

*Almond
Breeze*
Almondmilk

THE ORIGINAL
OATLY!

CALIFIA
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 YouTube are as follows:



01

Celebrity Collaborations



To introduce new segments into product lines or reach new audiences, brands partner with celebrities to create content with their products.

02

Innovative Product Features



Generally created for advertising purposes, brands are creating new content that focuses on design and imagery.

03

Sustainability Narratives



Short stories that demonstrate a brand's impact on the environment or how they are working to play a part in educating and informing their audience.

Best Practices



Videos are typically 5+ minutes.



Make it clear who the partnership is with.



Quickly demonstrate the tone your video will be following.

Opportunities



Expand your audience to reach your collaborator's fans.



Build a content plan with them to ensure posting comes from their channels as well.



Tie your product benefits and value directly into the video.

How to Apply

Highlight a community you see potential for growth in and target a few key partners your brand can reach. Find a way to provide value to their audience beyond a sponsorship video.

- Silk partnered with Michael Phelps and Aly Raisman to build workout classes while introducing their protein product.
- Beyond Meat partnered with Kim Kardashian to show how she uses their 'ground meat' product and why she is plant-based.



Views: 7.6K
[Click to watch](#)



Views: 21.2K
[Click to watch](#)



Views: 1.3M
[Click to watch](#)



Best Practices



Videos are typically 15 seconds.



Include product imagery or flats in the video.



Incorporate brand fonts and colours throughout for consistency.

Opportunities



Represent your product in cool and engaging way.



Highlight new or popular products.



Play around with graphics and animations that you normally might not use in videos.

How to Apply

Use these videos as a chance to display your products in unique and engaging ways. This is a great way to use flats taken for e-comm imagery and build them into a more dynamic creative.

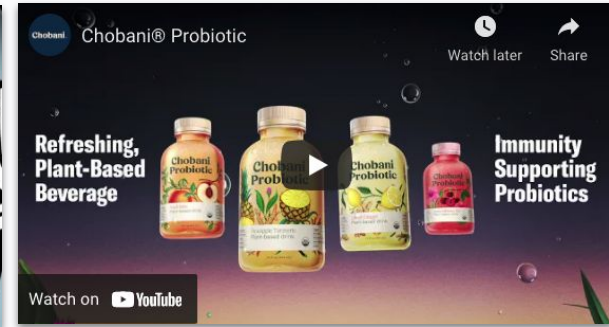
This content is generally built for advertising on YouTube but can be creatively repurposed into Instagram video or TikTok content if resized.



Views: 910
[Click to watch](#)



Views: 1.6K
[Click to watch](#)



Views: 4.9M
[Click to watch](#)



Best Practices



Videos are typically 30-90 seconds.



Establish main message early on in video.



Ensure a clear narrative is followed that ultimately leads back to your product.

Opportunities



Demonstrate what sustainability means to your company.



Give your audience a taste of your brand voice through the way you tell your story.

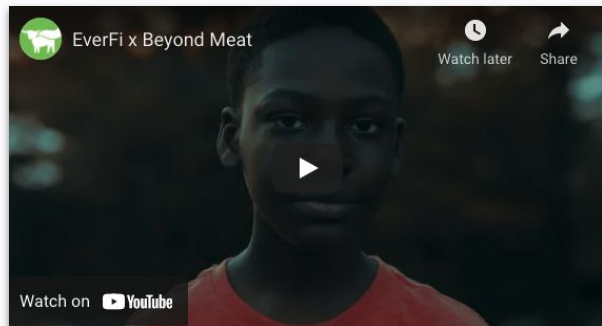


Use the video description to reaffirm and quickly summarize your message.

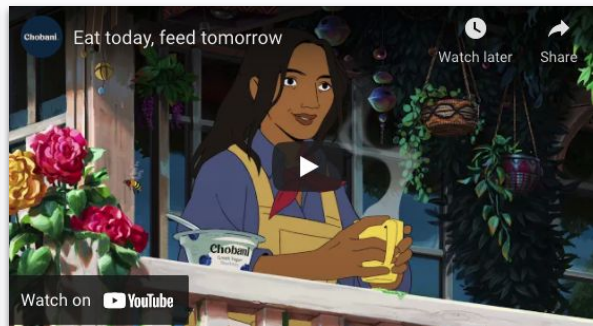
How to Apply

Narrow down the story you want to tell whether it is sustainability focused or social impact based. Align with how you want to represent this and produce content that can be posted as an organic video or run for ads.

- Beyond Meat partnered with EverFi to produce a school curriculum to teach students about greenhouse gasses and sustainability.
- Chobani used an animated narrative to address sustaining food and growth within a family.
- AlPro created a comedic narrative to poke fun at the small ways we try to help the environment.



Views: 708
[Click to watch](#)



Views: 15K
[Click to watch](#)



Views: 1.8M
[Click to watch](#)

