



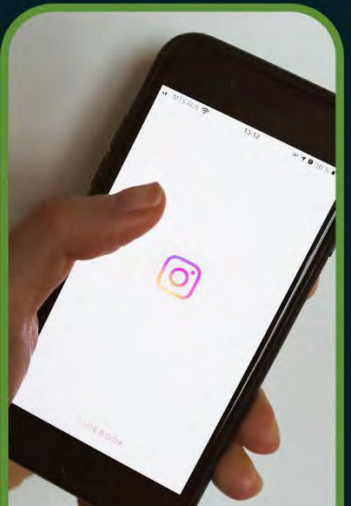
The Global Standard for Vegan
Products and Services

Client Kit

Towards a Successful **Marketing Strategy**:
Your communication guide with **EVE Vegan®** 



2023



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Welcome to the EVE Vegan® Client Kit

Your comprehensive guide to effective and responsible communication of vegan certification.

Here at EVE Vegan®, we're truly proud of our commitment as a certification body. By selecting the EVE Vegan® certification, you're making a bold stride into the future and reassuring your consumers about the complete vegan compliance of your food, cosmetic, or textile products. You're also becoming part of a community of businesses and factories that are not only in tune with nature and its creatures but also innovative on a societal level.

You've just received your EVE Vegan® certification and want to spread the word? Your company should be able to harness the advantages of this fresh asset. Nevertheless, there are moments when adjusting your communication is a positive step forward.

This client kit has been created to help you refine your communication skills. Whether you're a company, distributor, or producer, our goal is to provide you with the essential resources to highlight your EVE Vegan® certification. This will enable you to express your ethical commitments transparently and clearly, both to consumers and stakeholders.

Throughout this kit, you'll discover strategic advice, practical resources, and inspiring examples to improve your communication and maximize the benefits of your collaboration with EVE Vegan®. From applying the logo to your packaging, to advice on the best wording to use, we've put together all the information you need to stand out in the marketplace. We invite you to browse through this kit with enthusiasm and take advantage of these resources to develop your visibility. Feel free to optimize your communication materials according to your specific needs!

To facilitate your reading, we have structured our kit into several sections detailing the essential points to consider.

*EVE Vegan® is here to accompany you on your journey towards success and positive change.
Together, we can make a difference towards a better world!*

The EVE Vegan® team

1. The Essential :

Successfully promote your commitments
and your EVE Vegan® certification



EVE Vegan® certification plays an essential role in promoting your ethical and environmental commitments. It assures your customers and business partners that your products and services meet strict vegan standards. When you communicate your vegan certification, you reinforce consumer confidence and differentiate yourself from competitors in your sector. Therefore, we strongly recommend widespread communication about your EVE Vegan® certificate.

Our tips for communicating effectively about your certification :

- **Showcase your vegan certification:** Incorporate the EVE Vegan® logo on your products, website, packaging, and various marketing materials to enhance the credibility of your endeavor. Share content on your website and social media platforms that highlights the motivations behind obtaining the vegan certification. This will enable you to underscore and reinforce the credibility of your initiative while clearly conveying your commitment to animals and the environment.
- **Be transparent and authentic:** Communicate transparently about your company's vegan values and the actions you're taking to promote a lifestyle in harmony with the earth and all its creatures. Authenticity is essential to establish a sincere connection with your audience.
- **Share your story:** Narrate your company's journey and emphasize your ethical commitments, environmental responsibility, and contribution to a better world.
- **Use impactful imagery:** Visuals play a pivotal role in vegan communication. Employ eye-catching images that spotlight your vegan products. Ensure these images align with your brand identity and vegan values.
- **Foster an engaged and involved community:** Engage with your audience on social media, forums, and vegan events. Answer questions, share advice, and encourage discussions about veganism.
- **Educate your audience:** Raise awareness among your audience about the health, environmental, and animal-related benefits of veganism. Utilize your communication platforms to educate and inspire your audience.

Embrace a Successful Communication Strategy Online, in Media, and in Stores

Various communication channels can aid in enhancing your visibility and credibility among consumers and stakeholders:

Website: Your website is as a powerful communication tool to showcase your EVE Vegan® certification initiative and bolster trust in your brand. You can create a dedicated section for EVE Vegan® certification, where you explain the standards and criteria covered by the certification, or craft blog articles to introduce your latest certified products.

Social networks: Because social media is omnipresent today, it is crucial to harness the potential of social networks to your advantage in your marketing strategy. We encourage you to develop your presence on these platforms and communicate about your products, brand identity, and the philosophy that led you to join the EVE Vegan® certification program.

Craft compelling posts that highlight your certified products and your societal, ethical, and environmental commitments. We recommend using relevant hashtags such as "#vegan," "#evevegan," and "#vegancertification" to enhance your visibility. When a hashtag is used in a post, it becomes linked to all other posts where it also appears, thus expanding your reach.

Additionally, we suggest collaborating with ethical (and/or vegan) influencers who share your company's values to promote your products and amplify your consumer visibility.

Online Store / Product Catalog: When your customers browse your online store or peruse your catalog, they seek clear indicators of the quality and reliability of the products you offer. The conspicuous presence of the EVE Vegan® logo on product pages, coupled with detailed descriptions explaining the standards and criteria covered by the certification, demonstrates your commitment to adhering to vegan industry requirements.

Newsletter: Keep your community informed about the latest news and new EVE Vegan® certified products every month through newsletters. Newsletters are a potent tool for distributing information to your clients via email.

Press Release: A press release is a valuable tool for sharing key information about your company and capturing the attention of media and the public. Create a press release to announce significant events, such as the launch of a new EVE Vegan® certified product. Don't hesitate to encourage your partners and distributors to relay the information, contributing to increasing your company's visibility.

Retail Outlets: Your physical retail outlets present an opportunity to capture consumers' attention and encourage them to discover your EVE Vegan® certified products. Employ descriptive signage to expound upon your commitment to EVE Vegan® certification and underscore the trust your customers can place in your vegan products. Ensure your storefronts are visually appealing and compelling by utilizing impactful visual elements.

In short, by showcasing your EVE Vegan® certification in your communication strategy, you'll draw in new consumers and enhance your credibility as a committed and environmentally-conscious brand. Take a comprehensive and consistent approach, utilizing all the communication channels at your disposal to amplify the impact of your message and achieve your business objectives.

2. Communication & Retail:

Reach and retain your target consumers through a better understanding of their profile



Customers seeking animal-free products encompass a variety of profiles and motivations. This is why it's crucial to thoroughly understand your target consumers to tailor your marketing strategy effectively. Understanding your audience extends beyond just the vegan group and is essential for attracting new customers and optimizing your communication.

Understand Your Consumers for Tailoring Your Communication Strategy

To start, identify consumer segments that are particularly interested in your products and understand their buying behaviors. This might include households with children, urban youth, flexitarians, proponents of sustainable living, and more. Next, determine your target audience's key motivations and values when it comes to animal-free products. These may include health benefits, ethical and environmental considerations, an interest in innovative products, or a desire for conviviality and sharing. By comprehending the diverse motivations of your consumer base, you can adeptly adapt your communication to effectively engage these distinct consumer segments.

Health: An increasing number of individuals are becoming concerned about their well-being and seeking to embrace a healthier lifestyle. Vegan products cater to this demand, as they are formulated from plant-based ingredients and are often rich in essential nutrients for the body, skin, and hair. Vegan food products are often perceived as being healthier, rich in essential nutrients and fibers, and able to contribute to improved digestion. Moreover, certain individuals may have allergies or intolerances to specific animal-derived ingredients. Vegan products offer a compatible alternative to their dietary needs. Thus, by offering vegan cosmetic and food products, you can address this growing demand from health-conscious consumers.

Ethics: Ethics also plays a significant role in favor of purchasing vegan products. More and more consumers are concerned about animal treatment and want to support brands that prioritize animal welfare. By choosing certified vegan products, you showcase your ethical commitment and attract consumers who share this sensitivity. This type of consumer is looking for products made without cruelty, animal testing, and that support biodiversity conservation.

Environment: Environmental concern is another driving factor that leads individuals to opt for certified vegan products. Indeed, these products are associated with environmentally friendly production practices, utilizing fewer natural resources, reducing greenhouse gas emissions, and minimizing waste. In pursuit of sustainable alternatives, these consumers are mindful of the environmental impact of their consumption. By marketing certified vegan products, you are addressing this growing demand from environmentally conscious consumers.

Interest in New and Innovative Products: In addition, the allure of novelty prompts many individuals to delve into the world of vegan products. Open to the idea of discovering new things, they are looking for unique sensory experiences and innovations in cosmetics, food or fashion. By offering certified vegan products, you provide these consumers with the opportunity to satiate their curiosity and explore a more sustainable and environmentally-friendly lifestyle.

The pursuit of conviviality and sharing: Lastly, vegan products provide a unique opportunity to share common experiences and bring together individuals with varying dietary preferences. Beyond ethical or health-related motivations, it's worth pointing out that some people opt for vegan products for spiritual and religious reasons. Showcase how your vegan products can contribute to creating a welcoming and inclusive atmosphere during meals with friends or special events.

In short, by understanding your target's expectations and preferences, you can craft relevant messages and targeted actions that will resonate with your potential consumers. Adapt your tone, language and arguments to suit your consumers. For instance, by highlighting the ethical values and nutritional aspects of your products, you'll attract consumers who are both health-conscious and sensitive about animal welfare. This approach will enable you to maximize the effectiveness of your marketing strategy and stand out in a rapidly expanding market.

Optimize the Distribution of your Certified EVE Vegan® products

Integrating your products into key aisles and specialty stores is a crucial step in the success of your distribution strategy. From the layout of supermarket shelves to partnerships with specialized shops, take advantage of these distribution channels to effectively reach your target audience looking for vegan and ethical products.

- **Reference shelves:** Ensure your company is well-informed about the 'veg,' organic, natural, and/or ethical reference shelves present in supermarkets and specialized stores. Make sure that your EVE Vegan® certified products are well positioned on these shelves, so that consumers looking for ethical products can easily find them.
- **Specialty stores:** Identify stores specialized in organic, ethical, natural, vegetarian, or vegan products, both physical and online. Propose to have your certified EVE Vegan® products included in their catalog or on their online sales platform. These stores attract a specific clientele actively looking for vegan products, potentially helping you gain new loyal customers.

This list is not comprehensive. Within your business sector, there may be a multitude of additional opportunities for you to distribute your EVE Vegan® certified products.

3. Packaging:

Let your brand shine in the eyes of consumers with the EVE Vegan® logo



Packaging is much more than just a container: it's a powerful means of visual communication. It plays an essential role in setting you apart from the competition. In this section, we will delve into various strategies to strategically incorporate the EVE Vegan® logo onto your packaging while maximizing the overall impact of your packaging.

The Strategic Use of the EVE Vegan® Logo on Your Packaging

The EVE Vegan® logo is recognized as a symbol of trust for consumers seeking quality vegan products. When employed strategically, the EVE Vegan® logo can play a central role in conveying your message and establishing a strong brand identity. By displaying it on your packaging, you instantly enhance the perception of your brand as an ethical and animal-friendly products company.

Here are some tips for effectively utilizing the logo on your packaging:

- **Highlighting the EVE Vegan® Logo:** Make sure the logo is clearly visible on your packaging. Place it strategically, preferably on the front of the product or on the label. Opt for a size that allows it to be easily spotted by consumers as they browse through the aisles. If you have limited space on the front of your packaging, which is already occupied by other essential information such as the product or brand name, you may consider placing the EVE Vegan® logo on the back of the packaging.
- This way, you prioritize the key information while giving consumers the opportunity to read the product details on the back of the packaging, where additional certifications and logos can be displayed.
- **Graphic Consistency:** Harmonize the design of the EVE Vegan® logo with the overall aesthetic of your packaging. Integrate it seamlessly, considering the colors, fonts and graphic elements used.

The packaging thus becomes a true representation of your commitment to veganism, capturing consumers' attention and encouraging them to choose your vegan products with confidence.

Create Impactful Packaging for Your EVE Vegan® Certified Products

Below, you will find several relevant tips to enhance your communication through your packaging.

- **Highlight Your Target Audience's Motivations:** Showcase the motivations of your target audience, such as the absence of animal-derived ingredients, health benefits, and your company's environmental commitment. This approach involves, for example, highlighting sustainable production methods as well as ecological certifications. It's recommended to spotlight the quality, naturalness, flavor and texture of your products, with the aim of establishing an association between your brand and high-quality, delicious and environmentally-friendly products.

- **Consumer Interest:** Packaging should pique consumers' interest and encourage them to choose your products. Use attractive designs, vibrant colors, and eye-catching visuals to grab their attention on the shelves. Make sure information is easy to read and understand, and don't hesitate to incorporate visual elements such as pictograms to facilitate communication with consumers. Likewise, use your packaging to engage consumers and prompt them to interact with your brand. You can add QR codes directing to online content, vegan recipes, customer testimonials, or additional information about your sustainable practices. This approach fosters consumer engagement and loyalty by offering an enriching experience beyond the product itself.

Make sure your packaging communication is consistent with your brand identity and values. Remember that every detail counts in the development of your packaging, from selecting sustainable materials to ensuring overall aesthetics and alignment with your brand identity. By using packaging as an effective means of communication, you can influence consumers' purchasing decisions and encourage them to choose your vegan products.

Inspiring Packaging Examples Designed by Our Clients

Discover a collection of inspiring packaging* examples crafted by our clients on the following page. These examples showcase how our clients have effectively incorporated the EVE Vegan® certification into their visual communication strategy. Each example shows how the EVE Vegan® logo is cleverly positioned, highlighting the certification, and enabling consumers to make informed, responsible choices.

To explore packaging for other EVE Vegan® certified products, please visit our [Catalogue](#)

Our Graphic Kit

It's your turn to shine using our graphic kit, which we provide for you on your Client Space. It includes our high-definition logo, available in various versions, including the original color and black-and-white. Moreover, our graphic kit summarizes all the logo usage guidelines. You now have everything you need to complete your packaging!

* The packaging examples are provided for illustrative purposes. The EVE Vegan® team certifies that the products mentioned are certified by EVE Vegan® as of the date of August 15, 2023. It is important to note that the certification of products in the future will depend on the ongoing compliance of these products with established standards. EVE Vegan® cannot guarantee the ongoing certification of products beyond this specific period.



Directions for use: Take 2 gummies per day Without SMO.

Nutritional information:

Ingredients / مكونات	Per 2 gummies
Chamaejasme séché / شامبوسج الجاف	30 mg
Extrait de Noix de Coco / زيت جوز الهند	20 mg
Extrait de Miel / شاي العسل	25 mg

VITALIZE LABS

GUMMIES

Vitalize Your DREAMS أحلامك

Chamaejasme, Homéostasie & Peppes
Deep Sleep, Wake-Uping & Stress Relief
النوم العميق والتغذية والتخفيف من التوتر

Reference contributions: Vitalize Labs Supplements Trading LLC, Dubai, UAE. hello@vitalize.com, www.vitalize.com

Ingredients (including agent): *methyl salicylate, stevia, and a tiny amount of Chamomilla flower (Matricaria inodora) for a natural sweet taste without of pessey part (Dissolve in water). * dry extract of Noix de Coco (Elettaria Cardamom) flavonoids (PCL) DCC - stabiliser sugar - melasse canola - taste and mouthfeel enhancer - natural organic combination.

Dietary Supplement must be used with a healthy diet and not be used as substitutes of a varied and well-balanced diet. Keep all in cool, dry place. Keep all in cool, dry place. Ask your doctor / pharmacist for advice (pregnant and lactating women) Consume within one month after opening.

Dietary supplement
Net weight: 100g

2-2804441657611

N°11620020210 - 55
Best before end: [Blank]

제품명: 감치담금소스
내용량: 310g / 10.9oz (순무량: 253g(상자무량))
원재료명 및 함량: 감치담금 베이스
 [물엿, 기타과당, 다마섹가스타(파칭 다사(다사), 국산), 정제소금(국산), 사과농축액(사과(국산)), 고추액(국산), 사과농축액(사과(국산)), 고추액(국산), 사과농축액(사과(국산)), 고추액(국산), 사과농축액(사과(국산)), 고추액(국산), 사과농축액(사과(국산)), 고추액(국산), 사과농축액(사과(국산))]
제조업자: 함모명가 (주) (서울특별시 강남구 테헤란로19길 10)
판매처: (주)에프에이(주) (서울특별시 강남구 테헤란로19길 10)
식품안전관리인증번호: 20080027112227
유기농 인증: 국내산 유기농 인증 (농림축산검역본부 인증)
포장재질: 폴리에틸렌테레프탈레이트(PET) (무기) / 폴리에틸렌(PE) (무기)
제조 및 판매처: (주)에프에이(주) (서울특별시 강남구 테헤란로19길 10)
식품안전관리인증번호: 20080027112227
유기농 인증: 국내산 유기농 인증 (농림축산검역본부 인증)
포장재질: 폴리에틸렌테레프탈레이트(PET) (무기) / 폴리에틸렌(PE) (무기)
제조 및 판매처: (주)에프에이(주) (서울특별시 강남구 테헤란로19길 10)



식물성 발효효모
 고추가루, 마늘을 더하면 모든 감치를 담글 수 있는 간편소스!!!
동물성원료0 감치담금소스
 호모주출물 건강하고 안전한 요리 재료
 황금버섯 효모추출물(발효물+ 파스타고름+아미노산)
 비건인증 제품 인증번호 확인 가능
감치담금소스 활용
 토마토소스, 새우볶음, 튀김, 반숙기, 호박소스, 콩볶음

www.hyomoro.com
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 ☎ 080-080-6264



310g
 동물성원료 0%
 호모주출물 3.92% 함유

4. Mentions:

Tips for effective messaging on various communication media



In addition to the EVE Vegan® logo, we suggest incorporating statements on your various communication materials to inform consumers and stakeholders about the vegan characteristics of your products. The inclusion of a statement is highly recommended for both certified products and factories. These statements aim to provide additional information about the meaning of the EVE Vegan® certification. This helps enlighten customers who may not be familiar with the term "vegan".

Mentions Regarding Certified EVE Vegan® Products

Mentions on certified EVE Vegan® products will help bolster your brand's credibility and reassure consumers about your products' compliance with vegan standards. This may encompass labels like "100% vegan," "free from animal-derived ingredients," or "certified by EVE Vegan®." It may also be relevant to introduce the following statement: "All of our products are certified by EVE Vegan®, a certification that guarantees a product free from animal origin and cruelty-free".

The following mentions are also allowed:

- "Our products are EVE Vegan® certified".
- "Brand X is a 100% vegan range approved by the EVE Vegan® certification mark".
- "The EVE Vegan® standard is recognized as one of the most rigorous in its category, addressing the lack of transparency and information for those who want to support an animal-free trade and industry."
- "Many companies and distributors refer to EVE Vegan® certified products rather than products without official certification mark or certified by other labels."
- "Choosing the EVE Vegan® certification mark is a strong step towards the future and joining those who want to live in harmony with our planet. It's also the assurance that a food, cosmetic, or textile product is 100% vegan."
- "The Global Standard for Vegan Products and Services"
- "The world's leading international standards for the certification of vegan products and services in its category."
- "Whether used in food, cosmetics or textiles, the EVE Vegan® mark is the most trusted assurance that a product is 100% vegan."
- "For a life more meaningful"
- "Living in unity with all"
- "Making the EVE Vegan® mark on the planet"
- "Guaranteed free from animal products".
- "Cruelty-free »
- "Free from animal by-products"

We strongly encourage you to include these mentions on your various communication materials.

Mentions Regarding Factory Certifications

In addition to using the EVE Vegan® certification logo, it is permitted to mention factory certification in textual form.

The following mentions are authorized:

- "Our manufacturing facility is a service approved by the EVE Vegan® certification mark."
- "The Company X has been an approved EVE Vegan® service since 2016."
- "EVE Vegan® approved factory according to the compliance standards available on the website www.certification-vegan.org".
- "Our EVE Vegan® certified factory enables you to easily obtain vegan certification for your products."

5. Case studies:

Discover inspiring examples of successful vegan communication from our clients



In this section, discover concrete examples of successful communication for products and factories certified by EVE Vegan®. These case studies from companies in various sectors will provide you with inspiring ideas to shape your own vegan communication strategy. Within this section, we will delve into effectively showcasing the EVE Vegan® certification on your website and social media platforms. Take inspiration from these success stories to shape your own communications!

Website Integration

Integrating the EVE Vegan® certification on your website holds crucial significance in enhancing your credibility and showcasing your ethical commitment. You have several options to effectively highlight this certification:

- **Display the EVE Vegan® Logo on the Homepage:** Your website's homepage is your company's online showcase. By strategically placing the EVE Vegan® logo prominently, you demonstrate your commitment to vegan values at first glance. Illustrations 1 and 2 are concrete examples of how the logo can be integrated into your homepage design, instantly capturing visitors' attention.
- **Write an Explanatory Text about Vegan Certification on one or more pages of your website:** In addition to the logo, providing detailed information about the meaning of vegan certification can boost your visitors' confidence. By describing the strict standards of certification and the benefits it brings to your products, you demonstrate your transparency and concern for animal welfare. Some of our clients have even created a tab dedicated to vegan certification (illustration 3).
 - **Showcase EVE Vegan® Certification on Your Online Store:** Highlighting the certification on your Online Store products brings significant benefits to your business. By displaying the EVE Vegan® logo on the photo of each product, you instantly communicate to customers that your items are certified according to rigorous EVE Vegan® standards (illustrations 4 and 5). Additionally, incorporating the term "vegan" in the product title makes it easier for consumers searching for vegan products to find and identify them (illustrations 4 and 5). Furthermore, briefly explaining the EVE Vegan® Certification in your product description provides an opportunity to outline the rigorous process it entails (illustration 6).
- **Dedicate a blog post to your EVE Vegan® certification:** Dedicating a blog post to your EVE Vegan® certification enriches your communication and allows you to demonstrate your ethical commitment. (The blog post by food supplement brand My Veggie can serve as an illustration in this regard: [What is EVE Vegan certification?](#))



Illustration 1:
Homepage of a
Winemaker's
Website (Product
Certification)



Illustration 2:
Homepage of a
production factory
(Factory
Certificate)

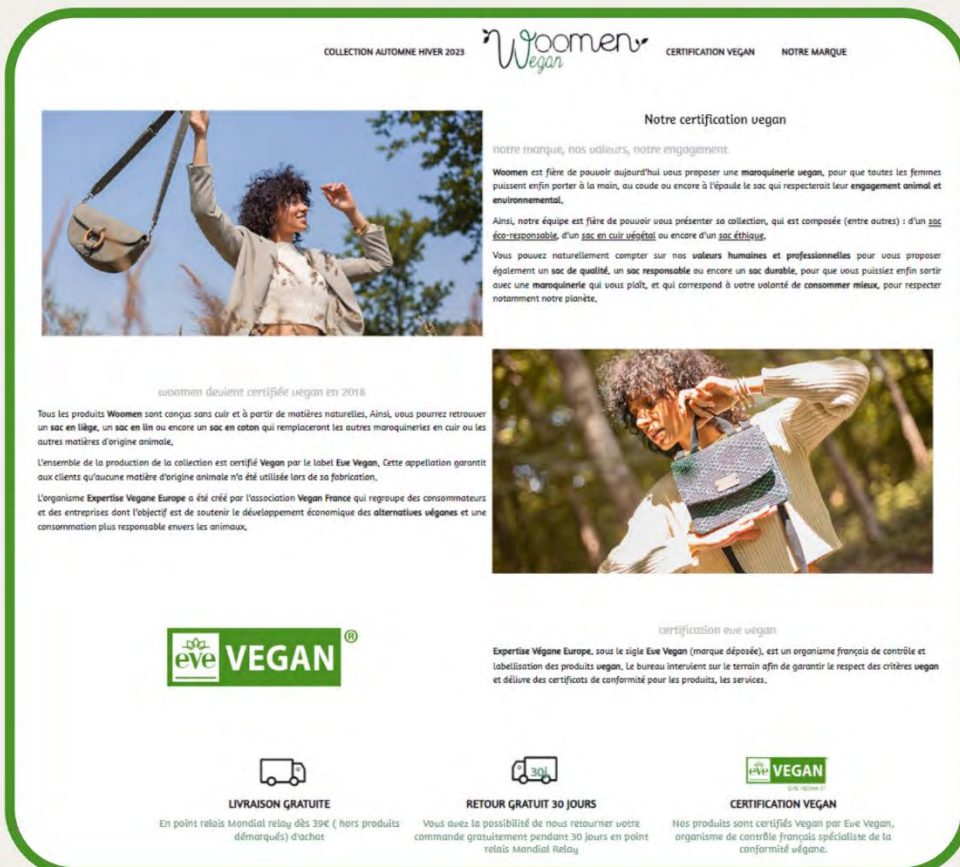


Illustration 3:
Leather Goods
Brand Webpage
(Product
Certificate)

BEST 1

 EVE VEGAN



Flive Vegan Kids Micro Facial Cleanser

Vegan hypoallergenic face wash for children that cleans 99% of ultrafine dust with soapberry extract

19,000 won

19,000 won

Illustration 4:

Product for Sale on an Online Store of a Hygiene Products Brand

Promo !



Biscottes Bio Froment – Vegan 250g

3,04 € – 34,69 €

Choix des options

Illustration 5:

Product for Sale on an Online Store of a Food Products Brand

Description

Les Pains au Chocolat Vegan La Boulangère, 100% végétal et 100% plaisir ! Dans ces savoureux Pains au Chocolat Vegan nous avons supprimé les ingrédients d'origine animale : beurre, lait et œuf tout en conservant la gourmandise de ce produit grâce à notre savoir-faire et des ingrédients de qualité : farine de blé français, matière grasse et huile végétales, le tout associé au bon goût de chocolat. Nos produits sont certifiés par EVE VEGAN, organisme indépendant qui respecte un cahier des charges strict en lien avec les principes essentiels du véganisme.

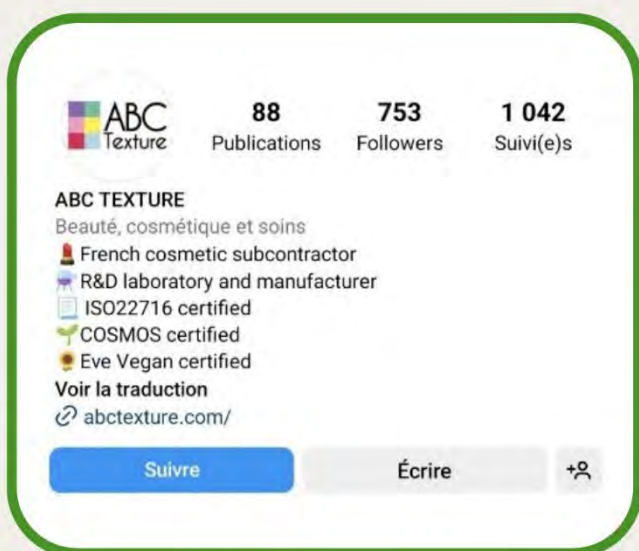
Illustration 6:

Product Description of a Food Item on Carrefour's Online Retail Store

Social Media

The power of social media also provides an effective way to communicate about your EVE Vegan® certification. There are numerous opportunities to highlight your certification:

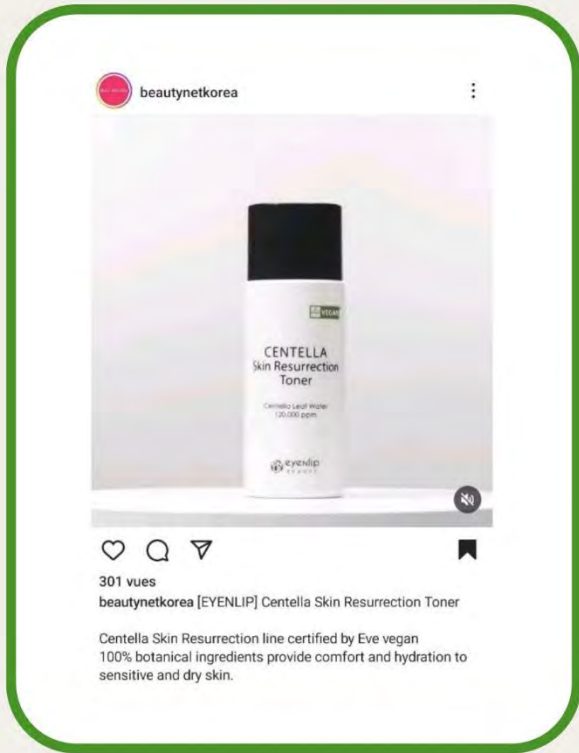
- **Integrate the EVE Vegan® mark in your Social Media Description:** Showcase your EVE Vegan® certification in the description of your social media account or page (see illustration 7 and 8). This action instantly informs page visitors of your commitment to vegan standards.
- **Showcase Your Certified EVE Vegan® Products:** Share photos or videos of your products featuring the prominent EVE Vegan® logo on the packaging (see illustration 9). In cases where the logo isn't on your packaging or the packaging's visible front, incorporate it into the product photos afterward (see illustration 10). This technique ensures that your certified products are always associated with the trusted EVE Vegan® mark on social media. Moreover, if you offer a range of certified EVE Vegan® products, you can create a dedicated post to introduce this collection (see illustration 11).
- **Create Dedicated Posts for EVE Vegan® Certification:** Craft a post to celebrate the achievement of your Product or Factory certification (see illustration 12) to show your adherence to the EVE Vegan® standard. You can also dedicate a post to one or more of your different certifications (see illustration 13 and 14). This demonstrates your overall commitment to sustainability and animal welfare.
- **Explain EVE Vegan® Certification in Instagram Highlights:** Utilize permanent Stories to explain what EVE Vegan® Certification is (see illustration 8). This initiative enhances consumer understanding of EVE Vegan® Certification.



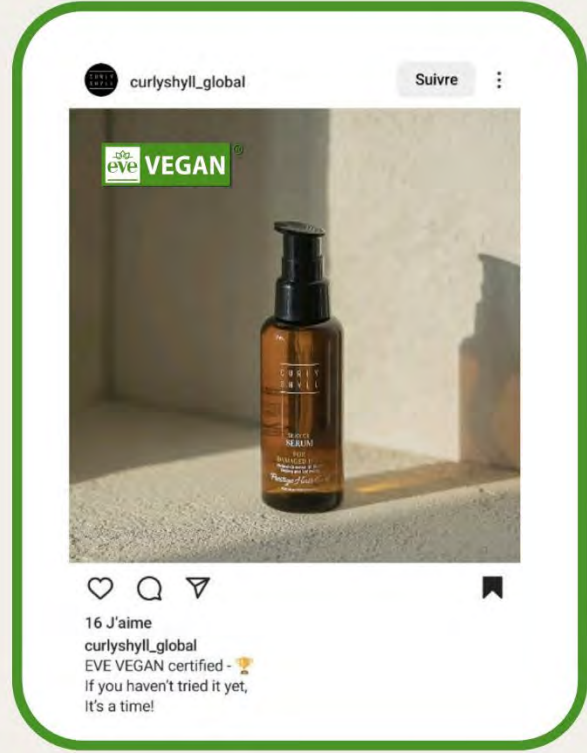
*Illustration 7:
Instagram Description
of a Cosmetic Factory
(Factory Certificate)*



*Illustration 8:
Instagram Description and Highlighted
Instagram Stories of a Leather Goods
Brand (Product Certificate)*



*Illustration 9:
Instagram Post Showcasing
a Cosmetic Product*



*Illustration 10:
Instagram Post Showcasing
a Cosmetic Product*



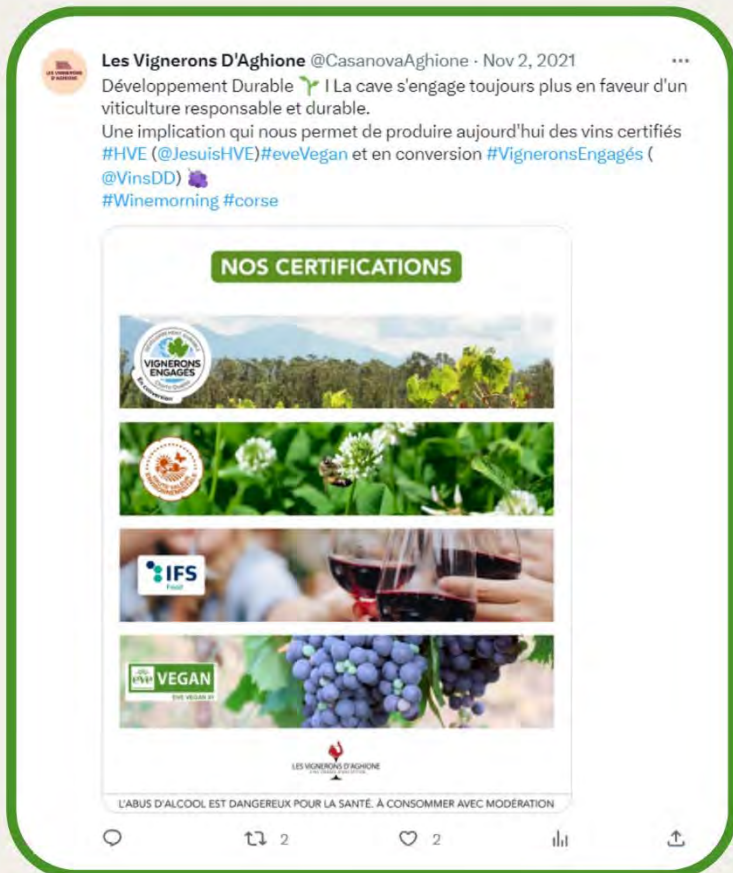
*Illustration 11:
Instagram Post Showcasing
a Collection of Cosmetic Products*



*Illustration 12:
Instagram Post Celebrating EVE Vegan®
Certification*



*Illustration 13:
Instagram Post from a Cosmetics Brand showcasing its Certifications*



*Illustration 14:
Twitter Post by Winemakers
Presenting their Certifications*

By integrating these elements into your website and social networks, you consolidate your online position as a brand specializing in vegan products.

6. Key resources:

Explore and deepen your knowledge of veganism and vegan communication



In a context where the vegan market is experiencing rapid growth and constant evolution, it's crucial for your business to stay updated on the latest trends and industry developments. To achieve this, access to key resources is essential for exploring and deepening your knowledge about the vegan market. Here are some important resources to consider:

EVE Vegan® Website and Blog

The EVE Vegan® website and blog The EVE Vegan® website provides a platform to access relevant information about the EVE Vegan® certification mark, regulations, market trends, and much more. Our blog also serves as an invaluable source of information for businesses looking to delve deeper into the vegan sector.

Specialized Vegan Sector Media

Thanks to media outlets such as Vegconomist, Vegnews, The Vegan Review, Livekindly, and numerous others, you will enjoy exclusive access to pivotal information within the domains of veganism, ethical commerce, vegan food, fashion, and cosmetics. These sources offer comprehensive analyses, market research, and featured articles that aid in comprehending emerging trends, consumer preferences, and the industry's best practices.

- **Vegconomist:** Vegconomist is an online magazine that specializes in vegan business news and is geared towards a B2B audience. Created in 2018, vegconomist shares news from all over the business world, including vegan hotspots like the UK, Germany, and the United States, but also Asian countries and the African continent.
- **Plant Based News:** Plant Based News brings you the latest news about ethical consumerism, environmentalism, plant-based food trends and much more via plantbasednews.org as well as across a number of social media platforms, reaching over 69 million people a month.
- **Plant Based World Pulse:** Plant Based World Pulse is a go-to resource for the plant-based industry. Offering high-value insights, educational content, and the latest information year-round, it compliments the annual industry events Plant Based World Expo North America in New York City and Plant Based World Expo Europe in London.
- **Vegnews:** Launched in 2000, VegNews is the largest vegan media brand in the world. Reaching millions of people each month across its print, digital, and social platforms. Every issue of VegNews is packed with today's best vegan lifestyle content from food and fashion to travel, celebrity interviews, and beauty.

Events and Trade Fairs

Take part in vegan-related events, such as trade fairs and specialized conferences. These events provide you with a unique opportunity to connect with industry experts, influencers, suppliers, and consumers, while keeping you updated on innovations and emerging trends.

- **Veggieworld:** The vegan fair in your city. Get the best tips and information from vegan experts and chefs, try and buy directly from the manufacturers and experience that the vegan lifestyle is not only animal-friendly and sustainable, but is also enjoyable and fun!

- [Plant Based World Expo Europe](#): Plant Based World Expo is the biggest 100% plant-based trade event in Europe, designed exclusively for food service professionals, retailers, distributors, buyers, wholesalers and investors. Plant Based World connects and empowers businesses within the global supply chain to successfully develop, source and distribute plant-based products.
- [Plant Based World Expo North America](#): Plant Based World Expo is the only 100% plant-based event in the U.S. designed exclusively for food service professionals, retailers, distributors, buyers, brokers and non-profits. Plant Based World Expo connects and empowers businesses within the global supply network to successfully develop, source and distribute plant-based products.

Vegan Trade Associations and Communities

Join organizations, associations, or professional networks related to the vegan market and your industry. These networks will enable you to connect with fellow professionals in the field, exchange ideas and information, and collaborate on common initiatives.

Vegan Trade Associations:

- [ProVeg International](#): ProVeg International is a food awareness organisation working to transform the global food system by replacing animal-based products with plant-based and cultured alternatives. ProVeg works with decision-making bodies, companies, investors, the media, and the general public to help the world transition to a society and economy that are less reliant on animal agriculture and more sustainable for all humans, animals, and our planet.
- [European Alliance for Plant-based Foods](#): The European Alliance for Plant-based Foods (EAPF) brings together like-minded organisations in the plant-based value chain around a unique mission: To put plant-based foods at the heart of the transition towards more sustainable and healthy food systems.
- [Plant Based Food Association](#): Founded in 2016, the Plant Based Foods Association is the first and only trade association in the U.S. representing over 350 of the nation's leading plant-based food companies.

Vegan Business Communities:

- [Beyond Animal](#): Beyond Animal simplifies access to finance and opportunities for companies and investors across the vegan economy. Their mission: Delivering digital tools, such as online funding, networking and business services, that accelerate the transition to an economy free of animal exploitation.
- [The Good Food Institute](#): The Good Food Institute is a nonprofit think tank and international network of organizations working to accelerate alternative protein innovation.

By deepening your understanding of the vegan market through these resources, you will be able to make informed strategic decisions, tailor your offerings according to the needs of your target audience, and remain competitive in an ever-changing market. Investing in these key resources is an essential way to strengthen your positioning in the vegan market and maximize your success on an international scale.

7. Conquering New Markets:

How to successfully adapt your communication to international markets



When it comes to developing an international communication strategy for your certified vegan product range, it's necessary to consider cultural differences and consumer preferences in each region of the world.

Here are some general guidelines to bear in mind:

Adapting to local contexts

Vegan marketing trends can diverge from one region to another due to cultural, social, and economic factors. This is why it's essential for brands to conduct thorough research into the target markets to tailor an appropriate marketing strategy. Analyze market trends, consumption patterns, and competitors in each targeted region. Identify the specific needs of local consumers regarding vegan products and modify your offerings to match the preferences and tastes of the local audience.

Respect Local Regulations and the EVE Vegan® Brand Guidelines

Take into consideration the specific regulatory standards of each country. Make sure your communication strategy and promotional materials comply with local rules regarding advertising, labeling, and vegan product certification.

Before definitively approving your labeling projects, remember to check which EVE Vegan® logo is applicable based on the operating region.

There are 2 possible logos with symbols:

- EVE Vegan® logo (Registered Trademark)
- EVE VEGAN TM logo (Trademark)

The EVE Vegan® logo (Registered Trademark) can be used in all countries where the certification mark has been registered: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, South Korea, Republic of China.

If your project's target region is not mentioned in the previous list, we recommend using the EVE Vegan TM logo (Trademark), which is also available in the brand guidelines.

If in doubt, please don't hesitate to reach out to our team, who will be delighted to assist you.

Tailor Your Communication Strategy Based on Cultural, Environmental, and Social Specificities

Consider the values and expectations of consumers to tailor your message and positioning internationally according to the targeted countries or regions. Take into account linguistic differences, cultural references, and nuances in the meanings of words and symbols. Additionally, some regions may prioritize specific environmental or social issues. Adapt your message to highlight your commitment in these areas.

Remain patient and adaptable in your approach, as the success of an international communication strategy requires time and flexibility. Be prepared to adjust your strategy based on consumer feedback and outcomes achieved in each region.

Here are some key elements to consider when promoting your vegan products in regions such as Europe, Asia and North America* :

A Health and Wellness-Focused Message in North America

North American consumers often associate vegan products with health and wellness benefits. Therefore, it is crucial to highlight in your communication how your products contribute to improving the health of your consumers.

In North America, many companies promote vegan food alternatives as healthier choices compared to their animal-derived counterparts. Brands emphasize the advantages of a plant-based diet, including better weight management and reduced risks of chronic diseases. Packaging of vegan food products communicates their nutritional benefits, underscoring their high protein content and the assurance of being hormone-free, GMO-free, antibiotic-free, and cholesterol-free. These vegan products also cater to consumers with dietary restrictions such as gluten, nuts, or soy, thereby broadening their appeal to a wider target audience.

Concerning cosmetics, consumers in North America place significant importance on transparency. Therefore, it is pertinent to showcase the benefits of vegan cosmetics by highlighting the absence of harmful chemicals in their formulations, such as parabens, sulfates, and other potentially detrimental ingredients commonly found in cosmetics.

A Unique Ethical Sensitivity towards Animals and the Environment in Europe

In Europe, animal welfare and environmental preservation stand as significant ethical concerns. By addressing these ethical considerations sincerely and embracing transparent and responsible communication, brands can earn the loyalty of European consumers.

Consumers opt for vegan food, cosmetics, or fashion products to contribute to a lifestyle that respects living beings. To attract these consumers, it's important to highlight your commitment by appealing to their values and compassion for animals. Cosmetic brands often emphasize the absence of animal testing and animal exploitation in their products.

* These trends are general observations. Variations may exist within regions and countries.

European consumers also pay close attention to environmental and social issues. Showcase your company's fair trade initiatives and sustainable production practices. Furthermore, highlighting local, natural, and organic products is highly valued by many Europeans. For instance, vegan clothing brands that are dedicated to sustainable and ethical production practices, promoting environmental protection and workers' rights, particularly pique consumers' interest.

Adapting to Local, Cultural, and Religious Preferences in Asia

To succeed in the Asian vegan market, brands must take into consideration the local preferences and religious practices that vary significantly across Asian countries.

Vegan food companies should emphasize their adaptability to various Asian dietary lifestyles, including vegetarianism. Indeed, religions and spiritual practices in Asia, such as Hinduism and Buddhism, often encourage vegetarianism as a means to practice compassion and respect towards living beings. Utilizing traditional and popular regional ingredients can make products more accessible and appealing to Asian consumers.

In many Asian countries, brands focus on the nutritional benefits and positive health effects of plant-based products, highlighting aspects like weight management, improved digestion, and longevity. In China, plant-based proteins have gained popularity due to their perceived benefits in boosting the resilience of vulnerable individuals against the coronavirus and other growing health issues like obesity and heart diseases.

In the cosmetics market, Asian consumers prioritize innovative and effective skincare products. To attract consumers, highlight the benefits of your vegan cosmetic products for skincare, such as hydration or a healthy glow. In South Korea and Japan, take inspiration from the popular K-Beauty and J-Beauty trends, which emphasize gentle and natural ingredients, minimalist packaging, and the aspiration for flawless skin.

In conclusion, a successful international communication strategy for your EVE Vegan® certified vegan products requires in-depth research into local markets and an adaptation of your communication based on regional specificities. By being sensitive to cultural differences and adhering to local standards, you can effectively attract and engage consumers from different parts of the world, thereby enhancing your position in a rapidly growing global vegan market.



The future is vegan

www.certification-vegan.org