

Case Study Beyond Meat



Objective

Beyond Meat was interested in taking advantage of Veganuary in the UK, and promote their vegan meat-based products. The brand wanted to drive interest in their food lines and overall brand awareness through a health-focused DOOH gym campaign in the London Market.

Zoom Media was tapped to deliver display ads on prominently positioned gym displays within the London borough codes that over-indexed for the target vegan consumer.



Campaign Goals & Metrics Summary

Goals

- Reach the target audience in specified boroughs using screens located in gyms
- Demonstrate brand lift and awareness for Beyond Meat

Success Metrics

- Maximize impressions against vegan consumers within the target markets
- Zoom brand lift study metrics:
 - Brand Awareness
 - Consideration
 - Intent

Methodology

- Select high-indexing inventory against target audience in specified boroughs

The campaign ran on high-impact screens in a variety of gyms throughout London.

Zoom Media



Zoom Media



Zoom Media



Zoom Media



Zoom Media



Campaign Results

Overview of 14-day flight :

930 thousand

total impressions delivered by Zoom Media to target audiences in the London market

Brand study results, demonstrate brand lift across recorded metrics:

Measured by **ZOOM™**

55% more likely to regularly purchase vegan food ranges

44% more likely to buy vegan dairy products

38% more likely to say they would be willing to pay extra for sustainability goods

13% more likely to say they have a vegan-based diet

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