

Positioning With Purpose



How to be a company with a conscience and market to vegan conscientious consumers.



Think customers only care about how much your product or service costs? Believe your brand is nothing more than an eye-catching logo and a clever tagline?

Think again.

Now more than ever, customers care more about your brand's values and less about your value to them. To these customers, it doesn't matter if your product costs less than a dollar if it damages even one ecosystem.

We call these customers **Vegan Conscientious Consumers**.

What is Vegan Conscientious Consumerism?

Vegan conscientious consumers are people whose purchasing practices must have a positive social, economic, and environmental impact. These customers buy ethical products and avoid unethical companies, especially when it comes to a company's animal welfare and environmental practices. While a company's labor practices, diversity initiatives, and even leadership behavior matter to conscientious consumers, we're focusing on vegans: Who are they and how do you market to them?

Veganism is not just a stricter form of vegetarianism. Vegetarians don't eat meat, but are more likely to eat eggs or dairy products. Vegans don't eat any animal-based product. If a product is made from, tested on, or impacts animals, vegans will not eat it — but veganism goes far beyond food. Vegans products cover the entire gamut, from clothing, to cosmetics, to personal hygiene, even pet products and more.

Veganism is not an “all-of-the-above” term.

People become vegans for different reasons:



Many people choose a plant-based diet strictly for health reasons. These vegans are less likely to be motivated by messaging focused solely on the environment or animal welfare, though it may be a contributing factor.



Many people become vegan because it's better for the environment. Health and animal welfare plays into their decision, but taking care of the planet is priority #1.



Many vegans choose the lifestyle for animal's well being. Vegetarianism is often, but not always, the “entry point” for these vegans, though they've since abandoned eggs and dairy to go “full vegan.”

Vegan conscientious consumers can be more than one of the above. Many vegans adopt the lifestyle for health reasons, but may still use other animal-based products (cosmetics, clothes) or non eco-friendly material (plastics). However, as they grow deeper into the vegan lifestyle, many will begin to adopt the eco-friendly, vegan lifestyle in other areas, such as using biodegradable packaging, non-chemical cleaning supplies, and exclusively plant-based foods and products.

Conscientious consumers are not always vegans. While veganism is the ultimate form of conscientious consumerism, many conscientious consumers may continue to eat meat, eggs and dairy products. However, they are more likely to purchase from locally sourced ranches and farms. Again, we're focusing on vegan conscientious consumers.

How many People are Vegan Conscientious Consumers?

Vegan conscientious consumers are a huge market—and growing.

9.6m

The number of Americans who follow [a vegan, plant-based diet](#), nearly 3% of the population.

600%

The growth of Americans who identified as vegan [from 2014 to 2017](#).

48%

The [percentage of U.S. consumers](#) who say they would definitely or probably change their consumption habits to reduce impact on the environment.

4X

The compound average growth rate (CAGR) of sustainable product sales compared to conventional products since 2014, a growth rate of 20%.

Who are Vegan Conscientious Consumers?

19m+

Given vegan conscientious consumers make up 3% of the population, it is no surprise that they cover several different demographics. However, there are noteworthy trends:

- More than 6% of African Americans identify as vegan.
- Americans earning less than \$30,000 are twice as likely to be vegan/vegetarian as those earning more than \$75,000.

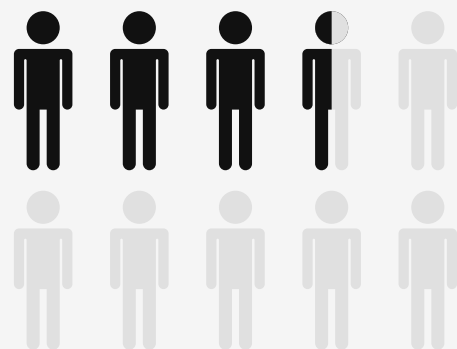
Millennial Divide

The biggest trends when it comes to vegan conscientious consumers is age. Here is how millennials compare to baby boomers.



75%

Millennials



34%

Baby Boomers

Millennials are more likely than baby boomers to spend more on:

■ Millennials
■ Baby Boomers



Why should my brand care about Vegan Conscientious Consumers?

While vegan conscientious consumers make up a small percentage of the overall population, they are growing (more than 300% in just the past few years) with no signs of slowing down. There is also the generational factor, with more millennial and Gen-Z consumers adopting the lifestyle, with numbers expected to continue growing.

Finally, and most importantly, there's the ethical factor. It is a brand's corporate responsibility to follow the most sustainable, conservation-minded, compassionate, eco-friendly practices when conducting their operations as possible. Not just because an increasing amount of consumers want this, but because it is the right thing to do.

How do I make my business appealing to Vegan Conscientious Consumers?

“Talking the talk” is important — “walking the walk” is much more important. Are you doing everything possible to make your operations as sustainable and eco-friendly as possible?

Here are some ways to make eco-friendly practices and sustainability more front and center with your organization.

Update your practices.

You don't have to be a “vegan brand” to make your brand more eco-friendly. Just about every business could do an “eco-audit” and think of ways to operate with more sustainability. If you're a home or lawn maintenance company, do you use eco-friendly weed killer that doesn't pose a danger to insects and animals? If you're a laundry or cleaning company, do you use chemical-free, ethically sourced cleaning supplies and soaps?

Even if you're a professional organization in an office (such as an accounting or law firm), there are eco-friendly habits you can follow, like powering down unused electronics, turning off lights in rooms, using eco-friendly office supplies, and switching to energy-efficient lighting, electronics, and appliances.

Hire like-minded people.

If you're committed to be an eco-friendly brand, especially if you're a vegan brand, your employees should be too. Employees should align with this goal, especially if they are buyer-facing. This doesn't mean you should fire people who bring a turkey sandwich to lunch, but it does mean hiring people who are committed to creating a more sustainable world for us all, starting with the company they work for.

Put someone in charge.

Your company probably has people in charge of Finance and Marketing...what about Sustainability? If your business can afford it, consider hiring someone whose job is to make your operations more eco-friendly and sustainable; from the products you make, the office supplies you purchase, and even the way your office or store looks. Sustainability is skin deep and your space should reflect that.

How do I market to Vegan Conscientious Consumers?

Marketing and appealing to vegan conscientious consumers starts with being a vegan conscientious business and brand. Just like you wouldn't sell a customer a car before you have even made it, you can't market as a vegan conscientious brand until you are one.

Here are best practices for marketing to vegan conscientious consumers:

Values

Conscientious consumers want brands whose values align with theirs. What do you stand for and why? What drives you to follow sustainable practices besides appealing to eco-friendly consumers? Share your values and give customers something to rally behind (your [#RallyPoint](#)).

Transparency

Don't hide behind a wall (or a firewall). Share publicly how your products are conceived and sourced; what materials you use to make them; and how they are produced and distributed. If you're trying to make your business as eco-friendly as possible, but still have some "gaps", be upfront and honest about it. Vegan conscientious consumers do their research and consult with one another, so if you're not transparent they will find out and it will look like you're hiding something.

Authenticity

Be real. Given this is a growing space that lots of legacy brands want to get into, there's no shortage of pretenders and posers. Vegan conscientious consumers can smell phony and can tell when they're just being sold something by a brand that just wants their money. Be authentic and demonstrate that you truly care about the issues they care about in the way you talk, market, and most importantly, act.

Know Your "Thing"

You walk the walk and talk the talk...but so do other brands. Now what? This is where we go back to Marketing 101. Being eco-friendly and sustainable is non-negotiable with vegan conscientious consumers, but beyond that what makes you, you? These consumers are customers after all with the same concerns as everyone else. Are you more convenient than your competitors or at a better price point? On the flip side, are you an upscale, luxury brand that customers are willing to pay more for? Determine what differentiates you from your competitors and in the minds (and hearts) of your customers.

Who does a good job marketing to Vegan Conscientious Consumers?

Inspiration is never a bad thing, so here are some brands that have done a great job marketing to vegan conscientious consumers. While each company is different, they all share one vitally important trait: They don't just market to vegan conscientious consumers; they are vegan conscientious brands.



While Alter Eco offers some products made with animal ingredients, they also offer an assortment of vegan products. Their tagline ("enlightened indulgence") says it all. Alter Eco is a snack brand that does not just make healthier chocolate that is free from preservatives; they use "dynamic agroforestry" to create a healthier environment for both the field and the farm. According to their website: "Recent studies have shown that this alternative method produces greater yields than conventional farms, in addition to providing shade, surplus food, and income for farmers. Win-win!"



While this brand is not exclusively vegan, Grove offers vegan products, and is committed to providing "natural cleaning, home and personal care." In addition to sustainably producing soaps and detergents, Grove's big push is to be 100% plastic-free by 2025. Grove is proof your brand doesn't have to be all things to all people, but by focusing on a few key issues your brand can make a big difference.



Paguro proves veganism isn't just about what you eat, but also what you wear. This UK-based vegan fashion brand "upcycles" its handmade bags, jewelry, and accessories, using 100% reclaimed materials. Paguro's designs are modern and trendy, and look perfectly at home on the streets of New York, Paris, or London.

Your Brand

Do you want your company to be the next vegan brand that conscientious consumers buy from, recommend, and admire? [Schedule a free consultation with Levo.](#)

Why Levo?

If winning hearts and minds to a vegan, eco-friendly lifestyle is your mission, having exceptional marketing, messaging, and design is not enough. You must have a partner who shares your passions and beliefs.

At Levo, we know what it takes to inspire and rally a community around a cause, or [Rally Point](#). But this is about more than what Levo can do — it's what we stand for.

As a certified woman-owned, full-service marketing and design firm, Levo is committed to creating a better, healthier planet for us all – for animals and people.

We are a team of digital marketing experts led by Anya Sleezer, a digital design and marketing expert, and a committed vegan. Under Anya's leadership, we specialize in the following areas:



Branding



Strategy
& Consulting



Advertising
& PR



Marketing
& Design



Websites



SEO



Content
Marketing



Environmental
Design



Digital
Marketing



Social Media

Your needs are unique. Your challenges are complex. But your cause is important, and you deserve a marketing partner as committed to your mission as you. We've served a variety of brands both locally and globally, and are now accepting national and international clients.

Let Levo help take your mid-sized, vegan company to the next level – and make the world a better place for us all.



A message from our Principal and CIO, **Anya Sleezer**.

If winning hearts and minds to a vegan lifestyle is your mission, I share your passion. I bring 15-plus years of marketing and design experience to the table, and a commitment for the cause.

The reason I became a vegan is the same reason I am devoting my business to serving them: it is healthier, smarter, more ethical and sustainable than the status quo. Since my journey to veganism began, I have lived and breathed the lifestyle, become involved in its community, and been inspired by its advocates. This authentic perspective isn't something you can buy or just "pick up" over a weekend of research online; you have to live it, believe in it, and practice it each day.

I live and breathe the vegan lifestyle, and know what it takes to rally a community around a company and a cause; now it's your turn.

Level up with Levo.

Take your eco-friendly, sustainable, vegan brand to the next level.

[Schedule a free consultation](#)