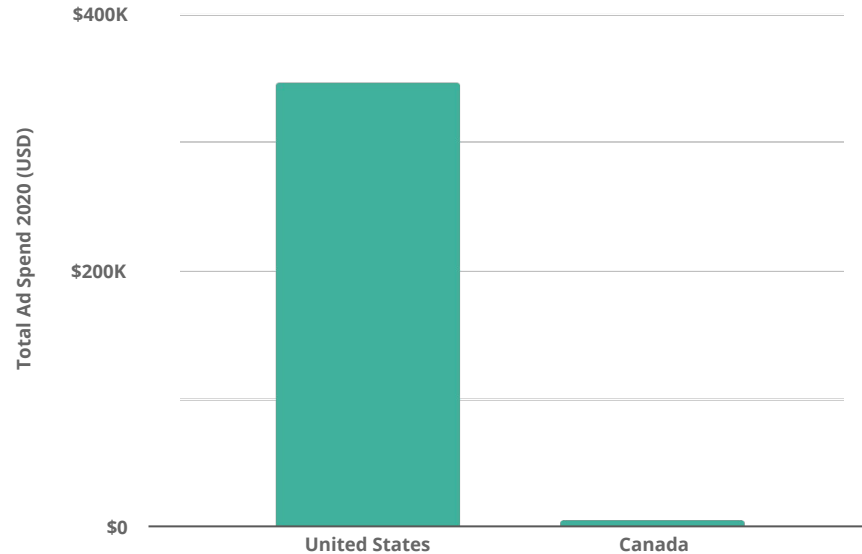




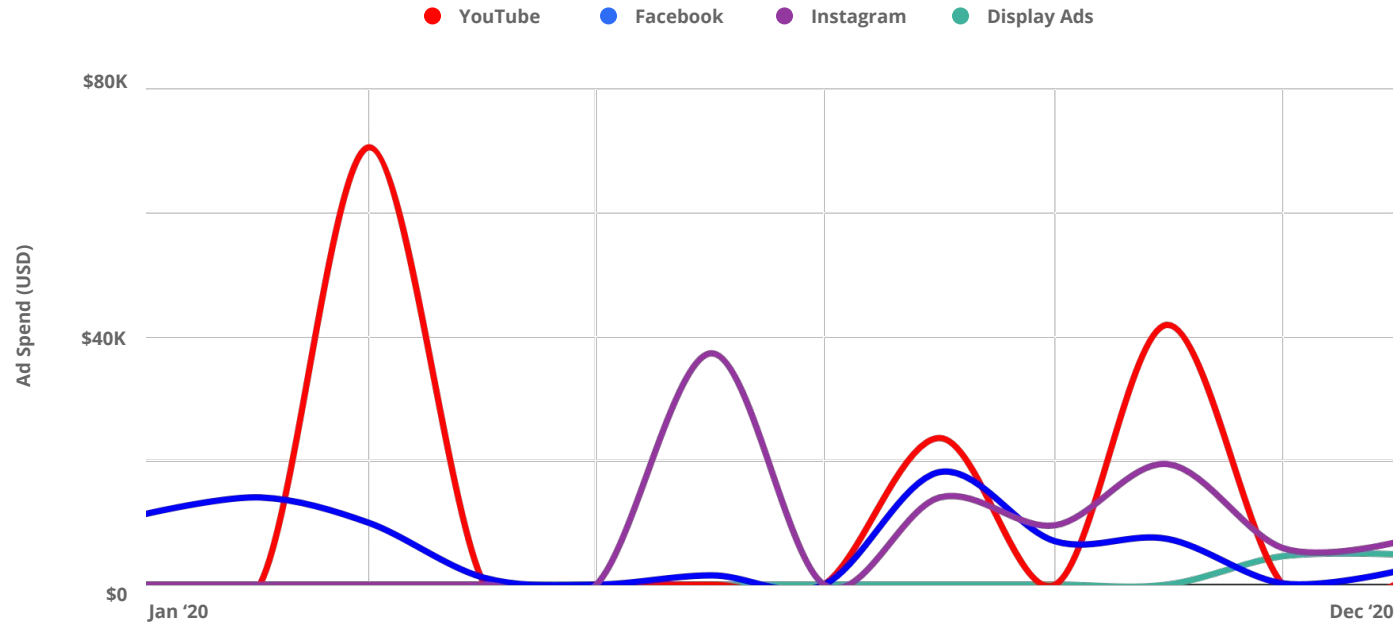
BEYOND MEAT®

**Leveraging Influencers to
Promote a Plant-Based Diet**
Food & Beverages

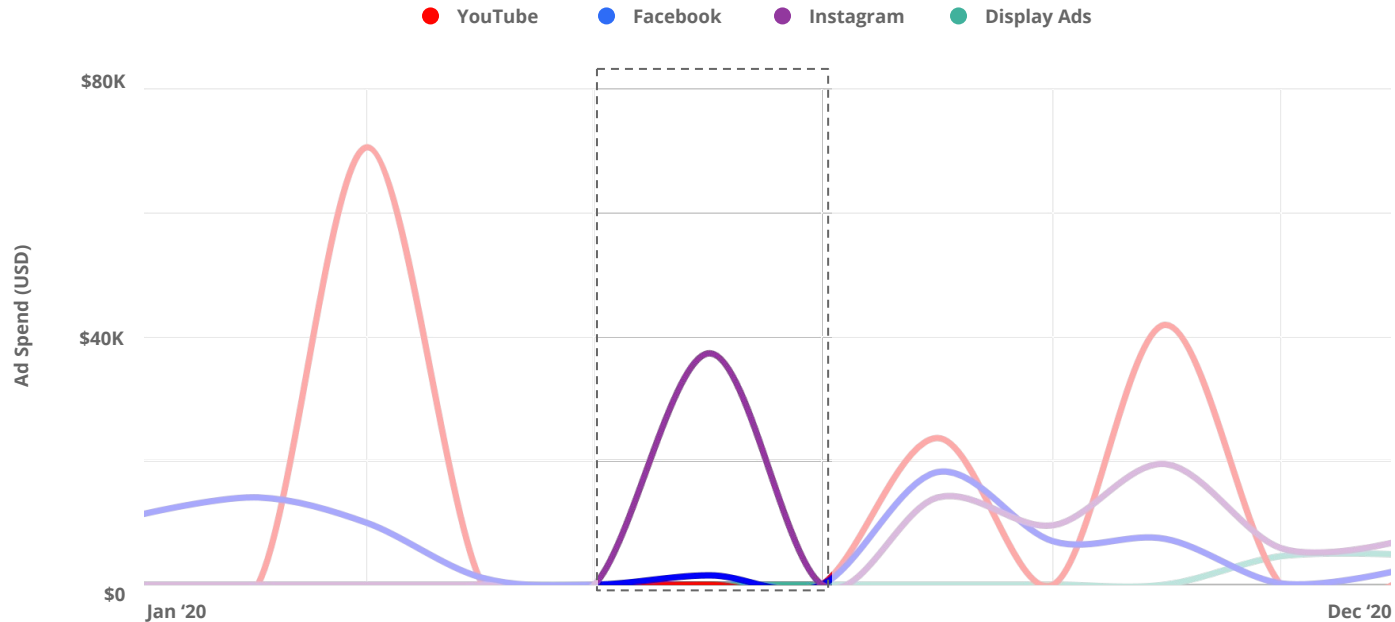
Beyond Meat spends the majority of their advertising dollars on the United States, with only a \$5.6K spend for the entire year of 2020 in Canada.



In the US, Beyond Meat focuses their advertising efforts on **YouTube**, with a total spend of \$136K for the year 2020.



In June, Beyond Meat started advertising on **Instagram**, and then has steadily spent \$13K per month on **Instagram** ads for the remainder of the year.



Early in 2020, Beyond Meat partnered with influencer [Liza Koshy](#) for their YouTube campaign, where she spoke about the environmental impacts of a plant-based diet.

BEYOND AMBASSADOR - LIZA KOSHY

FEBRUARY 11, 2020

A force of nature, Liza Koshy has rapidly made her mark as a multi-dimensional talent. Actress, Comedian, Singer, Dancer, TV host. Even as she wears more than one hat effortlessly she is willing to show her vulnerability, sharing her biggest fears and how she pushed through them on her way from Vine star to entertainment impresario. From the beginning, Koshy took each video, comedy bit, and impression to the next level. Now, she's going Beyond Youtube, taking on more elevated roles.

What does Go Beyond mean to you?

Go Beyond means going beyond the expectation that others might set for you, but mainly the expectation you set for yourself. Showing up and showing out and giving not a hundred and ten percent but two hundred, three hundred, four hundred percent...as much as you can do to perform your very best. That's what Go Beyond means to me.

You started on Vine, which was about six-second skills. When did you start to realize you could do more than that?

My career all started with the camera on my phone, and I realized I could do more when I just kept talking and was good at it. I then picked up an even bigger camera and started recording. My very first YouTube video was twelve minutes long! I could not stop. I'd been held down by the six seconds for too long and had too much to say. I had so much fun recording and then I started creating characters, writing skills and sketches, collaborating, and integrating different ideas and messages into my videos. It's amazing to reflect on your own growth.

What is your creative process like?

I'm in love with the entire creative process – coming up with the idea, writing out multiple versions and then seaming it all together to create one storyline, one video, one tv series or one movie someday, fingers crossed. I've had so much fun being a part of different projects but also have the utmost gratitude. I'm so fortunate to make projects of my own now.

Did you have a sense of what you wanted to do and where you wanted to go?

It all started because I was bored, and I wanted to be heard and have my stories told in my own way. As the youngest of three kids, my two older siblings played with each other. High schooler, I filled the time by picking up my phone and making fun videos with my friends. At the time, social media was just your small circle of friends. But as social media now I have friends across the world.

I realized that a story like mine has not really been shared before. Being from a mixed background and growing up not between two farms but two cultures, being Indian was relatable.

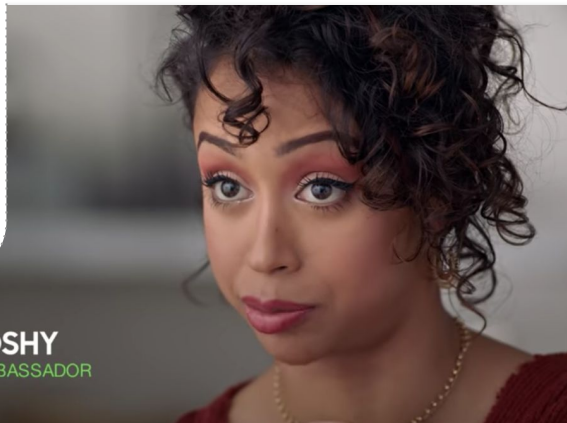
What drew you to plant-based foods?

What I love most is the effect that it has, or the effect it does not have, on the environment. I so appreciate that it takes less water and greenhouse gas emissions to produce positively affects the future of everyone. By making the choice today to eat plant-based helps future lives of tomorrow.

[Click to view.](#)

Environmental impact is a huge part of the campaign, Liza talks about how it takes less water and CO2 emissions to produce Beyond Meat products.

Liza Koshy is an official Beyond Ambassador and has appeared in various other Beyond Meat advertisement videos (example [1](#), [2](#)).



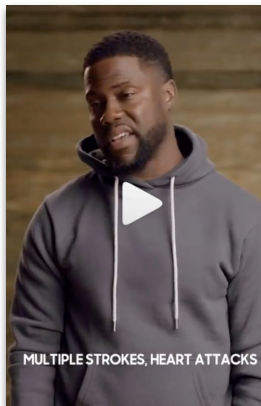
LIZA KOSHY
BEYOND AMBASSADOR

[Click to view.](#)

Spend: **\$71K** | Impressions: **3.9M**
CPM: **\$18.20**

On Instagram, Beyond Meat worked with 6 influencers and celebrities in total, who each shared their own story about adopting a plant-based diet.

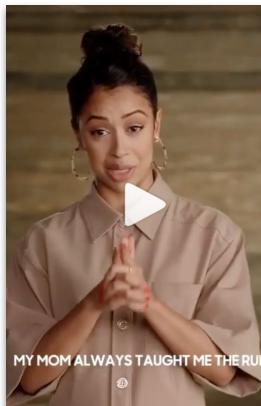
[Kevin Hart](#)



[Click to view](#)

Kevin Hart talked about the health benefits of adopting a plant-based diet, and how it helps prevent heart disease.

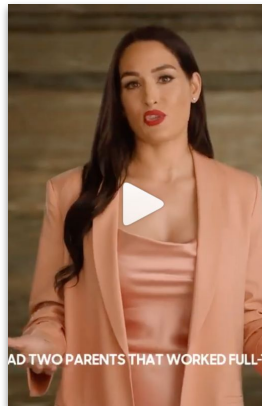
[Liza Koshy](#)



[Click to view](#)

Liza Koshy focused on the environmental impact (less energy, CO2 emissions, and water) when adopting a plant based diet.

[Nikki Bella](#)



[Click to view](#)

Nikki highlighted the convenience of Beyond Meat products, and how adopting a plant based diet doesn't have to take a lot of time or effort.

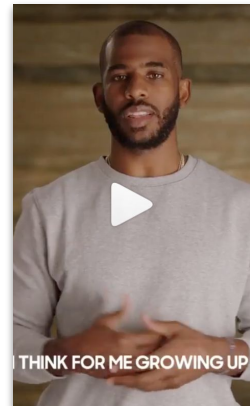
[Snoop Dogg](#)



[Click to view](#)

Snoop Dogg's video focused on the taste of Beyond Meat products and how he was able to convert his family members into eating Beyond Meat solely by the taste.

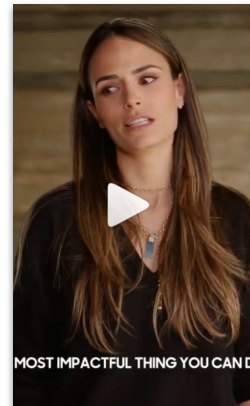
[Chris Paul](#)



[Click to view](#)

Chris Paul talks about his experience with educating his kids on a plant based diet.

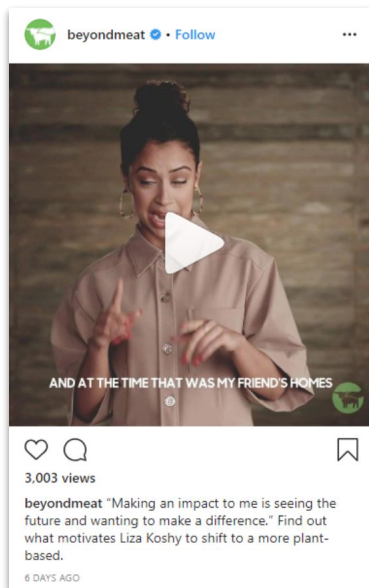
[Jordana Brewster](#)



[Click to view](#)

Jordana talks about how she has slowly introduced Beyond Meat products into her children's lives.

Of the six story features, Beyond Meat spent just over \$26K to convert two of the stories as sponsored feed ads. Spending on these feed ads totaled to 46% the brand's total Instagram ad spend in 2020.



[Click to view.](#)

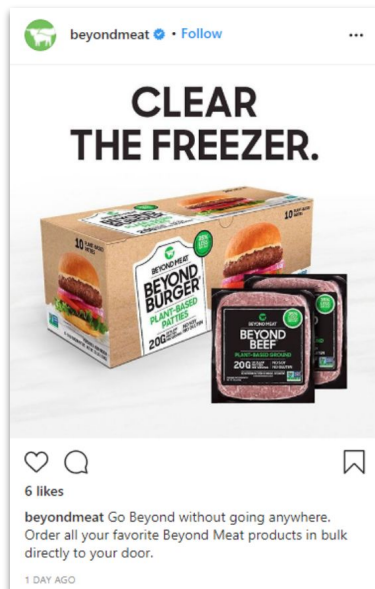
Spend: **\$16K** | Impressions: **2.4M**
CPM: **\$6.59**



[Click to view.](#)

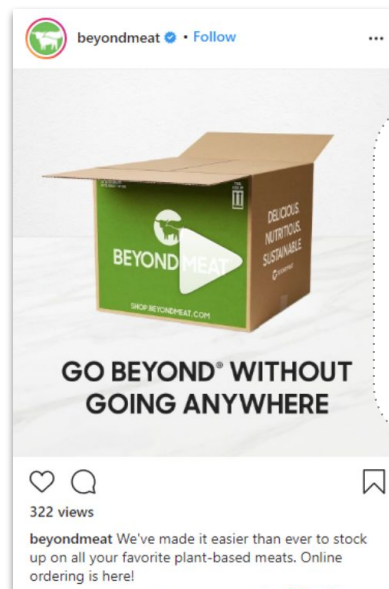
Spend: **\$11K** | Impressions: **1.7M**
CPM: **\$6.62**

Another priority for Beyond Meat is communicating their online delivery services, which has been especially important due to the COVID-19 pandemic.



[Click to view.](#)

Spend: **\$8.3K** | Impressions: **1.1M**
CPM: **\$7.81**



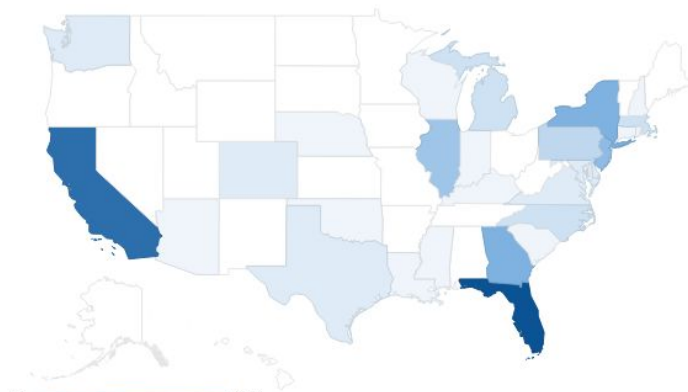
[Click to view.](#)

Spend: **\$3.8K** | Impressions: **490K**
CPM: **\$7.76**

Both advertisements highlight their online delivery service - "online ordering is here" & "...directly to your door", showcasing the convenience of online grocery delivery.

On Instagram, Beyond Meats primarily targets audiences located in California and Florida, with 33% of their ad spend allocated to those two states.

Audience Location %:



Top Metro Areas:

Country	Spend %
New York	14%
Atlanta	8%
Tampa Bay Area	8%
Chicago	6%
Los Angeles	6%
Miami	5%
Orlando	4%
Philadelphia	4%
San Francisco Bay Area	4%
Detroit	3%

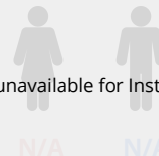
Ad Creative Type Breakdown:

- Story Post
- Photo Post
- Video Post



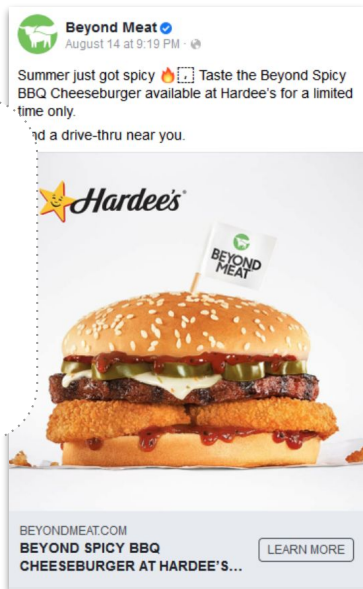
Gender Breakdown:

Gender Breakdown unavailable for Instagram Ad Spend



On Facebook, the top campaign focused on their partnership with Hardee's, where Hardee's launched the Beyond Spicy BBQ Cheeseburger.

Landing page for the ad was an [article](#) from the Beyond Meat website, that gave more information about the partnership.



[Click to view.](#)

Spend: **\$13K** | Impressions: **1.7M**
CPM: **\$7.71**

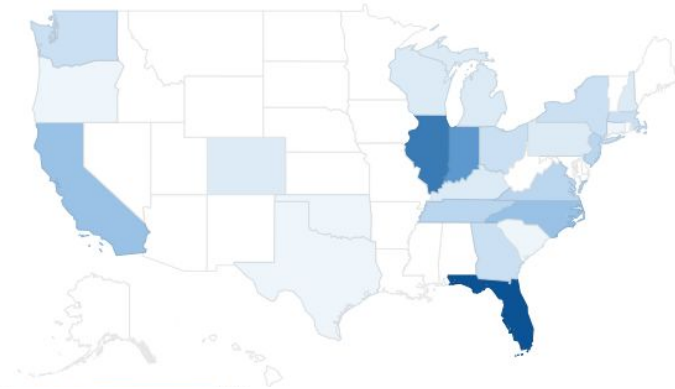


[Click to view.](#)

Spend: **\$4.9K** | Impressions: **644K**
CPM: **\$7.60**

On Facebook, Beyond Meats primarily targets audiences located in Florida and Illinois, with 30% of their ad spend allocated to those two states.

Audience Location %:

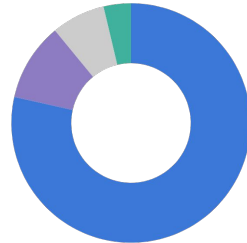


Top Metro Areas:

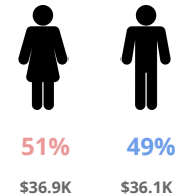
Country	Spend %
Chicago	13%
Orlando	10%
Indianapolis	9%
New York	5%
Boston	4%
Raleigh - Durham	4%
San Francisco Bay Area	4%
Miami	3%
Seattle	3%
Washington, DC	3%

Ad Creative Type Breakdown:

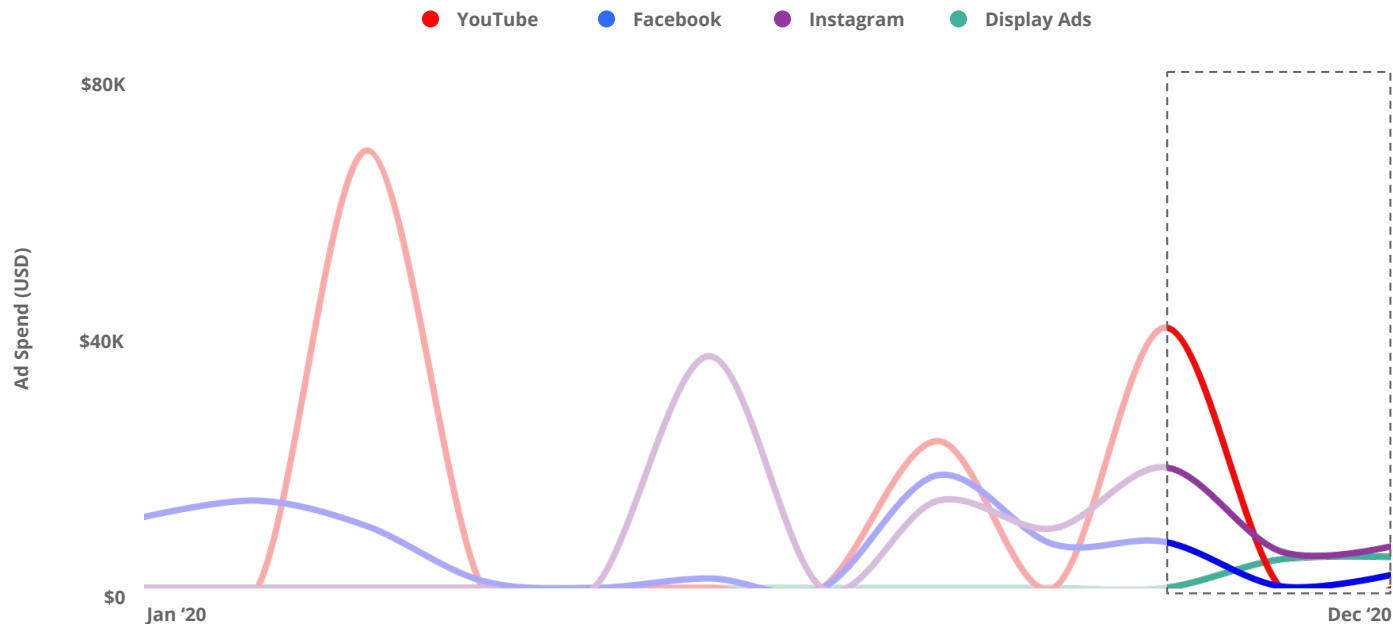
- Link Post
- Carousel Post
- Status Post
- Video Post



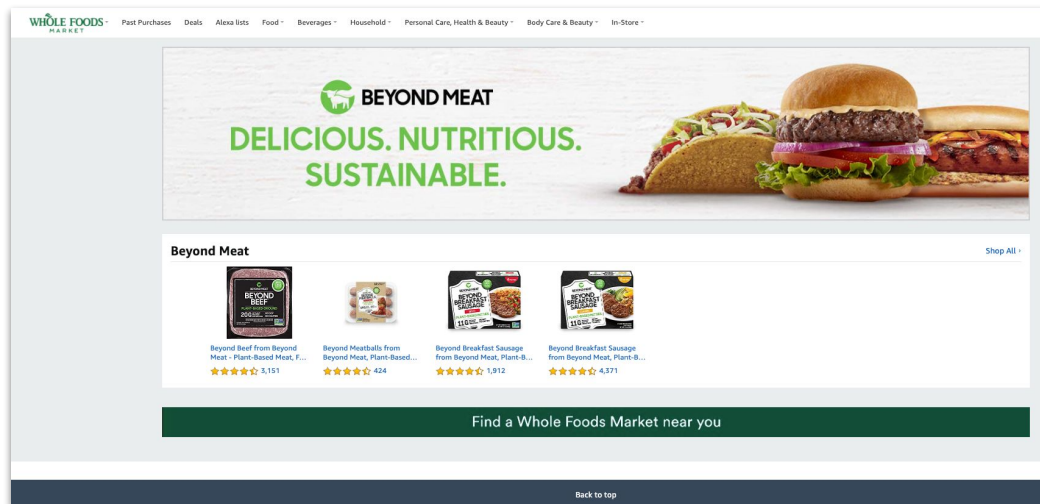
Gender Breakdown:



Display advertising spend is extremely low for Beyond Meats, with a total budget of just under \$10K for the entire year of 2020.



100% of Beyond Meat's display advertising budget was spent on amazon.com and it came in the form of one display ad.



[Click to view.](#)

Spend: **\$9.5K** | Impressions: **3.9M**
CPM: **\$1.08**

Key Takeaways

From the Leveraging Influencers to Promote a Plant-Based Diet Case Study:

Paid Social Focus — YouTube & the USA: 98% of Beyond Meat's advertising dollars are being allocated to the US region, in 2020 Beyond Meat only spent \$5.6K for the Canadian region. In the US, Beyond Meat is focusing their advertising efforts on YouTube, with a total spend of \$136K in 2020. Instagram is another area of focus - since June, Beyond Meat has steadily spent \$13K per month on Instagram ads for the remainder of the year.

Paid Social Tactic — Use Platform-Specific Formats to Promote Campaigns: Beyond Meat partnered with several influencers to promote their plant-based products and to talk about their experiences with plant-based diets. On YouTube, Beyond Meat partnered with Liza Koshy and released several short video clips that focused on showing off the product in-use. On Instagram, the company made even shorter clips turned them into stories and feed posts, this time focusing solely on the influencer and their journey. A large difference is the inclusion of subtitles, which allows audiences who may be viewing their content on-the-go, in public areas, or without headphones to still absorb the information.

Paid Social Tactic — Target Social Ads to Specific Locations: Beyond Meat knows where their primary audience resides and their social ad spend targeting reflects that. With both Facebook and Instagram, there is a clear pattern of where they allocate their budget to: their primary audience focus lies mainly in the west coast (California) and south-west region (Florida and Illinois). Rather than spending large amounts of money and targeting the entire country, Beyond Meat is selective in where they advertise, with some states (particularly the more northern states) receiving no advertising.

Content & Messaging — Environmental Impact, Health Benefits, & Taste: Beyond Meat's influencer campaign focused on three topics:

- **Environmental Impact:** Plant based diets result in less energy, CO2 emissions and water
- **Health Benefits:** Kevin Hart specifically talked about how a plant-based diet can prevent heart disease
- **Taste:** Snoop Dogg talked about how he was able to convert his family solely by the taste of the products