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# Mission Bacon Advertising Campaign Proposal

Key Social Media Platforms and  
Promotional Techniques for  
Cultivated Meat Marketing

**PREPARED FOR**

Mission Barns

**PREPARED BY**

Advertising Strategy Team 3

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## Executive Summary

The purpose of the following report is to discuss the team's proposed advertising campaign strategy for cultivated fat company Mission Barns' new 'Mission Bacon' product. The report begins with an outline of our advertising and scientific communication strategy. Then, we introduce the key tenets of our approach: a mascot, mock packaging, social media content, and an NFT release. We then suggest various strategic partnerships between Mission Barns and internet personalities, fast food chains, grocery stores, and eco-friendly firms. Finally, the report addresses potential issues that could arise in response to Mission Bacon and recommends strategies to minimize backlash.

## The Company: Mission Barns

Mission Barns is a cultivated meat company located in Silicon Valley. Mission Barns' current focus is on cultivated fat, which they combine with plant-based protein to create alternative pork and beef products such as bacon, sausage, and meatballs. The cultivated fat in Mission Barns' products provides the flavor and mouthfeel of conventional meat products while the plant-based protein provides health benefits and allows the company to make their product more cost competitive.

There are numerous benefits to using cultivated fat as a replacement for conventional fat. For example, by using less land, water, and emissions, Mission Barns' products are more sustainable. Their products are also healthier and safer for consumers as they contain low amounts of cholesterol and no antibiotics, trans fats, contaminants, or foodborne pathogens. Lastly, Mission Barns meat products require no animal slaughter, making Mission Bacon a humane product. ("Mission Barns", 2021)

For the purpose of this campaign, we are focusing on Mission Barns' "Mission Bacon" product. Mission Barns requested the team develop a campaign that builds brand identity, awareness and loyalty while educating consumers on the Mission Bacon product. While Mission Barns has both Business-to-Business (B2B) and Direct-to-Consumer (D2C) goals for their proprietary cultivated fat and cultivated fat production technology, our team has opted to focus our marketing efforts to aid D2C Mission Bacon sales. The initial target for this product is 'early adopters' who are generally more educated, have a higher income, are coastal living, flexitarian, technology interested, and liberal. Following success in the early adopter market, we hope to target bacon eaters, essentially the general population following a Standard American Diet.

## Strategy Overview

Our suggested Mission Bacon advertising campaign strategy centers around the idea that Mission Bacon brings "the best of both worlds" to its consumers – uncompromising

flavor but with an improved sustainability and health profile. Specifically, our team has summarized this message in the slogan "all sizzle, no slaughter"—a slogan highlighting how the product differs from both plant-based bacon (due to its real fat sizzle) and conventional bacon (as it is cruelty free). Furthermore, our "all sizzle, no slaughter" slogan received significant support (52.38% of votes) when presented by our team alongside 8 alternative slogans to 63 survey participants, reaffirming the attractiveness of this message to consumers as seen in **Appendix Figure A.1**.

Ultimately, the content our team developed for Mission Barns' marketing streams relies on emphasizing feel-good messaging. Like the slogan behind our campaign, the impact of the emotions informing our campaign on consumers is supported by data from our Emotional Marketing Survey. Specifically, 45% of survey respondents reported associating pleasure with bacon, an adjective we hope to bring to Mission Bacon content (**see Appendix Figure A.2**).

As Mission Bacon is not yet sold to consumers, our team first began by imagining key aspects of the brand image built off the existing aesthetics of Mission Barns. To develop brand image and build rapport with our consumer base, we developed a mascot-- Romeo the Pig-- that can be utilized on Mission Bacon promotional materials and packaging. Moreover, we believe having a pig as the brand's mascot may subtly reflect the cruelty-free nature of Mission Bacon, setting the brand apart from conventional competitors. We also imagined what the product would look like in stores, considering product placement as well as package design. Combining research on effective packaging and packaging trends with aesthetics that appeal to our target demographic, we developed drafts of the Mission Bacon package that display the value of the product and to help it stand out among competitors.

To deliver Mission Bacon's message to our target demographic—young, tech-savvy, liberal, coastal Americans with disposable income interested in plant-based alternatives but unwilling to compromise on the flavor and texture of their protein sources (also known as flexitarians)—we have selected a handful of key marketing streams. First, we will be using cost-effective promotional strategies on popular social media platforms. Specifically, we have defined content for Instagram, Twitter, and TikTok that interest users of Mission Bacon's target demographic and increase brand familiarity. Our team selected Instagram as a major advertising platform for the Mission Bacon campaign given the significant engagement that occurs on the platform between users and brands as well as the role the platform has in influencing user purchasing habits. We also hope to encourage Mission Barns to develop Mission Bacon content for Twitter given the substantial overlap between Twitter's user base and the product's target demographic as well as the ability to develop a brand personality through the text-forward posts that popularized the platform. Finally, we present TikTok as a lucrative advertising platform for Mission Bacon because the platform allows for easy dissemination of information through engaging and creative means and allows brands and brand followers to contribute to and participate in growing trends. Inspired by Duolingo's use of TikTok, we suggest Mission Barns develop content from the perspective of our mascot, Romeo, giving the page a more personal feel. Given the variety and nature of the content we

suggest and the popularity of our suggested platforms with our target demographic, we advise Mission Barns to utilize these social media platforms over conventional advertising channels to advertise Mission Bacon.

In addition to social media, our proposed campaign will also have tangible goods distributed to Mission Barns' following to build rapport and foster brand loyalty. As Mission Barns' demographic overlaps significantly with the demographic interested in the NFT space, our campaign uses NFTs to increase hype around the Mission Bacon product, specifically prior to its launch in stores. We also suggest Mission Barns send 'Bacon Boxes' to mid-level social media partners relevant to potential Mission Barns customers, such as influencers with food focused platforms. These influencers can then relay the value of the Mission Bacon to their audience in a more personal and credible way than Mission Barns can do alone. In addition, we recommend strategically partnering with established brands that Mission Bacon's target audience is already loyal to in order to develop brand awareness. The brands we suggest working with are Starbucks, Bareburger, & Pizza, Imperfect Foods and Trader Joe's, all of which are companies that we expand on in our partnerships section on page 13. We also recommend partnering with Aerial, a company that will help Mission Barns track and offset their carbon footprint.

Finally, our team has contemplated strategies to assist Mission Barns in managing backlash towards the Mission Bacon product and campaign advertising messages. We hope Mission Barns is able to minimize potential backlash by using clear communication and presenting the product as a friendly addition to the meat and plant based food industry rather than as a product that hopes to monopolize the market.

To ensure clear communication between our team, Mission Barns, and whomever may take on the marketing of this product in the future, we have developed a go-live timeline. Using this schedule (**depicted in Figure B.1**), Mission Barns has a step-by-step guide to help them navigate the platforms our teams are more familiar with and enter more novel marketing streams confidently. We suggest Mission Barns begin by updating their preexisting social media platforms to build community, followed by the release of proposed scientific communication content to those internet communities. Then, Mission Barn should drop their NFT collection to build hype just prior to the public launch of Mission Bacon. Finally, we advise Mission Barns to send 'Bacon Boxes' to influencers to increase campaign publicity.

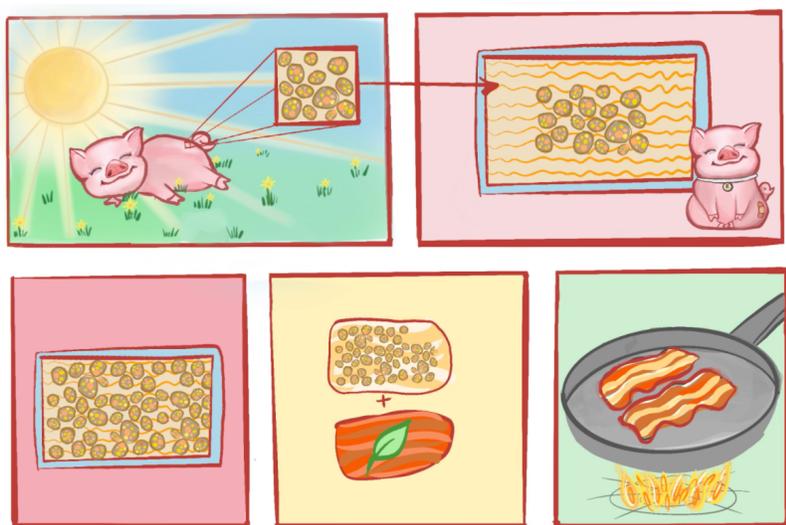
## Scientific Communication Strategy

Mission Bacon derives much of its value from its cultivated fat; however, content and data suggest that a majority of consumers are unfamiliar with cultivated meat and the science behind it. As such, we believe that scientific communication should be present in as many avenues of Mission Bacon's advertising campaign as possible to sufficiently inform consumers (Szejda et al., 2021). However, Mission Barns has concerns about being too upfront about the science behind Mission Bacon and scaring off potential customers. Mission Barns'

concerns regarding consumer understandings of science infiltrating purchase decision making is not unfounded. For example, a participant from a recent Mission Bacon study stated “lab coats are never good” in regards to their perception of meat production.

Rather than presenting thorough information about the production process to consumers during Mission Bacon's initial impression, we suggest that the company readily provide this information to consumers that take the initiative to look more into the product. Therefore, we advise Mission Barns to weave scientific information casually into social media content and make more specific information readily available on their website. This decision to be more transparent on social media channels may even improve the impression Mission Bacon has on its key demographic, as data from our Emotional Marketing Survey shows that 56% of respondents ages 18-25 respond to scientific content with curiosity rather than

apprehension (see Appendix Figure A.3). Furthermore, we believe that the incorporation of our friendly mascot into more scientific content could present scientific information in a manner more approachable to the average consumer. Thus, our team has developed content that Mission Barns can share via website or social media channels with interested consumers, keeping the science behind the product accessible without alarming any uninformed consumers, as depicted in Figure 1.



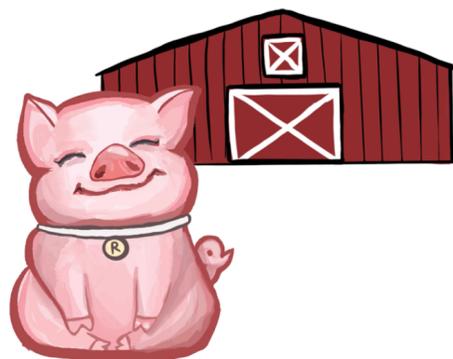
**Figure 1.** Our team's example of scientific communication material. Frame 1: Fat cells are taken from Romeo in a painless manner. Frame 2: Romeo oversees the fat cells in a bioreactor. Frame 3: The fat cells are fattened to their limit. Frame 4: Fat is combined with plant-based protein. Frame 5: Mission Bacon cooks in the frying pan.

## Mascot

Mascots are strong, cost-effective promotional techniques that should be leveraged by new companies across the food and beverage industry. Over the past few centuries, many mascots have been successfully used in marketing. According to Mohanty (2014), mascots are useful in the long-run for building good advertisement, brand image, and rapport with customers. Maleki (2019) writes that mascots simplify and accelerate the customer's interaction with a product, creating a product identity and brand personality. Malik (2014) conducted a study that demonstrated that brand mascots had a stronger psychological effect on consumers than celebrity mascots. Brand mascots are especially effective at targeting building a long-term emotional relationship with a brand, which would be desirable

for any company, and studies have found that unfamiliar cartoon media characters can increase appetite or preference for certain foods (Pairoa & Arunrangsiwed, 2016).

In response to our findings on brand mascots, we have developed an anthropomorphized pig named Romeo for Mission Barns to use as a mascot (**see Figure 2**). We imagine Mission Barns featuring Romeo on their packaging and across their prominent social media platforms, which will be covered in more detail in the 'Packaging' and 'Social Media Campaign' sections. The goal is for Romeo to underscore the feel-good emotion of customers when they get "the best of both worlds" by consuming delicious, fatty bacon without contributing to animal suffering or environmental degradation. As such, Romeo is portrayed as a positive, cheerful, and heartwarming mascot. Some characteristics of Romeo include that he is charming, funny, and mission-oriented. Physically, Romeo looks like a chubby and cute pig who wears a collar. The collar suggests that Romeo is familiar and domesticated, currently living a better and more comfortable life, more similar to the life of a house pet in a barn rather than the life of a factory farmed animal. He is a hero for donating his fat cells and thus saving the lives of many other innocent pigs. Romeo will also be used as a tool for engaging in scientific communication through social media and web page content.



**Figure 2.** Our team's mock up of the Mission Barns mascot, Romeo the Pig.

## Packaging

We first began considering Mission Bacon packaging in the context of product placement in stores. As Mission Bacon contains both plant protein and slaughter-free, cultivated pork fat, it would be equally appropriate for the product to be positioned with existing plant-based bacon alternatives or with traditional bacon. Ultimately, we suggest Mission Barns place the product in the traditional bacon section given that 98% of their target market- "flexitarians" looking to shift into more sustainable options- purchase conventional meat and on average spend nearly \$150 more per year on meat than the average meat purchaser (Manning, 2019).

Regarding packaging, we suggest Mission Barns maintain the standard horizontal packaging used for traditional bacon to ensure the product would be displayed properly. Compared to traditional bacon packages, however, we designed packaging that contains somewhat less bacon than conventional competitors. This decision was driven by two primary reasons. First, the initial price per pound of Mission Bacon will likely be substantially higher than conventional bacon. Although research from McKinsey & Company shows consumers are willing to pay significantly more for 'premium' products, such as grass-fed meat, it is unclear if the same trend will hold in cultivated meat (Brennan et al., 2021). By

putting less product in the package, the price of a package of Mission Bacon would be comparable to surrounding products on the shelf and would be less likely to deter consumers away from purchasing the product. This hypothesis is supported by research from a University of Technology Sydney study that shows that consumers rely mostly on the marked price when making purchasing decisions rather than unit price information (Bogomolova & Louviere, 2012). Moreover, our mentor's experience with the alternative milk brand, Silk, demonstrated how initially rolling out 'tester' sized packaging for novel products encourages trial and development of habitual use that develops into repurchasing and ultimately brand loyalty (Connolly, personal communication, January 21, 2022). Finally, in accordance with the Mission Barns mission and current packaging trends, it is crucial that any packaging is made of sustainable materials (Plascene, 2021).

A plethora of considerations went into developing the mock ups of Mission Bacon packaging, depicted in **Appendix Figure B.2**. Compared to plant based options, Mission Bacon's pork fat content gives it a comparable visual profile to conventional bacon. Thus, we designed packaging including a clear window that showcases the product marbling, ultimately increasing perceived quality and flavor of the product (Conolly, 2021). We held true to the existing brand image by keeping the company's signature shade of red the main feature of the packaging, while also including a pop of green that differentiates the product from the conventional competitors that mainly utilize black and yellow colors. To emphasize the marbling aspect of the product, we opted to include visual elements reminiscent of the streaky appearance of bacon while also taking inspiration from millennial aesthetics.

Aside from the main aesthetics, we took great care to include content on the package that would encourage purchasing and help develop rapport with consumers. As research indicates a product only has about two seconds to make an initial impression on a consumer, we chose to emphasize the main value Mission Bacon has for consumers on the front of the package in a digestible way (Conolly, 2021). Furthermore, we included food certification labels on the front panel of the package, as a survey conducted by Morning Consult revealed that "46 percent of consumers said a 'non-GMO' label would make a product more appealing," a finding consistent with an internally conducted Mission Barns focus group responses (Cremer, 2018). The back of our designed package features more in depth information about our product, as well as recipes using the product. We were keen to dedicate packaging space to the recipe section as research reveals that included recipe ideas can reinforce a brand's identity while simultaneously providing value to the consumer (DBOP, 2021). Finally, our packaging features our mascot, Romeo, and a call to visit our website via easily accessible QR code to learn more about our brand.

## **Social Media Campaign**

For our social media campaign we recommend Mission Barns use Instagram, Twitter, and Tik Tok as their three main campaign platforms. We chose these sites due to their

similarities between our target audience and their user demographic. In addition, these apps have a large following, allowing us to extend our influence.

### Social Media Campaign: Instagram

Due to the aligning demographic and popularity, we chose Instagram as one of the main platforms for Mission Barns to advertise Mission Bacon. For this campaign, Mission Bacon's target demographic is made up of Gen Z and Millennials (ages 18-34), which make up 60% of Instagram's audience making it the largest share of users. In fact, studies show that Gen Z's favorite social media platform is Instagram. With over 1 billion users each month, Instagram has the 4th most users of any app and is the 6th most visited website. In addition, each month 130 million Instagram users engage with shopping posts and 50% of users have purchased a good or service after seeing it on the platform, making it a profitable platform to advertise on. In fact, 200 million users visit a minimum of 1 business account each day, 81% of users claim to use Instagram to aid them in finding products, and 90% of users follow a minimum of 1 business account. (35 Instagram stats, 2022) For these reasons we believe Instagram is a lucrative source to advertise Mission Barns.

The current Mission Barns Instagram account is not active and provides little insight into the company's product and mission (**see Appendix Figure B.3**). However, our team's goal is to revamp Mission Barns' account, building brand awareness and recognition. As seen in **Figure B.3**, we advise Mission Barns to post images, interactive stories, and highlights all while using a consistent color scheme and aesthetic. Posts developed by our team are divided into 5 main categories: food, animals, benefits, quotes, and scientific communication. Food posts are intended to make the viewer want to cook with Mission Barns products by displaying diverse and mouth watering meals that incorporate these products. Animal posts are of the animals that Mission Barns is saving, in this case pigs, with captions that include fun facts on these animals as well as facts about the abuse they go through in factory farming. The goal of this type of post is to raise awareness about the cruelty these animals face as well as highlight how they are living beings too and Mission Bacon does not contribute to their harm, reaffirming the frustration (36%) and disgust (36%) reported by respondents aged 18-25 in response to the meat industry via our team's Emotional Marketing Survey (**see Appendix Figure A.4**). The third post type, benefits, includes a 'benefit word' such as "humane" followed by a caption explaining how the Mission Barns product contains this benefit. The aim of these posts is to emphasize how Mission Bacon contains the taste of conventional bacon but is more safe, sustainable, humane and healthy. Utilizing this post type, we hope Mission Barns is able to attract customers by alleviating the negative feelings consumers report in regards to climate change, perceptions of fat, and the meat industry according to our Emotional Marketing Survey (**see Appendix Figures A.5 and A.6**). Post type four-Quote posts- are quotes from customers, experts in the field, and partners that emphasize the advantages of Mission Barns products. These types of posts build credibility for the brand. Lastly, we advise Mission Barns to include scientific communication posts that use our mascot, Romeo, and explain the cultivated meat process to educate consumers on

Mission Barns technology. Note these scientific communication posts are not featured in **Figure B.3**, but will be similar to those in **Figure 1**. Each of these posts will contain a series of hashtags in the caption to allow for co-creation with followers. This includes #MissionBarns #MissionBacon and #AllSizzleNoSlaughter. The reason being is that these co-creative features increase user interaction up to 5 times (Bergström). Similarly, we recommend Mission Barns including interactive stories that include polls, Q&A, and behind the scenes footage, to engage with followers. Finally, we suggest Mission Barns create Instagram highlights such as Products, Shop, Press, Our Mission, and FAQs to further build brand awareness.

### Social Media Campaign: Twitter

Due to similarities between Mission Bacon's target audience and Twitter's demographic, we suggest Mission Bacon use Twitter as another platform for the Mission Bacon ad campaign. Specifically, Mission Bacon's target early adopters are more educated, have a higher income, live on the coast, flexitarian, interested in technology, and liberal. Twitter's largest age demographic is 25-34 year olds making up 28.9% of users (36 Twitter statistics, 2021). In addition, 42% of users have earned a college degree and American users are more likely to be democrats versus republicans (36 Twitter statistics, 2021). In general, Twitter has 187 million daily users and an advertising audience of more than 353 million people (36 Twitter statistics, 2021). Therefore, the Twitter audience mirrors that of our target audience making it a viable platform for our campaign.

The current Mission Barns Twitter account is not extremely active and only provides updates on the brand (**see Appendix Figure B.4**). However, the aim of our campaign is to update their account to build brand identity. As seen in **Appendix Figure B.5**, we recommend Mission Barns add humorous tweets that involve bacon and its ties to popular TV shows, characters, and celebrities. By providing entertaining and relatable memes, Mission Barns can engage with followers and expand brand appeal (Reese) . In addition, we believe Mission Barns should continue to post professional content such as launches along with tweets that focus on scientific communication to keep users up to date on their progress. These educational tweets can include animations of our mascot Romeo and explain the science behind cultivated meat and the Mission Barns product in a simple way. This allows Mission Barns to easily educate their audience on cultured meat. To be successful, all of the company's tweets should be short, use a few relevant hashtags, and have a visual component (Twitter). Furthermore, we encourage Mission Barns to engage with users by asking questions and holding polls as well as retweeting and replying to relevant tweets (What to tweet).

### Social Media Campaign: TikTok

Over 2020 the social media app Tik Tok exploded, with a 45% increase in active users per month (1 Billion users) since the summer of 2020 (Wang, 2021). A major reason for Tik Tok's rapid user growth is that it is an extremely accessible platform. This is because Tik Toks,

compared to content on other social media platforms, has a much higher chance of going viral as the app's algorithm isn't completely oversaturated yet. For instance, a Tik Tok account with no followers can still create a video that will go viral as long as their content appeals to a certain audience. Tik Tok creators are given an equal playing field compared to other platforms as a result of this algorithm. Additionally, this platform has been known to exhibit remarkably diverse content, since it is extremely easy and affordable to create loads of content that garners millions of views. This is because content creation does not require large budgets and there is equal opportunity for a video that is planned versus one that is ordinary and spontaneous. In addition to its entertainment value, Tik Tok can be utilized to disseminate all kinds of knowledge and information through with videos that focus on viewer education through campaigns such as #LearnonTikTok. This hashtag has garnered over 198 billion views with content from BBC, Cosmopolitan, and Cambridge University (B. A. B. P. O, 2021). The platform's potential for increasing brand awareness and increasing a company's sales is apparent through multiple case studies of brands such as Duolingo (*Duolingo Revenue and Usage Statistics*, 2022). In 2020, the popular language learning app produced \$161 million in revenue. This was an 106% increase year-on-year for the brand.

Using this app as a marketing platform would be successful for a variety of different reasons. To begin, Tik Tok was the 2nd most popular iPhone app that was downloaded in 2020 and the most popular app downloaded in 2021. It is important to note that it was also the 3rd fastest growing brand of 2020 and the 6th fastest of 2021. This not only shows consistent growth but also trendiness and popularity. Advertising on a platform like this would be specifically successful because Tik Tok has the highest social media engagement per post. Also, nine out of ten Tik Tok users use the application multiple times a day. 29.5% of users are aged 20-29, and that the primary users of the app tend to be younger and they're also early adopters when it comes to new tech. 20% of users have a household income of \$75,000+ which fits the Mission Bacon demographic (Geysler, 2022). A few successful ways that brands can interact with this social media platform include starting their own branded channel, collaborating with influencers, starting a hashtag challenge, and running Tik Tok advertising campaigns.

Mission Barns would benefit immensely from utilizing a resource like this. Specifically, with creating their own branded channel. A company that comes to mind that has done this quite successfully is Duolingo. Duolingo has continuously pleased their followers with their content by following Tik Tok trends and creating entertaining content. This is extremely important because they realized that success on Tik Tok meant that being entertaining needed to come first before highlighting their message. Duolingo uses their entertaining videos to hook consumers in and lead them to education. Additionally, Duolingo uses a content strategy called Flicker, Flash, Flare to organize their channels. Flicker content can be substituted for the synonym reactive, an example of this could be a brand's participation in trends. Flash content can be substituted for the synonym proactive, an example of this could be a brand creating planned or episodic content. And finally, flare content can be substituted for the synonym interactive, an example of this being brands creating large-scale campaign

initiatives. It is important to note that Duolingo also utilizes their mascot as the “manager” of their Tik Tok account. By giving their mascot a platform to showcase their mascot on a more personal level, they are able to anthropomorphize their mascot in certain ways, like giving them a personality. Which in turn may make consumers feel closer to the brand. The big green owl of Duolingo has been described as a “sassy and fiercely loyal owl” (McCoy, 2021) which creates tons of viral Tik Toks for Duolingo by using trending audio clips.

Mission Barns could tap into this brand strategy through the use of their newly created mascot Romeo. Romeo has been described as charming, funny, and mission oriented. We could use this to our advantage to help humanize the brand and give consumers a more comfortable feel while watching our Tik Tok channel instead of a cold, technological atmosphere. There are a couple of popular trends that we believe would be beneficial for our campaign, one of these trends uses the audio “I gotta put me first” which has garnered over 117,000 videos. The audio behind the “I Gotta Put Me First” trend was recycled from season 5 of the TV show *Empire* where one character emotionally tells another that she’s “gotta put me first.” This catalyzed a trend on Tik Tok where users describe ways they have put themselves first using this sound. These videos are used as comic relief as well as legitimate ways to improve your lifestyle. As a result, we want to adapt this audio and contribute to the trend with videos showing people choosing cultivated over conventional meat products because they know it is better for them. Alternatively, another trending sound byte that would be useful to implement is “I know something you don’t, I know something you will never know” which has amassed over 242,000 videos. When using this audio, users refer to situations in which one person knows certain information that another does not. Mission Barns could apply this sound to a video regarding the reality of animal agriculture on a consumer’s health, morals, and environment from the standpoint of the meat and dairy industry. This would imply that the animal agriculture industry knows something that the consumer “will never know” and would also give Mission Barns the opportunity to delve more into communicating the science behind the product to their audience. Given the constant opportunity to produce humorous, trendy content using viral sounds, Mission Barns should make use of the TikTok platform and its popular sounds to increase brand awareness.

### **Influencer Partnerships**

In order to spread awareness about Mission Bacon we advise Mission Barns to strategically partner with influencers and brands. Influencer marketing is proven to drive sales and increase engagement with brands (Sussman, 2017). We specifically recommend partnering with Tik Tok food influencers with 540K to 11 million followers (mid tier), such as @emilymariko, @newt, @menwiththepot, @cookingwithshereen, @eitan, @the\_pastaqueen, @omnivoradam, @jeremyscheck, @thatdudecancook, and @justine\_snacks. Based on a recent Mission Bacon study, consumers are most concerned about taste. In fact, one participant stated “If it tastes good, I’ll buy it again.” Thus, we envision these influencers using Mission Bacon in their recipes and raving about how great it tastes to dispel any concerns about the product’s taste.

Studies show that mid tier influencers are the most effective in capturing and retaining viewers attention while spreading the brand's message (TikTok creators, 2021). These smaller influencers can be up to seven to eight times more effective due to the fact that their feed is less saturated with ads so partnerships are more genuine and their followers are more passionate (TikTok creators, 2021).

## Sample Box

As part of the Mission Bacon ad campaign, we recommend sending mid-tier food Tik Tok influencers mentioned previously an artisanal 'Bacon Box' that they can showcase to their followers. After the launch of Mission Bacon on the market, we suggest creating artisanal public relationship gifts to establish a brand relationship with influencers and place Mission Barns bacon on social media, which would help the brand gain publicity. As followers observe their favorite influencers sampling new foods, they likely will become curious and feel inclined to purchase and create their own opinions on cultivated meat. Bob Connolly, the team's mentor and Mission Barns Marketing Lead, mentioned the creation of such gifts is often more cost effective than paying for press coverage.

To align with the Mission Barns aesthetic and Emotional Marketing Survey data (**see Appendix Figure A.2**) revealing consumer associations between 'bacon' and 'comfort' we suggest using a rustic wooden crate with straw filling as the packaging of the 'Bacon Box' (**Figure 3a**). To cater to the company's value of sustainability, the box and its contents will be made from recycled material, which the influencers can upcycle and reuse. The contents of the 'Bacon Box' include Mission Bacon, maple bacon jam made with Mission Bacon, a Mission Bacon chocolate bar, Mission Bacon brittle, a Mission Barns mason jar, and a Mission Barns reusable tote bag (**Figure 3b**). These contents highlight the Mission Bacon's diversity and spread brand awareness. Besides putting the product in a rustic wooden crate with the brand name emblazoned on the side, some other options include making the packaging in the shape of a barn or putting flannel and paper mache inside the box. Emphasizing the



**Figure 3.** Bacon Box package a) The box and b) The contents of the box.

simplicistic and artisanal nature of Mission Bacon reflects the product's quality and freshness, as well as simplicity which matches the American perspective on bacon and how deep its roots are in American culture. Such an

emphasis on familiarity also takes focus away from the science-heavy process involved in the food process. A 'Bacon Box' designed in this way would emphasize how traditional bacon is, and the down-to-earth aspect may also make consumers feel as if Mission Barns is more aligned with environmental values (which it is). Since bacon was popularized in American diets as a breakfast food, we advise centering the messaging of the box on the concept of 'bringing back breakfast' and encouraging breakfast as a meal, messaging supported by data from our Emotional Marketing Survey that reveals a majority of consumers associate breakfast with satisfaction and relaxation (**see Appendix Figure A.7**). Some ways to do so are by including coffee mugs in the public relation packages or mason jars for tea, lemonade, orange juice, or other breakfast beverages. The public relation gifts would be given to a list of small-medium sized influencers because these "mid-tier" influencers tend to have more passionate followers, allowing their content to be more effective at brand advertising (Burgi, 2021).

## Non-Fungible Tokens

The rise of digital art in the form of Non-Fungible Tokens (NFTs) has been extremely evident over the past year. NFTs, through their representation as unique, digital items, create an inalterable, online footprint of ownership for a buyer through public blockchain technology. Even though NFTs have been around since 2014, sales of NFTs have recently risen steeply. Specifically, in 2021, these digital art works amassed over \$2.5 billion in sales in the first half of 2021. Not to mention, \$1.2 billion in sales in July alone (Golomb, 2021). In an effort to capitalize on the growing popularity of NFTs, major brands such as Burger King, Campbell's Soup, and Pizza Hut have decided to leverage the trending phenomenon to create publicity and excitement for their new projects. The NFT campaign capitalizes on an evolving cutting edge technology that pairs effectively with our other relatively "rustic" aspects of our advertising strategy. This reflects the "best of both worlds" mindset that Mission Barns has emphasized in the Mission Bacon product itself.

Based on research performed by the Harris Poll, NFTs are a worthwhile advertising strategy. According to findings from the Harris Poll, 84-87% of Mission Bacon's key demographic is aware of NFTs. Therefore, there will be no need to explain an entirely new technology to consumers while launching the advertising campaign. Moreover, 38-46% of consumers in this demographic are likely to buy an NFT, validating the idea that there is a market for these digital items. Additionally, out of all of the brands surveyed by the Harris Poll, Taco Bell was either the third or second most popular choice for our demographic with 31-50% of consumers interested in purchasing an NFT from the company. This supports the idea that consumers are interested in engaging with NFTs from food companies. Out of all the different types of NFTs available for purchase, we suggest Mission Barns pursue an NFT campaign involving digital artwork, an NFT form that 35-40% of those in Mission Bacon's key demographic showing interest in purchasing (Prunsky, 2021).

The Mission Barns NFT ad campaign will launch one NFT (digital image) every week for a month before product launch through their already established social media channels for followers to mint and ultimately redeem for a special prize. This staggered drop will help build and maintain a level of anticipation for consumers before Mission Bacon hits grocery store shelves. NFTs will be released on OpenSea, the largest decentralized marketplace for buying and selling NFTs, these drops will be first-come-first-serve, which will create a sense of victory along with exclusive ownership. These MissionNFTs will focus on the Mission Barns mascot, Romeo, and resemble most similarly Pepsi's "Mic Drop" campaign. Specifically, Romeo is used in this collection in a playful manner, through stills of him in different scenarios, to evoke a sense of community and storytelling for the audience.

These NFTs will be completely free to the consumer besides the gas fee associated with purchasing any NFT. A gas fee is a payment made to make up for the computing energy used to authenticate and process transactions on the Ethereum blockchain. In the Harris Poll discussed earlier, Mission Bacon's key demographic would be willing to spend \$878 to \$1,641 of their own money for an NFT of digital artwork, supporting the notion that gas fees will not be a deterrent from engaging with Mission Barns' NFT collection (2). It is important to note that there are environmental concerns that come with creating and dropping an NFT campaign. In order to combat carbon emissions and backlash from consumers, we are considering a partnership with the company Aerial which can be found further discussed in our strategic partnerships section of the report. Other than the Romeo still, owners of the MissionNFTs will receive an all expenses paid in person tour of the Mission Barns headquarters as well as an exclusive first try of the Mission Bacon product.

Our line of NFTs will depict different scenarios of Romeo embodying the goals of Mission Barns: Sustainable, Safe, Humane, and Scalable. For example, one iteration of the digital artworks would depict Romeo hosing down an inflamed planet Earth and saving the environment (**see Figure 4**). This creates an endearing and engaging storyline behind the collection being that Romeo, and as a result, Mission Barns, is on a dire quest to make the world a better place through alternative foods.



**Figure 4.** An example draft of one of the four digital artworks in the NFT collection.

## Strategic Partnerships

Furthermore, we believe that partnering with established brands that Mission Bacon's target audience is already loyal to is necessary to build brand awareness. Potential brands we suggest working with are Starbucks, Bareburger, & Pizza, Imperfect Foods and Trader Joe's. Starbucks holds the largest U.S. coffee shop share, proving its popularity and brand

loyalty (NASDAQ: SBUXStarbucks, 2022). In addition, their largest customer age demographic is 18 to 29 years old, fitting Mission Bacon's target audience. Starbucks introduced a plant-based Impossible breakfast sausage sandwich in 2020, indicating their acceptance of alternative meat products. Thus, we believe Mission Bacon would be a great fit for breakfast options at Starbucks. Furthermore, Bareburger is a burger chain located on the East Coast. The chain values sustainability and boasts that they are "proud to offer a menu that doesn't make you choose between eating well and eating ethically" (About Us, Bareburger). In fact, they currently offer Impossible Burgers and plant-based chicken nuggets but do not have a bacon alternative despite having bacon on their menus. Due to aligning values, we believe Bareburger would be inclined to offer Mission Bacon on their menu. Similarly, &Pizza is an east coast pizza chain that has a similar demographic as Mission Bacon's initial target customers. &Pizza offers Daring plant-based chicken and plant-based sausage but no bacon alternatives, even though they have conventional bacon on their menu. As a result, we believe they would benefit from and be willing to partner with Mission Barns.

Another strategic partnership is with Imperfect Foods, a weekly grocery delivery service that aims to reduce food waste and delivers to the West Coast and Northeast, Mission Bacon's initial target locations (Where do you deliver?). Imperfect Foods prides itself on sustainability by reducing food waste, water, and emissions, some of the main benefits of Mission Bacon.

Lastly, we believe partnering with the prominent grocery chain Trader Joe's would be advantageous for Mission Barns. The largest customer demographic at Trader Joe's is from 25 to 44 years old, is college educated and has an annual income of more than \$80,000, matching Mission Barns' initial target consumer (Reuter, 2021). Trader Joe's carries few branded items. As a result, the branded items they do sell have to be exceptional and be a product their customers will buy and love. In fact, Trader Joe's claims: "To earn a spot on our shelves, each product is submitted to a rigorous tasting panel process, in which every aspect of quality is investigated in context of the price we can offer. If a product is assessed as an outstanding value, it becomes an essential part of the Trader Joe's shopping adventure" (About Us, Trader Joe's). If Mission Bacon is able to pass Trader Joe's standards, it will prove to Trader Joes' loyal customers that Mission Bacon is a worthy alternative, building brand loyalty for Mission Barns. Overall, these five companies span a range of food services from coffee shops to lunch and dinner restaurants to a grocery delivery service, allowing us to diversify our audience and spread awareness.

Another potential avenue for partnerships would include companies that help Mission Barns promote ecological consciousness. One such company is Aerial, a service that helps companies track and offset their carbon footprint. Specifically, Mission Barns would work with them in order to reduce their carbon footprint created by the NFT collection drop. Aerial works with numerous environmental groups to counteract carbon emissions.

## Addressing Backlash

In terms of backlash, our team anticipates two significant negative responses to the Mission Bacon product. First, we recognize that animal farming is a massive fixture in American society both culturally and economically, with the total meat industry valued at over \$100bn (Million Dollar Vegan, 2021). As the meat industry is an amalgamation of small producers, industry giants, and various other stakeholders, we anticipate the meat industry may present strategies that counter the message of Mission Bacon as an alternative product that is more ethical. For instance, local producers could frame Mission Bacon as a company disrupting the industry and ultimately displacing thousands of Americans from their jobs. Major meat producers may take a more aggressive approach in combating competition presented by cultivated meat products like Mission Bacon, potentially using their money and influence to block or dissuade government support of cultivated meat products (be it via legislation or subsidization) or present cultivated meat products as 'unnatural' in marketing campaigns. The political power of the meat industry is evident, with the meat processing and products industry spending \$4.1 million on lobbying expenses in 2020– a number only expected to increase. We also anticipate backlash against the terminology used to describe the product, as seen with public response to fermentation-based dairy company, Perfect Day (Simon, 2021). Mission Bacon requested a marketing strategy that does not focus heavily on the science of the product, but even our best attempt at describing the product may lead some consumers to feel deceived.

From a marketing perspective, we plan to address the pushback from the meat industry by positioning Mission Bacon as an alternative to conventional bacon that fits within a given niche, not a product intending to cannibalize the entire bacon industry. This will come through in our marketing strategy by avoiding smear tactics directed towards other meat producers as well as plant based producers. Ultimately, our marketing strategy for Mission Bacon centers around providing consumers with the best of both worlds, and guilt and shame do not fit into our feel-good brand image. Rather, we would like Mission Bacon to be seen as a team player by conventional meat producers and plant-based products alike, especially given the company's B2B goal to sell their patented fat and fat cultivation technology to major meat producers.

In the semantic arena, we hope to develop enough awareness around the brand and the technology supporting the product to give consumers as much information as possible about the Mission Bacon, preventing deception. Moreover, prior to market launch of the product, we plan for Mission Bacon to conduct market research to ensure details included on the final packaging sufficiently inform consumers and are not accidentally deceitful.

Another point of contention that could be raised will involve the creation of the NFTs as blockchain technology produces a significant carbon footprint. This might present an issue as it is in conflict with Mission Bacon's commitment to ecological consciousness. In order to address this potential concern we have recommended the company pursue a strategic

partnership with an environmentally conscious firm, discussed in the previous section of the report.

## **Conclusion**

This marketing plan aims to assist Mission Barns in establishing a new cultivated meat product in the market through providing a strategy synopsis. We conducted our own research surveys, as well as analyzed primary literature on marketing techniques that align with the Mission Barns product and company positioning through multiple advertising channels like TikTok, NFT's, packaging, Twitter, and Instagram. We aimed to balance the professionalism with the educational and entertainment value of our campaigns. Furthermore, we explored promotional techniques like brand mascots and educational animations, as well as partnerships that would bring about mutual benefits for the involved parties. This advertising plan assists Mission Barns in reaching and capturing its target demographic to spread understanding and acceptance of cultivated fat.

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