

Brandmark Analysis

BEYOND MEAT

Beyond Meat is a Los Angeles-based producer of plant-based meat substitutes founded in 2009 by Ethan Brown. The company's initial products were launched in the United States in 2012.

The company has products designed to emulate meat.

Beyond Meat offers alternate chicken, beef, and pork, and has agreements with many distributors and restaurants like Carl's Jr and TGI Fridays to serve their products. No animals involved = less resources used = less sad animals = less stress on human health = less climate change.

The firm has developed effective communication. The success is such that in Southern California, a meat-producing region, sales of Beyond Meat steaks have been able to surpass sales of conventional hamburgers in one of the best-known American retail chains.

Brandname
BEYOND MEAT®

Catchphrase(s)
GO BEYOND®
THE FUTURE OF PROTEIN®

Product name
BEYOND CHICKEN
BEYOND BEEF
THE BEAST (hamburger)

1.

Analysis of the brand: name and catchphrase(s)

Morphological and iconological analysis of the logos

- structure and composition
- shapes/forms
- colours
- figures and symbols
- typography

> Find the concept and intentions of the communication team behind the design of each logo

Compare:

> Spot and comment on the blatant/obvious/evident differences

> Answer: why would the brand propose 2 images of distinct brands?

2.

Website analysis:

-What do you see? What kind of information is given?

-What is the lay out? How is the information organized/structured?

-Image: composition, forms, colours, textures, figures and symbols

3.

Analysis of the communication campaign on the social networks/media:

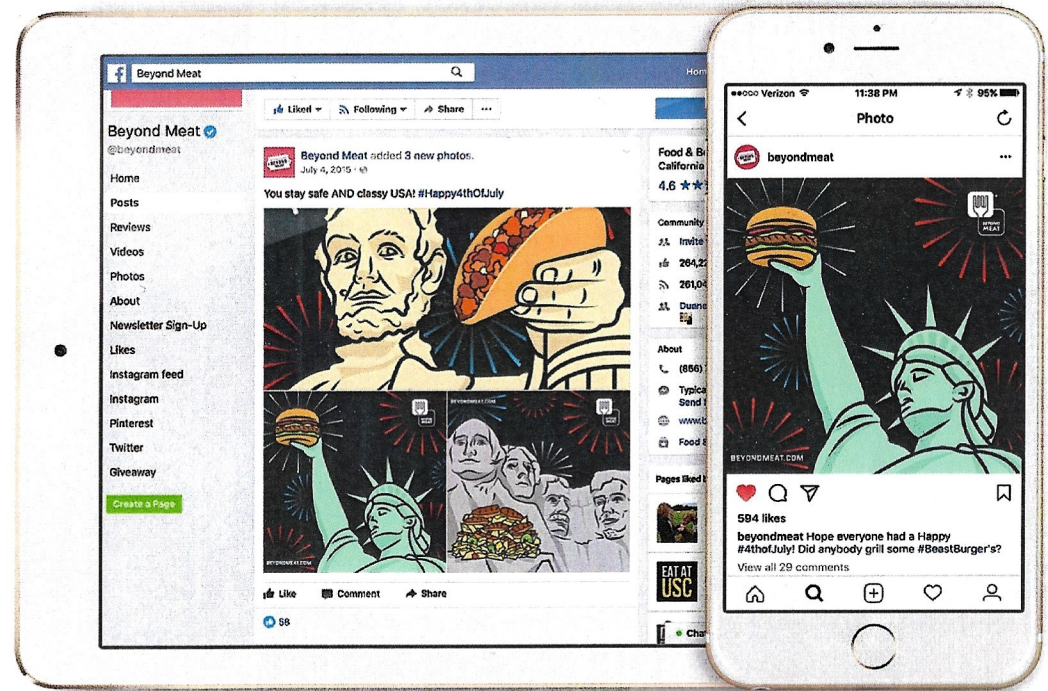
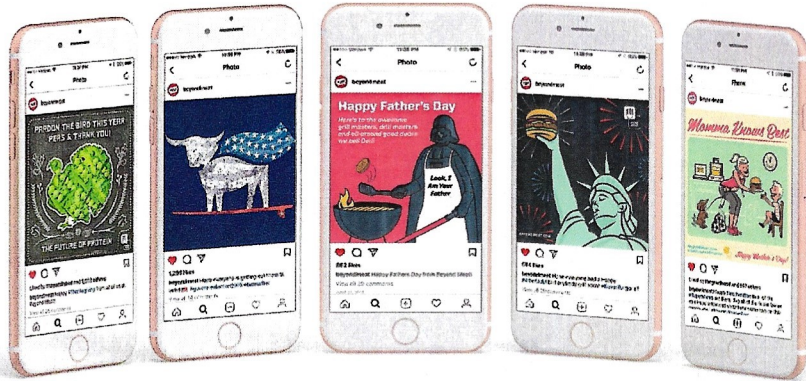
-spot the different supports of communication that are used




-How are the supports and visuals used to design the campaign?

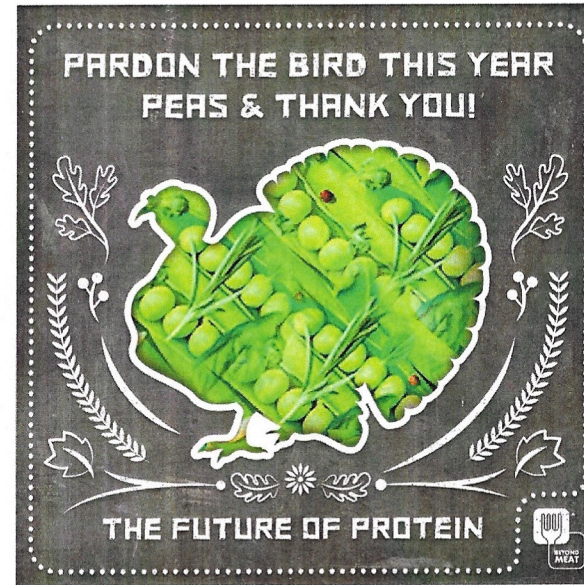
On an A3 sheet, analyze one illustration that you have chosen: analyze the illustration and how it fits the communication supports. Then, infer /deduce the meanings and communication stakes

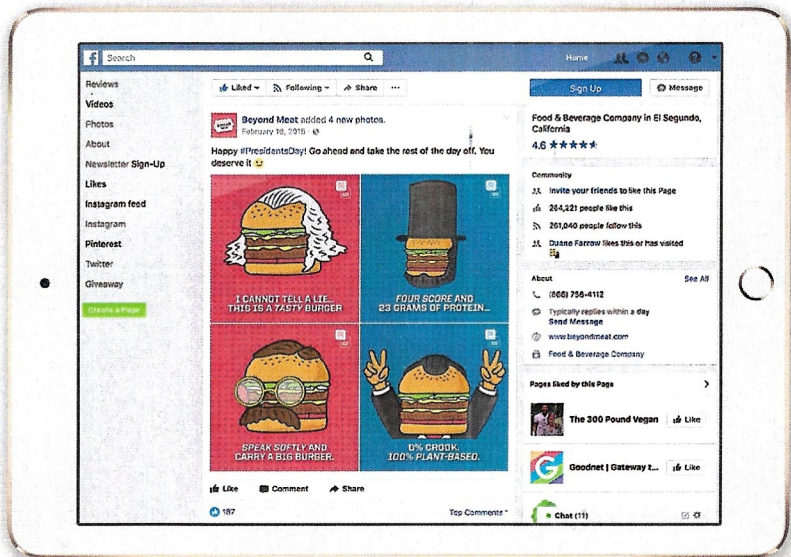
Hoodzpah Design Co. - direction artistique : Jennifer Hood
SOCIAL MEDIA CAMPAIGNS for *Beyond meat*, 2017

Social Media Illustrations
Infographics
GIFs & Motion Graphics



 58	  	
1 share	594 likes beyondmeat Hope everyone had a Happy #4thofJuly! Did anybody grill some #BeastBurger's? View all 29 comments	





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