

THE VEGANUARY BUSINESS SUPPORT TOOLKIT

INSPIRATION FOR BRANDS, RESTAURANTS AND RETAILERS TO GET INVOLVED IN VEGANUARY 2021

ABOUT VEGANUARY

WELCOME TO VEGANUARY!

Since launching in the UK in 2014, Veganuary, **a registered charity**, has inspired and supported **almost 1 million people in 192 countries to try vegan for January** and beyond (although data suggests more than **ten times as many people** actually participate each January!).

We work with businesses to drive new vegan launches and activations, making veganism more visible and accessible through our work with national and international media.

The heart of our campaign is our **31-day vegan pledge**. People from all over the world receive daily emails with the practical resources and advice they need to make the transition.

With so many more new vegans and flexitarians being created, we need businesses like yours to join us to shout about **your vegan product launches and offers** so that new vegans and participants can find great vegan options and have the best Veganuary Experience.

THE KEY CALENDAR MOMENT:

Veganuary is the **ideal opportunity** and marketing tool post-holiday to create a one-month campaign activation and **focus** on your **vegan line**.

2020 CAMPAIGN FACTS + FIGURES

400K
PEOPLE

Signed up to participate in Veganuary in 2020 through our campaign.

600+
BUSINESSES

During our 2020 campaign, over 600 large and medium-sized companies promoted Veganuary along with thousands of smaller independent brands.

550
NEW MENU ITEMS

Restaurants around the world added vegan options to their menus in 2020 to meet Veganuary participant demand.

548M
U.S. MEDIA REACH

Veganuary's 2020 media reach included coverage in top major national newspapers like *The Wall Street Journal*, *The New York Times*, the *New York Post*, and *Washington Post*.

OUR VISION AND MISSION

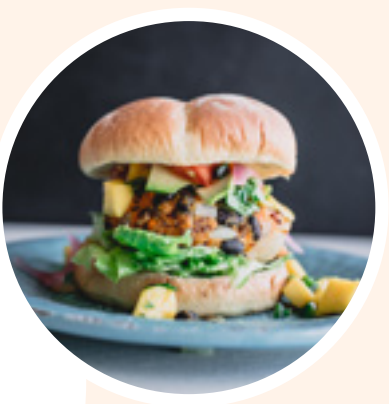
OUR VISION

Our vision is simple; we want a vegan world. A world without animal farms and slaughterhouses. A world where food production does not decimate forests, pollute rivers and oceans, exacerbate climate change, and drive wild animal populations to extinction.

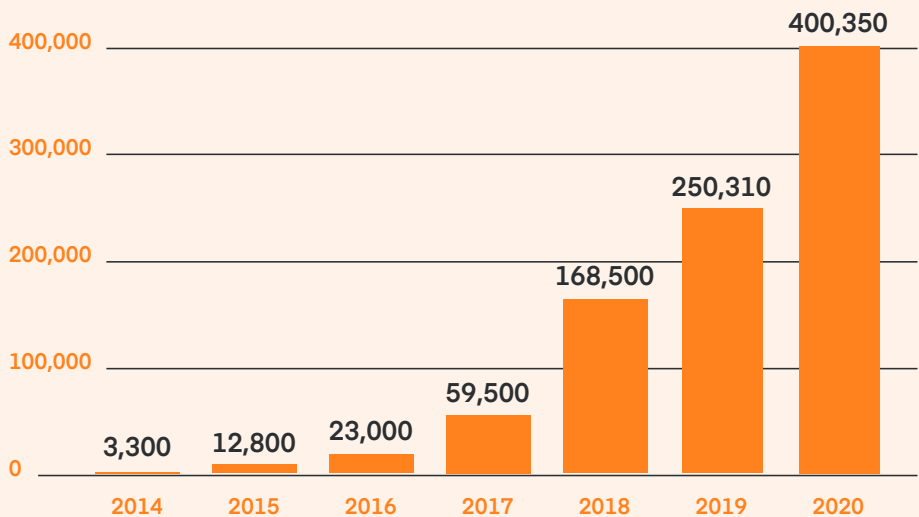


OUR MISSION

Our mission is to inspire and support people to try vegan, drive corporate change, and create a global mass movement championing compassionate food choices with the aim of ending animal farming, protecting the planet and improving human health.



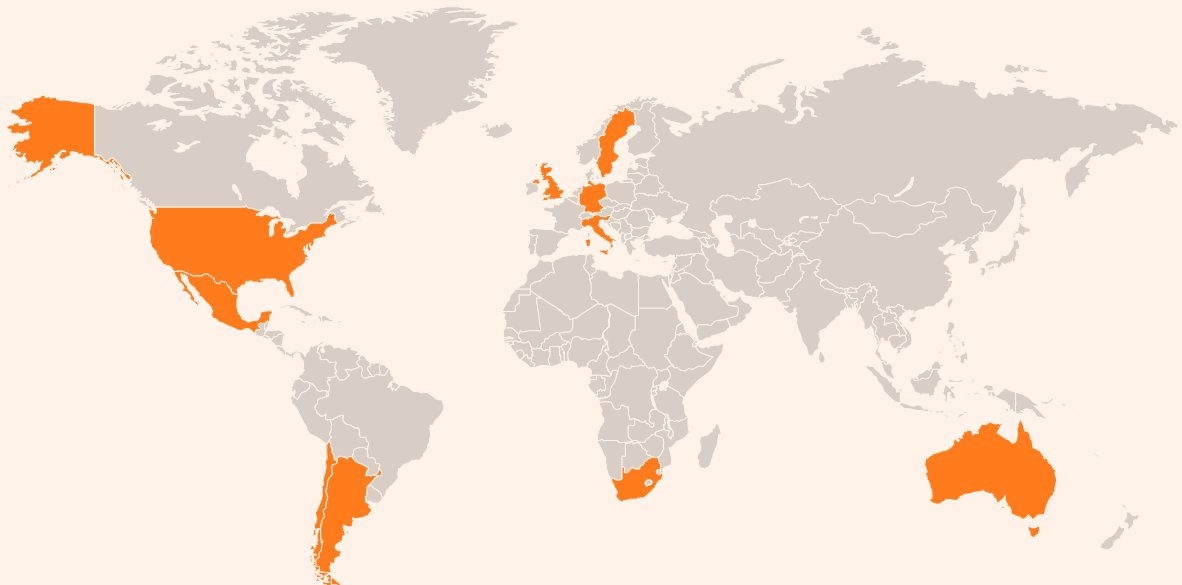
SIGN UPS PER YEAR:



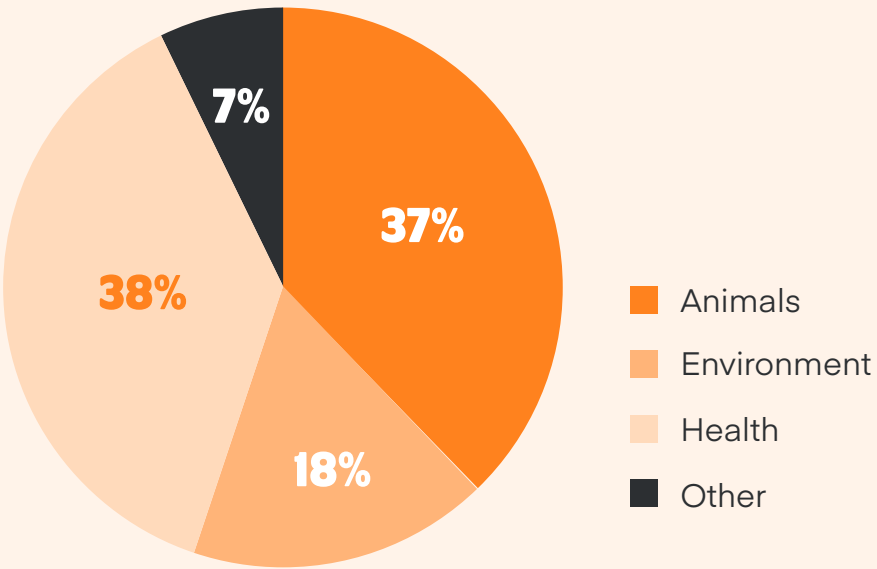
OUR TOP 10 VEGANUARY COUNTRIES 2020:

BY ORDER OF SIGN-UPS

1. United Kingdom
2. United States of America
3. Germany
4. Chile
5. Argentina
6. Mexico
7. Italy
8. South Africa
9. Australia
10. Sweden



REASONS FOR SIGNING UP 2020:



5 KEY TIPS FOR A SUCCESSFUL VEGANUARY CAMPAIGN

1

LAUNCH

Launch new vegan products that your customers want, focusing on creating vegan versions of your top selling products



2

COLLABORATE

Collaborate with other brands and your current stockists at retailers + restaurants



3

PROMOTIONS + OFFERS

Create special offers to engage your audience, offering deals and discounts exclusively on your vegan line in January



4

SIGNAGE

Use clear signage to mark your vegan products and add the Veganuary logo to your POS



5

MESSAGING

Increase your vegan messaging to raise your online profile, tagging Veganuary on social
#veganuary2021
@weareveganuary
@veganuary



GET INVOLVED: IN-STORE & ONLINE

SPECIAL OFFERS & PRICE PROMOTIONS

Whatever your business, special offers and price promotions are a great way to engage new customers and get existing customers to try something different. With so many people facing financial difficulty after a challenging year, we want to make it even easier for people to try vegan without having to worry about spending a lot.

DISCOUNTS, OFFERS & PROMOTIONS

Whether you sell online or in-store, coordinating discounted prices or special offers on your line will be a great way to encourage people to give your vegan products a try this January. If you also sell non-vegan products, we encourage you to only discount your vegan line to incentivize your existing customers to try your plant-based line!

ON-PACK PROMOTIONS

Use our logo and assets on-pack to help new vegans easily find plant-based products after taking the pledge



PROMOTIONS ON FEATURE SPACE

For retailers, promotions on feature space make the shopping experience easier for new vegans and will entice them to try easy transition products like vegan cheese, milk and meat replacements, the key starter products for new vegans and the veg-curious



COMPETITIONS

Competitions, prize draws and games are a fun way to entice customers with special discounted prices



FEATURE ON OUR WEBSITE

Launch a special offer for January and we will feature it on our website. This page will also be included in our email series. Currently, we have over 540,000 English-speaking subscribers to our email newsletter.

GET INVOLVED: DIGITAL SOCIAL MEDIA

SOCIAL POSTS

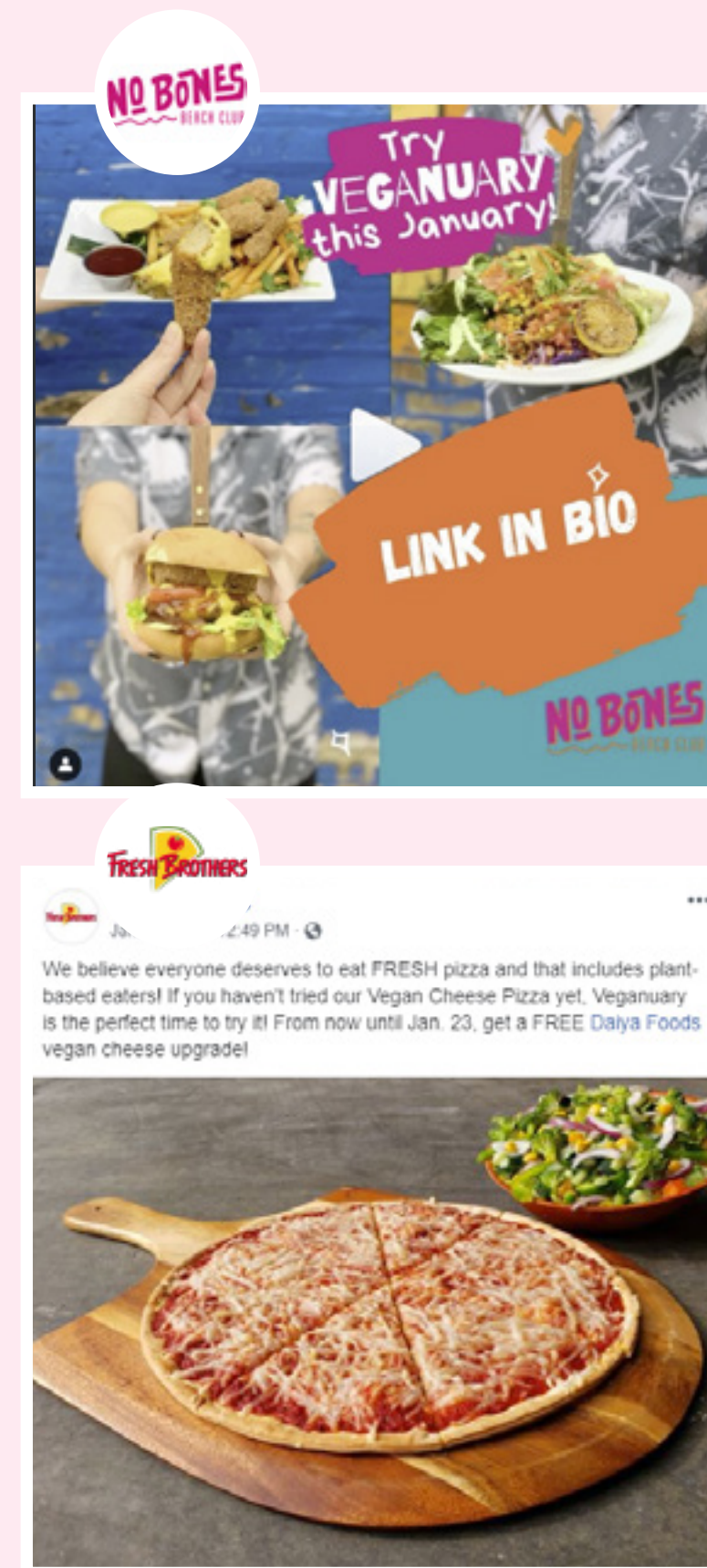
Create your own social posts using your own images and the official Veganuary logo. Our new logos can be found [here](#). Update your social cover art to show that you're joining the Veganuary campaign

TAKE THE PLEDGE

Research shows that people find it easier to give vegan a try when they're supported, which is why we want you to share the Veganuary sign-up link veganuary.com/register/ with your followers so they can get tips, recipes and meal plans to help them on their journey

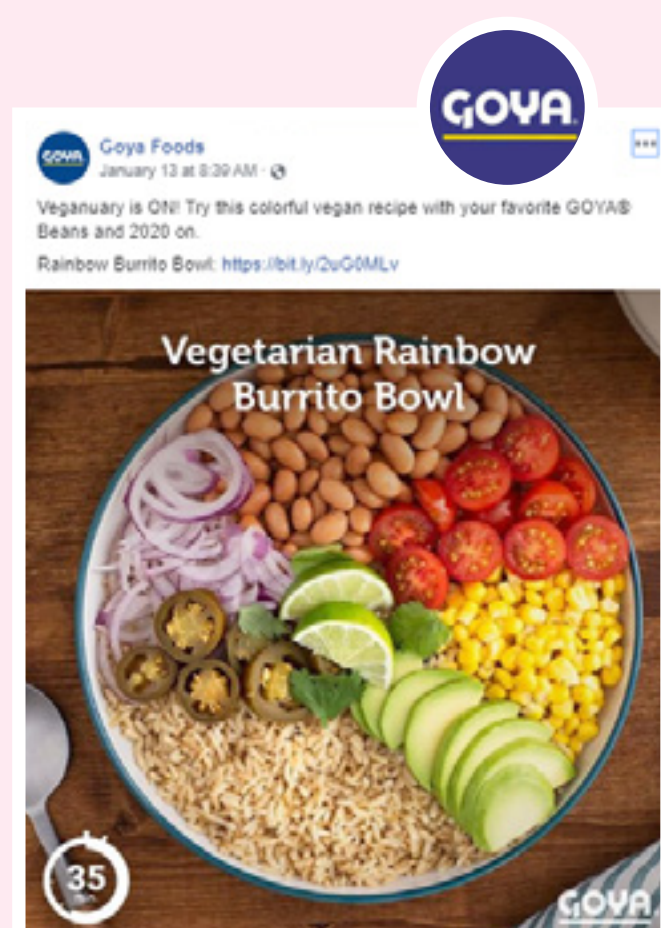
SHARE & INTERACT

Share our posts and comment using #veganuary2021. Follow us @WeAreVeganuary on Instagram and @Veganuary on Facebook and Twitter. Don't forget to tag us in your Veganuary posts!



GET INVOLVED: DIGITAL

WEBSITE + EMAIL + PR



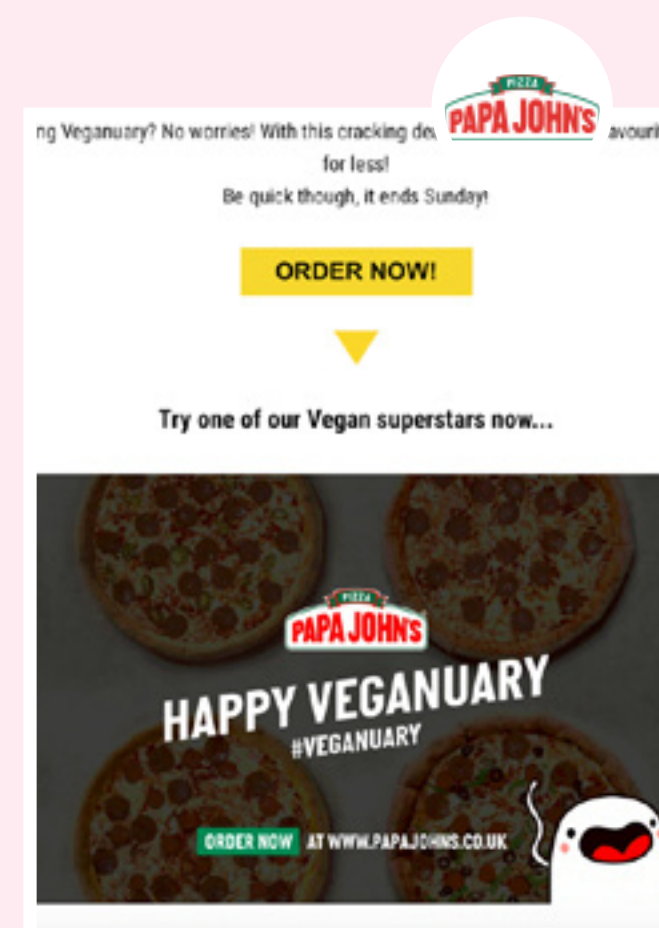
RECIPES

Create delicious recipes to share with your followers or share ours with your audience. There's a spike in consumers searching for vegan recipes during Veganuary, so it's the perfect time to get creative. Send us your recipes for potential inclusion on our website



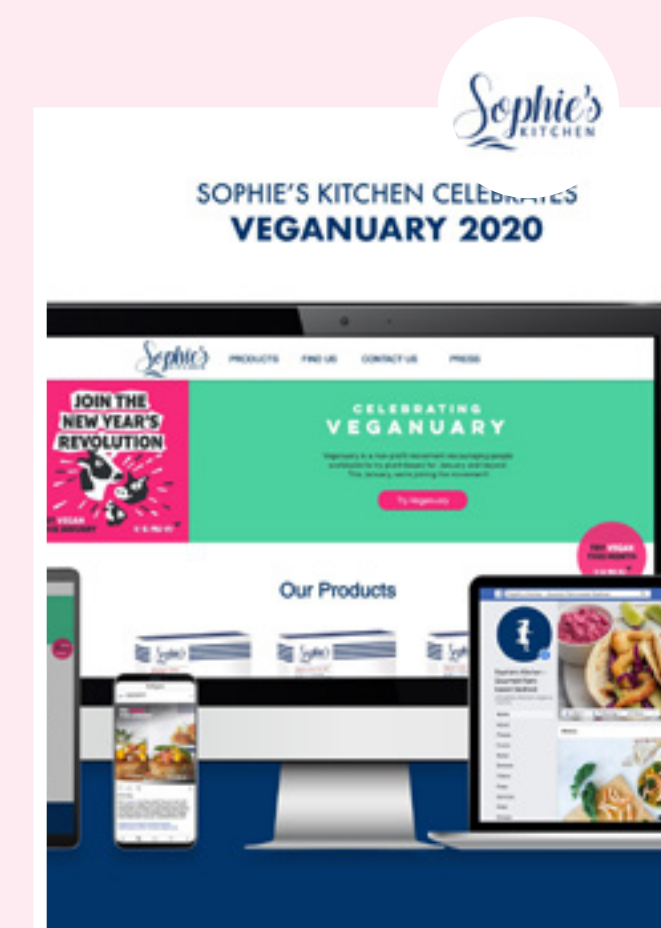
PR

Mention Veganuary in your press releases and PR activity using our logo and key messages. Share why you're taking part in Veganuary. We can even provide a quote to show our support



EMAIL

Give your email subscribers Veganuary-themed special offers and giveaway competitions. With so many companies offering special vegan offers in January, you don't want to miss out!



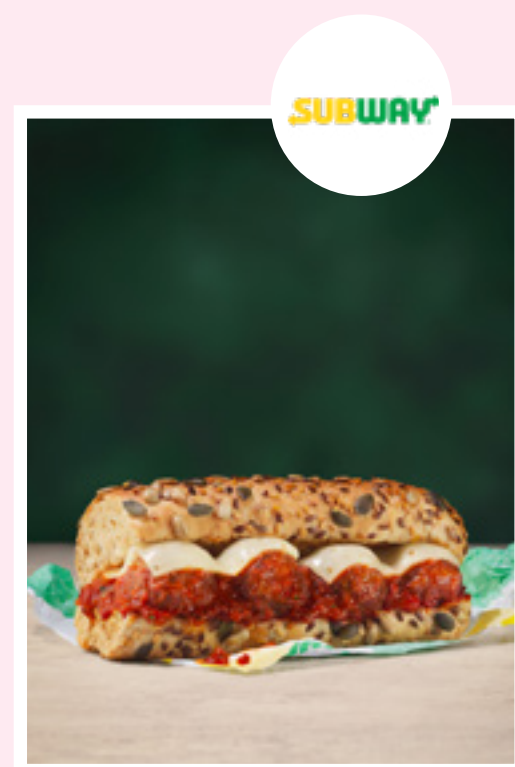
BLOGS & WEBSITE

Write Veganuary-themed blogs and add our logo to your website to show you're taking part in the campaign, linking to veganuary.com

GET INVOLVED: IN-STORE RESTAURANTS & EATERIES

20% of our survey respondents felt eating out was the biggest challenge as a new vegan.

CLEARLY MARKING YOUR VEGAN OPTIONS IS CRUCIAL FOR ENTICING NEW VEGANS TO YOUR RESTAURANT!



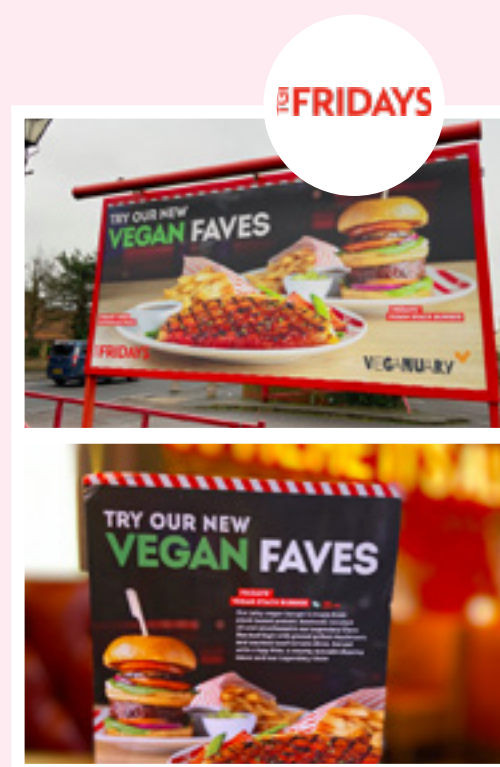
NEW MENUS

Create and launch new vegan specials to feature on your January menu! Surprise your customers by launching a vegan version of your best-selling dish or create a menu with vegan options for starters, mains and desserts to entice new vegans



MENUS

Add the Veganuary logo and sign-up link to your menus as a call to action. Now that you have more vegan options available, show existing customers why it's worth them giving Veganuary a try and choosing your new menu items. The US is seeing a huge increase in flexitarians



POS

Use our logo and assets on your point of sale and packaging



EVENTS

Host an event inviting media and influencers to promote your new vegan dishes and get feedback on what people think!

GET INVOLVED: IN-STORE RETAILERS & SUPERMARKETS

NEW PRODUCTS

Launch new vegan products in Veganuary. In January 2020 more than 600 new products were launched, and with the Veganuary buzz it's the perfect time for a successful launch

POS & WINDOW DISPLAYS

Use the Veganuary logo on your point of sale, packaging and window displays to show you're taking part in the campaign

VEGANUARY STORE TOUR

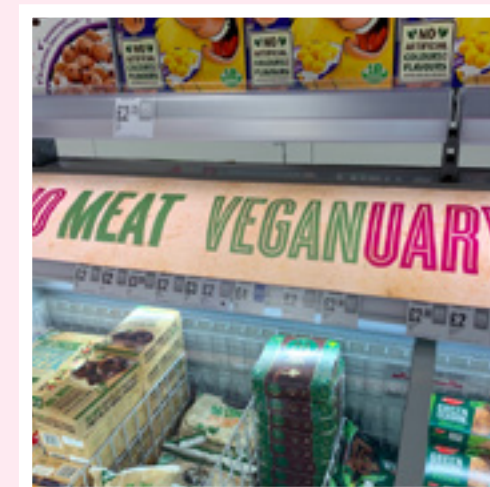
Show customers how to shop vegan and where to find your vegan lines in store. Grocery sales of plant-based foods that directly replace animal products have grown 29% in the past two years to \$5 billion!

SAMPLINGS

Organize with brands to support in-store vegan product samplings

EVENTS

Host an event inviting media and influencers to promote your new vegan products and get feedback on what people think

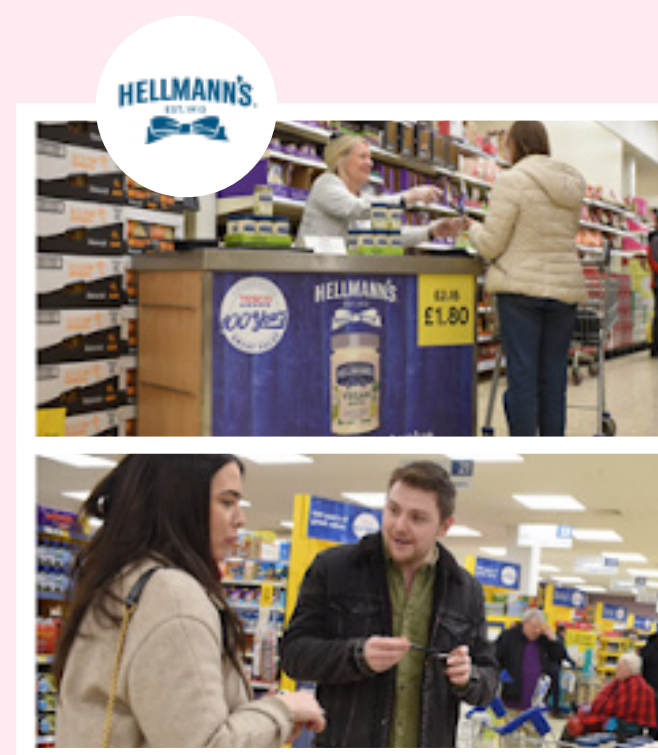


GET INVOLVED: IN-STORE BRANDS



NEW PRODUCTS

Launch new vegan products in Veganuary! In January 2020, more than 600 new products were launched, and with the Veganuary buzz it's the perfect time for a successful launch

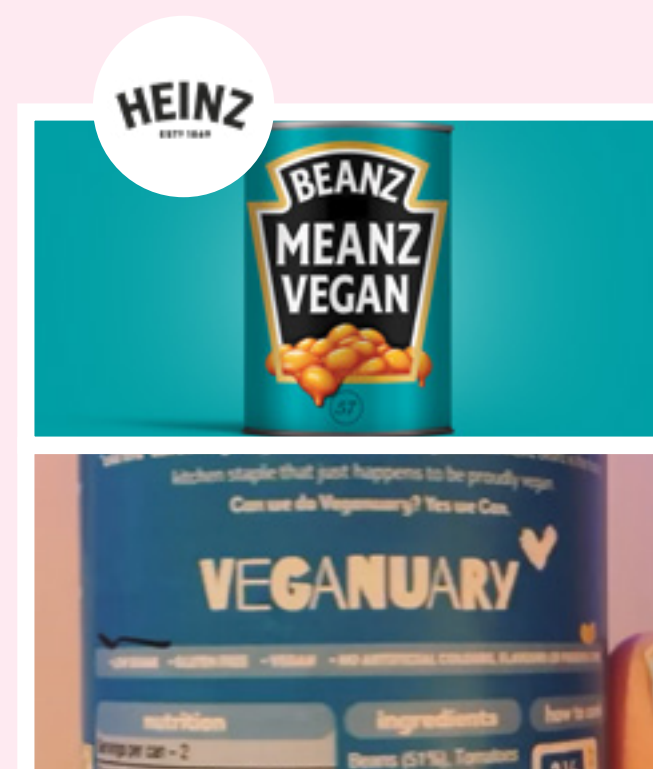


SAMPLINGS

Visit your stockists to do vegan product samplings in-store

STOCKISTS

Work directly with your retailers to create a 360° Veganuary campaign



POS

Use our logo and assets on your point of sale and packaging



EVENTS

Host an event inviting media and influencers to promote your new vegan products and get feedback on what people think! You can also attend a Veganuary themed event and post about it on social using #Veganuary

GET INVOLVED

PRESS STUNTS

Do something unusual to attract buzz and publicity around your Veganuary campaign! Here's some ideas and inspiration to get you started:



Greggs held a late night launch event inviting the public to try their new vegan steak bake. Hundreds of people queued to get an exclusive first taste



Kettle Chips collaborated with BOSH! to launch their Vegan Sheese and Red Onion crisps

Piers Morgan lookalike caught shopping for Naked Glory meat alternatives



Frankie & Benny's challenged Meat Loaf to rebrand to Veg Loaf for January to promote their new vegan menu



GET INVOLVED

SMALL BRANDS & INDEPENDENTS

**EVERYONE IS
WELCOME TO
TAKE PART IN
VEGANUARY!**

We love when smaller brands and independent retailers and restaurants join the campaign too. We have lots of downloadable point of sale material available later in the Toolkit to help you take part



GET INVOLVED

FASHION, BEAUTY & HOUSEHOLD

At Veganuary we encourage people to try vegan by changing their diet, but we also support switching to cruelty-free in all areas of life, including fashion, beauty and household products.

Vegan fashion and beauty means clothes, shoes, accessories, makeup and skincare that contain no leather, fur, wool, silk or any other animal-derived ingredients.

If you're a fashion, beauty or household brand with a vegan line, we would love for you to join the Veganuary campaign! Here's some ways you could get involved:

- Launch new vegan products in Veganuary! In January 2020, more than 600 new products were launched, and with the Veganuary buzz it's the perfect time for a successful launch
- POS with the Veganuary logo next to your vegan line to show you're supporting the campaign

- Special offers on your vegan line in January, which we can feature on our website
- Social media and digital marketing utilizing the Veganuary logo on your assets
- Share your PR news with us

If you want help veganising your products, the Vegan Society offer helpful guidance along with the option to have your product registered with the Vegan Trademark, a widely recognised authentic standard for vegan products. Let us know if you'd like to be put in touch.

**VEGAN LEATHER
MARKET SET TO
BE WORTH
\$85 BILLION
BY 2025**

according to a
report by business
consultancy
Grand View
Research (GVR).



WHAT WE CAN DO FOR YOU

SPECIAL OFFERS

Launch a special offer for the month of January (or beyond) and we will feature selected offers on our [website](#). The special offers listed on Veganuary's website for 2020 received tens of thousands of visitors! This page will also be included in our email series. Currently, we have over 540,000 English-speaking subscribers to our email newsletter!

If you also sell non-vegan products, we encourage you to develop this special offer exclusively for your vegan range to entice customers to give your plant-based offerings a try.

To have your special offer featured on our website we would need:

- High res [square](#) logo
- Website link
- Approx. 25-50 words including: about your company, what the offer is, how to redeem the offer and when it expires

EATING OUT PAGES

From Feb 2019 to Jan 2020 the [Eating Out](#) section on the Veganuary Website had more than 1 million visitors. 20% of our survey respondents felt eating out was the biggest challenge as a new vegan, so marking your vegan options clearly is crucial for enticing new vegans to your restaurant!

If you're a chain restaurant or eatery, we'd love to get detail of your vegan menu to consider for our Eating Out guide. For this we would need:

- High res [square](#) logo
- Website link
- Max. 200 words bio (we may edit this to fit the Veganuary style)
- Full details of your vegan menu/options in [word doc](#) format
- At least 2 photos of your vegan range



WHAT WE CAN DO FOR YOU

PR NEWS

We love to hear about your Veganuary news, exciting new launches and activity updates so we can share details with our followers. Share your news with us at uscorporate@veganuary.com for your chance to be featured on our channels.

We would need:

- Quote and Press Release
- At least 2 high res images of your vegan line/news in the form of a lifestyle shot or a product shot in PNG image format
- Website and social links

Please note Veganuary is an incredibly busy time for our social and digital teams. We run our channels on an editorial basis, therefore we can't guarantee coverage or inclusion and lead-times for publication may vary.

Please do not send images or news that contain non-vegan items or ingredients - Veganuary will only feature vegan products and we do not have the capacity to verify what you send.

Although we would love to work closely with everyone, we're a small team and aren't always able to do so. However, **we give priority to companies who use our official branding on their promotional materials, share the Veganuary sign-up link with their followers and include a quote from Veganuary in their press release.**

PRESS RELEASES

To show our support for you joining the Veganuary campaign, we are happy to provide a quote for your press release on your new vegan launches and news. Get in touch at uscorporate@veganuary.com to discuss.



THE VEGANUARY WORKPLACE CHALLENGE

The Veganuary Workplace Challenge is a 31-day pledge that encourages your workforce to give vegan a try for the month of January and offers lots of support throughout to help you succeed. Encouraging your team to give Veganuary a try helps to promote health and wellbeing amongst your staff, shows your company is making a conscious effort to do their part for the environment and creates a fun atmosphere by having staff collectively take part in the challenge.

Download the Veganuary Workplace Challenge Guide [here](#) - it contains an overview of what the challenge is, how you can encourage your colleagues to take part and downloadable materials to support you through the Veganuary journey. And of course, don't forget to sign up to take the pledge [here](#)!

IF YOUR WORKPLACE TAKES ON THE CHALLENGE WE'D LOVE TO HEAR ABOUT IT SO WE CAN DISCUSS PR OPPORTUNITIES - EMAIL US AT USCORPORATE@VEGANUARY.COM

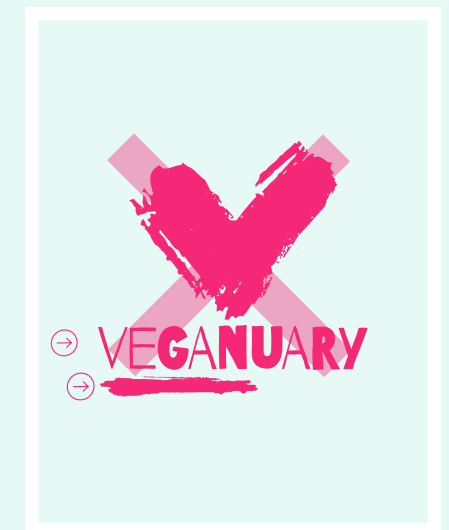
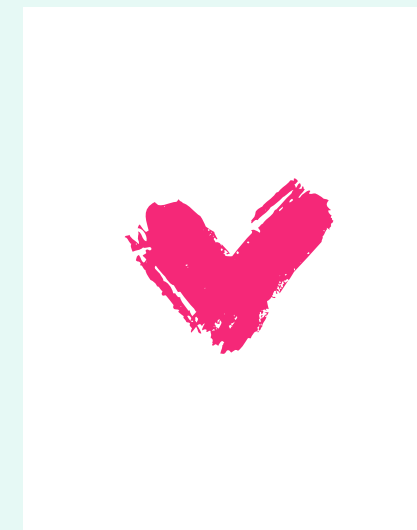
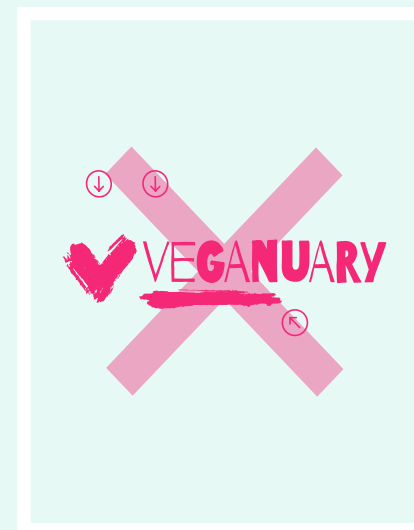
In January 2020, 57 companies and institutions from the UK, US and Germany got on board, not only supporting their workforce to eat vegan in January, but in many cases leading by example with CEOs and other senior team leaders taking part. Here are some of the workplaces that have taken part:



VEGANUARY BRAND SUPPORTER GUIDELINES

- Make sure you use the NEW logo instead of our old one - all of our latest assets are available to download [here](#).
- We would love for you to shout about being participants or supporters of Veganuary, but please don't describe yourselves as sponsors or partners. We'd prefer you describe yourselves as supporters or participants
- Only use the Veganuary logo or name in point of sale materials next to vegan items in-store so it's clear to customers what's vegan (and what's not!)
- If you send us images of your vegan line for press releases or our website, make sure everything in the photos is 100% vegan

Our new branding and logo are available for you to utilize on marketing assets for your vegan line, but please follow these brand guidelines when doing so. We also ask that you **submit any artwork utilizing the Veganuary branding to your corporate contact at Veganuary or email the team at uscorporate@veganuary.com for approval**



EXAMPLES OF HOW YOU **CAN** EXPRESS YOUR INVOLVEMENT IN VEGANUARY:



Proud **supporters** of Veganuary
Proud Veganuary **participants**
We are **supporting** Veganuary
We are **participating in** Veganuary
We are **taking part in** Veganuary
Created especially for Veganuary

EXAMPLES OF HOW **NOT** TO DESCRIBE YOUR INVOLVEMENT IN VEGANUARY:

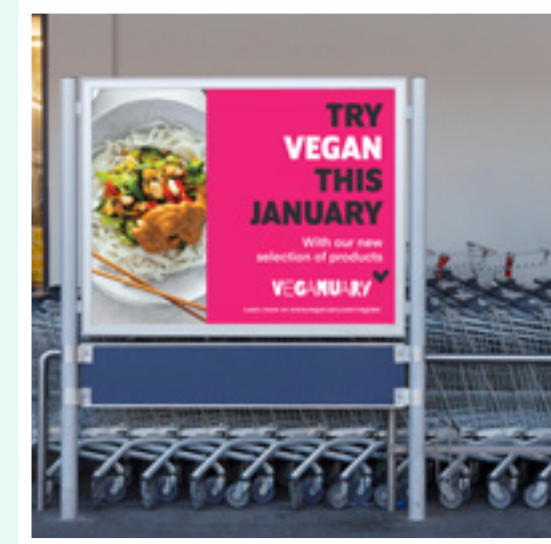


Partners of Veganuary
Sponsors of Veganuary
We are **partnering with** Veganuary
We are **sponsoring** Veganuary
We are **collaborating with** Veganuary

VEGANUARY ASSETS

WE'VE CREATED LOTS
OF AMAZING ASSETS TO
HELP YOU WITH YOUR
VEGANUARY CAMPAIGN

DOWNLOAD



THANK YOU

CONTACT:

uscorporate@veganuary.com

FOLLOW:

facebook.com/veganuary

instagram.com/weareveganuary

twitter.com/veganuary

[#veganuary2021](https://twitter.com/veganuary)

**LET'S MAKE VEGANUARY 2021
THE BIGGEST AND BEST
CAMPAIGN YET!**