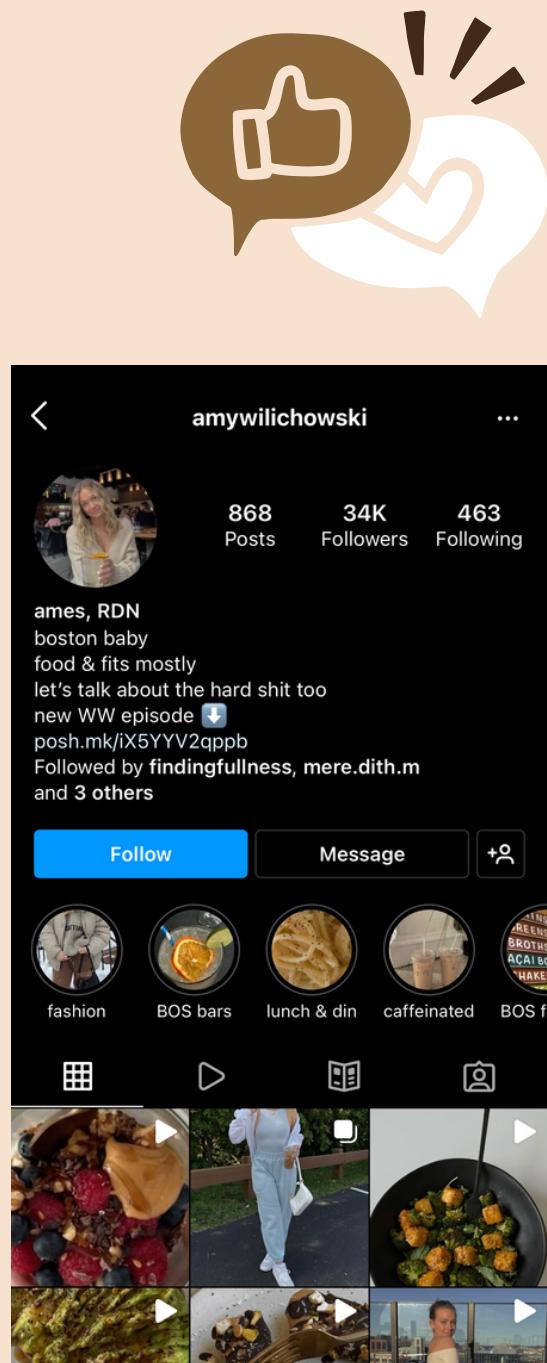
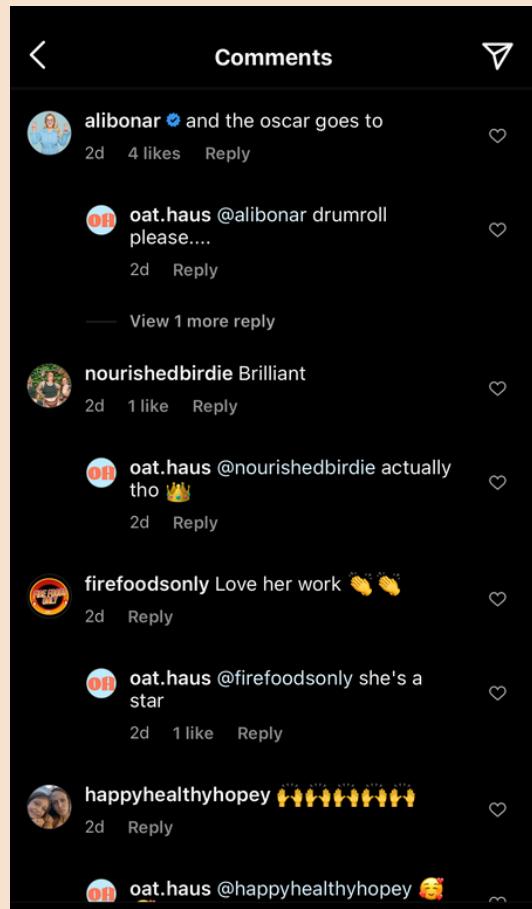
Oat Haus does not utilize hashtags in their posts. Instead, they rely on other means of garnering engagement.



Oat Haus Instagram-Influencers & Engagement

The brand often partners with influencers in the health and wellness sphere.

One who they collaborate with often is Amy Wilichowski, a dietitian and lifestyle influencer. She has worked on giveaways with Oat Haus and promotes their new items.



Oat Haus regularly gets a lot of engagement on their page. Their captions often invite their followers to comment something, which many often do. Oat Haus makes it a point to respond to most comments usually within 24 hours of a post.

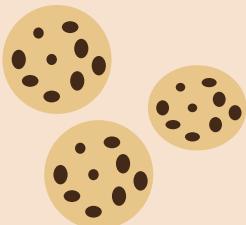
Deux

BACKGROUND

Deux is a maker of edible cookie dough that uses cleaner ingredients with functional properties. Created by Sabeena Ladha, the brand initially started on Instagram and made sales through direct messaging and Venmo. The brand later received capital from investors and landed their products in the high end L.A. grocery store, Erewhon.

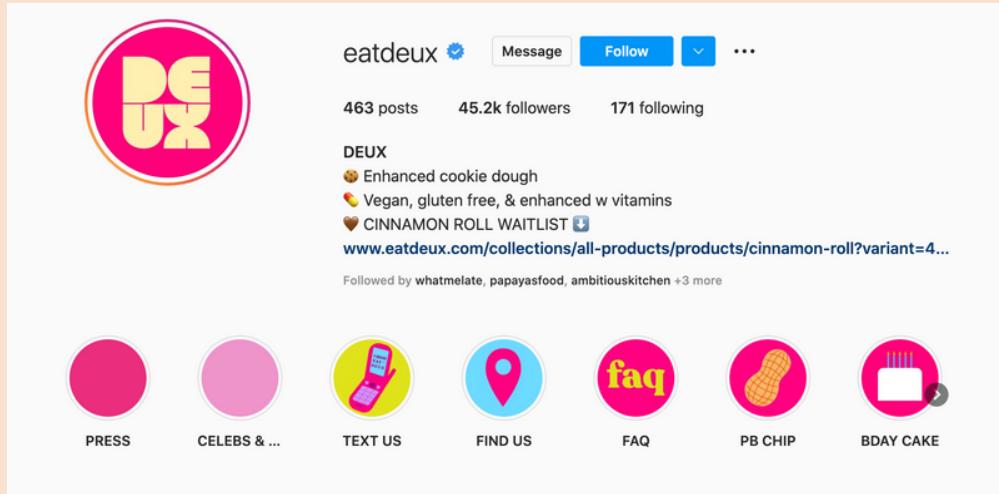


Ladha is a former marketing analyst and brand manager who wanted to prove that eating healthy can taste good. Deux products contain minimal ingredients, with things like oats, almonds butter, flaxseed, and coconut sugar. Ladha also appeared on Shark Tank, though did not get a deal. Despite Deux's Shark Tank rejection, the company continued to see success and made \$1 million in sales within their first year.



Deux Instagram

45.2k
followers



Post Types

Product/Informational

Collabs with other brands

Memes/Trendy Content

Female empowerment

Comparisons to mainstream products

Frequency: One post per day and active on stories

Target Audience

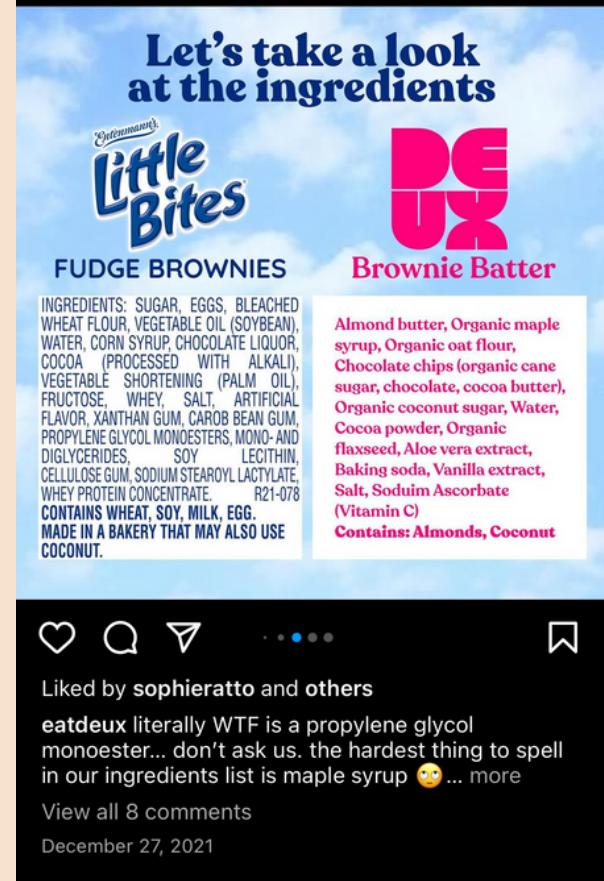
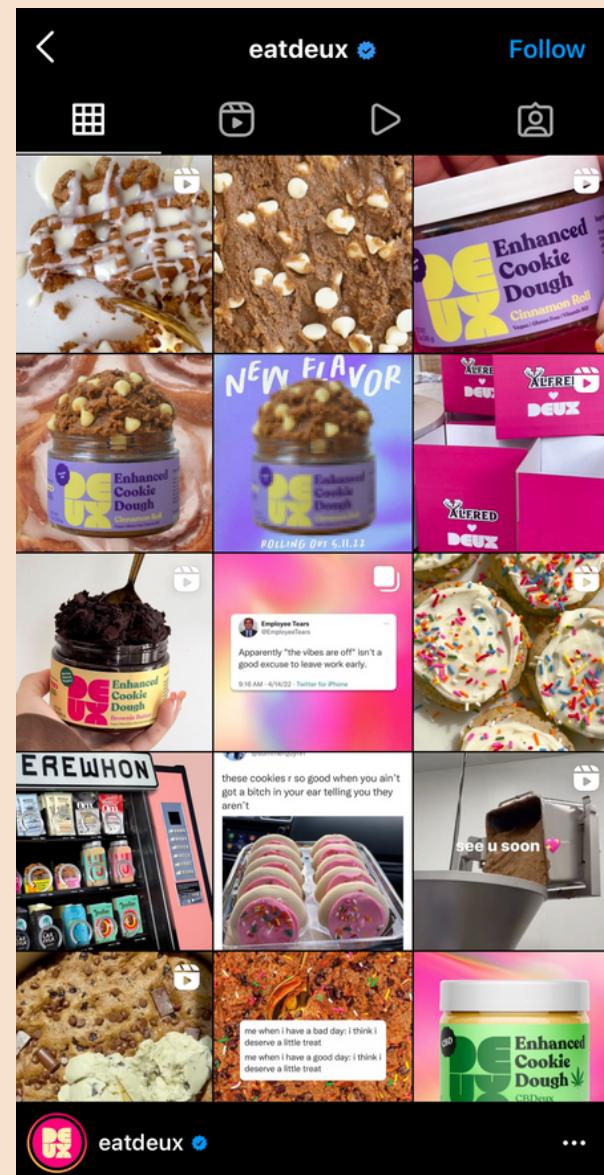
- Gen-Z to young millennial women
- “Foodies”
- Interests in health and wellness
- Upper and upper middle class
- Interests in unique and trendy products
- “Eating clean”
- Interest in functional ingredients

Deux Instagram-Content

Deux's Instagram regularly features bright colors, mainly hot pink, alongside close up shots of their cookie dough and packaging.

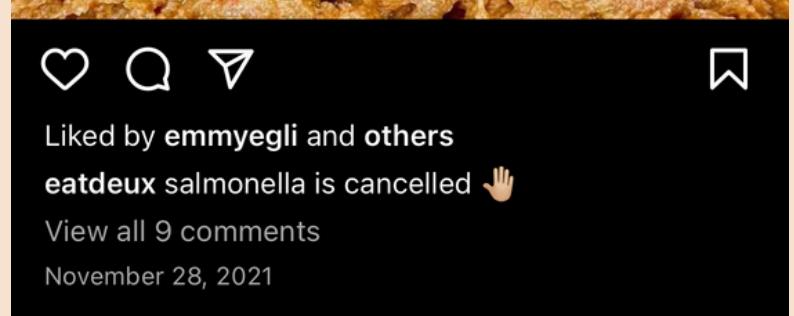


Their idea as a company is to create healthy cookie dough that sets them apart from other treats on the market. They often create content comparing their product's ingredients to mainstream ones. This not only educates consumers, but promotes their product and encourages consumers to make the "healthy" decision.



Deux Instagram-Content

Deux regularly post memes and relatable content that align with both their brand and current trends. This allows them to promote their product in a way that is palatable to their target audience.



They show off their personality through posts like this one, where they celebrated a staff member getting in a relationship.

While they usually average around 20 comments per post, this one got over 200.

Deux Instagram- Influencers & Engagement

Deux utilizes influencers and brand collaborations to increase engagement and brand awareness. One example is when the brand launched a product with skincare brand Summer Fridays, which contained collagen. This collaboration touted their product's functional benefits and how it is the "missing part of your skincare routine". This post alone got 190 comments with consumers excited about the new product.



Other influencers/brands they have worked with include:

Not Skinny but Not Fat (581k followers)

nobread (210k followers)

Like Oat Haus, Deux does not use hashtags. Their consumers and engagement come from things like influencer marketing,

What Can We Learn from these Companies?

INFLUENCER MARKETING

Both Deux and Oat Haus utilize influencer marketing to promote their product. The brands partner with influencers in the health and wellness sphere to market to their target demographic. A recent study found that 88% of Gen-Z and Millennials first learn about products they would be interested in buying from social media. Deux and Oat Haus recognize the potential this strategy has and utilize it well.

ORGANIC REACH

Neither brand utilizes hashtags in their Instagram posts. Instead, Deux and Oat Haus rely on their loyal customer base and brand partnerships to promote their products. By not using hashtags, the brands come off as more genuine and more focused on connection with their existing customer base.

KNOW YOUR AUDIENCE

Deux and Oat Haus use Instagram as their main social media platform and as their main means of marketing. With both of their target consumers containing Gen-Z, utilizing Instagram is an important strategy given that 68% of this demographic is on the platform. They also know how to market to this demographic and how to do it well. They have well curated feeds, appealing visuals, and engage with their followers.