

Audience Personas: Impossible Foods

Persona #1: Melissa Phillips

- Melissa Phillips, 30, New York City (Lower East Side)¹
- Graduated from the Natural Gourmet Institute² in New York City
- Author of a plant-based cookbook³
- Single, straight, white, not religious
- Lives with roommates has a rescued dog and a rabbit

Section 1: Demographics

Age: 30

Gender: Female

Salary/household income: \$27,000 annual salary⁴

Location: Lower East Side in New York City, NY

Political ideology: Very liberal, a Bernie supporter

Education: graduated culinary school⁵

Family: Single, rescued dog, and a rabbit

Section 2: Identifiers

Interests: Passionate author and plant-based specialty chef, loves animals and is ethically driven, cares about the environment and enjoys being outdoors.

Issues and causes: animal rights activist, volunteers at the local animal shelter and rescued her pets, environmentally conscious

Goals: short-term: spend more time with friends, become more innovative with recipes

Long-term: publish several more culinary cookbooks, open a plant-based restaurant in a major city, get married, raise vegan children

Challenges: feeling disconnected from friends for eating differently and struggling to eat at some restaurants, balancing a prominent work-life with the desire to meet a husband, catering to a very specific dietary group (even though it is growing)

¹ <https://urbanjunglegroup.com/blog/the-5-best-neighborhoods-to-be-vegan-in-nyc/>

² <https://www.cookingschool.org/vegan/>

³ <https://www.livekindly.co/vegan-career-path/>

⁴ <https://www.peacefuldumpling.com/vegan-demographics-stereotype>

⁵ <https://www.nature.com/articles/s41598-020-63910-y>

Roadblocks: lacking easy and quick meals to prepare for non-vegan friends that they will enjoy, the vegan market not typically catering to a child's palate⁶

Section 3: Media/Distribution

How can we reach them? Advertisements, sponsored content, influencer promotions⁷

Media Platforms: Social Media (Facebook & Twitter), Youtube, FoodNetwork, features on culinary discussion boards (like Chef's Roll)⁸

Phone: iPhone and all Apple products

- Apps: HappyCow, Vegan Amino

Traditional Platforms:

- a. PlantBased Magazine, 101 Cookbooks
- B. New York Times, abc7 new york
- c. Podcast: Flavors Unknown⁹
- D. TV Stations: FoodNetwork

What words, phrases resonate with this audience? Vegan, plant-based, healthy, organic, natural, environmentally-friendly, ethical

What kinds of images resonate? Vegetable-focused dishes, posts with attractive dishes with captions using words above, healthy subjects

Would they click on a video? Yes.

Influencers: Isa Chandra Moskowitz, Eddie Garza, Ayindé Howell

¹⁰Where do they currently shop/go to the most? Whole Foods, local grocery stores, farmer's markets, Thrive Market, Patagonia

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Part 2: Audience Persona Analysis

Melissa is a trendy 30-year-old chef residing in the Lower East Side of New York City. She is passionate about animal rights and environmental protection, which was the inspiration behind her 12 years following a vegan lifestyle and her dedication to creating plant-based recipes. She is a white, straight, liberal and single woman hoping to get married and have children in the future. She has always used Apple products and is frequently using her iPhone to check Facebook, Twitter and Chef's Roll. On Instagram, she closely follows her three favorite vegan chefs: Isa Chandra Moskowitz, Eddie Garza and Ayindé Howell. Every morning, Melissa reads the New

⁶ <https://www.livekindly.co/study-raising-kids-vegan/>

⁷ <https://sproutsocial.com/insights/new-social-media-demographics/>

⁸ <https://buzzbinpadillaco.com/5-tips-marketing-chefs/>

⁹ https://blog.feedspot.com/chef_podcasts/

¹⁰ <https://chooseveg.com/blog/9-vegan-chefs-plant-based-foodie/>

¹¹ <https://www.thegoodtrade.com/features/fair-trade-clothing>

York Times and PlantBased Magazine on her phone and listens to the Flavors Unknown podcast while she goes on a morning walk.

In January of 2020, Melissa was in the process of touring available storefronts throughout the city in hopes of opening her own plant-based restaurant by the summer. However, when the pandemic struck, her plans were put on hold as the city was under a strict quarantine order and businesses struggled to keep up with rent. Melissa's income had been rocky since she graduated from the Natural Gourmet Institute, making only \$27,000 a year. She struggled to continue paying rent, despite sharing her apartment with two other roommates. Despite the setback of the pandemic, Melissa persevered and decided to spend her time writing her own plant-based cookbook, including some of her best recipes. Although her cookbook sells well in the vegan market, Melissa struggles to make vegan food seem intriguing for a non-vegan audience, such as her friends. They frequently ask her, "but don't you miss the taste of a juicy burger?"

While shopping at Whole Foods, Melissa came across the Impossible Burger, which was meant to look, smell, feel, and taste just like a beef patty. She invited her friends over for dinner and prepared them Impossible burgers and received all positive feedback. Keeping Impossible meat stocked in her house has been a great help in serving easy, delicious plant-based meals to her friends.

Persona #2: Bob Warren

- Bob Warren, 65, Tulsa, Oklahoma
- High school graduate
- Retired owner of a cattle ranch and dairy farm
- Married, white, Christian, male
- Has three children and two dogs

Section 1: Demographics

Age: 65 years old

Gender: Male

Salary/household income: \$25,000 salary¹²

Location: Tulsa, Oklahoma

Political ideology: Republican party¹³

Education: High school graduate

Family: Married, three children, two dogs

¹² <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4541436/>

¹³ <https://www.theunion.com/opinion/columns/terry-mcateer-a-weird-correlation-between-political-party-and-obesity>

Section 2: Identifiers

What are their interests? Frequent smoker, retired owner of a cattle ranch and dairy farm, very family-oriented, enjoys watching the Oklahoma Sooners football games

Do they support any issues or causes? Very old-fashioned, conservative, supports family-farming businesses, believes that family and fortune are the keys to happiness

What are their goals: to pass his family business onto his son, to live long enough to meet all of his grandchildren, to make sure his family is happy

What challenges do they face? He has had two heart attacks already and is in poor physical shape, struggles to make necessary dietary and lifestyle changes to better his health, constant argument with his family who wants to help him

What roadblocks keep them from achieving their goals and how can you help them achieve their goals? He grew up eating red meat five times a week, it is very difficult for him to feel satisfied when substituting it with a bean burger or other typical vegan options.

Section 3: Media/Distribution

How can we reach them? Television commercials, especially on RedZone and other sports channels, newspaper advertisements, highway billboards, fast-food restaurant menus

What kind of media do they use? No social media.

Do they have a smartphone? No, he does not support advanced technology and chooses to keep his landline and flip phone, which he only uses to speak with family and close friends.

Traditional platforms

a. Daily Press: Fox News, CNN, Tulsa Beacon

b. TV Stations: Fox News, CNN, KTUL local news

What words, phrases resonate with this audience? Ranching, farming, family, heart health, traditional, beef, classic, meat, smoking, small-business, hardworking, labor

What kinds of images resonate? Images related to farming, such as cows and meat, heart-health diagrams

Would they click on a video? Not likely.

Influencers: Find at least two “influencers” that you think they would listen to: Bill Hemmer from Fox News, Donald Trump

Where do they currently shop/go to the most? Southern Agriculture, Grant Creek Ranch Beef¹⁴, McDonald’s, Walmart¹⁵

Part 2: Audience Persona Analysis

Bob Warren is a 65-year-old retired cattle ranch farmer born and raised in Tulsa, Oklahoma. Since he retired five years ago, he has been passing the business down to his oldest son, in hopes that he will keep the family business alive. In Bob’s eyes, the most important thing is family, and

¹⁴ <https://www.localharvest.org/tulsa-ok/farms>

¹⁵ <https://impossiblefoods.com/walmart>

he greatly values passing his legacy onto them, as well as doing his best to make sure they are all supported in life. Bob is an old-fashioned, conservative, Republican white male who is significantly overweight. He regularly consumes Fox News and his favorite news anchor Bill Hemmer. While Bob has not played sports since high school, he does enjoy watching his favorite team, the Oklahoma Sooners, play every weekend.

In March, Bob suffered from his second heart attack, which reminded the entire family of the bad physical condition he is in, and how much he struggles to make better dietary and lifestyle choices. As a man who values tradition and tends to resist change, Bob has a hard time wrapping his mind around the doctor's suggestion of eating less red meat and implementing a more plant-based diet. He has tried veggie burgers before but felt they lacked the experience of biting into a juicy beef burger. Bob is worried every day that he will not live long enough to meet all of his grandchildren, but is severely off-put by the idea of implementing a vegan diet. The topic of weight and health is generally avoided in the Warren household because it always leads to a fight, and Bob has nearly given up trying.

Every Sunday after church, Bob and his wife go food shopping at local grocery stores and Walmart. This week they noticed a new package in the meat section and came across Impossible meat for the first time. It looked so much like beef that Bob didn't realize until they were checking out that the package said "made from plants." He reluctantly tried the burger for dinner that evening and was amazed by how much it looked, smelled, felt and tasted like a beef burger. Impossible Foods became a staple brand in the Warren household and helped Bob to lose weight, consume less meat, and prevent another heart attack.

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