

## **Impossible Foods PESO Model**

### **Target Audience**

Impossible Foods offers delicious, nutritious meat and dairy products from plants-- with a much smaller environmental footprint. The target audience for Impossible Foods is millennials who are passionate about social justice issues, specifically animal rights and environmental protection. The meat and dairy industries are detrimental to the environment and people who are passionate about these issues will connect with this brand. It is sold at a range of grocery stores such as Wegmans, Target, Price Rite, and Whole Foods, making it convenient for all shoppers. By offering an Impossible option at chains such as Starbucks, Burger King, and The Cheesecake Factory, they are able to reach audiences who would otherwise be inconvenienced when trying to consume less red meat. This helps reach their other target audience: people who need to consume less meat for health reasons but still crave the authentic flavor and feel of traditional meat. The company's 10th-anniversary event is a TikTok competition called the #MyImpossible challenge. The challenge aims to encourage people to share their unique talents for the chance to win money for themselves and an environmental organization of their choice. The target audience of communication about this event will be loyal existing customers as well as people who are unfamiliar with the brand, in hopes that they will become future consumers. The most important action is to gain participants for the TikTok competition and acquire them as customers.

## Central Message

Impossible Foods is hosting a #MyImpossible TikTok competition to show off unique skills with the chance to win \$1,000 for yourself and a \$5,000 donation to an environmental organization of your choice.

## PESO Messaging

PAID: A video ad on TikTok that comes up in users' feeds.

Justification: Millennials are more likely to interact with video content over other mediums. ([Source](#)) This video advertisement is 15 seconds so it is easily consumed, and TikTok's sharing options make it extremely simple for users to share the ad on their Instagram stories or to text it to a friend. It is also easily linked and shared on Facebook, which is fitting for the older audience. 54% of people ages 18-34 and 76% of people ages 35+ have bought products or services from a Facebook ad. ([Source](#))

EARNED: Zac Efron participating in the challenge and posting his video on TikTok, as well as his Instagram story.

Justification: Zac Efron has been vegan since 2018, making him a relevant influencer. ([Source](#)) Millennials are 54% more likely to buy a product promoted by an influencer than the generations before them. ([Source](#)) Zac Efron is a very well-known celebrity with millions of followers, so his involvement will attract his followers to participate too. A significant percentage of the target audience is

female, which is why Zac Efron is a better investment than other vegan influencers like Arianna Grande and Billie Eilish.

SHARED: Exciting posts on their Instagram promoting the event and their brand.

Justification: The Impossible Foods Instagram account has 322,000 followers, while their TikTok only has 2,348 followers. Therefore, posting on their Instagram will reach many more people, not only convincing them to participate in the challenge but to follow Impossible Foods on TikTok as well. Instagram posts are highly accessible and easily shared by followers by adding it to their own stories.

OWNED: Limited-time packaging for all Impossible Foods products including a graphic telling consumers to participate in the challenge. This will be printed on all boxes of Impossible meat and on the wrappers of Impossible products such as the Impossible breakfast sandwich at Starbucks. (Source)

Justification: The ideal way to reach existing consumers is to advertise the products they are using. Customers of the Impossible brand will see the information about the challenge on the next Impossible food they purchase. This method guarantees that the audience will receive the message, which is more effective than posting on a website. (Source) This advertising is in-house and does not require working with other people outside the brand.

## **Achieving the Goal**

In unison, these four communications strategies will reach a broad audience of existing and new customers. This accomplishes attracting people to the competition, as well as acquiring new consumers for the Impossible Foods brand.

## **Conclusion**

By implementing all parts of paid, earned, shared, and owned media, the TikTok competition will be seen on the social media of millennials across the world. Advertising on the app the competition will be taking place on is fitting and targets people who already have a TikTok account. By utilizing Zac Efron as an influencer, his 50,000 followers will see his content promoting the competition, the brand, and plant-based foods in general. Finally, Impossible Foods will control their own promotions by posting on their Instagram Feed about the event, and printing advertisements onto their packaging. Each of these elements targets specific subsections of the broader female millennial audience.