



# BRAND OVERVIEW



**MorningStar**  
FARMS®

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- **WHY**

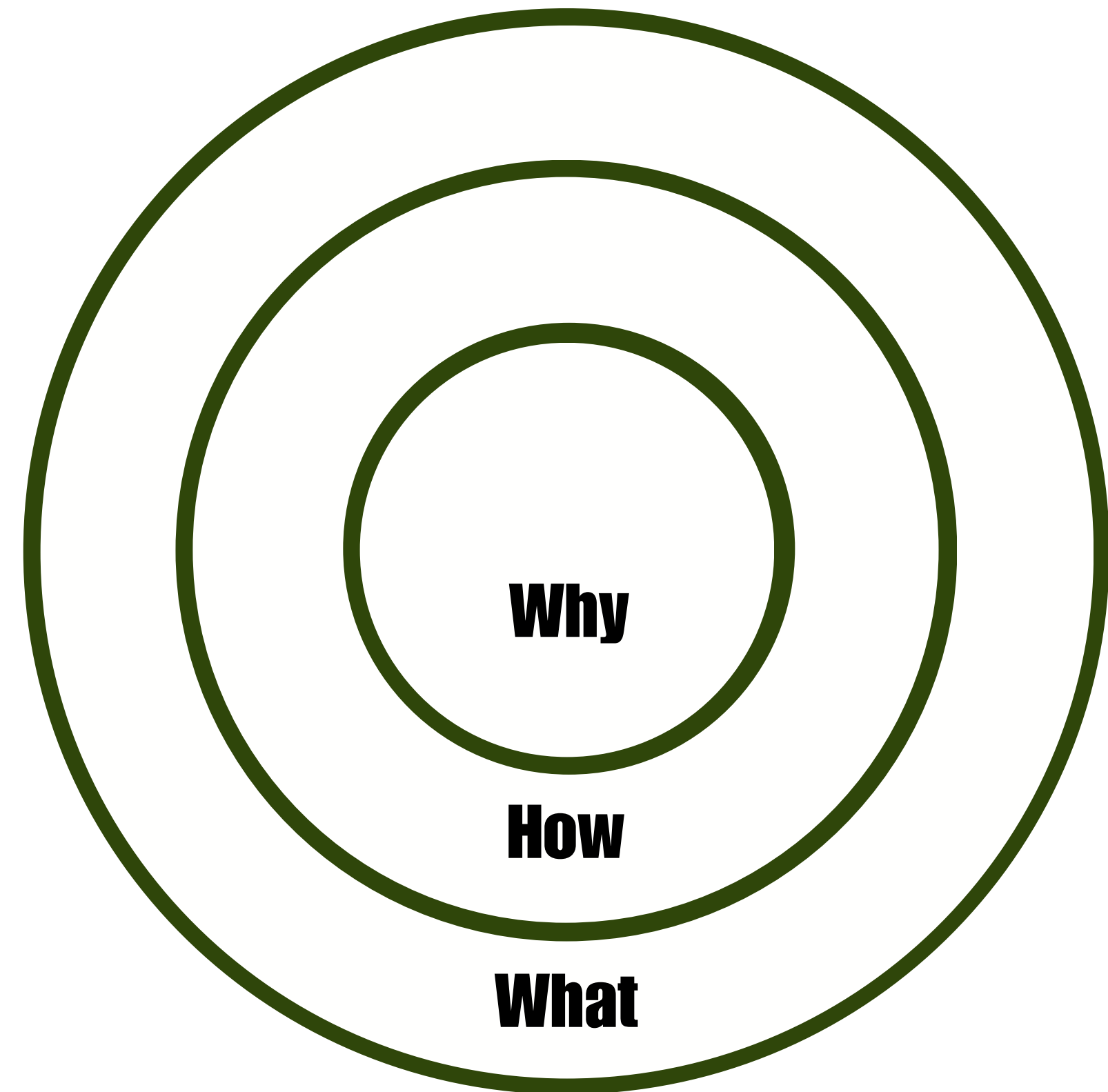
Democratize plant based eating for  
“Better Days”

- **HOW**

Becoming 100% Vegan, Segmenting products into  
traditional, high tech, and snackable products

- **WHAT**

Easy Frozen Vegetarian and Vegan options  
that are cost friendly and meet you in all  
your eating times





## MISSION STATEMENT

“To make plant-based protein more accessible, affordable, and environmentally responsible for everyone”

## PRODUCTS

- Portfolio divides into their **Heritage** line (traditional veggie/black bean alternatives) and their **Incogmeato** (next gen meat mimics) line
- Burgers(The Hero Category), Breakfast, Chik'n( Poultry Alternatives), Appetizers & Starters,



## **MARKET LANDSCAPE**

Parent Company is Kellogg, where it shows a dominance in the frozen food section as it is more affordable, the Heritage line is viewed as a “safe” familiar option as it has been around since the 70's. Recent rebrand of Kellanova has shifted the strategy to sanctification, with cross-brand collaborations. Consumer base focused on price friendly options, with a shift focused on flexitarians, who occasionally eat vegetarian. Consumers are becoming increasingly aware of ultra-processed food, which can harm brands that rely on lab-created additives in their products.

## **COMPETITORS:**

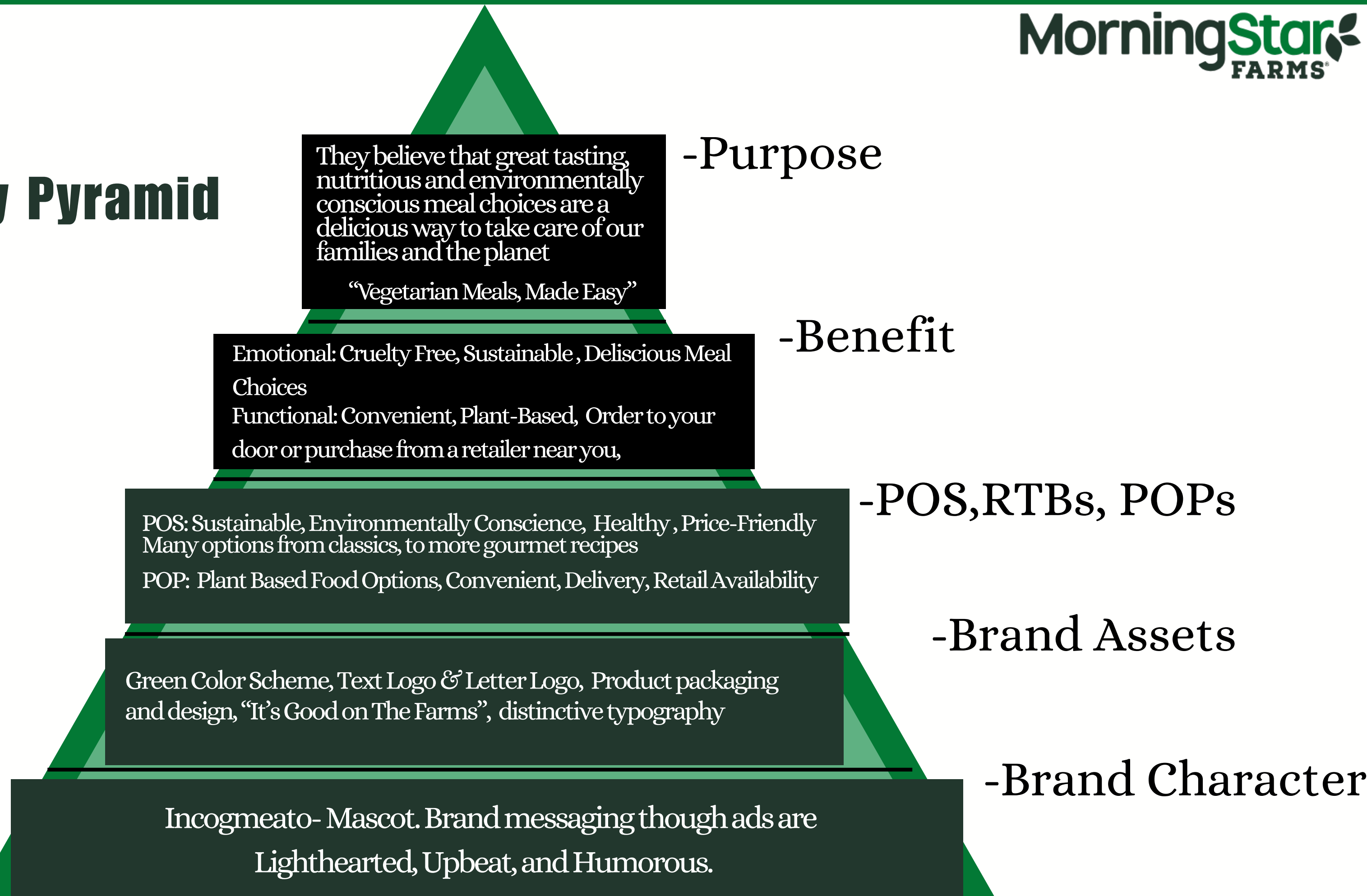
Tech Disruptors: brands like Impossible Foods uses assets like the color red to trigger meat eaters aggressively. Their products are focused to be indistinguishable from meat. Brands like Beyond Meat use the strategy of health to create products with a low level of processing.

Heritage Rivals: Quorn uses differentiation using Myco-protein (fungus based) which has a claim of better texture and taste while being healthier.

Private Label: Kroger, Whole Foods, and Trader Joes create the highest quality knock-offs of Morningstar Products while costing 20-30% less.



# Brand Equity Pyramid





# Consumer a Day in the Life:

(an AI overview)



## Day in the Life: Meet Sarah, the Mindful Millennial

### Demographics:

- Age: 34
- Occupation: Senior Marketing Manager at a tech startup.
- Location: A vibrant, walkable neighborhood in Denver, Colorado.
- Household: Lives with her partner, Ben (35, an architect), and their energetic rescue mutt, Gus. No kids yet, but it's a "maybe someday" conversation.
- Income: Combined household income of ~\$160,0.
- Dietary Style: Flexitarian. Sarah is the primary driver of their food choices, aiming for plant-based meals 4-5 nights a week. Ben is a supportive omnivore who enjoys the variety and health benefits.

**7:00 AM:** The first alarm buzzes. Sarah hits snooze once—a small rebellion—before her internal clock and a whining Gus get her out of bed. She pulls on Lululemon leggings and a well-worn tee for Gus's morning walk. While he sniffs every tree, she listens to "The Daily" podcast, catching up on world events. It's important for her to feel informed and connected.

**7:45 AM:** Back home. Ben is grinding coffee beans. The kitchen is their sanctuary—bright, with an overflowing herb planter on the windowsill. Breakfast is a quick smoothie. Sarah throws in spinach, a frozen banana, oat milk, and a scoop of plant-based protein powder. It's about fuel and efficiency. She scrolls through her social media feeds—a mix of friends' travel photos, interior design accounts, and foodie influencers who focus on sustainable, beautiful meals.

**8:30 AM:** Sarah settles into her home office (a converted spare bedroom). Her day is a blur of Zoom calls, campaign analytics, and creative brainstorming sessions. She values her career and the sense of purpose it provides but is fiercely protective of her work-life balance. She snacks on a handful of almonds and a Granny Smith apple mid-morning.

**12:30 PM:** Lunch break. Today it's leftovers from last night: a quinoa bowl with roasted sweet potatoes, black beans, and a cilantro-lime dressing. She eats at the kitchen island, consciously avoiding her desk. She believes in mindful eating and taking a real break. She texts her sister to confirm plans for their weekend hike.

**5:30 PM:** Work is done. Sarah changes into workout clothes for a 45-minute Peloton class. It's her stress-reliever. She loves the sense of community and the data-driven progress, pushing herself to beat a personal record. It's less about weight loss and more about feeling strong and healthy.

**6:45 PM:** Dinnertime. This is where MorningStar Farms comes in. Tonight's menu is "Taco Tuesday" (on a Thursday). Ben is chopping tomatoes and onions while Sarah crisps up the MorningStar Farms Chorizo Crumbles in a hot pan. The smell is savory and familiar. For her, this is the perfect solution: it's quick, packed with protein, and satisfies the craving for a hearty meal without the environmental or ethical baggage of meat. She doesn't feel like she's "giving something up"; she feels like she's making a smart, modern choice.

**7:15 PM:** They eat on their small balcony, enjoying the cool evening air. The conversation flows from work frustrations to planning a potential camping trip to Utah. They value experiences over things. Their meal isn't a statement, it's just... dinner. Easy, delicious, and aligned with their values of trying to do a little better for themselves and the planet.

**8:30 PM:** Time to unwind. They settle on the couch to stream the latest episode of a popular limited series. Ben has a local craft beer; Sarah has a kombucha. Gus is curled up at their feet. This is their version of a perfect evening—comfortable, connected, and low-key.

**10:30 PM:** Sarah does her nightly skincare routine and scrolls through Pinterest, pinning recipes for "sheet pan dinners" and "easy vegetarian lunches." She makes a mental note to pick up a box of MorningStar Farms Spicy Black Bean Burgers for the weekend—they're great for a quick lunch after a long hike. She feels a sense of quiet satisfaction. It was a busy day, but a good one, filled with small, intentional choices that reflect who she is and the life she wants to live.



# BRAND ADVERTISING

## Brand Ad Types:

- Youtube
- TikTok/Instagram/Facebook
- X (Twitter)
- Spotify
- T.V. (Broadcast)
- Print

**Examples:** Instagram Ad Youtube Ad  
TikTok Ad Lose Your Veginity Ad Print Ad  
T.V./Video AD Broadcast/Video Ad



# Print/Text Based Ads:



2025  
*The* **TASTY AWARDS**  
*powered by* NECTAR  
WINNER



# Print/Text Based Ads:

# MorningStar FARMS®





# BRAND ASSETS

Visual Identity: Bold green palette, white typography clean iconography (leaf, clock, dollar sign, heart), high-contrast green backgrounds + simple layouts

Logo & Packaging: MorningStar Farms logo with leaf element

Green-dominant boxes with appetizing food photography, clear naming across Heritage & Incogmeato lines

Messaging Style: Playful, friendly, accessible tone, Common taglines: “It’s Good on the Farms,” “Small Swap. Big Flavor.”

Themes: flavor, convenience, small wins, sustainability

Distinctive Elements: Incogmeato mascot in select campaigns, Light humor + plant-forward visuals, Wholesome, farm-inspired cues

# Fundamentals

# + Project Strategy: *Insert the Brand/Product Name*

## Brand Personality:

*Who would this brand be personified? What is our brand's tone of voice?*

## Brand Assets:

*Insert the brand's consistent assets used to drive recognition of our brand – logos, products, taglines, colors, etc.*

## Brand Why:

*Insert the brand's why/mission?*

Benefit:

Consumer Profile:

Insights:

Consumer Change:

Current Belief:

Proposition:

Desired Belief:

Business Goal:

Current Behavior:

Desired Behavior:





# REVERSE BRIEF

## AD 1 - Lose your “Veginity” ad



- Brand and Product: plant-based frozen foods
  - Business Objective: attract new customers to plant-based eating
  - Target Audience: flexitarians and curious meat-eaters seeking tasty, sustainable options
  - Brand Personality: playful, bold, and inclusive, makes trying plant-based food feel fun and easy
  - Ad Challenge: get hesitant meat-eaters to try plant-based products
- Current Do: avoid or overlook plant-based foods
- Current Belief: plant-based options don't taste as good as meat
- Proposition: your first time trying plant-based can be fun, tasty, and satisfying
- Desired Belief: plant-based food can be flavorful, exciting, and worth trying
- Desired Do: try MorningStar Farms products and become repeat buyers
- Benefit: delicious, satisfying food that makes eating less meat enjoyable
  - RTBs: established, trusted brand with great taste, fun marketing, and plant-based expertise



## REVERSE BRIEF

**MorningStar**  
FARMS®

# AD 2 - Every Win is Worth a #ForkDrop

- **Brand and Product:** MorningStar Farms — Plant-Based Burgers and Breakfast Sandwiches
- **Business Objective:** Attract consumers to buy the product and join the “ForkDrop” challenge
- **Target Audience:** Young adults who try to eat healthier and more sustainably.
- **Brand Personality:** Confident and relatable, cheering new consumers on for doing something good in their own small way.
- **Ad Challenge:** People who are not vegan or Vegetarian can also consume products for a sense of achievement and complete an online challenge like #forkdrop

**Current Do:** Only Vegans are willing to consume vegan products

**Current Belief:** Plant-based food is for super healthy or eco-obsessed people, not for me.

**Proposition:** Even win is worth a #ForkDrop

**Desired Belief:** “Even one plant-based meal is a win worth celebrating.”

**Desired Do:** Choose MorningStar products more often and feel proud enough to celebrate that

- **Benefit:** Get tasty, satisfying food and the good feeling that comes from making a small win for yourself and the planet.
- **RTBs:** one of the most trusted plant-based brand and products are tasty



# REVERSE BRIEF

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## AD- 3 Steph's Farm

**AD**

- **Brand and Product:** MorningStar Farms
- **Business Objective:** To build brand affinity and reinforce the "farm" name by associating MorningStar Farms' plant-based products with a positive, wholesome, and friendly "farm" feeling, despite them being plant-based.
- **Target Audience:** Flexitarian or plant-based consumers who appreciate lighthearted humor and are looking for brands that feel friendly and approachable.
- **Brand Personality:** Whimsical, self-aware, friendly, and playful.
- **Ad Challenge:**
- **Current Do:** Consumers may not have a strong emotional connection to the "farm" in MorningStar Farms' name, or they may associate "farm" exclusively with animal products.
- **Current Belief:** "Plant-based" can feel processed or industrial, the opposite of a wholesome "farm."
- **Proposition:** MorningStar Farms brings the simple, happy, and wholesome spirit of a farm to its plant-based products.
- **Desired Belief:** "MorningStar Farms is a friendly and charming brand that makes plant-based food feel simple and good-natured."
- **Desired Do:** Feel a positive emotional connection to the MorningStar Farms brand, and choose their products as a simple, feel-good option.
- **Benefit:** Enjoy delicious, plant-based food from a brand that feels friendly, positive, and doesn't take itself too seriously.
- **RTBs (Reasons to Believe):**
- The ad features a friendly, personified plant-based chicken patty.
- The setting is a "farm" (Steph's Farm), complete with humorous, small-scale farm elements like a toy tractor and bird sounds.
- The ad uses a gentle, whimsical tone to connect the brand name to a positive farm idea.
- The tagline "It's good on the farms" directly ties the brand name to the pleasant, wholesome concept



## REVERSE BRIEF

# AD 4 - Good Choices Taste Good

- **Brand and Product:** MorningStar Farms — Plant-Based Breakfast & Meal Starters
  - **Business Objective:** Reassure skeptical flexitarians that switching to a plant-based meal even once a day is easy, delicious, and aligns with their values
  - **Target Audience:** Consumers aged 18–40 who are not fully vegetarian but want healthier, convenient, feel-good food choices
  - **Brand Personality:** Warm, approachable, slightly cheeky, and optimistic
  - **Ad Challenge:** Many people want to “eat better” but feel overwhelmed or assume plant-based food is bland or complicated
- Current Do: Sticking with meat because it’s familiar and low effort
- Current Belief: Plant-based food is either too processed or too “health-nut” for everyday people
- Proposition: A small switch can still taste great
- Desired Belief: Plant-based swaps can be delicious, satisfying, and totally doable
- Desired Do: Try MorningStar Farms just once — especially for an easy breakfast or weekday dinner
- **Benefit:** A convenient, tasty way to feel good about what you’re eating without sacrificing flavor
  - **RTBs:** MorningStar has been trusted for decades. Products are flavorful, affordable, and accessible. Wide variety for every meal occasion. Light, positive brand tone makes plant-based feel effortless



# **POSITIONING STATEMENT**

**Key Insights:**

**Opportunities:**



# NEW STRATEGY: 5 BOX DIAGRAM Proposition



## Current Belief

Plant-based food is either too processed or too “health-nut” for everyday people.

"Frozen plant-based food is for 'Dinner' or 'Breakfast.' Snacking on it takes too long and feels too heavy."



You don't have to be vegan to enjoy great plant-based meals—MorningStar Farms makes it fun, familiar, and totally doable one meal at a time.

"Hot protein that's ready before your next Zoom call starts."



## Desired Belief

MorningStar Farms makes it easy to enjoy flavorful plant-based meals without sacrificing taste or convenience.

"MorningStar Farms isn't just a meat replacement; it's a hot, guilt-free energy hack for my busy day."

## Current Do

Choose meat out of habit or convenience

Eating low-satisfaction cold snacks (nuts) or high-guilt processed snacks (chips/crackers)



## Desired Do

Incorporate MorningStar Farms into their weekly meal rotation as a go-to easy, tasty plant-based option

Stocking the freezer with Nuggets and Bites specifically for solo snacking occasions, not just family meals





# NEW BRIEF:

Ad Brief: The "Power-Up" Snacking Pivot

1. Project Challenge MorningStar Farms is fighting a "Burger War" for the dinner plate against high-tech disruptors like Impossible and Beyond. However, the "Snackable" category is currently underutilized, often viewed merely as kids' food or party appetizers. We need to reposition our snack portfolio as essential "functional fuel" for adults.
2. Target Audience: "The 3 PM Crasher"
  - Profile: We are focusing on Sarah, the 34-year-old "Mindful Millennial" who works from home.
  - Current Mindset: She values efficiency and fuel. Currently, she snacks on almonds and apples to get through the day, but she finds cold snacks boring and processed chips guilt-inducing.
  - The Friction: She wants a hot energy boost but believes heating up frozen food is a heavy "meal commitment."
3. The Insight Sarah doesn't need a "meat substitute" at 3:00 PM; she needs a protein hack that is as easy and gratifying as opening a bag of chips, but without the crash.
4. The Single-Minded Proposition Small Bites. Big Fuel.
5. Key Message & Creative Hooks
  - Tagline: "Cheat on Chips."
  - Headline: "12g of Protein. 0g of Regret."
  - Tone: Maintain the brand's "playful, friendly, accessible" voice, but shift the focus from general sustainability to personal energy management.
6. Reasons to Believe (RTBs)
  - Nutritional Value: Heritage line products like Chik'n Nuggets offer significantly higher protein (12g) compared to empty-calorie snacks.
  - Speed/Convenience: Emphasize the Clock Icon asset —it takes just minutes to heat, fitting perfectly into a busy work schedule.
  - Taste/Familiarity: The Heritage line is viewed as a "safe," familiar option, removing the fear of "weird" textures during a quick snack break.
  - Affordability: It remains a cost-friendly option compared to ordering takeout snacks.
7. Visual Direction
  - Context: Abandon the "plated dinner" look. Show the food in hand-held situations: in a bowl at a desk next to a laptop, or being dipped one-handed.
  - Aesthetics: Use the established Bold Green Palette but introduce a high-energy secondary color (like electric orange or mustard) to signify "Energy/Snack" rather than "Farm."
8. Media Placements
  - Primary: TikTok and Instagram (Targeting the afternoon scroll).
  - Contextual: Spotify ads during "Focus/Work" playlists.
9. Desired Action We want Sarah to stop viewing the freezer as "Dinner only" and start stocking MorningStar Farms nuggets and bites as her go-to "Work-From-Home" desk snack.



# NEW ADVERT 1

POSTER AD 1 – “Small Swap, Big Flavor”

**Headline:**

SMALL SWAP. BIG FLAVOR.

**Visual:**

A MorningStar Farms burger placed side-by-side with a beef burger – but the MorningStar one looks slightly better: brighter lettuce, juicier tomato, cleaner shape. Green background accents.

**Body Copy:**

“Try a plant-based classic that hits all the flavor, without the heaviness.”

**Tagline:**

Make the better choice taste amazing.

**Brand Elements:**

Green palette, bold typography, MorningStar logo.

**Purpose:**

Show you don't lose anything by switching – the plant-based option actually looks more appealing.





## NEW ADVERT 2

Headline: SMALL SWAP. BIG FLAVOR.

Accents: Green background accents

Body Copy: "Try a plant-based classic that hits all the flavor, without the heaviness."

Tagline: Make the better choice taste amazing

Brand Elements: Green palette, bold typography, MorningStar logo

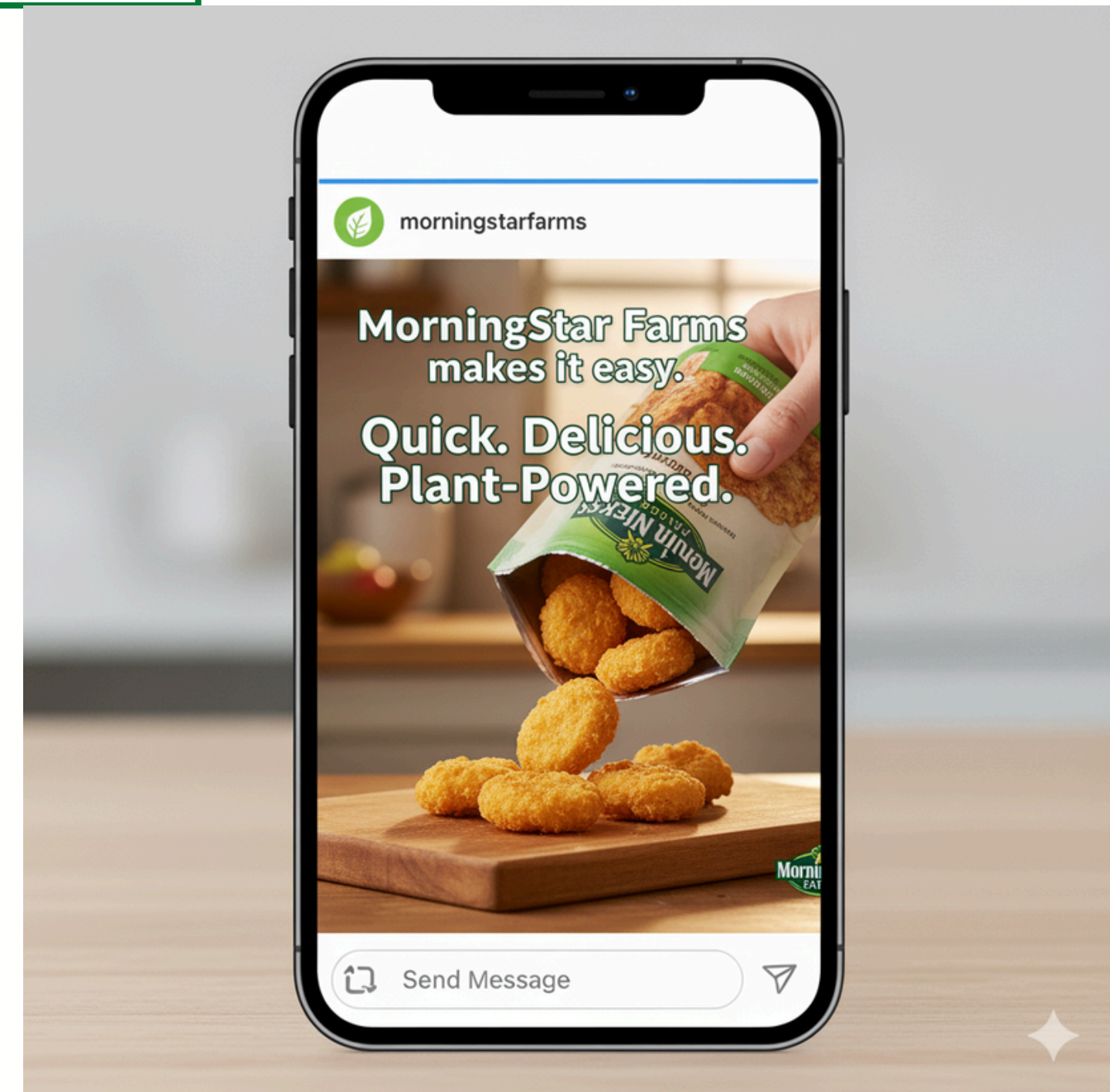
Purpose: Show you don't lose anything by switching — the plant-based option actually looks more appealing.





## NEW ADVERT 3

- Purpose: To position MorningStar Farms as the convenient, delicious, plant-powered solution for quick meal preparation.
- Headline (Internal Text): MorningStar Farms makes it easy. / Quick. Delicious. Plant-Powered.
- Explaining the Visual: A simulated Instagram Story frame featuring beautifully plated Protein Power Bites (the snack product), designed to look appetizing and ready-to-eat within the platform's vertical layout and user interface.
- Tagline: The concise messaging "Quick. Delicious. Plant-Powered." acts as the frame's motto.
- Brand Elements: Prominent MorningStar Farms Logo on the packaging, using a clean, bright aesthetic for brand recognition.





# NEW ADVERT 4



# **BRAND SAFARI INSIGHTS**

- Location: Strong presence in the high-traffic Frozen Meat Alternatives section.
- Packaging: Recognizable dark green palette with high-impact, taste-forward photography.
- Shelf Impact: High visibility and "shelf blocking" due to the large variety of products (burgers, breakfast, crumbles).

## **Strengths**

High Recognition: Legacy brand trust and strong color consistency.

Taste Focus: Excellent food photography clearly conveys appeal and flavor.

Variety: Appeals to multiple meal occasions (dinner, breakfast, snack).

## **Weaknesses**

Category Clutter: Blends visually with many newer, similar competitors.

Speed Not Clear: Doesn't clearly communicate quick cook times (convenience).

Messaging Ambiguity: Vegan vs. Vegetarian differentiation is not immediate/simple.

## **Key Recommendations**

- Emphasize Speed: Add clear, front-of-pack visuals ("Ready in 7 Mins") to own the convenience space.
- Clarify Choice: Use distinct color/design cues to clearly separate Vegan products from Vegetarian ones.
- Expand Reach: Seek secondary placement in dedicated breakfast or appetizer freezer sections to capture specific shoppers.



MorningStar  
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LUNCH



DINNER



THANKS!

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