



# MEAT-FREE CHALLENGES

An opportunity to maximise plant-based sales



 **proveg**  
**NEW FOOD HUB**

# INTRODUCTION

In the last few years, meat-free campaigns have proven to be one of the most effective ways to attract flexitarian consumers to plant-based eating.

They're seen as a fun way for consumers to try out novel foods as well as a means to challenge themselves and do something 'good' for their health, the planet, and animals.

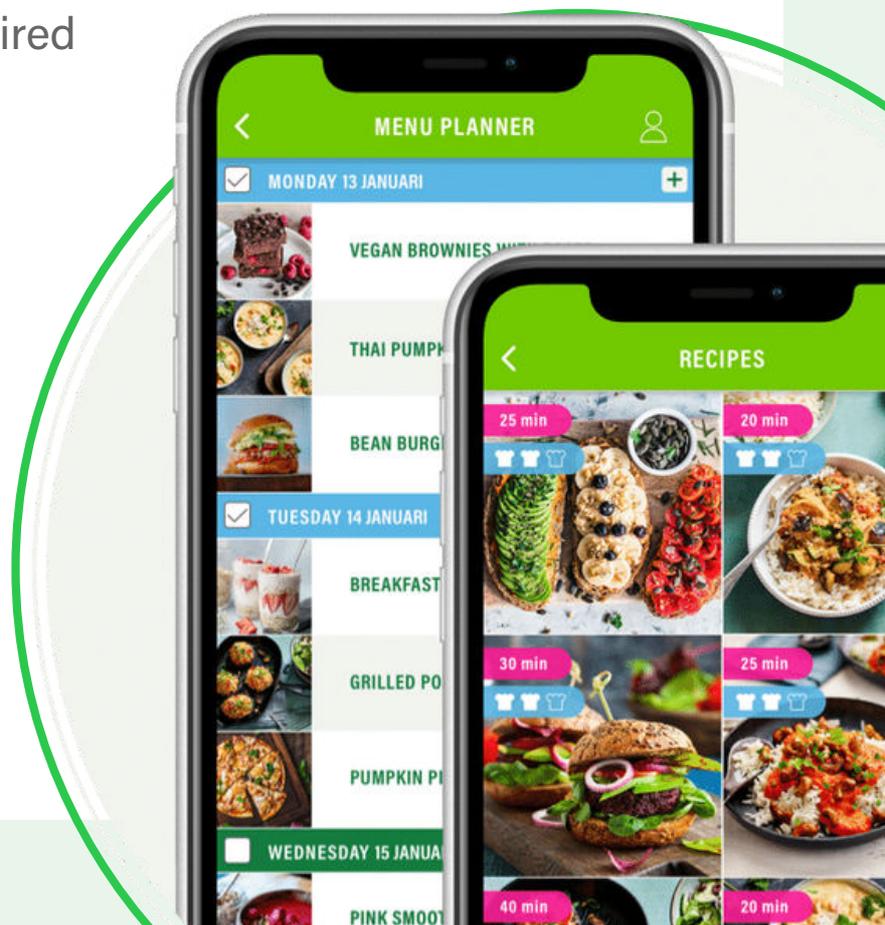
Challenges offer an ideal opportunity for businesses to tap into a demographic of first-time samplers who might be averse to purchasing plant-based products at other times of the year.

They also offer businesses the perfect opportunity to further engage existing customers and drive sales even higher.

# GETTING INVOLVED

Some of the most popular ways of working with these plant-based challenges and campaigns include:

- Launching or promoting products or menu-items during the time of a challenge
- Partnering with an organisation that's running a challenge to include sponsored content directed at those taking part
- Launching challenge-inspired product/meal giveaways
- Publicity stunts
- In-store and restaurant discounts on products and menu-items
- Social-media-focused promos harnessing the power of influencers



# BENEFITS OF ENGAGEMENT

There are many benefits to embracing the aforementioned approach and working with or alongside a plant-based challenge:

- Drive your company profits
- Promote your plant-based products to a new/wider audience
- Boost your company profile
- Promote community among your consumers, which can increase sales
- Promote your company's sustainability targets
- Expand your brand's footprint



# MEAT-FREE CHALLENGES

There are several different campaigns and challenges open to commercial participation, from the McCartney family's Meat Free Mondays to No Meat May, to ProVeg's own much-loved Veggie Challenge.

Let's take a look at some of the most successful.



# PROVEG VEGGIE CHALLENGE

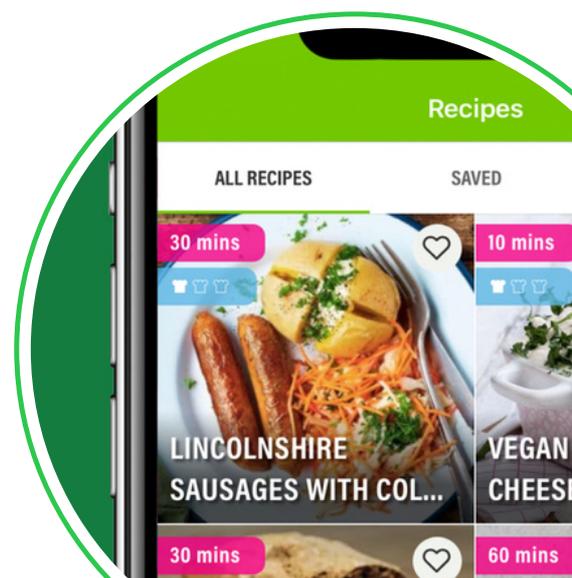
With an enticing and to-the-point tagline of 'More Plants. Less Meat', ProVeg's Veggie Challenge appeals to the masses in a simple, non-pressurising, and most importantly, fun, way.

The 30-day challenge makes it easy for people to take part, giving participants access to a world of free tips, personal coaching, recipes, shopping lists, daily newsletters, and advice.

Challengers can even download the programme's innovative app for on-the-go support throughout their day. It gives them the opportunity to earn badges and unlock special recipes throughout the 30 days.

## ACTIONS

- Focus on creating convenient, fun, and delicious products to attract Veggie Challenge participants.
- Get in touch with ProVeg to discuss Veggie Challenge partnerships and opportunities. By partnering with the Veggie Challenge, you can tap into ProVeg's specialist insights and ready-made consumer networks.



# NO MEAT MAY

No Meat May sees people around the world forgoing meat products for the month of May. The event encourages people to sign up for access to a wealth of resources throughout the month, all of which are aimed at supporting participants to shift to 'healthier, more sustainable and kinder plant-rich diets', with an emphasis on ensuring that they have an enjoyable experience.

“Our diets have serious consequences for our health and the health of the planet, so I was delighted to sign up to Meat Free May last year. Going meat-free was not at all difficult with so many tasty meat-free products available.”<sup>1</sup>

**- NO MEAT MAY PARTICIPANT FROM 2021**

## ACTIONS

- Increase your launches of healthy, plant-based products during May, and focus marketing efforts on the health benefits of a plant-based diet.
- Support No Meat May participants by posting easy, tasty plant-based recipes on your websites and social-media platforms leading up to, during, and following the month of May.
- In retail settings, hand out plant-based recipe cards in-store.

# MEAT-FREE WEEKS

Meat-free weeks are becoming increasingly popular, like ProVeg Spain's initiative – 'Semana Sin Carne' (SSC). Numerous meat-free weeks take place globally, at varying times throughout the year. Though they differ in place and date, they all share the same concept and goal – to encourage consumers to give up meat for one week, with the hope of showing them how easy it is to eat a more plant-based diet.

ProVeg Spain's aim is to make the week as easy as possible, providing sign-ups with all the tools they need, and making the experience as entertaining, healthy, and delicious as possible. Those who take on the challenge receive a week's menu with recipes, a helpful infographic to enable them to create their own dishes, and daily nutrition advice, as well as an empowering community through the SSC Facebook group.

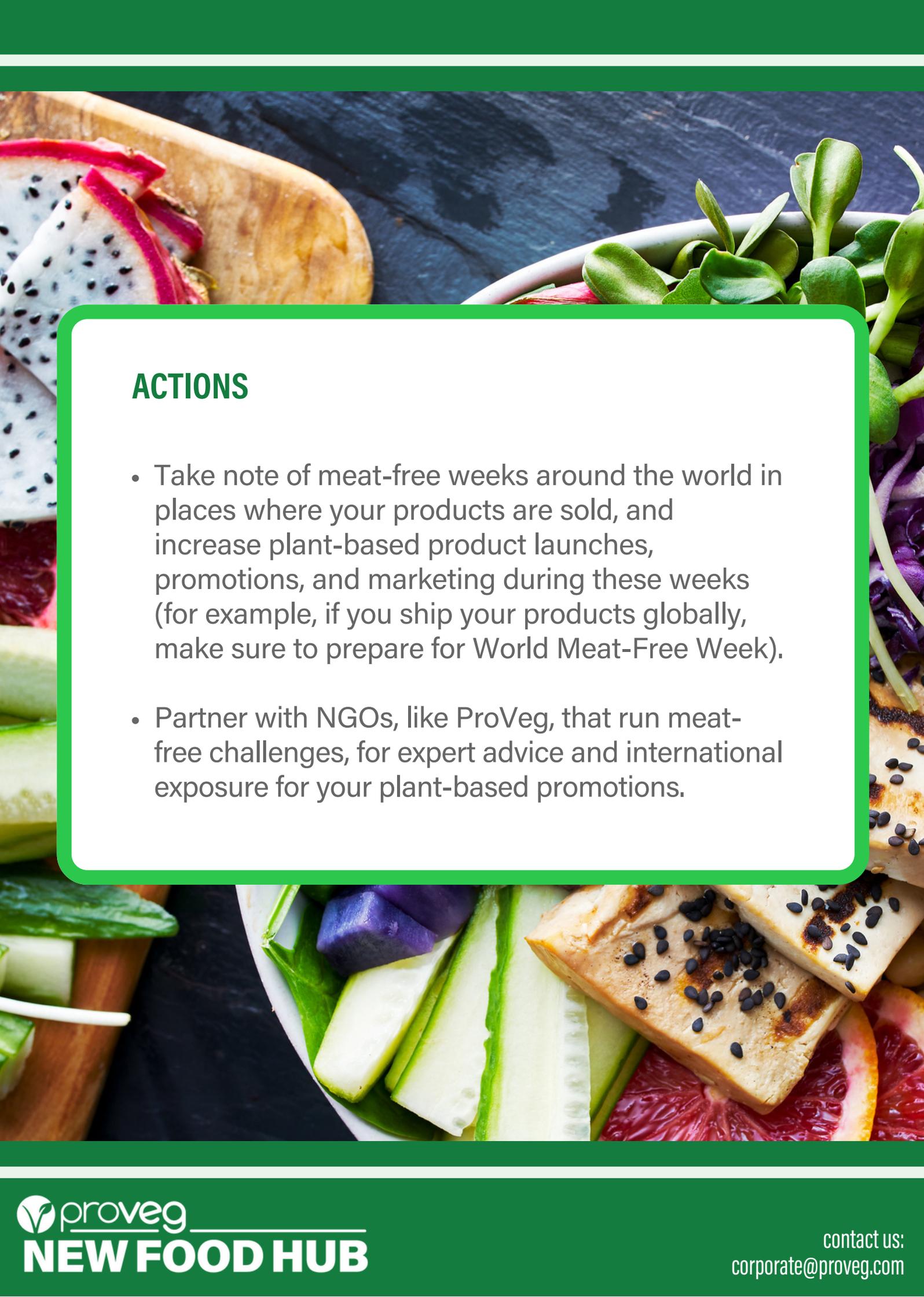




Businesses should get involved because SSC is a great opportunity to amplify their audience – people who join SSC are mainly flexitarians and people who barely know about plant-based alternatives, so brands will find new potential customers. SSC enjoys prestige in the national press, too [and] we are well positioned with national cooking influencers who lead the opinion on recipes and products. So, SSC is not only an investment for gaining clients but also a way to achieve better SEO (search engine optimisation) and more meaningful relationships with content creators."

**VERÓNICA LARCO JIMÉNEZ**

*Communications Manager at ProVeg Spain*



## ACTIONS

- Take note of meat-free weeks around the world in places where your products are sold, and increase plant-based product launches, promotions, and marketing during these weeks (for example, if you ship your products globally, make sure to prepare for World Meat-Free Week).
- Partner with NGOs, like ProVeg, that run meat-free challenges, for expert advice and international exposure for your plant-based promotions.

# MEAT FREE MONDAY

Meat-Free Monday is a global not-for-profit campaign launched by Paul, Mary, and Stella McCartney, which challenges people around the world to have at least one plant-based day each week.

While the campaign encourages meat-free days throughout the week, it focuses on Mondays because this is often the day when people set positive intentions and aim to get 'back on track' with a fresh start to the week.

## ACTIONS

- For Meat-Free Monday participants, it's all about ease, convenience, and taste. Ensure that you have a range of products that provides consumers with a variety of options that satisfy these demands.
- Run a Meat-Free Monday page on your website that participants can visit to source tasty, quick, and easy recipes that use your products. Focus on family favourites and comfort-food classics that can fit into the lifestyles and diet preferences of those who wouldn't normally eat plant-based meals.

# GET THE MOST OUT OF MEAT-FREE CHALLENGES

## KEY INSIGHTS AND RECOMMENDATIONS

- • Partner with NGOs, like ProVeg, that run meat-free challenges, for expert advice and international exposure via their plant-based promotions. This also helps to assure meat-free challenge participants that your company's interest in the cause is legitimate and authentic.
- • Plan your marketing strategy ahead of time. Know when and where challenges relevant to your audiences take place, which ones you should target, and how.
- • Increase plant-based product launches, promotions, and marketing leading up to and during time-bound meat-free challenges.
- • Ensure that you offer convenient, fun, healthy, and delicious products to attract meat-free challenge participants.
- • Don't be afraid to think outside the box – challenges provide the perfect opportunity for businesses to make big statements and launch PR stunts.
- • Create a 'meat-free challenge' section on your website that participants can visit to source tasty, quick, and easy recipes that use your products.

Email [corporate@proveg.com](mailto:corporate@proveg.com) to learn more about ProVeg's Veggie Challenge, and for support on developing your company's product strategy.

# REFERENCES

1. Meat Free May starts next week. Are you ready? (2015). The Flexitarian. Available at: <http://theflexitarian.co.uk/less-meat-more-vegs/why-go-flexitarian/meat-free-may-starts-next-week-ready/>. Accessed: 2022-11-01.