



Heura®

A Case Study

 **proveg**
NEW FOOD HUB



INTRODUCING: Heura®

Heura Foods is a Spanish brand that sells meat alternatives such as plant-based chicken, beef and pork. Heura has almost **200,000 followers** on their Spanish Instagram, with tens of thousands more across their other global accounts.

Read on to find out more about why optimising your social-media presence is essential to plant-based marketing, and find out how Heura does it best.

INTRODUCING: Heura®

Perfecting your brand's social-media presence is one of today's most important marketing strategies. Get it right and your company will see **high engagement** translate into loyal customers putting their money where their likes are.

According to the Smart Protein Project, almost a third of European consumers are 'likely' or 'very likely' to use social media as a source of information for plant-based food products.¹ **Younger generations are more likely to be avid users of social media** than their older counterparts, and are also more likely to be following a plant-based diet.^{2,3} In order to target this demographic of plant-based consumers, an active social-media presence is essential.

Heura's approach provides us with three aspects of best practise for social media:

- 1. Use humour to connect with consumers**
- 2. Promote education**
- 3. Collaborate with influencers**

USE HUMOUR TO CONNECT WITH CONSUMERS

Consumers value brands that they feel they can connect with. An effective way to nurture connection with consumers is to use humour in your social media channels.



91%

of consumers prefer brands to be funny⁴

72%

of consumers would choose a humorous brand over competitors⁵

How does Heura do it?

Heura's social-media presence balances humour with informative facts, with their Instagram biography proclaiming **"80% memes, 20% data"**.



According to one of their Instagram posts, Heura's new burgers are so juicy that they warrant a 'wet floor' sign.

This kind of humorous marketing successfully promotes their new product while maintaining a youthful and personable tone that is attractive to many consumers.



We make content that's ready to be shared by influencers and the community. People don't want to share something that's ego-centric. It should talk about the shared value and message – put the logo on the post, that's enough. The rest should be about the mission values."

BERNAT AÑAÑOS

Co-founder of Heura Foods



PROMOTE EDUCATION

However, attracting and retaining customers requires more than just memeability and a good sense of comedic timing. You also need to highlight **the benefits of a plant-based diet**, reminding consumers why they should be choosing your product.

How does Heura do it?

THE #GOODREBELS



Based on Heura's 'Good Rebels' branding, the company's social-media strategy aims to educate consumers. They have '**Good News Fridays**' to inform and educate people about the latest developments in plant-based foods and sustainability, while Wednesdays are dedicated to **debunking common myths**, sharing rigorous sustainability data, and highlighting animal-rights issues.

Education and activism run through Heura's branding – providing a clear and authentic voice.

COLLABORATE WITH INFLUENCERS

Collaborating with social-media influencers is the third and final strategy which can help to boost profits and online engagement.

Providing consumers with a **trusted endorsement** can give them the social proof they need to make a purchase, especially among the younger generations.

44%

Almost half (44%) of Generation Z has made a purchase decision based on a recommendation from a social influencer.

This is compared to only 26% of the general population.⁶

26%

If influencers taste your product and share that positive experience with their fans, then one bite can become amplified to reach thousands of mouths.

Let's take a closer look at how this works...



How does Heura do it?

Heura's influencer strategy helped them to leapfrog from small eateries to major restaurant chains across Spain, and, from there, into wholesalers and retailers. They knew that their fellow foodies would become **natural brand champions**, since they're motivated by the same goal of great quality food, not just financial compensation.

In 2020, they entered the UK market, where influencers are once again playing a crucial role in their growth. They partnered with **indie chefs and restaurants** to build a domestic consumer base, and, in early 2022, began their first UK retail partnership, with national e-grocer Ocado.

Heura has built a strong community of 'good rebels', including powerful **organic influencer relationships**, which has helped them go from food trucks to restaurants and retail.



From left to right: @thelittlelondonvegan, @dannylonglegz, @ella__vegan.



The strategy is clearly working – they've been Europe's fastest-growing plant-based-meat startup for the past three years, growing by a whopping **450%** in 2020, and tripling their revenue to **\$10 million**, while avoiding the deaths of **a quarter of a million animals**.⁷⁸

“



It is a marathon and you have to pick who you want to run it with. Take it step by step, expect to go slower sometimes. Create a platform which is unique, explains who you are, and is strong enough to keep on running. We have to remember there is a lot to do to change the food system.”

BERNAT AÑAÑOS

Co-Founder of Heura Foods

KEY TAKEAWAYS

→ Use humour to connect with consumers.

Make your brand stand out and seem relatable to consumers by using humour on your social-media channels. However, remember to keep it in moderation – there is a time and place for humour.

→ Promote education.

Use positive, factual messaging to remind consumers of the good they're doing by purchasing your plant-based product. Be careful not to put off potential consumers with guilt trips.

→ Collaborate with influencers.

Optimise influencers' large followings by pursuing genuine, non-transactional relationships with them.

For more detail on how to implement effective influencer marketing into your strategy, read our full white paper, '[How to work with influencers to reach key consumers](#)', or check out our webinar '[How to work with influencers to grow the plant-based consumer base](#)', featuring Heura's own co-founder, Bernat Añaños.

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