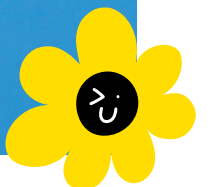


DBA DESIGN EFFECTIVENESS AWARDS ENTRY
- NOVEMBER 2023
CLIENT: LA VIE / AGENCY: EVERLAND



LA VIE

FROM PLANTS WITH LOVE



FOR PUBLICATION

EXECUTIVE SUMMARY

La Vie is a French start-up producing plant-based meat alternatives. Born in 2021 as the child of French entrepreneurs Nicolas Schweitzer and Vincent Poulichet. Despite their love for meat – and pork bacon in particular – they recognised the challenges of producing enough food to feed the world in a sustainable way, caring for both nature and animals. An alternative had to be developed.

Schweitzer and Poulichet went through more than 500 iterations until they finally perfected a plant-based bacon that looks, smells, tastes and feels like the real deal. With their patented technology, the duo soon gained recognition and earned awards for their innovative and mouth-watering product.

But to bring such a controversial product out to the world, and initially to the meat-loving French, a convincing consumer brand was needed. As outlined in the brief they provided, the ambition was to “Bring to life the world’s coolest veggie meat brand that would dare to stand out from the happy vegan crowd.

They aimed to be in the spotlight, inspiring the new generation to reduce meat consumption while embracing life through smart humour, bold creativity and an intriguing brand universe.

TO PUT IT IN BUSINESS TERMS, THE NEW BRAND HAD TO:

- Get noticed, get tried
- Generate fast penetration in the market
- Target a younger flexitarian audience

IN JUST 18 MONTHS AFTER THE LAUNCH IN FRANCE, LA VIE COULD CLAIM THE FOLLOWING BUSINESS RESULTS:

- No. 1 SKU sales in France for plant-based alternatives¹
- 4,600 points of sales across Europe²
- 3,000 restaurants using La Vie’s products³
- Exclusive branded partnership with Burger King across Europe with availability in +1,500 restaurants in 8 countries⁴
- +144% weekly unit sales in the UK between Sept 2022 and May 2023⁵
- Tripled sales growth for the first half of 2023, up 379% compared to 2022⁶





CONTEXT & OVERVIEW

PROJECT BRIEF

By 2050, global food demand is expected to double⁷. For the majority of human history, we've cultivated more and more land to feed our livestock. Today, we use 80% of agricultural land to feed animals, yet they only supply 17% of global caloric intake⁸. The math doesn't add up. How can we continue to support global food demand? And how do we resolve one of mankind's largest issues: animal-intensive farming?

The two French entrepreneurs, Nicolas Schweitzer and Vincent Poulichet, love meat. They just love animals way more. So, they turned to science and technology to develop a solution that could feed the world and take care of it at the same time. A solution to avoid the damages caused by conventional farming, like water depletion, biodiversity crisis, land degradation, deforestation and animal welfare.

After spending 3 years in the laboratory, going over 500+ iterations of fat emulsions, they finally figured out a way to create plant-based lardons and bacon that look, smell, taste and feel like the real deal. The first vegan bacon in the world to reach taste parity with pork was born.⁹

Where current plant-based fats disappoint regarding taste intensity, saturated fats, cooking experience and coconuts and palm sourcing, Schweitzer's and Poulichet's invention delivers a perfect animal fat replica. It's an identical look, taste and cooking experience to animal fat. But, it contains only low saturated fats based on sunflower plants and adheres to lean meat. Of course, they quickly patented the product. When they entered product contests, the prizes quickly came their way.

The vision of these two founders started to crystallise: what if we built the largest pork meat brand on Earth without harming any of such?

With the product in place, they needed a brand to market this ground-breaking, potent innovation to the people. As they put it themselves, they wanted to "Bring to life the world's coolest veggie meat brand that would dare to stand out from the happy vegan crowd." They aimed to be in the spotlight, inspiring the new generation to reduce their meat consumption while embracing life through smart humour, bold creativity and an intriguing brand universe.

THE BUSINESS OBJECTIVES OF THE BRIEF WERE:

- > Get noticed, get tried
- > Generate fast penetration in the market
- > Target a younger flexitarian audience.

THE CREATIVE OBJECTIVES OF THE BRIEF WERE:

- > Be someone, not just something
- > Be adored by few, not liked by everyone
- > Be consistent on all touchpoints



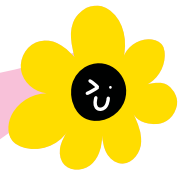
SCOPE OF THE WORK

The process was a close collaboration with the Chief Marketing Officer at La Vie, Romain Jolivet, and us. Together, we worked on the brand strategy, the visual identity and overall communication platform with multiple touchpoints such as packaging, trade fair experience, food truck and examples of campaign content for both outdoor and SoMe. Artist Egle Zvirblyte was brought in for illustrations of the visual universe. Later, La Vie engaged other agencies to help bring the brand to life through PR, ad campaigns and other activations.

Key FACTS

DESIGN FEES:
REDACTED CONFIDENTIAL DATA.

DATES:
Project Launch: May 2021
Public Launch: October 2021 in France,
October 2022 in the UK,
January 2023 in the Netherlands.



DESCRIPTION

FORTUNE FAVOURS THE BOLD

How do you become the largest pork meat brand on Earth without harming a single pig? That is the vision of Nicolas and Vincent. And with their award-winning, patented technology, they're on the right track to accelerate as many humans as possible switching to a more plant-based diet.

But turning an innovation into a consumer brand is no easy feat. And combined with the vision of being the largest pork meat brand on Earth, well, these are not your average Joes with low expectations.

Bold ambitions require a bold brand. And looking at the category, it was clear that there was a position in the market to be someone rather than just something. Within the category of meat alternatives, it is an ocean of sameness. Most brands seem to follow the same recipe, with a lot of burgers, happy colours, brown-paper organic looks, a plant icon and finally, some brand name containing either "meat" or "butcher".

Our shared ambition was to create a brand that could be the absolute rockstar of meat from plants. A maverick in tomorrow's food scene, challenging the industry, our habits, and consumers' expectations.

The primary target was the so-called "The planet A Epicureans". As they will count for of consumption by 2030, it was the right target for future-proofing the business foundation. Typically, younger people from Generation Z: bull-eye 25-year-olds. Food and taste lovers who want to reduce meat for animal welfare and the planet a protection without sacrificing the indulgence factor. They are hyper-urban, hyper-connected and hugely emotionally driven.

AMBITION

- > Express who we are and what we do: imperfect, irreverent activists here to change the game
- > Stand out in an ocean of sameness
- > Engage with our tribes and be part of the culture.

OPPORTUNITY

- > Plant-based pork (<1% of total meat sales¹⁰) still has time to play catchup to plant-based dairy (15% of total dairy sales¹¹), and has the potential to reach 12.5B€ by 2040 (assuming 5% of sales)¹². La Vie could reach 2B€ in sales by capturing 15% of this market.
- > When most competitors focus on rationality, La Vie focuses on emotionality.



WHAT SHALL WE CALL IT?

WHEN DECIDING ON THE NAME FOR THIS NEW CONSUMER BRAND, IT HAD TO MEET THREE CRITERIA:

- > Easy to remember
- > Reflect our ambition
- > Easy to pronounce internationally

Going through countless candidates and iterations, the winner was chosen: La Vie.

Despite being French for “The Life”, it’s easy to remember and reflects the company’s heritage in this proud European country, famed for its unconcerned lifestyle and culinary experiences. Furthermore, it works globally and reflects the founders’ ambition to celebrate life, people and food without any slaughtering of animals. It has an optimistic and playful attitude.

UNITING VEGANS AND CARNIVORES

Unlike other brands in the category, La Vie doesn’t see itself as an alternative to meat. They are more like ‘the new meat’, so there really is not much of a compromise here for meat lovers. This paved the way for a new way of communicating plant-based food by highlighting their universal love for life.

BRAND EXPERIENCE VALUES FOR LA VIE:

- > We’re Playful
- > We’re Quirky
- > We’re Optimistic



A BRAND UNIVERSE UNLIKE ANYTHING ELSE

To stand out and seduce vegans and meat lovers alike, the consumer brand needed a 360° brand universe with a strong narrative, a brand identity, a cheeky tonality, and packaging design that questioned the mainstream conventions in the category. Something never seen before. Did we mention they were ambitious?

As a bold challenger brand, La Vie needed an illustrative style that matched its warm and edgy tonality. Luckily, famed Lithuanian artist and illustrator Egle Zvirblyte was up for a collaboration. She creates bright, punchy and irreverent work with a strong presence, which is also relatable and fun. Just what we needed to break with the category and turn some heads. The result was the first animal characters in the La Vie Family, Mr Piggy and the everpresent Hooman, introduced on the first product. It’s colourful, positive, and a true celebration of life, as no animals have been slaughtered to make this delicious bacon. Harsh? Yet true. And it’s necessary to break with the category – and turn some heads.

Combined with the illustration, the tone of voice also makes up an essential part of La Vie’s personality as an activist leader and straight talker with a dash of mordant humour. It’s what’s needed for an honest, transparent and opinionated brand that



nudges people to eat better for themselves, animals and the planet. But the tone never loses track of the optimism foundational to the brand and what’s needed to achieve the sustainability goals. No more doomsday prophesying.

Every element – from typefaces to colours – adds to La Vie’s aspiration: A celebration of life. The use of two typefaces highlights different aspects of the brand personality. The script typeface is bold and expressive and aligns with the illustration style. Combined with the rounded sans serif typeface, it reflects La Vie’s positive attitude towards life. The colour palette strives for the same thing. Pink is positive and powerful and the dominant colour, flirting with the colour of the pig. To help differentiate the products and support the main colour, green and red were added to the universe. Finally, some black for contrast and boldness. All in all, it makes a cohesive look that makes you smile and want to participate..

MADE YOU LOOK, HOOMAN!

And boy, did the brand universe come alive across touchpoints. Whether in your Instagram feed, mobile browser, packaging design or through ads on billboards, subway stations or in newspapers, the La Vie brand is out there, boldly, optimistically and with mordant humour seeking to unite vegans and meat-lovers alike.

THE RESULTS

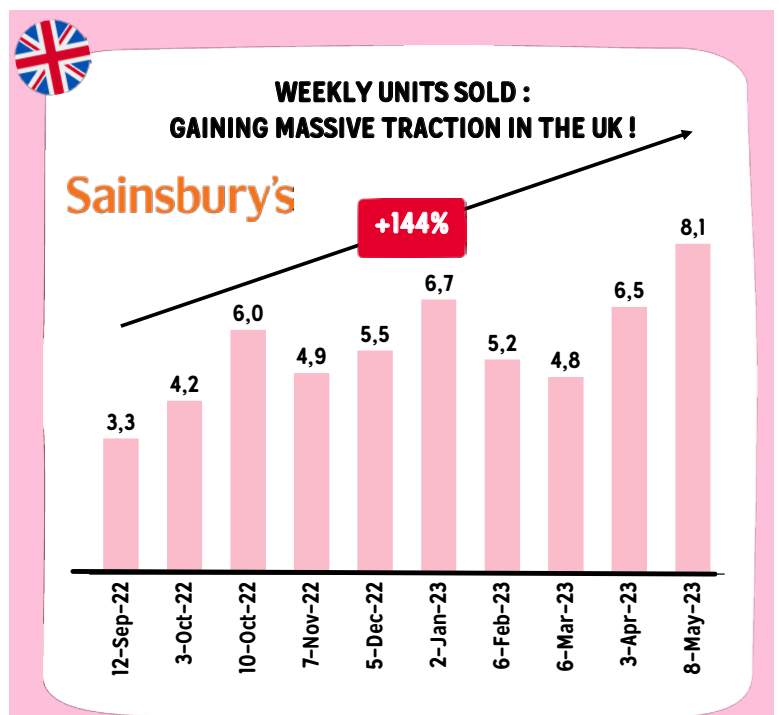
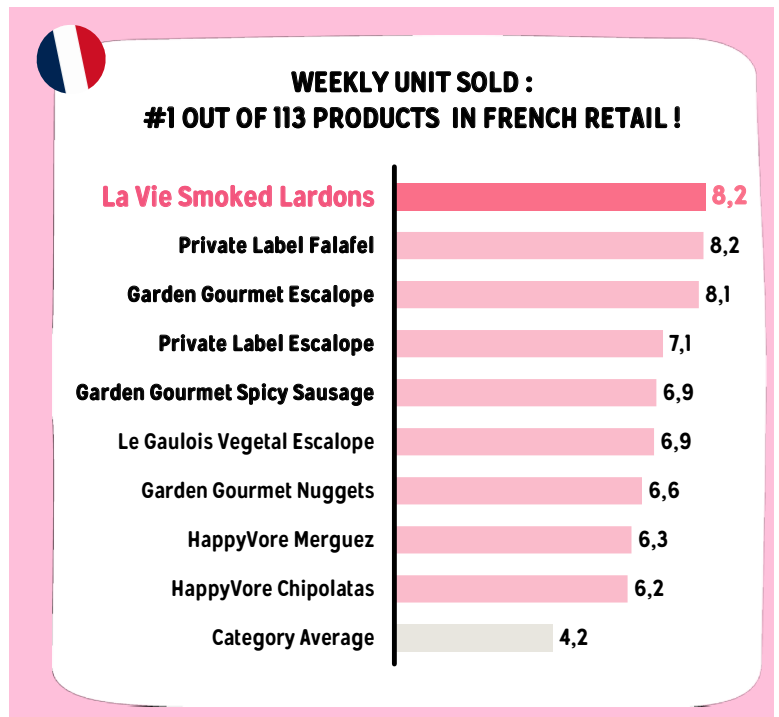
FROM START-UP TO STARDOM!

Shortly after launching in 2021, La Vie secured a national listing in Carrefour, France, the very first start-up to achieve this. A few moments later, La Vie raised a record-high 25 million EUR in funding for further development and international expansion, with famous co-investors and animal lovers like Natalie Portman (The actress), Eric Melloul (Chairman Oatly), Thibaud Hug de Larauze (CEO back market), Thomas Lodewijk Plantenga (CEO Vinted) and Frédéric Mazzella (CEO BlaBlaCar).

And the rocket trajectory hasn't slowed in the following months. The quirky, entertaining brand gathered everyone around plant-based meat, from vegans to meat lovers, also counting retailers and investors.

IN 18 MONTHS, LA VIE CAN SHARE THE FOLLOWING RESULTS:

- > No. 1 SKU sales in France for plant-based alternatives¹³
- > 4,600 points of sales across Europe¹⁴
- > Partnerships with major retailers including Waitrose, Ocado and Sainsbury's in the UK, as well as Carrefour and Albert Heijn in Europe.¹⁵
- > 3,000 restaurants using La Vie's products¹⁶
- > Exclusive branded partnership with Burger King across Europe with availability in +1,500 restaurants in 8 countries¹⁷
- > +144% weekly unit sales in the UK between September 2022 and May 2023¹⁸
- > Tripled sales growth for the first half of 2023, up 379% compared to 2022¹⁹ > 2 million products sold from July 2022 to July 2023²⁰
- > Every 12th second, someone buys a La Vie product²¹





”La Vie has built a brand personality that gets noticed and tried, which is reflected in the fast penetration in the market, the many points of sales and partnerships with Burger King and thousands of restaurants across Europe.”

**ON TOP OF THAT,
THE LA VIE BRAND ALSO
TRIGGERS LOVE EVERYWHERE IT GOES:**

- 100,000+ followers on social media²²
- Double-digit aided awareness²³
- 28+ million views on Tiktok²⁴

**AND BRAND-WISE,
THE BRAND UNIVERSE HAS WON:**

- Gold at The FAB Awards 2022
- Gold for ‘Best use of packaging’
at Transform Awards Nordics 2022
- 2 x Winner at DNA Paris
in Branding and Packaging Design
- Diploma at Guldägget

In September 2023, La Vie launched a crowdfunding campaign. In just over an hour²⁵, the team hit its target of 1 million euros and went on to collect €2,172,890 from 2942²⁶. This is both a new French record²⁷ and a sign of a loved and trusted brand.

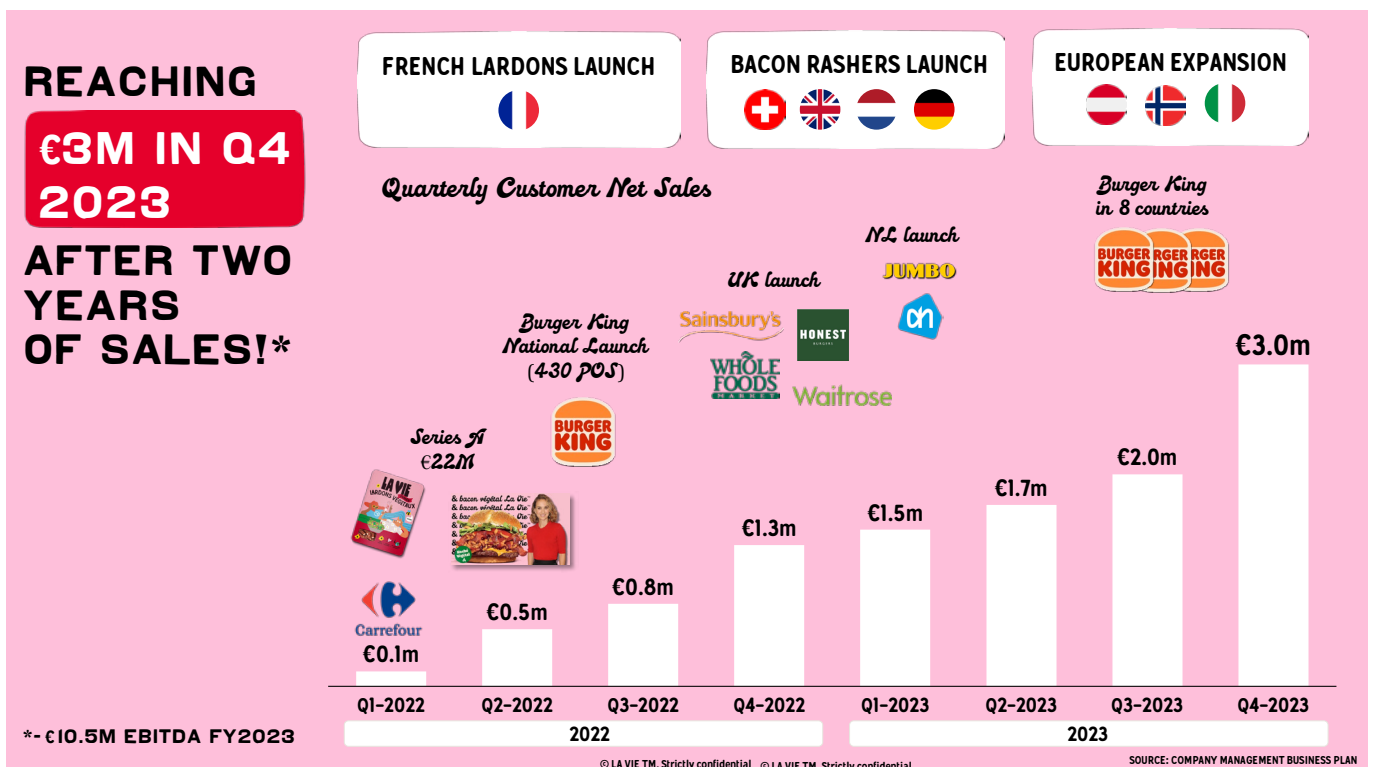
When comparing the results with the business and creative objectives of the brief, it is clear that all boxes were checked and then some. La Vie has built a brand personality that gets noticed and tried, which is reflected in the fast penetration in the market, the many points of sales and partnerships with Burger King and thousands of restaurants across Europe.

In a climate where the plant-based industry is closely scrutinised, the future looks promising for La Vie.



“The foodtech industry is currently experiencing a slowdown, but our outstanding results and investments are a testament to our disruptive approach, driven by proprietary tech and a brand centred on pleasure. Our unique blend of technology and brand identity sets us apart, challenging industry norms. This strategic step aims to unite a global community of changemakers who resonate with our vision.”

Nicolas Schweitzer, CEO and Co-Founder of La Vie.²⁸



OTHER INFLUENCING FACTORS

WAS IT INCREASED MARKETING SPEND?

It's difficult to compare to previous years' marketing spending when you've only been in the market for 18 months. However, being a relatively smaller player in the field, La Vie had to use its distinct brand assets and creativity to stand out. Some competing brands come from larger organisations, which usually can provide a bigger marketing budget.

So while spending on marketing certainly did help get the message out. It was still important to make sure that the message was on point and that it resonated with the entire brand platform that La Vie builds on. Each campaign had to support the brand position, which the brand platform and universe helped align and set the creative borders for any output from the marketing team and supporting tactical agencies.

WAS IT OTHER MARKETING ACTIVITY?

La Vie wants to be a part of the culture; naturally, it had to engage in current discussions when it deemed relevant for the brand. Billboards, newspaper ads, food trucks and stands are part of what has helped cement its position in the market. But all these initiatives spring from the same brand platform. The marketing activity is the execution of the strategy, which has helped steer all initiatives in the right direction to ensure brand-building and sales activation are aligned.

WAS IT SALES PROMOTIONS?

When launching a new product, it's pivotal that people try it. It's a penetration game. Naturally, sales promotions are an effective tool and have been used throughout the period since the launch as new markets and products have been introduced. Still, to deliver this amount of growth across all 18 months requires something more than just short-sighted sales activation. You need to build a brand that resonates with people, draws them in and makes them fall in love with the brand repeatedly.

Also, entering partnerships with the likes of Burger King can't be done using sales promotions. Nor can it build such a following across social media. That is only achieved with a great product and a bold brand.

WAS THE BRAND NECESSARY WHEN LA VIE HAD AN AWARD-WINNING PRODUCT?

Your product is your brand, and your brand is your product. Without the other, your brand or product can only take you so far. Yes, La Vie's award-winning, patented products are quite outstanding. In 2021, La Vie won "Best faux bacon product" at World Plant-based Taste Awards, Gold Prize at Les Trophées de l'Alimentation Végétale 2021 and Special Jury Prize at the Sandwich & Snack Show 2021. But to achieve what La Vie did in 18 months, the team also needed a fitting and bold brand.

The brand universe has given the team the confidence to approach large retailers like Carrefour and Sainsbury and team up with Burger King. The visual and verbal universe was necessary to catch eyeballs, among consumers and companies, it was crucial for standing out in an ocean of sameness. So, coming an innovative product with a bold, optimistic and ambitious brand universe was the winning combo that has helped make La Vie what it is today.

IS THE SUCCESS BECAUSE OF THE FOUNDERS AND CELEBRITY INVESTORS LIKE NATALIE PORTMAN?

La Vie wouldn't exist without its founders Nicolas Schweitzer and Vincent Poulichet. Their hard-work, innovation and vision have helped build the foundation for what La Vie is today and aims for in the future.

The brand universe has helped visualise and verbalise this vision. It has helped boost confidence and attract attention from retailers, investors, restaurants and consumers across Europe. The brand universe has become bigger than its owners and business angels by creating a platform for future growth and engaging new co-workers, consumers and investors.

Speaking of investors, getting Natalie Portman onboard is of course wonderful. Portman has invested in other plant-based companies as well, like Oatly and Tender Food. Getting her on board helps bring attention to La Vie, but to succeed long-term it still requires a solid business and brand that has longevity and commercial impact. And when you go to Natalie Portman's Instagram, you won't find one mention of La Vie.

FOOTNOTES:

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5. Sainsbury's Bacon Sales Report 2023

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7 & 8. IDTechEx 2021
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