

# Campaign to Promote Plant-Based Eating



By: Tiffany Yiu

Research Report for Vegan Outreach  
<https://veganoutreach.org/>

# CLIENT OVERVIEW

---

**Who is your client? What are their overall organizational purposes, long-term goals and objectives? Do they have a mission statement? What specific issues do they address?**

My client is Vegan Outreach, a nonprofit organization working to promote informed, ethical eating through the distribution of printed advocacy booklets. They believe that by steadily increasing the number of vegans, they're laying the groundwork reaching a tipping point to a vegan world more quickly. With a massive student outreach program, for the 2018-2019 school year their primary goals are to inspire 50,000 people to sign up for their 10 Weeks to Vegan program as well as educate the current generation of college students about the concept of speciesism.

**Give a short outline of the organization's history. Include any relevant information e.g. the length of time they have been in operation or its management or changes in the organization's structure or focus.**

Vegan Outreach (originally Animal Liberation Action, or ALA), was formed in 1993 by activists Matt Ball and Jack Norris. The organization focuses on reaching the people who are motivated enough to make changes, but simply need some further encouragement. Their first booklet, *And Justice For All*, focuses on the reasons to adopt a vegan diet, particularly on the abuse of the animals involved. Since then, they've published many essays and several booklets on vegetarianism and veganism. In addition to encouraging individuals to adopt animal-friendly diets, Vegan Outreach has diet and nutrition mentorship programs to help individuals maintain those diets.

**Is the organization or its activities affected by business cycles/seasons, economic climate or other?**

Yes, there is also the impact weather and climate has on crops. With the increase of greenhouse gas concentrations, the global warming trend is expected to continue. Changes in temperature, precipitation and carbon dioxide will affect plant growth, development and yield, reduce the quality of crops and influence the spread of pests and diseases.

**Look at the communications materials put out by the organization and, based on your analysis of those, list some adjectives (old-fashioned, friendly etc.) that describe the organization overall. Then summarize: how does your client present itself as an organization—what is its overall “brand image”?**

The impression I get from my client's brand image is ethical, conscientious, virtuous and compassionate, with their communication materials being informational but traditional. They also try to make the switch easier by never shaming people, but rather embracing them in making changes at a sustainable pace that works for them.

# CAMPAIGN GOALS

---

**Define the goals of your campaign. (These may be somewhat different from your client's overall organisational goals.)**

The goal of my campaign, similar to my client's overall goals, is to show the people how easy being vegan can be. While the end goal is to increase the number of vegans, the main focus of my campaign will simply be opening up people's minds to taking steps to incorporating a plant-based diet into their lifestyle if they aren't ready to go fully vegan yet. I would like to switch the focus to plant-based eating\* and giving them a good "taste experience".

**Are there any significant problems that you will need to solve in order to communicate your message effectively? (For example, how to make a very dull subject interesting or how to reach an audience that doesn't use mass media or how to motivate a group of people who normally don't participate in activism. Your strategy and design implementation will have to solve them.)**

A significant problem I will need to solve is how to make a very overused argument effective from a different perspective. An approach I've seen a lot of animal advocacy groups take is attempting to convince or convert others to go vegan. While it may work for some people, it does not necessarily work for all as people can be very resistant to be convinced of something by others. There are people who will never be swayed to go vegan in their lifetime, so I think it's important to establish a specific target audience that is open-minded enough to make changes, but hasn't taken to the traditional approach of moral arguments and exposure to graphic images, as that way of getting a message across is conventional and overused.

**What exactly do you want the audience to do when they've received your message? How will those actions help your client meet their campaign goals and their overall organizational goals?**

Influencing others in the right direction and help open their hearts and minds. This lies with the client's goal of increasing the number of vegans to lay the foundation to a future where sentient animals are no longer exploited as commodities.

*\* Studies show that consumers prefer the term plant-based eating to vegan.*

# A U D I E N C E —

What logical groupings can the audience for your client be divided into? Break the overall potential audience into groups based on shared characteristics.

There are many different reasons why people go vegan, whether it's religious, ethical, environmental or simply for health and nutritional benefits.

Which of these segments will be your campaign target?

My focus will be on the health and nutritional segment. While I considered focusing on the environmental segment, I ultimately chose this as my campaign target because a lot of people know the effects meat eating and producing has on the environment, but many people don't make that change because it's part of their lifestyle. Since my approach isn't really to "convert" people but rather open their minds to the idea, I would like to put a positive spin on a vegan diet whereas telling people to stop eating meat is more negative.

Describe your target audience's shared demographic characteristics (i.e. statistical information)

Females, age 25-29, and single. Young, urban/upwardly-mobile, prosperous, professional. Tend to be well-educated, career-minded, ambitious, affluent and free spenders.

Describe this audience's psychographic characteristics (i.e. info on their values/opinions/interests)

In a report by GlobalData, consumer analyst Fiona Dyer states that millennials are most likely to consider the food source, animal welfare issues, and environmental impacts when making their purchasing decisions.

## Describe the geographical location of the audience for this campaign.

The geographical location of the audience for this campaign is Vancouver, BC, as Vegan Outreach has already expanded their leafleting program to this area and can continue building momentum. The west coast also tends to be more liberal, meaning people who live there have a generally more progressive attitude.

Based on a survey conducted for Dalhousie University, professor Sylvain Charlebois found that British Columbia leads the country when it comes to plant-based eating and its residents are three times more likely to have plant-based diets than Canadians in the Prairies or Atlantic region.

Emotions are usually an important part of what motivates people to take action for good causes— campaigns will often explicitly try to arouse specific feelings around their subject. Review the existing communications materials that your client puts out about your subject. What emotions do you think your client is trying to associate with the issues they want people to take action on and their approach to solving them?

With their massive student outreach, distributing persuasive booklets at colleges, high schools, festivals and concerts, my client is targeting a younger audience because they're the most receptive demographic. By including graphic images of the effects agricultural farming has on animals, I believe their goal is to use shock value to provoke strong reactions ranging from anger and disgust to compassion and empathy. This approach presents the opportunity to inspire youth into adopting a vegan lifestyle at an early age.

Part of the reason people buy things or use services are because those things satisfy their own emotional wants and needs, not just provide practical benefits. This may apply to good causes, too—what emotional needs are satisfied for the audience your campaign is targeting if they take action?

By being healthy, they are not only taking care of their physical health, but their emotional health too.

Are there any cultural issues that are relevant to your target audience in connection with this project? If you think there are, be specific and cite references for your statements.

Besides the common moral argument of animal sentience, there is also the argument of how animal agriculture affects the environment and contributes to climate change. Based on a report by Alliance for Market Solutions, nearly nine of ten millennials (88 percent) believe climate change is happening, and 62 percent of those believe that change is being driven by human activity.

# COMPETITOR ANALYSIS

---



**Name 3 organizations that work on the same issue that your client's campaign will be about.**

Veganuary, Compassion in World Farming USA (CIWF USA), ProVeg

**Identify any similarities and differences between these competitors and your client.**

Both Veganuary and Vegan Outreach rely heavily on a single intervention, whereas Veganuary has more experience and skills on the technical front. Vegan Outreach has been around longer than Veganuary, which gives them more credibility and makes it easier to access the effectiveness of their interventions. Although ProVeg has plans for international expansion, they primarily work in Germany whereas Vegan Outreach is based in America but has expanded their leafleting program to Canada, Australia, New Zealand, India and Mexico with plans to continue expanding the program to one new country per year. All four organizations either have room or plans for growth.

**Describe how they present the issue and their organization to the public (what brand image of their organization do they present? What emotions do they try to make people feel about the subject?)**

While most, if not all animal advocacy organizations present themselves as ethical, conscientious, virtuous and compassionate, what emotions they try to make people feel about the subject can be different. For example, some organizations will focus on the negatives of agricultural farming, displaying graphic images of animals living in poor conditions or being mistreated. Other organizations may want to focus on the positives of veganism, such as the health benefits adopting a vegan diet can bring or how it help the planet. Both methods will result in feelings of compassion but the former can will also instill a sense of anger.

As far as brand appearance goes, out of the three competitors I would say Veganuary presents itself as the most fun and appealing with the use of bright colors, friendly imagery and not too much text on their website.

# SWOT

Using the information gathered on your client, its audience, and its competition, do a SWOT analysis— Strengths, Weaknesses, Opportunities, Threats—for your client. Include industry/global trends as a component in your analysis if relevant.

**S:** Leafleting program with a strong track record; wide social media presence; based in the United States, but has an extensive presence in Canada, Australia, New Zealand, India and Mexico; outreach in remote regions; works cooperatively and shares information with other groups; focus on appropriate sources of information when planning changes to their interventions and strive to be as effective as possible by regularly studying the impact of their outreach

**W:** Over-reliance on poor sources of evidence to determine the effectiveness of leafleting compared to other interventions

**O:** Has concrete room for more funding and plans for growth (yearly budget has grown by roughly \$300,000 since 2014 and they've expanded their leafleting program in Canada, Australia, New Zealand, India and Mexico) with hopes to continue expanding their leafleting program to one new country per year

**T:** Lack of technical skills to run an online ads program as well as other groups

Do a SWOT analysis of each of the 3 “competitor” organizations.

## Veganuary

**S:** Frames veganism as a fun challenge using a bright and attractive website, a catch name and celebrity endorsements; provides resources for vegans and communicating them in a non-judgemental tone

**W:** Relatively new charity; difficult to assess their room for growth both in terms of as an organization and public interest; spends 95% of their budget on their pledge program (focusing on a single intervention without more evidence of effectiveness is risky)

**O:** Detailed plans for expansion, including hiring someone to focus specifically on working with companies to provide more vegan options and someone to increase the time spent on PR

**T:** As a relatively young organization, their track record isn't as long as those of some more established groups

### Compassion in World Farming USA

**S:** Shows a good understanding of the worst abuses that occur in animal farming; actively seeking to improve their work and conduct research to improve effectiveness; has convinced key influencers to put animal-friendly policies in place

**W:** Many of their programs focus on improving welfare, but not necessarily ending animal farming

**O:** Their work mainly focuses on corporate outreach, but they are currently working to get broiler welfare commitments from the restaurant sector, after which they will begin targeting grocers

**T:** Open Philanthropy Project (Open Phil), a limited liability company, currently provides a significant amount of funding to CIWF USA, but it is likely that they may be hesitant to give more

### ProVeg

**S:** Focused on effectiveness, seek to maximize their impact by influencing other influencers; continually evaluate their work, conducting surveys to investigate the effectiveness of their interventions and the quality of their materials; their administration of the V-Label puts them in a good position to establish relationships with food manufacturers

**W:** Limited reach due to ProVeg working primarily in Germany; difficult to measure the impact that ProVeg's work has had for animals (while influencing influencers is likely a high-impact strategy, it's not certain what the actual change that has resulted from that method is)

**O:** Plans to expand some of their most successful programs to the UK, France, Spain and Poland

**T:** Rapid international expansion can bring challenges such as difficulty with communication and project management and fewer resources to work with in each country

# STRATEGY —

For question 4 you listed adjectives that could be used to describe your client organization—its “brand image”. Will you reinforce any of these characteristics in the materials you develop? If so, which ones? (You may choose not to emphasize these characteristics, but you shouldn’t contradict them.)

I will be keeping my client’s brand image ethical, conscientious, virtuous and compassionate, but my goal is to update the communication materials and make them more modern and appealing to a younger audience.

List the key message or messages that you will communicate on behalf of your client in this campaign. (Key messages are the most important messages that you need to communicate.) The messages should be customized to be important and meaningful for your defined target audience and should motivate them to action.

The key message I want to communicate in this campaign is: taking care of yourself and taking care of animals go hand in hand - why choose when you can do both?

Explain your proposed general approach to communicating with the target audience. Describe what emotional responses do you want your audience to feel when they see your designs.

While consumers’ online demand continues to grow, the subscription box industry continues to thrive. I chose my specific target audience because they’re young, open-minded professionals who may not necessarily be concerned about pricing, but care about quality, nutrition and health.

The thing about young professionals is they're busy, and it takes a lot of time to prepare and cook healthy meals. Studies show a perceived lack of time is the most commonly reported barrier to healthy eating. By sending fresh ingredients and easy preparation instructions, it at the very least saves the consumer a trip to the grocery store and the frustration with having to think about what to cook.

**Explain how you could differentiate your client from other organizations. (That is, how you could show that they are different and better than the other organizations and that the public should support them.) When answering this, consider the SWOT analyses you completed and how you can take advantage of your client's strengths and opportunities (and the competition's weaknesses) while compensating for your client's weaknesses and external threats.**

Although Vegan Outreach primarily focuses on a single intervention, their leafleting program has a strong track record. By combining that program with their existing email series, my campaign can prove to be very high-impact. One big advantage that my client has over many other organization (and something that will also benefit my campaign) is they have a registered dietitian

**Summarize your strategy as a positioning statement and explain why you think it will work to reach and motivate your target audience.**

I believe by putting the focus on a good taste experience and the health benefits of a vegan diet instead of reading an informational booklet right off the bat, it takes away any "forceful" or "pushy" feelings that are often associated with encouraging individuals to adopt a vegan diet. The goal is to get the audience to see how easy it is to be vegan and how palatable the diet can be, get them to associate positive feelings to veganism, then bringing the ethical side of the diet to their attention.

# PERSONA

## Name

Olivia Wells

## Age

25

## Occupation/Background

- University graduate
- Successful account manager
- Gets paid quite well (\$50k annual salary)
- Lives in an apartment in downtown Vancouver
- Single

## Characteristics

- Ambitious and competitive
- Extroverted, social and cares about her image/what people think of her
- Liberal views
- Fairly active, occasionally goes to spin class and enjoys hiking during time off
- Active on social media

## Key Motivations

1. Her friends, people around her and just living in Vancouver has influenced her to think about a more ethical and environmentally conscious lifestyle
2. To cut down on unhealthy eating and drinking habits (she doesn't only want to feel good, she wants to look good too)
3. To feel a sense of connection within her community and circle of friends

### Think & Feel? (What Really Counts, Major Preoccupation, Worries & Aspirations)

- Wants to be as healthy and in shape as friends (partly because she's competitive, but also because she wants to relate and fit in)

### See? (Environment, Friends, What the Market Offers)

- Friends are active and health conscious
- Enjoys eating at trendy restaurants, and vegan friendly restaurants are opening up around where she works and lives
- Often comes across sponsored ads for health and lifestyle products on social media

### Say & Do? (Attitude in Public, Appearance, Behaviour Towards Others)

- Always well dressed/cares about appearance
- Extroverted, social and wants to fit in
- Tries to reduce waste by using reusable cups and shopping bags
- Takes public transit or walks instead of driving, when possible

### Hear? (What Friends Say, What Boss Says, What Influencers Say)

- "Have you tried intermittent fasting/juice cleanse/keto diet?"
- "Over on the blog I'm sharing vegan almond butter bars and I'm letting you in on why I buy my baking ingredients from Bulk Barn Foods! #zerowaste"

### Pain (Fears, Frustrations, Obstacles)

- Not enough time in the day during the week to prepare meals
- Salary and convenience of home and work location results in buying lunch and eating out often

### Gain (Wants/Needs, Measures of Success)

- To have enough energy to be able to get through her busy work day
- Wants to maintain her fitness goals

# JOURNEY MAP

---



## Erica's Purchasing Experience Journey

	Research	Comparison	Workshop	Quote	Sign-Off
<b>Typical Questions</b>	<p>How can I eat healthier?</p> <p>What products should I use?</p> <p>How much will it cost?</p>	<p>What should I look for in a product/service?</p> <p>Cost vs. quality?</p> <p>Who has tried this before?</p> <p>What are the selling points?</p>	<p>How do I know I'll be successful in achieving my goals/wants?</p>	<p>What other options are out there?</p> <p>Do I really want to take this step?</p> <p>Will I be able to afford this?</p>	<p>What else can I do to maintain my goals?</p> <p>When will I start to see results?</p>
<b>Emotions/ Feelings</b>	<p>Curious, enthusiastic, keen to start.</p>	<p>Discretionary, subjective, unsure, weighing pros and cons.</p>	<p>Eager, inspired, but not completely confident.</p>	<p>Revisiting previous ideas or options, asking friends for advice, internally validating that this is the right thing to do.</p>	<p>Hopeful, nervous/ anxious, keen to see results as soon as possible.</p>
<b>What We Need To Do</b>	<p>Be present, ensure that we are found. Take advantage of social media and the use of influencers/ sponsored ads to peak their interest in us.</p>	<p>Explain the process of how our service works, what works best and share positive reviews.</p>	<p>Get them to understand that nothing changes overnight. Establish that we will be there to guide them through the process.</p>	<p>Prove why we are the best option for the goal they want and justify our pricing with substantiated information.</p>	<p>Help set realistic expectations, keep them informed with relevant and helpful information, ask for feedback on how the service is doing to ensure everyone is happy.</p>

# TESTING

## Reaction to the concept (6 answers)

- Easy to use (6)
- Practical (3)
- Like the concept of the app (3)
- Interested to learn more (1)

## Likes about the concept (6 answers)

- Having all the recipes at your fingertips (3)
- Focus is centered around health and nutrition (4)
- Idea of ratings and reviews (2)
- Shopping list feature (4)
- Easy to use (4)
- Sense of community the app gives (1)
- The box eliminating the need to constantly be at the grocery store (3)
- Targeted to busy young professionals (1)

## Dislikes about the concept (6 answers)

Users had no dislikes about the concept, but one user suggested that it'd be nice if the food was prepped beforehand for the subscription box, and another wanted a little more information about the subscription box (whether it would be a monthly subscription or if you can request that a box be sent to you at any time).

## Words associated with the concept (6 answers)

- Simple (6)
- Easy (6)
- Fresh (4)
- Accommodating (1)
- Creative (2)
- Useful (3)
- Efficient (1)
- User friendly (3)
- Modern look and feel (2)

### **Main message received from the concept (6 answers)**

Being vegan can be easy (5)  
Being vegan doesn't have to be time consuming (3)  
A plant-based diet is healthy (3)  
A plant-based diet can be fun (1)

### **On a scale of 1 to 5, how strongly does this concept convince you to consider trying a plant-based diet (6 answers)**

- 4 (4)
- 5 (1)
- "If Phase 1 was free, I would use it. If I loved the experience, I would give Phase 2 a try." (1)

### **How much would you pay for this service (6 answers)**

- \$40 (1)
- \$40-50 (2)
- \$50 every two weeks (1)
- Free for Phase 1, \$40 for Phase 2 (1)
- \$100 a week, depending on how many meals you get (1)

### **Grade to the concept (6 answers)**

- A (5)
- B (1)

