

# IMPOSSIBLE FOODS

Who is this story for? Climate-conscious burger lovers!

**MEAT EATERS  
WITH A CONCERN  
FOR THE  
ENVIRONMENT**

Everyday heroes.



**NO ATTRACTIVE  
ALTERNATIVES**

Ordinary world.



**BELIEF THAT  
NOTHING  
MATCHES MEAT**

Compelling villain.



**GRILL BURGERS,  
NOT THE PLANET**

Call to adventure.



**FIRST  
IMPOSSIBLE  
BURGER**

Crossing the threshold.



**CELEBRITY  
INVESTORS**

Mentor, allies and gifts.



**TRY ME!**

Challenge.



**WHERE CAN YOU  
GET IT?**

Challenge.



**BIG FLAVOUR,  
SMALL FOOTPRINT**

Challenge.



**PEOPLE WHO  
LOVE MEAT,  
PLANTS AND THE  
PLANET**

Better world.



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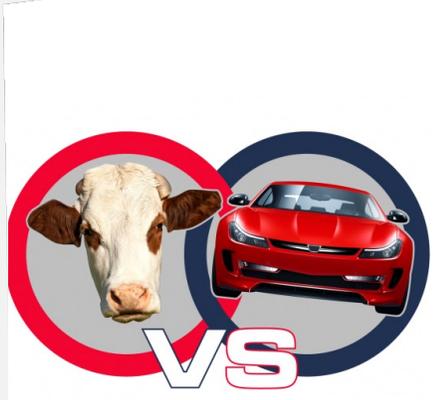
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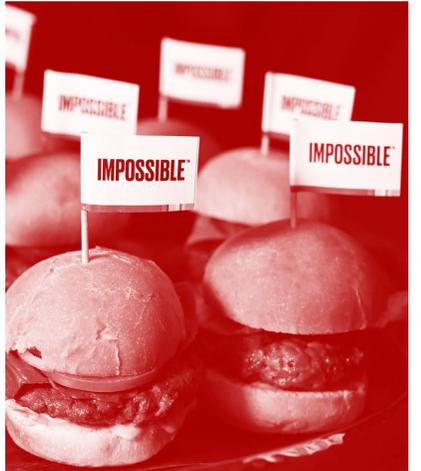
Crossing the threshold.



Mentor, allies and gifts.



Challenge.



Challenge.



Challenge.



Better world.





## EVERYDAY HERO

The group or individual to be inspired to do things differently

People who love meat, first and foremost. They want a delicious burger, with protein value. And they want the special 'meat eating' moments: BBQs with friends; hot dogs while watching live sport; midnight fast-food runs.



## ORDINARY WORLD

The everyday world which is increasingly frustrating for our hero to live in

Lack of high-quality meat alternatives on the market, in the eyes and on the taste buds of meat eaters.



## BETTER WORLD

The positive change to the hero and the difference the hero has made

Meat eaters enjoying the same experiences of eating meat, without a growing sense of guilt or the collateral damage and having a better-than-meat story to share. Adjusting their diet to reduce their environmental footprint, alongside those who love the best plant-based food.



## CROSSING THE THRESHOLD

The first step and point of no return

Eat your first Impossible Burger!



## MENTORS AND GIFTS

Giver of wisdom and support

66 year old, Stanford University Professor of Biochemistry, Pat Brown. Driven by a personal mission to make a difference in solving one the world's biggest challenges, Pat stepped off a quiet and safe path to retirement, to jump into the life of a start-up CEO.



## CALL TO ADVENTURE

The trigger for change which could be the pull of inspiration or the push of necessity

Marketing and messages that tell consumers that it's never been more delicious to save the planet.



## ALLIES AND GIFTS

The people and help that is needed for change to happen

Excitement from celebrity investors putting their money where their mouths are, including: Jay-Z, Katy Perry and Serena Williams. Credibility from meat-lover's favourite fast food chain, Burger King.



## COMPELLING VILLAIN

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change

The persistent cultural narrative amongst meat eaters that all non-animal protein sources are inferior in taste.



## THREE CHALLENGES

Three difficult but confidence-building hurdles to be overcome

1. Why is Impossible better? All the flavour, aroma and beefiness of meat from cows. Try the sausages and "chicken" nuggets too.
2. Where can you get it? From Burger King to Trader Joe's, in thousands of restaurants and grocery stores in 9 countries, so far.
3. Learning about the positive environmental impact and choosing more environmentally friendly food and life choices: e.g. up to 88% less water, 77% less GHG emissions and 47% less land.