

*Almond  
Breeze*  
Almondmilk

THE ORIGINAL  
**OATLY!**

**CALIFIA**  
FARMS®

**Chobani**

*Silk*

  
BEYOND MEAT

**Top Performing Content  
Buckets Q2 2021**

**Food & Beverage**

# The top content buckets for the Plant-Based Food & Beverage industry in Q2 2021 on Facebook are as follows:



01

## Promoting Vegan Influencers



Repost content shared by your influencers to build your community and show love back.

02

## Experimenting with Design



Experiment with new and unique designs to wow your audience every time.

03

## Plant-Based Humour



Use current events in the plant-based world to create comedic posts that are shareable and engaging.

### Best Practices



Varied Ratios  
Single Image Posts



Represent real people using your product who are part of your advocate program.



Keep the branding consistent and see if you can build a narrative or conversation.

### Opportunities



Find people in your community to work with who can help bring a new perspective to your content.



Build long captions with a mixture of ideas/notes from the influencer to give viewers more to read.



Make the content actionable where possible, seeing if the influencers can provide recipes, tips and tricks.

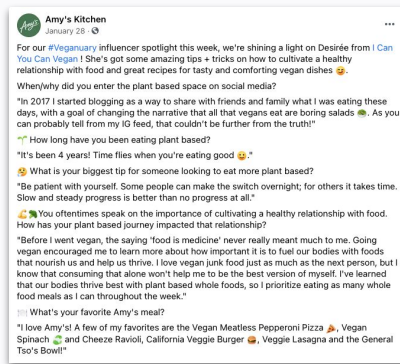
### How to Apply

Engage with the influencers in your network who you are already seeding to and feature them on your profile to help establish partnerships.

Building a following with your influencers will ultimately help your viewers find more content with your product as well.



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## Best Practices



Varied Ratios  
Single Image or Link Posts



Build engaging content to  
compliment your copy and basic  
imagery.



Maintain brand colours, fonts and  
imagery in your graphics.

## Opportunities



Create helpful, shareable content that  
users will find value in.



Demonstrate that you're making it easy for  
your audience to grasp quick information.

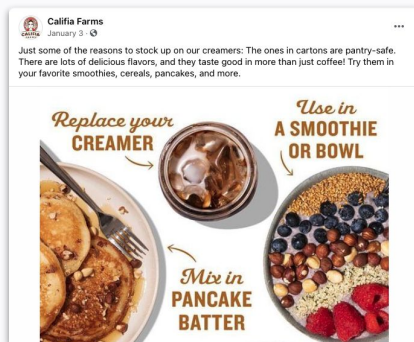


Represent your product in new ways that  
your audience isn't used to.

## How to Apply

Create new graphics that can either give new  
meaning to your products or representation to ideas  
you want to communicate.

- Califia Farms uses graphics to quickly show viewers how they can use their creamers.
- Amy's Kitchen uses text on their imagery to do a quick ingredient breakdown for their tortilla soup.
- Oatly uses illustrations to represent a successful campaign and unique product representation.



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## Best Practices



Varied Ratios  
Single Image or Carousel Posts



Build humour related to your product or ingredients that anyone can enjoy.



Focus on elevating eye-catching and shareable content that makes people stop and read.

## Opportunities



Bring audience members together to bond over food.



Give people a better idea of your brand voice so they can align themselves.



Poke fun where others are criticizing to stir attention from people outside your network.

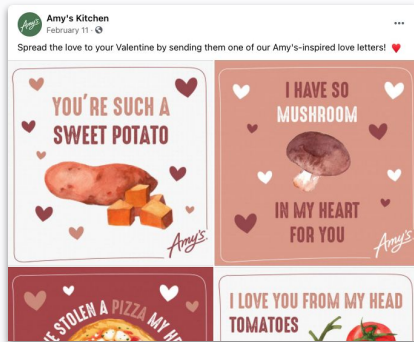
## How to Apply

Find unique ways to represent and tell your story with product. Your humour can be lighthearted and cute or more direct.

- Amy's Kitchen and Impossible Foods use Valentine's Day as a way to create messages with a play on words for their product.
- Beyond Meat starts a conversation with Barstool Sports for criticizing plant-based lifestyles.



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