

Communication campaigns for alternative proteins



Imprint

Title	Communication campaigns for alternative proteins
Authors	Arlind Xhelili Collaborating Centre on Sustainable Consumption and Production (CSCP)
Project title	LIKE-A-PRO. From niche to mainstream – alternative proteins for everybody and everywhere
Citation	Xhelili, Arlind (2026). Communication campaigns for alternative proteins. LIKE-A-PRO project. Wuppertal 2026.
Design	soweit / Studio für Übergänge www.soweit.studio



Funded by
the European Union

This project is funded by the European Union under Grant Agreement No. 101083961.

Views and opinions expressed are however those of the author(s) and do not necessarily reflect those of the European Union or European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

1. Introduction

Communication has an important role to play in the uptake of alternative protein (AP) products, but it cannot be treated as a standalone solution. Consumers may be aware of the environmental, health, or ethical arguments for changing protein consumption, yet still continue choosing familiar foods because of habit, taste expectations, social norms, convenience, price, uncertainty, or lack of confidence. The LIKE-A-PRO findings show that information alone rarely closes the gap between openness and action. Communication becomes more effective when it connects with people's everyday realities and is linked to practical opportunities to try, buy, cook, or eat AP products.

This governance mechanism focuses on communication campaigns that promote APs through effective messaging frames, language, and consumer-driven narratives. The emphasis is on broader communication: campaigns run by public institutions, civil society organisations, food system actors, retailers, schools, research projects, municipalities, or multi-stakeholder initiatives. Such campaigns can shape awareness, trust, social norms, curiosity, and perceived relevance before, during, and after the moment of choice.

The central challenge is that AP communication often speaks to already convinced audiences. Messages may focus heavily on climate, animal welfare, or vegan identity, which can be powerful for some groups but less effective for consumers who are primarily concerned with taste, price, family acceptance, convenience, health, or familiarity. Campaigns can also unintentionally create resistance if they appear moralising, polarising, unrealistic, or disconnected from food cultures. A consumer who feels judged or pressured is less likely to engage openly, even if they recognise the broader sustainability argument¹.

Effective communication should therefore move from persuasion alone towards relevance-building. It should help consumers see AP products as understandable, trustworthy, enjoyable, and compatible with their own routines. This requires language that is concrete rather than abstract, inclusive rather than identity-limiting, and empowering rather than guilt-based. It also requires narratives that reflect different consumer lives: families planning affordable meals, students looking for convenient lunches, older consumers concerned with digestion and health, athletes interested in protein, rural consumers concerned with local relevance, or flexitarians wanting variety without fully changing their diet².

Communication is more likely to resonate when it reflects everyday priorities such as taste, price, convenience, health, and familiarity—not only system-level sustainability goals.

1 Davis, T., Stewart, C., & Papies, E. K. (2025). How can communication about plant-based foods support sustainable food system transformation? Nine recommendations for government, industry and citizens. *Current Environmental Health Reports*, 12, Article 24. <https://doi.org/10.1007/s40572-025-00489-4>

2 Bilandzic, H., et al. (2026). A conceptual framework of communication goals for healthy and sustainable food choices. *European Review*, Article 22. <https://doi.org/10.1017/S1062798725100574>

Awareness alone is not enough

Awareness



Personal relevance



Trust and curiosity



Practical opportunity to act



Potential trial

Communication becomes behaviourally relevant when it connects meaning with opportunity.

The specific contribution of this governance mechanism is to translate LIKE-A-PRO consumer insights into campaign recommendations that are credible, emotionally intelligent, and behaviourally realistic. The aim is not to tell consumers what they should believe, but to design communication that creates curiosity, reduces uncertainty, supports trust, and links positive messages to practical action opportunities.

2. What is in this governance mechanism?

This governance mechanism provides recommendations for designing communication campaigns that support the uptake of AP products. It is intended for public authorities, municipalities, civil society organisations, food businesses, retailers, schools, researchers, health and sustainability communicators, and multi-stakeholder initiatives seeking to communicate about APs in a way that resonates with consumers.

The document focuses on the frames, language, narratives, messengers, and campaign formats that can make AP communication more effective. It considers how campaigns can highlight taste, health, sustainability, affordability, convenience, curiosity, and social normalisation without overpromising or alienating audiences. It also addresses communication risks, including moralising language, fear-based messaging, exaggerated health or sustainability claims, overreliance on vegan identity, and campaigns that raise awareness without providing practical next steps.

The mechanism covers five main areas. First, it explains why communication campaigns matter for AP uptake, but also why information alone is insufficient. Second, it outlines how the recommendations were developed, drawing on LIKE-A-PRO Living Labs, behavioural intervention pilots, and stakeholder insights. Third, it presents recommendations for effective AP communication, including message framing, language choices, consumer narratives, trusted messengers, audience tailoring, and links to action opportunities. Fourth, it proposes an implementation pathway for campaign development. Finally, it includes a distilled summary and practical indicators for monitoring whether campaigns are reaching, resonating with, and supporting consumers.

The mechanism does not propose a single universal campaign message. Different audiences respond to different motivations, and these motivations can change depending on setting, life stage, culture, and food habits. Instead, the mechanism proposes a flexible campaign logic: start from consumer realities, communicate benefits in language that feels relevant, use trusted messengers, avoid polarisation, and connect messages to concrete opportunities to act.

3. How was this governance mechanism developed?

The recommendations were developed by bringing together evidence from the LIKE-A-PRO Living Labs³, behavioural intervention pilots⁴, and stakeholder briefs⁵. The Living Labs provided insight into how consumers talk about AP products, what they find appealing or concerning, and what types of messages may support or hinder acceptance. They showed that consumers are motivated by multiple factors, including health, environmental sustainability, animal welfare, curiosity, taste variety, local relevance, price, and convenience. They also highlighted several communication-sensitive barriers, including distrust, lack of familiarity, perceived over-processing, fear of unfamiliar ingredients, uncertainty about nutrition, and resistance to feeling pushed or judged.

The Living Labs also showed that consumers often respond better to practical and relatable messages than to abstract arguments. Messages about climate or sustainability can be important, but they are more likely to resonate when connected to everyday benefits, such as tasty meals, easy preparation, health-supportive choices, affordability, or family-friendly recipes. Consumers also expressed the need for clear, trustworthy information that helps them understand what AP products are and how they can be integrated into their diets.

The behavioural pilots add further evidence. The beyond-choice digital communication pilot tested different advertising messages and campaign frames before the point of purchase. Its relevance lies in showing that communication can influence awareness, curiosity, and engagement, but that different frames may work differently across countries and audiences. The choice-editing, choice-expansion, and choice-environment pilots also showed that communication is most effective when combined with real changes in food environments, such as visible AP options, tastings, price incentives, menu integration, or product availability. Campaigns should therefore not be isolated from the conditions that allow consumers to act.

The stakeholder briefs provide additional guidance. The industry-oriented brief highlights the importance of communication for promoting the value proposition of AP products, including environmental sustainability, health advantages, culinary

3 Xhelili, A., Wiegard, J., & Schüürmann, J. (2025). LIKE-A-PRO's Living Labs. Consumer Insights Dataset. LIKE-A-PRO project. Wuppertal, 2025.

4 Xhelili, A., Schüürmann, J., Strube, R., Ziavras, S., Perrea, T., Chrysochou, P., Nystrand, B., Bye, I., Nystad, R., Vázquez-Araújo, L., Romeo-Arroyo, E., Vertriest, L., Willems, M., van der Waard, S. (2026). Driving Change with LIKE-A-PRO: Results and Lessons from Behavioural Intervention Pilots. LIKE-A-PRO project. Wuppertal, 2026.

5 Xhelili et al. (2024) Acceptance of Alternative Proteins Among European Consumers. Policymaker, Industry, CSOs and Academia Briefs.

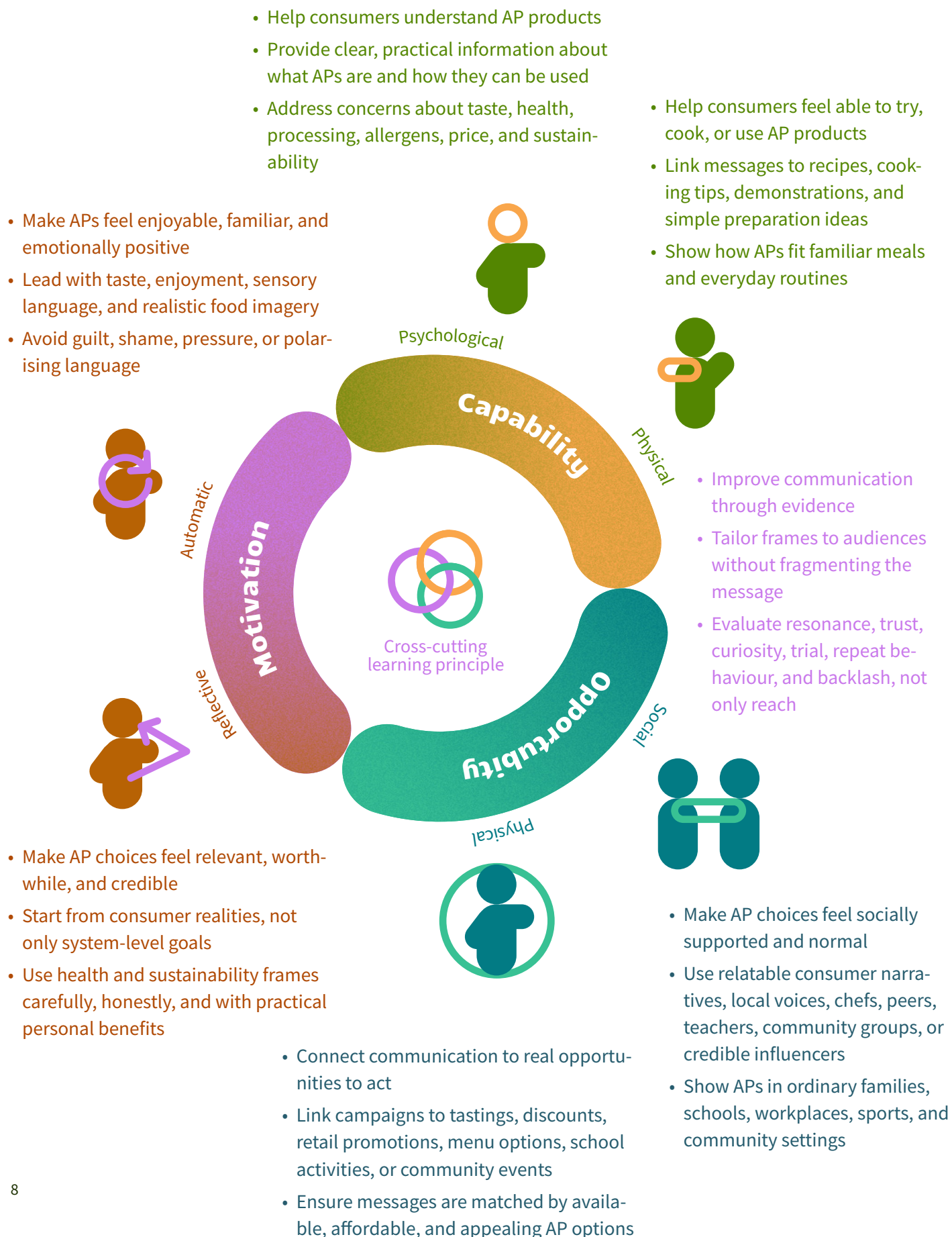
versatility, trust, labelling, and transparency. The civil society brief emphasises consumer engagement, myth-busting, evidence-based information, advocacy, and impartial research. The policy-maker brief stresses education, accessibility, labelling, monitoring, and the importance of public confidence. Taken together, these sources suggest that AP campaigns should be evidence-based, consumer-sensitive, and linked to practical enabling conditions.

The specific contribution of this governance mechanism is to organise these insights into communication recommendations that avoid two common pitfalls: relying only on rational information, and relying too heavily on emotional or moral pressure. Effective AP communication should combine credible facts with narratives that feel relevant, positive, and actionable.

4. Recommendations for communication campaigns



Helping consumers move from interest to action



4.1

Start from consumer realities, not only from system goals

Many AP campaigns begin with the system-level case for change: climate impacts, resource use, animal welfare, or the need for food system transformation⁶. These arguments are important, but they may not be the starting point for many consumers. Everyday food decisions are often shaped by taste, price, habit, convenience, family preferences, time pressure, and social norms. If campaigns begin too far away from these realities, they risk feeling abstract or disconnected.

Communication should therefore start from the situations in which consumers actually make food choices. A parent planning dinner, a student choosing lunch, an older consumer looking for easy-to-digest foods, or a shopper comparing prices may all need different entry points. For some, the most relevant message may be “easy and satisfying dinner.” For others, it may be “protein-rich lunch,” “affordable family meal,” “lighter option,” or “new flavour to try.”

This does not mean abandoning sustainability or health. Rather, it means connecting these goals to everyday benefits. A campaign can say that AP meals are tasty, practical, and better aligned with sustainability goals. It can show how a lentil-based sauce, mushroom burger, pea-protein wrap, or bean stew fits into familiar routines. By starting from consumer realities, campaigns become less about instructing people and more about helping them see realistic possibilities.

4.2

Lead with taste, enjoyment, and food appeal

Taste is one of the most important drivers of AP acceptance. Campaigns that communicate APs mainly as responsible choices may fail to address the first question many consumers ask: will I enjoy this? If APs are framed primarily as sacrifices for the planet, they may be perceived as less desirable than conventional foods.

Campaigns should therefore lead with food appeal. Visuals, wording, and stories should make AP meals look and sound appetising. Language should highlight flavour, texture, freshness, comfort, satisfaction, and meal enjoyment. Words such as crispy, hearty, creamy, savoury, spicy, fresh, filling, comforting, or family-friendly can make AP products more concrete and desirable.

Food imagery should show real meals in realistic settings, not only abstract products or idealised campaign visuals. A campaign showing a satisfying lunch bowl, a familiar pasta dish, a school meal, a barbecue-style burger, or a quick weeknight dinner may be more effective than one showing only

Consumers should not feel that choosing an AP meal requires trading enjoyment for responsibility.

⁶ European Commission, Joint Research Centre. Alternative Proteins: A Triple Win for Climate, Public Health, and Animal Welfare. Knowledge for Policy, 2023.

ingredients, sustainability icons, or environmental claims.

Health, sustainability, and ethical benefits can still be included, but they should support rather than replace food appeal. The message should not be that consumers must give something up, but that APs can add enjoyable, practical, and meaningful options to their diets.

4.3 Use health and sustainability frames carefully and credibly



Health and sustainability can be important reasons why many consumers become interested in AP products. However, these frames must be used carefully. Not all AP products are automatically healthy, and not all sustainability claims are equally strong. Exaggerated claims can undermine trust, especially among consumers who are already sceptical about processing, nutrition, or actor motives.

Health messages should be specific, evidence-based, and realistic. Campaigns can highlight protein, fibre, variety, lower saturated fat, or balanced meals where these claims are accurate. They should avoid implying that AP products are healthier simply because they are plant-based or meat-free. Where health professionals, nutritionists, or public institutions are involved, communication can help strengthen credibility.

Sustainability messages should also be concrete and transparent. Instead of broad claims such as “save the planet,” campaigns can use more grounded language: “more plant-forward meals,” “lower-impact protein options,” “diversifying protein sources,” or “supporting more sustainable food choices.” Where specific environmental claims are made, they should be backed by credible evidence and communicated in simple terms.

The most promising approach is often to combine health and sustainability with taste, convenience, and affordability. Consumers should not feel that they are being asked to choose between personal benefit and collective benefit. Campaigns are more likely to resonate when they show that APs can support both.

Communicate benefits without creating resistance

Credible health and sustainability information



Taste, convenience, and affordability



Invitational, non-judgemental language



Relevant and autonomy-supportive communication



Positive framing should inform and invite—not pressure or overpromise.

4.4

Avoid guilt, shame, and polarising language

Food is personal, cultural, emotional, and social. Campaigns that make consumers feel blamed, judged, or attacked can create defensiveness. This is particularly true when communication contrasts “good” AP choices with “bad” meat choices, or when it frames dietary change as a moral test.

Campaigns should avoid guilt-based and polarising language. Messages should not imply that people are irresponsible because they eat meat, nor should they present AP uptake as an all-or-nothing identity shift. For many consumers, gradual change is more realistic and more acceptable than complete replacement.

Language such as “try,” “add,” “include,” “discover,” “swap sometimes,” or “mix up your protein choices” is likely to feel more inviting than language such as “stop,” “give up,” “eliminate,” or “quit.” Campaigns should emphasise expansion and possibility rather than restriction and blame.

This is especially important for consumers with strong cultural or emotional attachments to conventional foods. Campaigns should not dismiss those attachments. Instead, they can show how APs can be integrated into familiar dishes, shared meals, and local food traditions.

4.5

Build campaigns around consumer-driven narratives

AP campaigns should not rely only on expert messages or institutional statements. Consumer-driven narratives can make APs feel more relatable and less distant. These narratives should show how different people encounter, try, adapt, and integrate AP products into real life.

A family narrative might focus on affordable meals that children are willing to try. A student narrative might focus on convenience, taste, and price. A sports-oriented narrative might focus on protein and performance, without implying that APs are only for athletes. A flexitarian narrative might focus on variety and occasional swaps. An older consumer narrative might focus on digestion, lightness, and familiar ingredients. A rural or local-food narrative might focus on regional producers, local ingredients, or food system resilience.

**From audience insight
to a credible story**

Understand the audience

Motives, concerns, routines, and food culture



Select a relevant entry point

Taste, health, price, convenience, local relevance, or curiosity



Use a relatable narrative and messenger



Provide a clear and realistic next step

Effective narratives show how APs fit into real lives rather than promoting the category in the abstract.

The strength of consumer-driven narratives is that they reduce abstraction. Instead of communicating APs as a category, they show APs as part of ordinary routines. They also allow campaigns to reflect different motivations without forcing all consumers into one message.

These narratives should be authentic. Overly polished or unrealistic stories may reduce trust. Campaigns should avoid portraying AP uptake as effortless for everyone. It is more credible to acknowledge that people may need recipes, tastings, price support, or repeated exposure before APs become familiar.

4.6 Use trusted messengers and local voices



The most credible messenger is not universal: it depends on the audience, setting, and concern being addressed.

Who communicates a message can be as important as the message itself. Consumers may distrust claims from brands if they perceive them as purely commercial. They may also resist messages from institutions if they feel too top-down. Trusted messengers can help bridge this gap.

Effective messengers may include chefs, nutritionists, teachers, doctors, local producers, canteen staff, peers, community organisations, scientists, public institutions, or influencers with credibility in food rather than only lifestyle. The right messenger depends on the audience and setting. For school communities, teachers, school cooks, parents, and health educators may be credible. For retail campaigns, chefs, product developers, or local producers may help. For younger consumers, peer voices or social media creators may be relevant if they are authentic and not overly commercial.

Local voices are especially important where AP products are perceived as foreign, urban, or disconnected from local food cultures. Campaigns that connect APs to local recipes, regional ingredients, or familiar meal formats may reduce resistance.

Messengers should also be prepared to address concerns honestly. This includes questions about price, processing, nutrition, allergens, taste, and preparation. Trust is strengthened when campaigns acknowledge limitations and provide practical answers rather than presenting APs as a perfect solution.

4.7 Tailor frames to audiences without fragmenting the overall message



Different consumer groups respond to different motivations. Younger consumers may respond to curiosity, climate relevance, novelty, social trends, or convenience. Families may respond to affordability, child-friendly meals, nutrition, and ease of preparation. Older consumers may respond to digestion, health, familiarity, and trust. Consumers with strong meat habits may respond better to taste, protein, culinary quality, and gradual inclusion than to moral or environmental pressure.

Campaigns should therefore tailor frames to audience needs. However, tailoring should not produce contradictory messages. The overall campaign identity should remain coherent: APs are enjoyable, practical, trustworthy, and part of a more sustainable food future. Within that shared message, different audience segments can be reached through different entry points.

Audience tailoring should be based on insight, not stereotypes. For example, men should not be targeted only through performance or masculinity frames, and older consumers should not be assumed to reject innovation. Campaigns should test how different groups respond rather than relying on assumptions.

The most useful campaign strategies may combine broad public messaging with targeted sub-campaigns. A general campaign can normalise APs, while specific materials support schools, families, students, sports communities, or public canteens.

4.8

Connect communication to practical action opportunities



Campaigns are more effective when consumers can act on the message immediately or soon afterwards. A campaign that raises curiosity but does not connect to available, affordable, and appealing products may increase awareness without changing behaviour. Communication should therefore be linked to action opportunities.

These opportunities can include tastings, recipes, discounts, public canteen menu changes, retail promotions, cooking demonstrations, school activities, restaurant specials, community events, or digital tools that help consumers find AP options nearby. A campaign message such as “try a new protein-rich lunch this week” is stronger if consumers can actually find that lunch in a canteen, supermarket, or restaurant.

Communication should also support repeated exposure. One-off campaigns may generate attention, but habits change slowly. Repeated cues, seasonal recipes, recurring tasting events, and ongoing menu visibility can help APs become familiar over time.

This link between communication and action also helps avoid frustration. If a campaign promotes APs but products are unavailable, too expensive, or poorly prepared, trust can be damaged. Campaign planning should therefore include co-ordination with retailers, caterers, public institutions, and suppliers.



Campaigns build trust when they acknowledge legitimate questions and provide practical answers rather than presenting APs as a perfect solution.

Consumers have legitimate questions about AP products. They may ask whether APs are healthy, whether they are highly processed, whether they contain allergens, whether they are suitable for children, whether they taste good, whether they are affordable, or whether sustainability claims are credible. Campaigns that ignore these concerns can appear evasive.

Effective communication should address common concerns directly and in plain language. This does not mean overloading campaign materials with technical detail. It means acknowledging questions and providing accessible answers. For example, a campaign can include short explanations on protein sources, cooking tips, nutrition, price, or processing. More detailed information can be made available through websites, QR codes, public events, or expert Q&A formats.

Addressing concerns also includes acknowledging that AP products are diverse. Some are minimally processed ingredients such as beans, lentils, peas, and mushrooms. Others are more processed products such as burgers, sausages, or ready meals. Communication should not treat all APs as identical. This nuance can increase credibility.

Campaigns should also avoid defensive tones. The aim is not to “convince at all costs,” but to support informed, confident, and realistic choices.



Campaign evaluation often focuses on reach: how many people saw the message, clicked on an advert, visited a webpage, or attended an event. These metrics are useful, but they do not show whether the campaign actually resonated, built trust, or supported behaviour.

AP communication campaigns should evaluate resonance and action. This includes whether consumers understood the message, found it credible, remembered it, felt invited rather than judged, became more curious, tried an AP product, repeated the behaviour, or discussed it with others. Campaigns should also monitor negative reactions, such as perceived moralising, confusion, scepticism, or reactance.

A/B testing can help compare different frames, such as taste-led, health-led, sustainability-led, or convenience-led messages. Qualitative feedback can explain why certain messages work or fail. Social media comments, focus groups, short intercept surveys, and post-campaign interviews can all provide useful insights.

Evaluation should feed back into campaign design. Campaigns should not be treated as one-off outputs, but as learning processes that improve over time.

5. Suggested implementation pathway

A realistic pathway for AP communication campaigns should begin with listening before messaging. Campaigns are more likely to resonate when they are built from consumer insight rather than from assumptions about what people should care about. This means understanding how different audiences talk about APs, what they find appealing, what they distrust, what would make trial easier, and where communication can connect to real food opportunities.



The process should first clarify the campaign's role. Some campaigns may aim to build basic awareness, while others may seek to increase trust, encourage first trial, support repeat consumption, improve food literacy, shift social norms, or promote specific canteen, retail, school, or community opportunities. A campaign focused on trial will need concrete calls to action and available products. A campaign focused on public understanding may need more emphasis on explanation, reassurance, and trusted messengers.

Once the purpose is clear, campaign teams should map the audience context. This includes identifying what different groups already know, what they worry about, which benefits matter to them, and what barriers stand between interest and action. Families, students, older consumers, flexitarians, athletes, rural communities, or workplace canteen users may all need different entry points. This mapping should be based on research and testing, not stereotypes.

Message development should then move from broad claims to usable frames. Campaign teams can develop several possible frames, such as taste and enjoyment, easy everyday meals, health-supportive choices, climate-conscious variety, local innovation, family-friendly options, or protein-rich performance. These frames should be translated into concrete language, visuals, stories, messengers, and calls to action. The test is whether the message feels clear, credible, relevant, and non-judgemental.

Before scaling, campaign materials should be tested with target audiences. Testing should assess not only whether people understand the message, but also whether they trust it, feel invited by it, find it emotionally acceptable, and know what to do next. Interviews, focus groups, A/B tests, social media pilots, and small-scale field campaigns can help identify which frames generate curiosity and which create scepticism, confusion, or resistance.

Campaign launch should be coordinated with opportunities to act. Communication should be linked to tastings, recipes, discounts, menu changes, cooking sessions, school activities, retail promotions, community events, or digital tools that help consumers find AP options. This prevents campaigns from raising interest without giving people a practical next step.

The campaign should then become a learning process. Evaluation should look beyond reach and engagement to assess comprehension, trust, relevance, intention, trial, repeat behaviour, and acceptability. It should also monitor unintended effects, such as moral backlash, confusion, or scepticism. These results should inform future campaign waves, rather than being treated only as final reporting.

Within this pathway, campaign owners remain responsible for framing, language, channels, and coordination. Public authorities can strengthen credibility and access, especially in public health, school, or municipal campaigns. CSOs can support trust-building, community engagement, and accountability. Food businesses and retailers can provide action opportunities such as tastings and promotions. Researchers can support testing and evaluation. Consumers should be treated not only as message recipients, but as sources of insight, feedback, and narrative authenticity.

6. Distilled summary and practice-oriented indicators

This governance mechanism proposes a practical approach to communication campaigns that promote AP products through credible, inclusive, and consumer-relevant messages. Its central idea is that campaigns should move beyond awareness raising and help consumers see APs as enjoyable, understandable, trustworthy, and realistic parts of everyday eating.

In practical terms, effective AP campaigns need to pass several communication tests. The message should start from everyday food realities rather than only system-level goals. It should make APs look and sound enjoyable, not merely responsible. Health and sustainability claims should be credible, specific, and linked to personal relevance. The tone should invite trial without guilt, shame, or polarisation. Narratives and messengers should feel recognisable, trusted, and authentic. Finally, communication should lead somewhere practical: a recipe, tasting, menu option, discount, event, or other opportunity to act, followed by evaluation of resonance rather than reach alone.

Practice-oriented indicators for monitoring the implementation and effectiveness of communication campaigns promoting alternative proteins

COMMUNICATION OBJECTIVE	PRACTICAL INDICATOR	WHY IT MATTERS
Build awareness	Share of target audience recognising the campaign message or AP concept	Shows whether the campaign is reaching people
Improve relevance	Share of consumers saying the message feels relevant to their eating habits	Tests whether communication connects to everyday realities
Support narrative identification	Share of consumers who recognise people, routines, or situations like their own in the campaign	Tests whether consumer-driven narratives feel authentic and relatable
Strengthen food appeal	Consumer ratings of how tasty, enjoyable, or appealing AP meals look or sound	Ensures the campaign does not rely only on abstract benefits
Build trust	Consumer trust rating in the campaign source and claims	Indicates whether messages are credible
Strengthen messenger credibility	Share of consumers rating the campaign messenger as trustworthy, relatable, and appropriate	Captures whether the source of the message supports or undermines trust
Avoid moral backlash	Share of consumers reporting that the campaign feels judgemental, pushy, or polarising	Helps identify reactance risks
Support understanding	Share of consumers correctly understanding what AP products are and how they can be used	Measures clarity
Address concerns	Number or share of campaign materials addressing taste, price, health, processing, allergens, and preparation	Tracks whether barriers are being answered
Encourage trial	Share of consumers reporting intention to try or actual trial after campaign exposure	Links communication to behaviour
Support repeat behaviour	Share of consumers reporting repeated AP purchase or consumption after campaign exposure	Indicates whether communication supports sustained uptake
Connect to action	Number of campaign touchpoints linked to tastings, recipes, discounts, menu options, or events	Ensures the campaign enables action
Support repeated exposure	Number of recurring campaign touchpoints or follow-up prompts across the campaign period	Helps move communication beyond one-off awareness towards familiarity and habit formation
Tailor effectively	Performance of different frames across audience segments	Shows whether audience-specific messaging is working
Evaluate learning	Number of message tests, A/B tests, or qualitative feedback exercises conducted	Supports evidence-based campaign improvement



7. Conclusion and way forward

Communication campaigns can help alternative proteins become more familiar, trusted, and socially normal, but only if they are grounded in consumer realities. The LIKE-A-PRO evidence shows that consumers are not persuaded by information alone. They need messages that connect with taste, convenience, health, affordability, social norms, and familiar food practices. They also need credible answers to concerns about processing, nutrition, price, allergens, and sustainability.

The way forward is to treat communication as a bridge between awareness and action. Campaigns should not only tell people why APs matter; they should show how APs can fit into everyday meals, where they can be found, how they can be prepared, and why they may be worth trying. This requires inclusive language, trusted messengers, relatable narratives, and practical opportunities to act.

Communication can create curiosity and readiness to act, but lasting change requires credible products and real opportunities to try, buy, prepare, and eat them.

This mechanism's specific contribution is to position communication campaigns as narrative and trust-building tools, not simply as information channels. Campaigns should invite curiosity rather than demand conversion. They should support gradual engagement rather than all-or-nothing dietary change. They should acknowledge consumer concerns rather than dismiss them.

A realistic way forward is to begin with consumer insight, test different frames, avoid moralising language, connect messages to real food opportunities, and evaluate resonance as well as reach. In this way, communication campaigns can support the mainstreaming of alternative proteins by making them feel not only important, but also understandable, enjoyable, credible, and possible.

