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Breeze*
Almondmilk

THE ORIGINAL
OATLY!

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FARMS®

Chobani

Silk


BEYOND MEAT

**Top Performing Content
Buckets Q2 2021**

Food & Beverage

The top content buckets for the Plant-Based Food & Beverage industry in Q2 2021 on Instagram are as follows:



01

Recipe Reels



Using Instagram's native Reel feature to share recipes and how to make them. Usually these recipes include the company's product.

02

Calls to Action



Asking questions or engaging in conversation directly in the post image so that viewers respond directly in the comments.

03

Brand Humour



Making jokes based on current brand image and engaging with criticism or other current events.



Likes: 273 | Views: 7.5K
[Click to watch](#)



Likes: 2.7K | Views: 44.1K
[Click to watch](#)



Likes: 14.9K | Views: 283K
[Click to watch](#)

Best Practices



9:16 Ratio Reels



Give your audience content that shows them ways they can use your product.



Try to keep fonts, filming style and props on brand as much as possible.

Opportunities



Show your audience you want to support them with new recipe ideas.



Be responsive to feedback you receive in the comments.



Try to use close ups or aesthetic shots of your results to improve the 'wow' factor.

How to Apply

Understand your audience and partner with content creators or build a recipe team in-house to develop and show examples of how to use your product for the best results. This helps curb any fears potential customers may have about wasting the product if they don't know how to best use it.



Best Practices

1:1 Ratio
Single Image or Carousel Posts



Ask your audience questions directly
so they answer in the comments.



Use bright and eye catching designs
that maintain your branding.

Opportunities

Let viewers give you content
opportunities by asking what they want
to see from you.



Drive engagement and reach by asking
people to tag their friends who fit a
certain characteristic.



Try to connect with your audience by
asking them about their habits and giving
them a chance to talk about themselves.

How to Apply

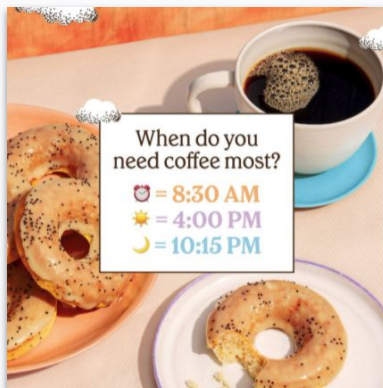
Your brand doesn't need to maintain a one-way
communication style. Opening it up to a conversation
is always a great way to see if your audience is
engaged. Fostering and growing a community that
fits your brand is the ultimate goal.

Another way to tie these questions into your content
plan is to build Instagram stories that let people ask
questions or submit answers. Just make sure you are
actively sharing responses and engaging with them.



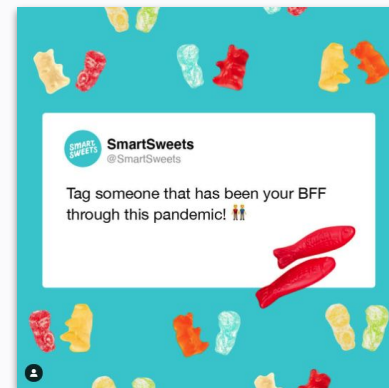
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ER: 1%

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Best Practices

1:1 Ratio
Single Image or Carousel Posts



Take the key elements of your brand and think about ways you can build content with it.



Point to subtleties with your current branding or culturally relevant jokes.

Opportunities

Get your audience even more familiar with your brand by building a lighthearted atmosphere.



Create shareable content that engages your audience.

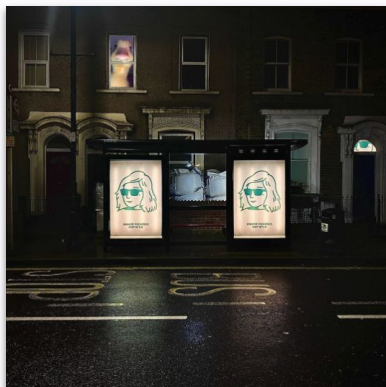


Show where your team is tuned in by making timely plays on current events.

How to Apply

Tap into your team's creativity by building funny content that speaks to who you are as a brand. Think about your desired audience and the type of humour that would attract them.

- Minor Figures uses their brand characters and inflates a huge duck subtly in the background.
- Oatly makes a play on converting parents to oat milk by giving teens a way to convince them.
- Recess makes a pop culture reference to Only Fans building an "Only Cans" account for one of their flavours.



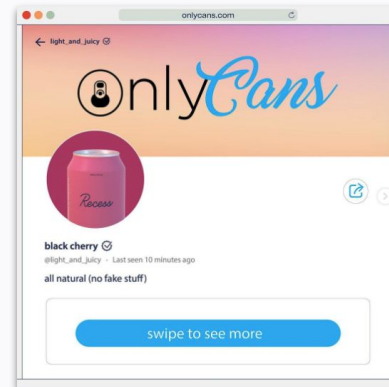
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