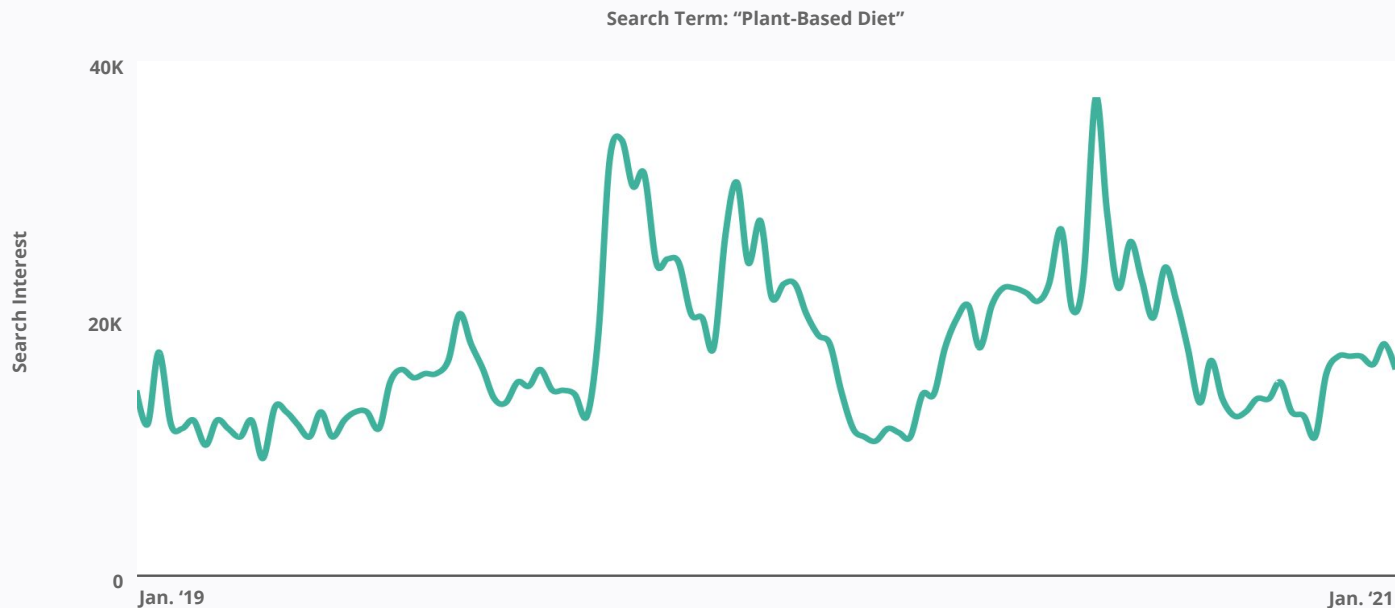


*President's Choice*®

**How President's Choice Increased  
Plant-Based Advertising on  
Facebook by +283% YoY  
Food & Beverage**

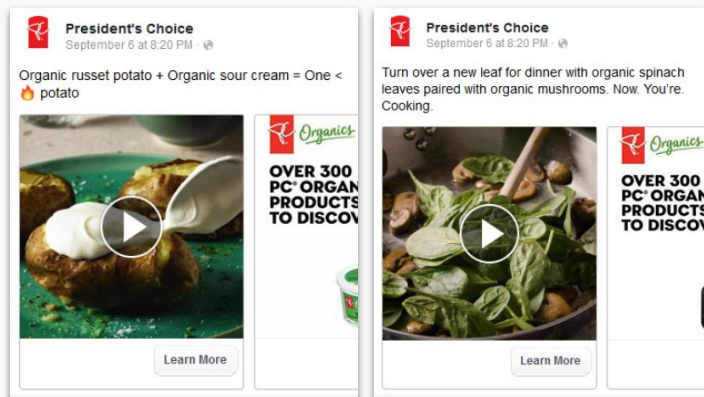
**Search interest for the term “Plant-Based Diet” has seen a significant increase in 2020. Search interest peaked in August of 2020, with a +100% increase MoM.**

*(compared to the first half of 2020)*

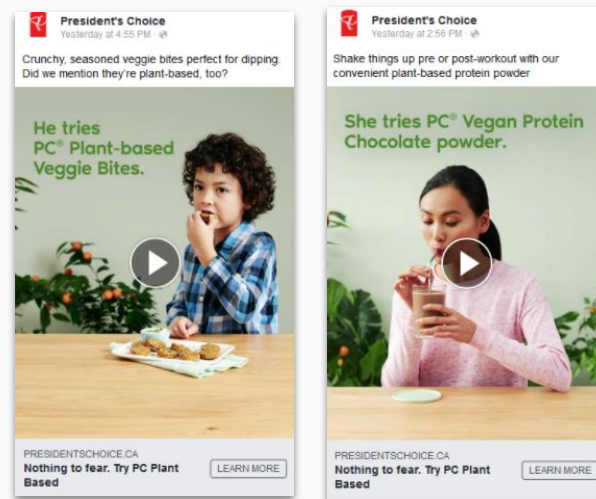


**With an increased search interest for plant-based diets, PC made a shift in their creative strategy from organic to plant-based products in 2020.**

**2019:** Focus on Organic Products



**2020:** Focus on Plant-Based Products



**To promote the PC Plant-Based product line, PC utilized three marketing channels: Organic Social, Paid Social and Paid Search.**



### Organic Social

**Objective:**

Brand Awareness

Education

**Channels:**



### Paid Social

**Objective:**

Brand Awareness

Sales

**Channels:**



### Paid Search

**Objective:**

Brand Awareness

Sales

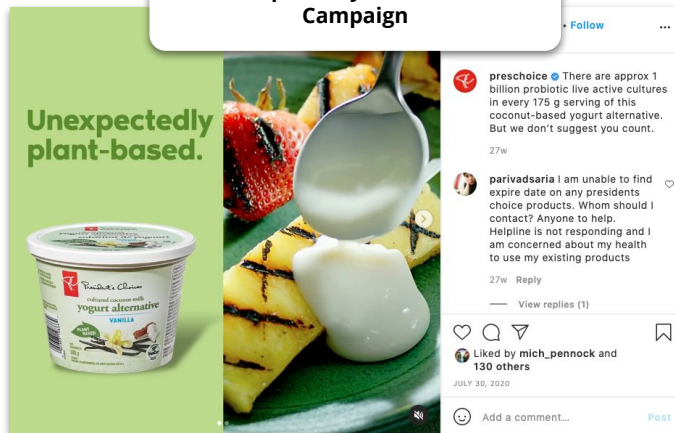
# PC launched two campaigns for their PC Plant-Based product line in 2020. Both campaigns were cross-posted on Instagram, Twitter and Facebook.

## Organic Social

## Paid Social

## Paid Search

### Unexpectedly Plant-Based Campaign



### Nothing to Fear Campaign

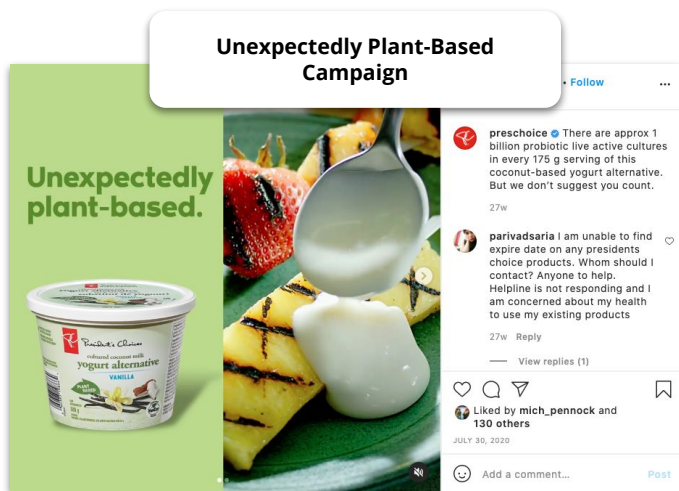


# PC highlights the fact that plant-based yogurt alternatives contain just as many probiotic cultures as compared to dairy for the 'Unexpectedly Plant-Based' campaign.

Organic Social

Paid Social

Paid Search



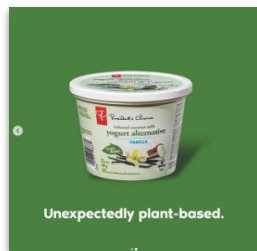
Caption highlights how PC's plant-based yogurt has approximately "1 billion probiotic live active cultures in every 175 g serving of this coconut-based yogurt alternative"

# The “Unexpectedly Plant-Based” campaign included seven different creatives with the coconut milk ice cream post receiving the highest volume of engagement.

## Organic Social

## Paid Social

## Paid Search



[Click to View.](#)

Engagements: **135**  
ER: **0.16%**



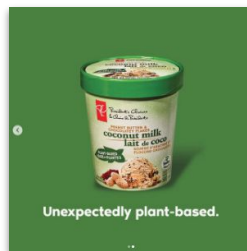
[Click to View.](#)

Engagements: **159**  
ER: **0.19%**



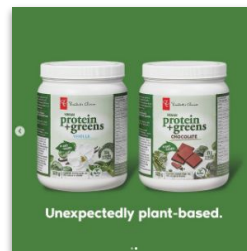
[Click to View.](#)

Engagements: **159**  
ER: **0.19%**



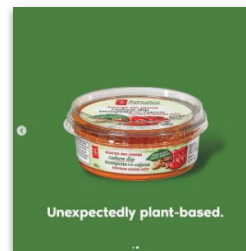
[Click to View.](#)

Engagements: **194**  
ER: **0.23%**



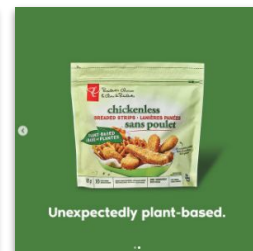
[Click to View.](#)

Engagements: **155**  
ER: **0.18%**



[Click to View.](#)

Engagements: **150**  
ER: **0.18%**



[Click to View.](#)

Engagements: **160**  
ER: **0.19%**

# The “Unexpectedly Plant-Based” campaign received a **-24%** lower engagement rate compared to PC’s Instagram benchmark.

## Organic Social

## Paid Social

## Paid Search



### Unexpectedly Plant-Based

Avg. Engagement: **159**  
(**-14%** compared to benchmarks)

Avg. Engagement Rate: **0.19%**  
(**-24%** compared to benchmarks)

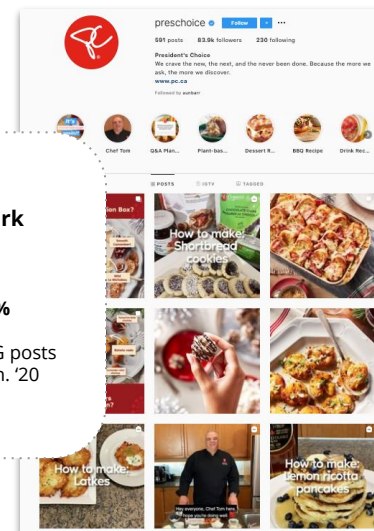
vs

### PC's Instagram Benchmark

Avg. Engagements: **184**

Avg. Engagement Rate: **0.25%**

\*Benchmark is an average of all IG posts published between Nov. '20 - Jan. '20





**The “Nothing to Fear” campaign aims to target newly vegan consumers as it focuses on how plant-based alternatives taste just as good as dairy or meat products.**

Organic Social

Paid Social

Paid Search



The “Nothing to Fear” campaign targets consumers who are newly transitioning to a plant-based diet.

The campaign features a diverse range of people (i.e: kids, adults, females and males) trying different plant-based products and how they like the taste and how there is “nothing to fear”.

The “Nothing to Fear” campaign included four different videos featuring veggie bites, coconut yogurt, vegan protein chocolate powder and cheesecake.

## Organic Social



[Click to View.](#)

Engagements: **77** | Views: **2,445**  
Engagement Rate: **0.09%**

## Paid Social



[Click to View.](#)

Engagements: **75** | Views: **2,158**  
Engagement Rate: **0.09%**



[Click to View.](#)

Engagements: **67** | Views: **2,571**  
Engagement Rate: **0.08%**



[Click to View.](#)

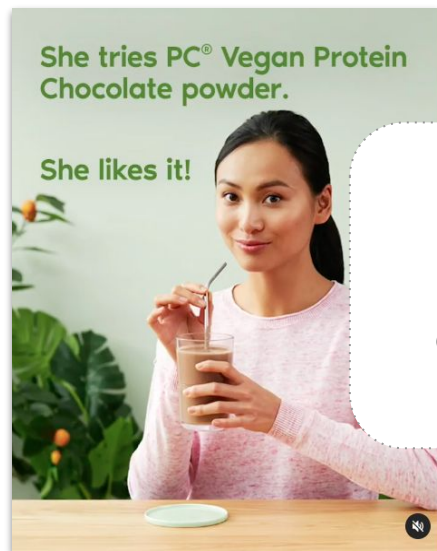
Engagements: **89** | Views: **2,643**  
Engagement Rate: **0.11%**

The “Nothing to Fear” campaign did not resonate with consumers. Compared to PC’s Instagram benchmark, this campaign received a **-63%** lower engagement rate.

## Organic Social

## Paid Social

## Paid Search



### Nothing to Fear Campaign

Avg. Video Views: **2,454**  
(-7% compared to benchmarks)

Avg. Engagement Rate: **0.09%**  
(-63% compared to benchmarks)

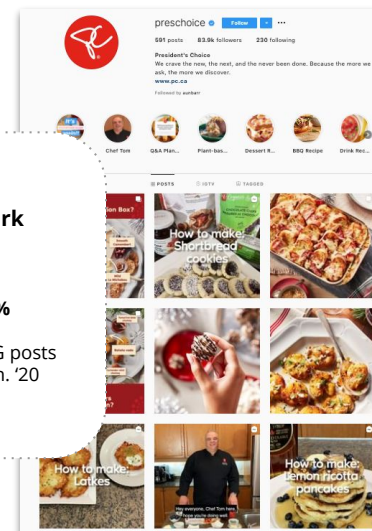
vs

### PC's Instagram Benchmark

Avg. Video Views: **2,637**

Avg. Engagement Rate: **0.25%**

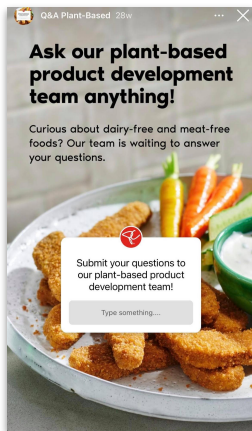
\*Benchmark is an average of all IG posts published between Nov. '20 - Jan. '20



# PC uses Instagram Stories to educate consumers about their plant-based products and to inspire by sharing vegan recipes.

## Organic Social

### Q&A IG Story:



PC gave consumers a chance to ask their product development team about their plant-based products.

Consumers asked questions about what protein they use, best substitute products, and recipes.

## Paid Social

### Recipe IG Story:

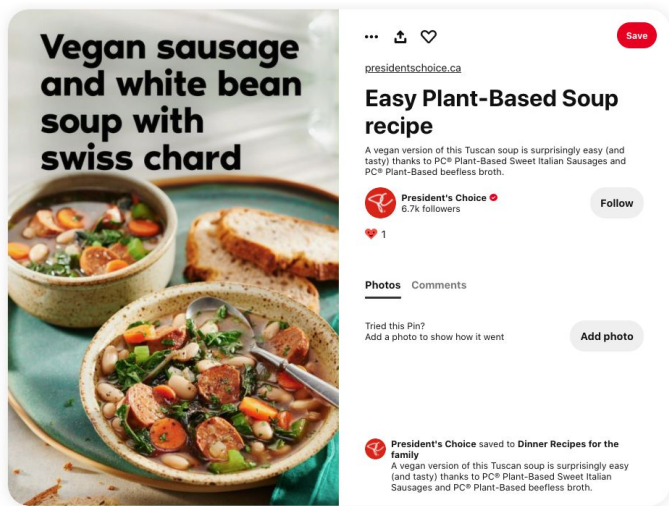


PC regularly posts plant-based recipes where every story links out to their website which contains detailed instructions on how to cook each dish.

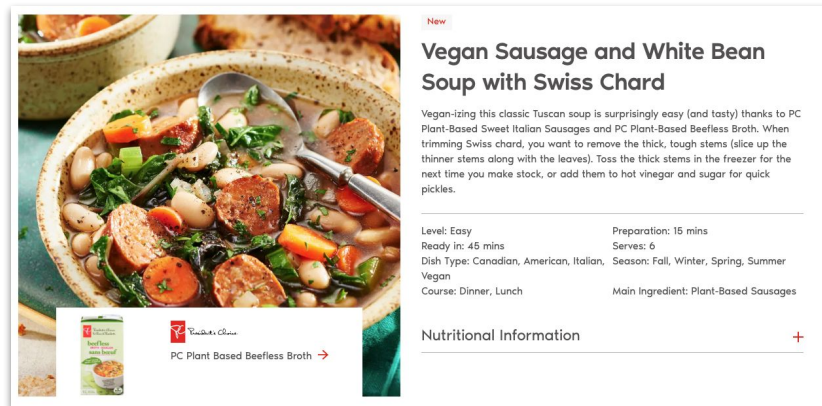
## Paid Search

On Pinterest, PC aims to educate their consumers by posting various plant-based recipes featuring their products. Each pin directs users to [presidentschoice.ca](https://presidentschoice.ca), further driving traffic to the site.

## Organic Social



## Paid Social



[Click to View Landing Page.](#)

# In 2020, PC increased their budget for plant-based advertising by **+283%** on Facebook.

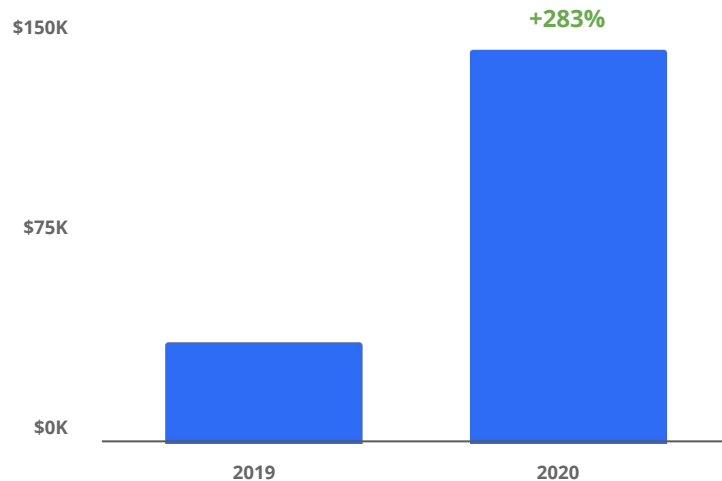
However, only 3% of PC's total ad spend in 2020 was allocated towards plant-based advertising. PC did not run any plant-based advertising campaigns on display and Twitter.

Organic Social

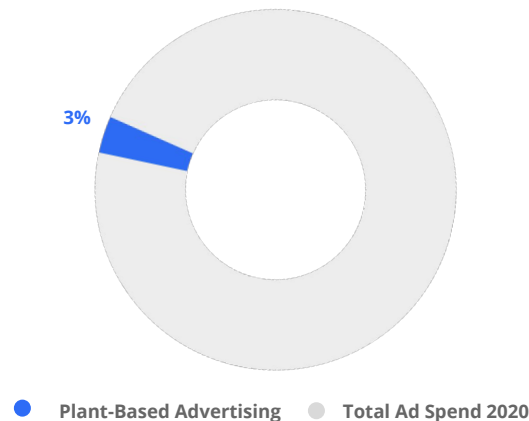
Paid Social

Paid Search

Total FB Ad Spend for Plant-Based Advertising



% of Total Ad Spend for Plant-Based Advertising





# The top FB advertising campaign was the “Nothing to Fear” campaign which generated 36M impressions at a CPM of \$3.84.

Organic Social

Paid Social

Paid Search

Total Spend:

\$139K

Total Impressions:

36M

Avg. CPM:

\$3.84



This advertising campaign featured the same video creative that was published on PC's organic social channels.

# The “Nothing to Fear” campaign also advertised a promotional offering: “Get \$10 off your first 3 orders of \$50 or more”.

## Organic Social

## Paid Social

## Paid Search

Total Spend:

\$139K

Total Impressions:

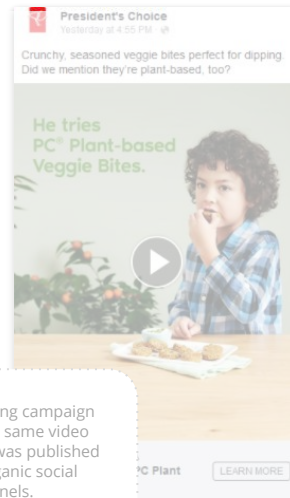
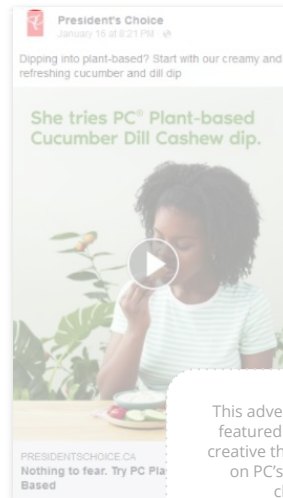
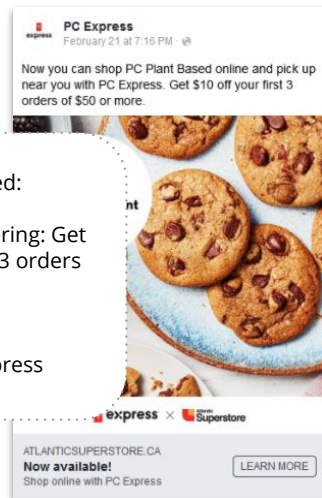
36M

Avg. CPM:

\$3.84

### Tactics Used:

- Promotional offering: Get \$10 off your first 3 orders of \$50 or more
- Online grocery: advertises PC Express



This advertising campaign featured the same video creative that was published on PC's organic social channels.



The campaign included 7 versions of the video creative, with the Mayo Style Spread video receiving the highest ad spend of \$23K.

Organic Social

Paid Social

Paid Search

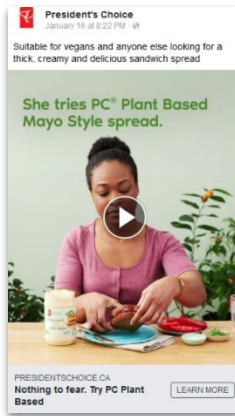
### Cashew Dip



[Click to View.](#)

Spend: **\$17K** | Impressions: **4.6M**  
CPM: **\$3.82**

### Mayo Spread



[Click to View.](#)

Spend: **\$23K** | Impressions: **6M**  
CPM: **\$3.85**

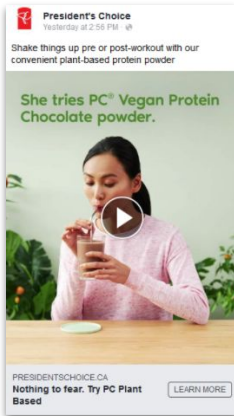
### Veggies Bites



[Click to View.](#)

Spend: **\$16K** | Impressions: **4.3M**  
CPM: **\$3.84**

### Protein Powder



[Click to View.](#)

Spend: **\$19K** | Impressions: **4.9M**  
CPM: **\$3.84**

### Yogurt



[Click to View.](#)

Spend: **\$14K** | Impressions: **3.6M**  
CPM: **\$3.85**

### Cheesecake



[Click to View.](#)

Spend: **\$10K** | Impressions: **2.8M**  
CPM: **\$3.82**

### Mochi



[Click to View.](#)

Spend: **\$3.2K** | Impressions: **832K**  
CPM: **\$3.84**



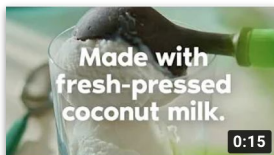
# On YouTube, PC ran 10 video ads to promote the plant-based line. All videos were 15 seconds in length.

*YouTube ad spend for this campaign is currently unavailable.*

Organic Social

Paid Social

Paid Search



Creamy Plant-Based Coconut Milk Frozen Dessert



Try PC® Plant-Based Mayo-Style Spread



Creamy spread, Totally Plant-Based



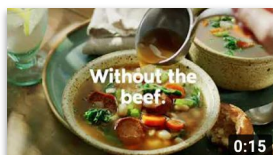
Reimagine Your Chicken Dishes with Plant-Based...



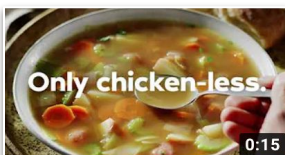
Reimagine Your Chicken Dishes With Soy and Pea...



Skip the beef. Keep the flavourful sizzle



Rich, Beefy Flavoured Both. Only Beefless



Like mom's chicken soup - without the chicken. PC@...



The Perfect Plant-Based Dessert for Thanksgiving



Skip the beef. Keep the flavourful sizzle

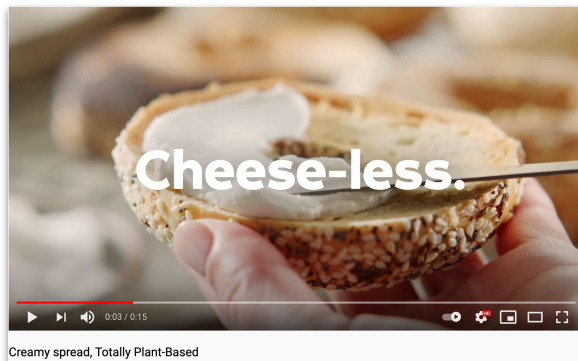


The top performing YouTube ad featured the coconut cheese-style spread and generated 1.8M views.

Organic Social

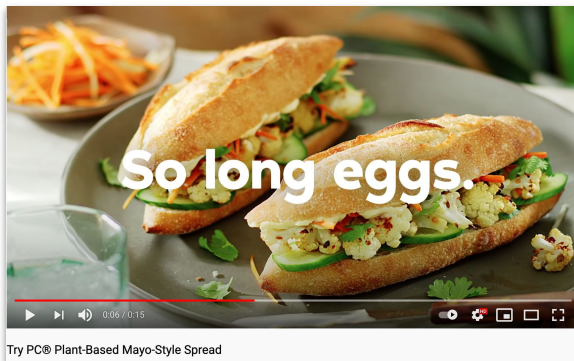
Paid Social

Paid Search



[Click to View.](#)

Views: **1.8M** | Video Length: **15s**



[Click to View.](#)

Views: **1.2M** | Video Length: **15s**



[Click to View.](#)

Views: **759K** | Video Length: **15s**

## PC A/B tested two creative versions: “Plant-Based Protein” vs. “Soy & Pea Protein”.

The “Plant-Based Protein” video generated a higher volume of views for the beef product while for the chicken ad, the “Soy & Pea Protein” video generated a slightly higher volume of video views.

Organic Social

Paid Social

Paid Search

### Beefless Strips



vs



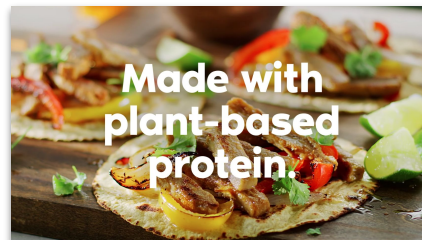
[Click to View.](#)

[Click to View.](#)

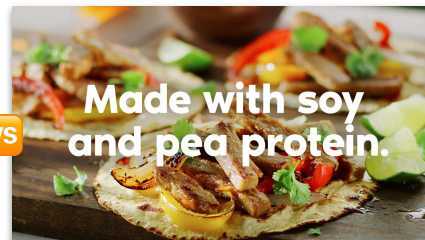
Views: **693K** | Video Length: **15s**

Views: **204K** | Video Length: **15s**

### Chickenless Strips



vs



[Click to View.](#)

[Click to View.](#)

Views: **420K** | Video Length: **15s**

Views: **427K** | Video Length: **15s**

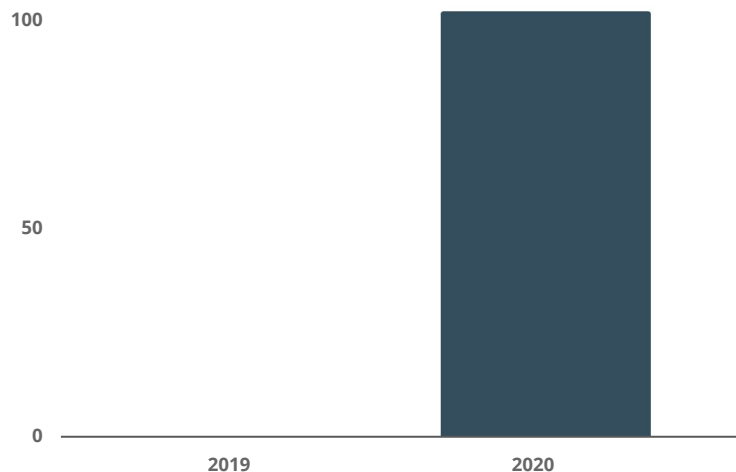
PC went from serving 0 search ads containing plant-based keywords to 96 ads in 2020.

Organic Social

Paid Social

Paid Search

# of Search Ads Containing Plant-Based Keywords



Keywords Analyzed:

plant-based

meat alternative

plant based

dairy free

vegan

dairy free

vegetarian

plant



# Search ads promote vegan recipes, lists out specific product types, and highlights product benefits and incredible taste.

## Organic Social

## Paid Social

## Paid Search

**Tactic: Advertises PC's plant-based recipes**

### Delicious Plant-based Recipes - With 100% Plant-based

Discover plant-based with incredible taste from our products grown from the earth. Explore all PC plant-based recipes for plant-based versions of your favorite dishes. Great Taste Awaits. Surprise Yourself. Types: Dairy, Pantry, Beverages, Meat & Seafood, Snacks.

[Click to View Landing Page.](#)

**Tactic: Highlights product benefits (nourishment)**

### Organic Plant-based Proteins | Healthy Vegan Groceries

Get your protein nourishment with PC Plant based protein products - grown from the earth. Learn more about plant-based protein in our products. PC Plant-based products - 100% vegan. Surprise Yourself. Discover Plant Based. Great Taste Awaits. Types: Dairy, Pantry.

[Click to View Landing Page.](#)

**Tactic: Lists out product types (dairy, meat, etc.)**

### Learn About Plant-based Dishes - 100% Vegan Meals

Discover plant-based with incredible taste from our products grown from the earth. Explore all PC plant-based recipes for plant-based versions of your favorite dishes. Surprise Yourself. Great Taste Awaits. Types: Dairy, Pantry, Beverages, Meat & Seafood, Snacks, Frozen, Deli.

[Click to View Landing Page.](#)

**Tactic: Highlights incredible taste**

### Start Your Plant-Based Diet | PC® Plant-based Products

Start your plant based diet with incredible taste through PC Plant Based Products. Know more about plant-based alternatives. Get the same taste without the meat or dairy. Surprise Yourself. Grown From The Earth. Great Taste Awaits. Discover Plant Based.

[Click to View Landing Page.](#)

Through search ads, PC is targeting consumers who are newly transitioning to a plant-based diet through using keywords such as “learn about plant-based dishes” and “start your plant-based diet”

# Key Takeaways

From the How President's Choice Increased Plant-Based Advertising on Facebook by +283% YoY Case Study:

**Content & Messaging — Targeting New Vegan Consumers:** PC launched two campaigns to advertise their plant-based product line on organic social which targeted consumers who were transitioning to a vegan lifestyle. The “Unexpectedly Plant-Based” campaign focused on product benefits such as how yogurt alternatives contain just as many probiotic cultures as dairy products. On the other hand, the “Nothing to Fear” campaign focused on how plant-based alternatives taste just as good as dairy or meat products.

**Content & Messaging — Educating Consumers Through Recipes:** PC aims to educate their consumers and help them transition into a plant-based diet by sharing easy vegan recipes. PC uses Instagram story and Pinterest to post plant-based recipes, where every story links out to their website which contains detailed instructions on how to cook each dish. PC also gave consumers a chance to ask their product development team about their plant-based products in the form of a Q&A via Instagram Story. The PC team answered consumers’ questions about what protein they use, and best substitute products.

**Paid Social Focus — Facebook Ads:** In 2020, PC increased their budget for plant-based advertising by +283% on Facebook (\$139K). The top FB campaign generated 36M impressions and featured seven different videos showcasing a different product in each video from cashew dips to protein powders. The campaign also featured a promotional offering where consumers received \$10 off for their first 3 orders of \$50 or more.

**YouTube Ads Tactic — A/B Testing Copy:** On YouTube, PC ran two A/B tests where they tested between copy that advertised “Plant-Based Protein” vs. “Soy & Pea Protein”. This A/B test was implemented on two of their meatless products - beefless strips and chickenless strips.

**Paid Search Focus — Increased Focus on Paid Search:** PC went from serving 0 search ads containing plant-based keywords to 96 ads in 2020. Search ads promote vegan recipes, lists out specific product types, and highlights product benefits and incredible taste.