

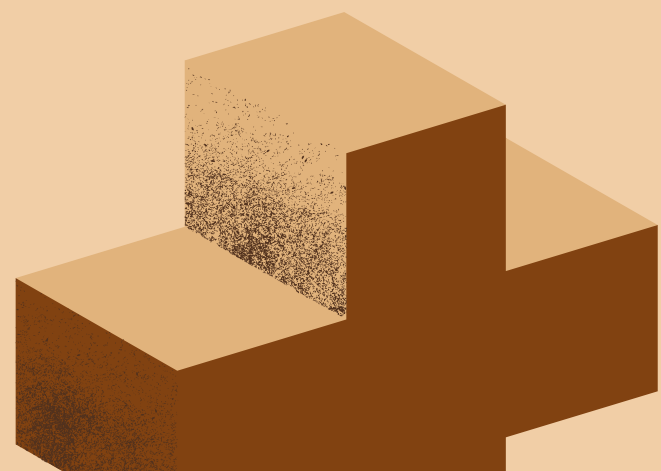
Campaign ideas for veganuary





Campaign name

Veganuary with KoRo: Your Starter Kit



CONCEPT OF THE CAMPAIGN

The entire concept of this campaign is to giveaway vegan starter kits thereby promoting veganuary and offering those transitioning to a vegan lifestyle a curated box of KoRo products ideal for them.



PROCESS & EXECUTION PLAN

🚀 Launch a social media giveaway on Instagram or TikTok, encouraging participants to share why they're transitioning to veganism using the hashtag #KoRoVeganuary and tagging friends to spread the word.

🚀 Create an attractive vegan starter kit containing snacks, cooking essentials and recipe ideas.

🚀 Select winners weekly and showcase their experiences with the products.



Campaign Timelines

This campaign will run for 4 weeks all through January (the month of veganuary). This allows enough time to build awareness and foster participation. Momentum will also be created for early adopters and people who want to join veganuary mid-month.

PRE-LAUNCH (1-2 DAYS)

Tease the campaign with a countdown or sneak peek of the Starter Kit.

WEEK 1

Launch the campaign with a social media post, give participation instructions and share photos/videos of the Starter Kit.

WEEK 2-4

Select winners weekly, share their stories, and continue promoting the campaign. There will be 4 winners (one per week)

WEEK 4

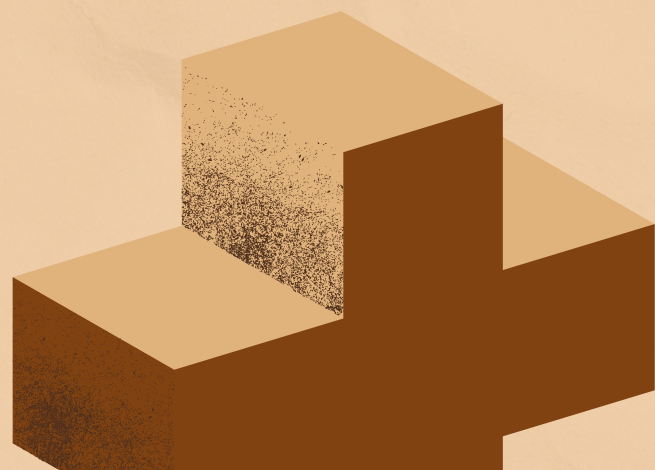
Wrap up the campaign by summarizing the highlights, thanking the participants and inviting people to continue their vegan journey with KoRo



Criteria for selecting winners

The following will be considered when selecting winners of this campaign.

- **The authenticity of their entries:** genuine reasons for transitioning.
- **The creativity** involved in their entry posts including storytelling using photos and reels.
- **Engagement:** The likes, shares, and comments on the post
- Winners from diverse backgrounds will also be selected to show the **inclusivity** of the vegan movement.





Why this campaign works



It supports the veganuary theme by offering practical resources.



It boosts brand awareness and engagement by encouraging user-generated content and social sharing.



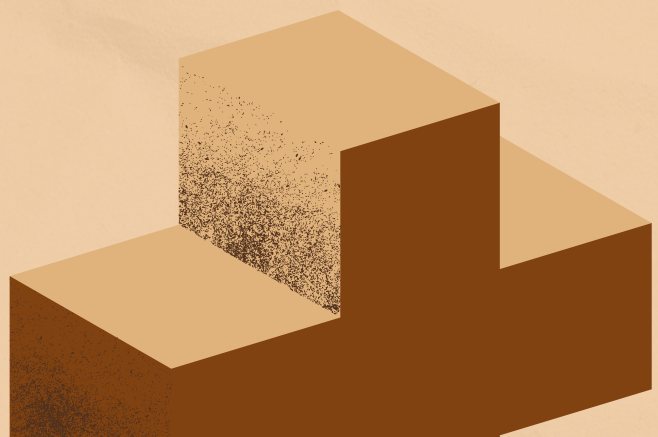
It creates a deeper connection with customers, positioning KoRo as a trusted partner in their plant-based journey



But wait, there's more! ✨

**One great idea deserves
another. Let me introduce you
to a fresh twist for Veganuary.**

**Another campaign concept to
inspire and engage!**





Campaign name



Vegan Delights: 31 Recipes with KoRo

CONCEPT OF THE CAMPAIGN

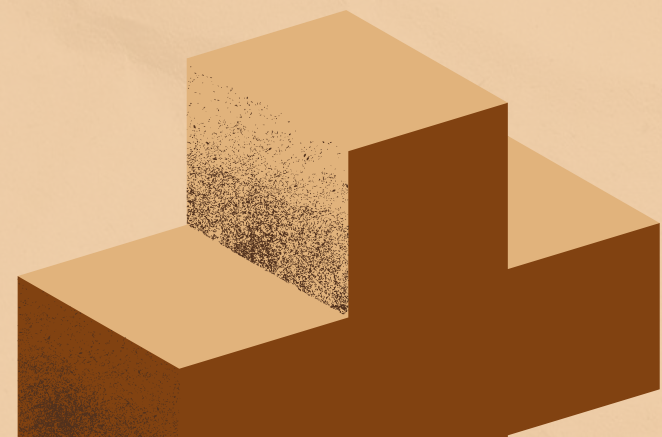


This campaign is to create a daily recipe series showing vegan dishes made with KoRo products through January while promoting the theme of veganuary.



Process and Execution plan

This campaign will progress in three stages, the pre-campaign phase, campaign phase and end of campaign phase.



Pre-campaign phase

The following activities will be planned for this phase

-  **Content planning:** A content calendar with 31 vegan recipes, including quick, seasonal, and versatile dishes appealing to different tastes and dietary needs, will be developed. It will also include quick facts about veganism.
-  **Influencer partnerships:** 4 vegan influencers who actively promote veganuary will be identified to create content with KoRo products, providing them with product kits and a creative brief, emphasizing using KoRo products in their recipes. Micro-influencers will be considered better to get authentic engagement.
-  **Design of assets:** visually appealing assets for Instagram stories, reels and carousel posts will be created. A campaign hashtag will also be drafted (eg: #KoRoveganuary)



The Campaign Phase

The following activities will be planned for this phase.

🚀 Daily recipes will be posted on stories, reels or carousels also including educational content like 'the nutritional benefits of certain ingredients.'

🚀 Engagement prompts will be used on stories to ask followers for their feedback. Prompts like; *What's the hardest ingredient you've had to give up transitioning to veganism? Or Guess our featured ingredient for tomorrow...* can help drive engagement.

🚀 Encourage followers to vote on new recipe ideas, fostering community input.


🚀 **User-Generated Content:** Followers will be invited to recreate the recipes and share their results using the hashtag. Small incentives (e.g., discount codes) will encourage participation, and the most creative recreations will be featured on KoRo's page'.

🚀 Instagram lives: Vegan influencers will host an Instagram live sharing their veganuary journey, struggle and tips. Live cooking sessions and tutorials using KoRo products will be held.


🚀 Educational content explaining key aspects of veganism will be created. E.g. *5 Surprising Benefits of Going Vegan*

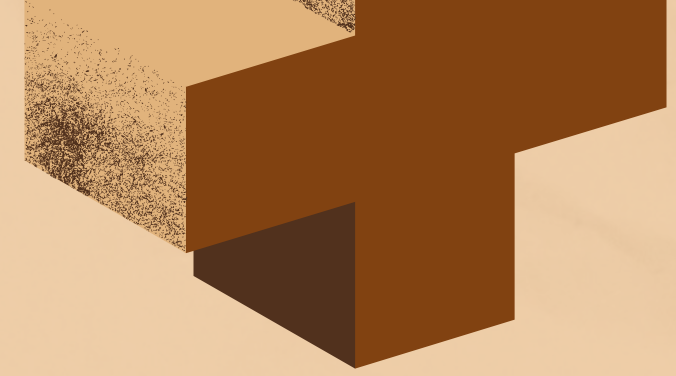


End of campaign phase

 Celebrate campaign success by highlighting its impact. e.g., *“Together, we shared 31 recipes, 1,000+ recreations, and countless vegan moments!”*

 Offer a downloadable ebook of all 31 recipes as a takeaway

 Encourage followers to continue their vegan journey with KoRo





Why this campaign Works



- 🎯 It provides education and tips for those new to veganism, supporting Veganuary's mission.
- 🎯 It highlights the versatility of KoRo products, and encourages vegans to integrate the brand into their plant-based lifestyles.
- 🎯 Interactive elements, such as UGC and engagement prompts, foster a sense of community and loyalty around KoRo's brand.
- 🎯 The daily content, influencer involvement, and Lives ensure sustained audience engagement.





Through this case study, I've showcased storytelling, tailored localisation, and campaign ideas that celebrate the versatility of KoRo's products while aligning with Veganuary's mission.

