

The word "Silk" is written in a white, elegant, cursive script font, centered within a blue rounded square background.

**How to Advertise Vegan Products
to Flexitarians**

Food & Beverage



In September of 2020, Silk Canada launched their “Intermittent Veganing” campaign where they targeted a new group of consumers who are not yet ready to take the full plunge into veganism.

Silk Canada launched the “Intermittent Veganing” campaign on organic social, paid social and paid search.



Organic Social

Objective:

Brand Awareness

Education

Channel(s):



Paid Social

Objective:

Brand Awareness

Sales

Channel(s):



Paid Search

Objective:

Brand Awareness

Sales

Channel(s):

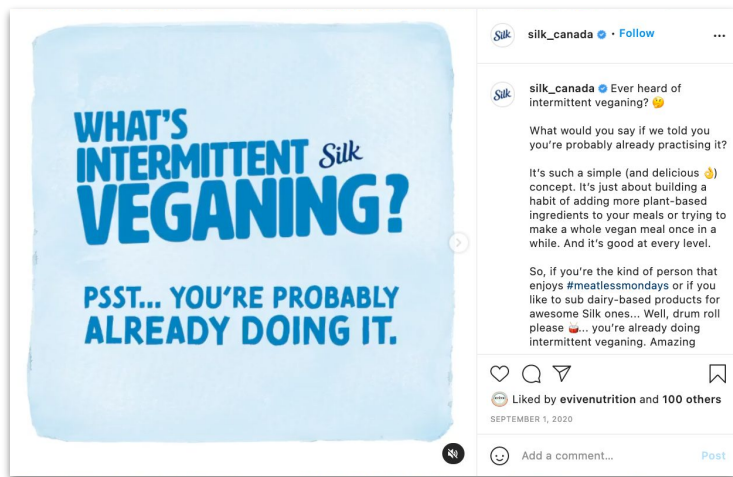


In September, Silk published a video on Instagram introducing the concept of intermittent veganing and explained to their consumers that “it’s just about building a habit of adding more plant-based ingredients.”

Organic Social

Paid Social

Paid Search



[Click to View.](#)



The post makes it clear that you don't need to go full time vegan, you can just “switch milk for silk, **sometimes**”.

To spread further awareness of this campaign, Silk launched a social contest where followers were encouraged to join their intermittent veganing challenge.

Organic Social



[Click to View.](#)

Paid Social

Paid Search

How to enter:

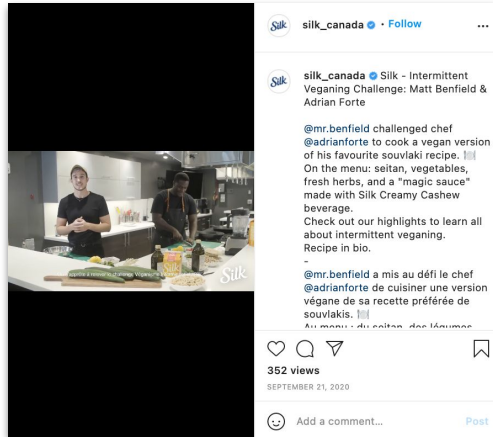
- Follow @silk_canada
- Comment with one recipe you'd love to make vegan
- Tag a friend and challenge them to make a vegan version of their favourite recipe
- **Result:** 368 contest entries

Silk published three videos featuring professional chefs who took on the “Intermittent Veganing” challenge and transformed a traditionally non-vegan dish into a plant-based dish.

Organic Social

Paid Social

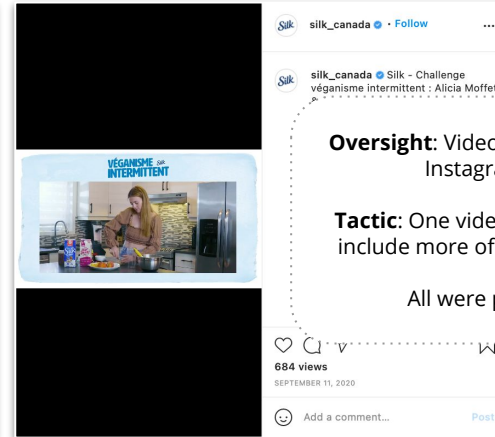
Paid Search



[Click to View.](#)



[Click to View.](#)



[Click to View.](#)

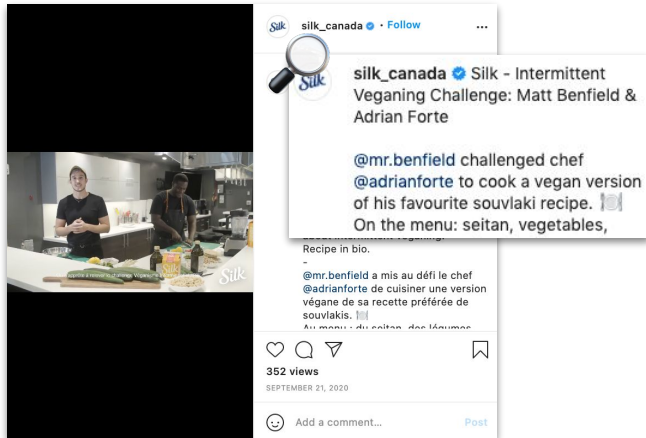
Oversight: Videos were not optimized for Instagram (i.e. not 4:5)

Tactic: One video was 100% in French to include more of the Canadian audience.

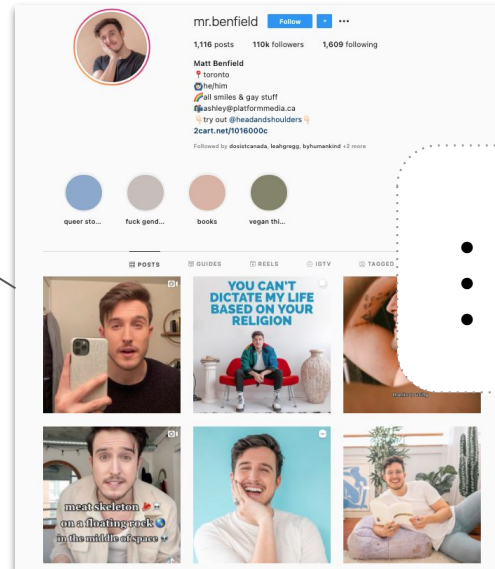
All were posted onto IGTV

For this video series, Silk not only partnered up with chefs, but also with Canadian influencers such as [Matt Benfield](#).

Organic Social



Paid Social




Paid Search

Matt Benfield

- Located in Toronto
- 110K Followers
- Advocate for the LGBTQ+ community

Matt reposted the video on his own channel which generated 867% more views and 743% more engagement than Silk's post.

Organic Social



mr.benfield · Follow

Who's re goodnes

I've part @silk_ca intermitt wait...WE veganing 100% pl how har diet. An EVERYO plant-bas intermitt

adding in some plant-based foods here & there into your lifestyle, small steps can count for a bigger impact

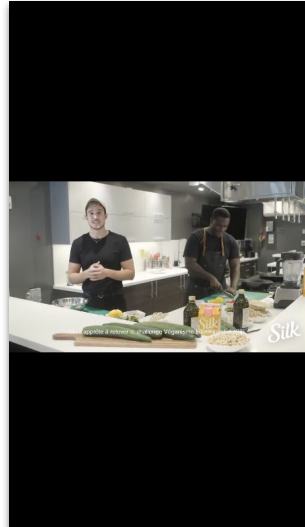
3,006 views
SEPTEMBER 23, 2020

Add a comment... Post

Matt Benfield

- 3,006 views
- 384 likes
- 16 comments
- Total eng.: 3.4K

Paid Social



silk_canada · Follow

silk

@mr @adrianforte de cuisiner une version végane de sa recette préférée de souvlakis. 🌱 Au menu du soir, des légumes

352 views
SEPTEMBER 21, 2020

Add a comment... Post

Paid Search

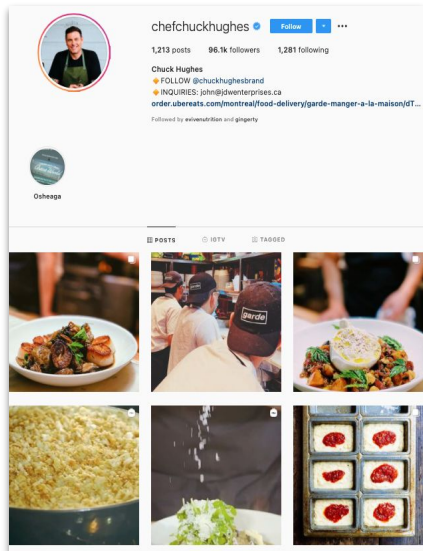
Silk Canada

- 352 views
- 47 likes
- 5 comments
- Total eng.: 404

Silk also partnered with Canadian chefs Chuck Hughes, Connie de Sousa, and Adrian Forte.

Organic Social

[Click to View.](#)



chefchuckhughes [Follow](#) [...](#)

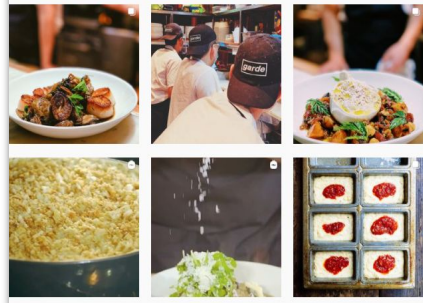
1,213 posts 96.1k followers 1,281 following

Chuck Hughes
• FOLLOW @chuckhughesbrand
• INQUIRES: john@jdwenterprises.ca
order.ubereats.com/montreal/food-delivery/garde-manger-a-la-maison/OT...

Followed by [www.ubereats.com](#) and [goproty](#).

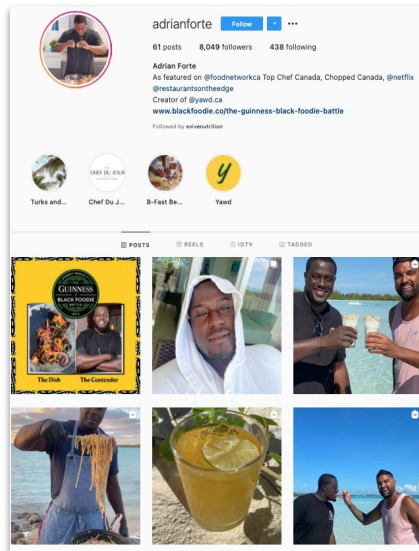
Osheaga

POSTS IGTV TAGGED



Paid Social

[Click to View.](#)



adrianforte [Follow](#) [...](#)


61 posts 8,049 followers 438 following

Adrian Forte
As featured on @foodnetworkca Top Chef Canada, Chopped Canada, @netflix
@restaurantsontheadge
Creator of @myd.ca
www.blackfoodie.ca/the-guinness-black-foodie-battle

Followed by [www.ubereats.com](#).

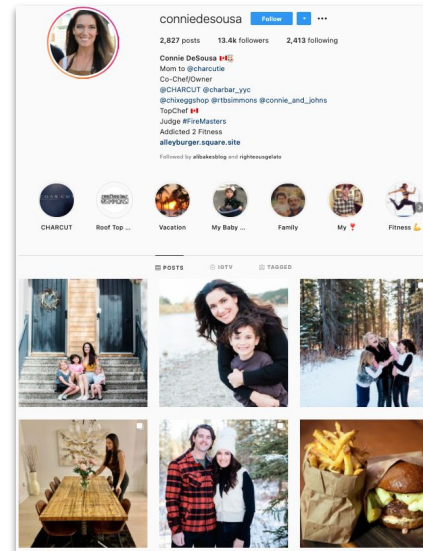
Turks and... Chef Du J... B-Fast Be... Yawd

POSTS REELS IGTV TAGGED



Paid Search

[Click to View.](#)



conniedesousa [Follow](#) [...](#)

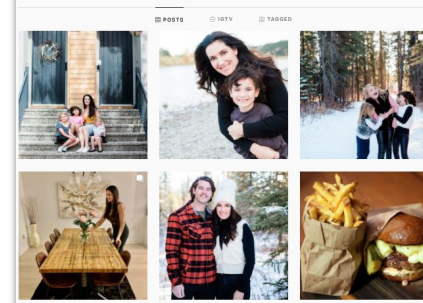
2,827 posts 13.4k followers 2,413 following

Connie DeSousa [PHE](#)
Mom to @charcutie
Co-Chief/Owner
@CHARCUT @charbar_jyc
@chivogginhop @tsimmons @connie_and_johns
Top Chef #4
Judge #FireMasters
Addicted 2 Fitness
alleyburger.square.site

Followed by [alvaskellog](#) and [rightsquareplate](#).

CHARCUT Roof Top ... Vacation My Baby ... Family My Fitness

POSTS IGTV TAGGED

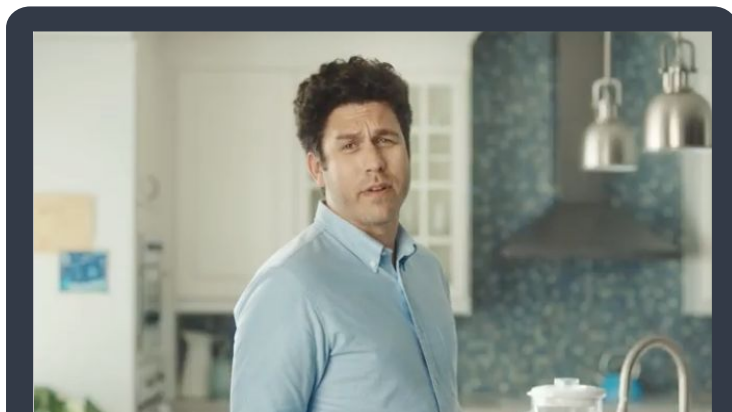


Silk launched 15s ads on YouTube supported by a \$309K spend.

Organic Social

Paid Social

Paid Search



Spend: **\$309K** | Impressions: **11.7M** | CPM: **\$26.44**

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Tactics

- Short form: 15s video
- Inspiring & feasible message: "If you can change a little, you can change a lot"
- Highlights potential product uses cases (e.g., smoothie)

Silk also posted their “Intermittent Veganing Challenge” videos on YouTube, which were most likely supported by ad spend due to the high view count and minimal engagement.

Organic Social

Paid Social

Paid Search



Silk - Intermittent Veganing Challenge: Maria...

453K views • 4 months ago •

[Click to View.](#)



Silk - Intermittent Veganing Challenge: Matt Benfield &...

581K views • 4 months ago •

[Click to View.](#)



Silk - Challenge végétarisme intermittent : Alicia Moffet ...

543K views • 4 months ago •

[Click to View.](#)

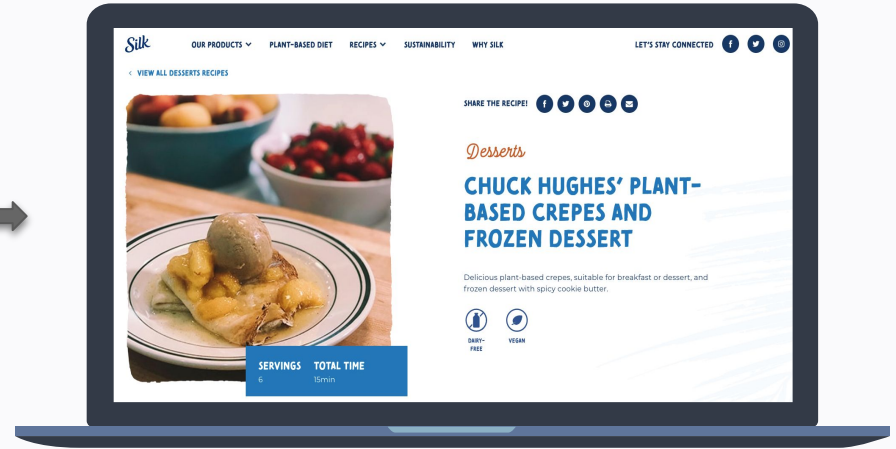


Combined Views:
1.5M

Silk made the recipes from the Canadian chefs that they partnered with available on their website as the videos were uploaded to various platforms.



[Click to View.](#)



[Click to View.](#)

Silk ran three variations of paid search ads for their intermittent veganing campaign which all focused on different themes.

Organic Social

Paid Social

Paid Search

Focus: **Education & Experimentation**

Focus: **Small Changes**

Focus: **Easy & Low Investment**

www.silkcanada.ca/veganing

Silk® In Your Everyday Life | What is Intermittent Veganing?

Plant-Based Goodness Comes In Many Forms. Explore Silk® Beverages, Creamers & Yogurt Style. Try Out A Balanced & Flexible Lifestyle With Silk® Plant-Based Beverages And Yogurt Style! Healthy Living.

[Click to View Landing Page.](#)

www.silkcanada.ca/veganing

Silk® Intermittent Veganing - Plant-Based Goodness In Life

To Be A Intermittent Veganer, Simply Include Silk® Plant-Based Products In Your Diet! If You Can Change A Little, You Can Change A Lot. Veganize Your Recipes With Silk® Today! Healthy Living. Highlights – Newsletters Available, We Offer A Customized Product Line.

[Click to View Landing Page.](#)

www.silkcanada.ca/

Silk® Intermittent Veganing - Balanced & Flexible Lifestyle

Try A Balanced & Flexible Lifestyle By Including More Plant-Based Foods In Your Diet. Indulge In Intermittent Veganing By Enjoying Silk® Plant-Based Beverages & Yogurt Style! Healthy Living. Highlights: Newsletters Available, We Offer A Customized Product Line.

[Click to View Landing Page.](#)

Silk also launched a Chrome extension as part of their “Intermittent Veganing” campaign which uses artificial intelligence to “veganize” any recipes that incorporate dairy products.

Chrome Extension

**ADD PLANT-BASED
GOODNESS TO YOUR
RECIPES!**

This handy Chrome Extension makes any recipe you find Intermittent Veganing approved.

DOWNLOAD NOW

**INTERMITTENT *Silk*
VEGANING**
VEGANIZE YOUR RECIPES!

Available in the
Chrome Web Store

[Click to View.](#)

Key Takeaways

From the Cross-Channel Brand Positioning Strategy to Increase Product Adoption Case Study:

Cross-Channel Awareness Tactic — Brand Positioning Supported with Organic Social, Paid Social and Paid Search: Silk’s “Intermittent Veganing” campaign is a great example of an omni-channel brand awareness campaign all aimed at educating the consumer. Silk incorporated numerous tactics to spread awareness of the campaign and promote product adoption amongst those who have not fully embraced a plant-based lifestyle.

- **Focusing Content On Educational & Useful Subject-Matter:** Recipe videos which were published on Instagram and YouTube showcase how the audience could take traditionally meat-based dishes and make them plant-based using Silk’s products. The recipes were also posted on Silk’s website for the audience to refer to at their leisure and recreate at home.
- **Incorporating Influencers & Relevant Chefs:** Silk chose Canadian influencers & chefs to partner with for the campaign and their video content. This allowed Silk to ensure that they were generating awareness amongst the right audience. The influencers and chefs also imbued the content with their own personalities, while simultaneously promoting the content to their followers. Matt reposted the video on his own channel which generated 867% more views and 743% more engagement than Silk’s post. Brands can get even further reach out of their influencer partnerships by providing a budget for them to run ads on their own accounts for the content they helped create.
- **Social Contesting:** Silk included a social contest on Instagram to support digital objectives (i.e. engagement), generate excitement amongst their audience, further the campaigns reach (i.e. tag a friend), and gain content ideas (i.e. recipes) for their website.
- **Creating Proprietary Tech:** Silk created a custom Chrome extension for the campaign where the audience could “veganize” any recipes on the web that include dairy products. This is a useful stand alone tool that the audience can continue to derive value from long after the campaign is over.