PLANT-BASED PRODUCTS

Impossible Foods Hires a Veteran of Apple Ads to Beef Up Its Creative Marketing

Steve Turner, a TBWA\Media Arts Lab alum, joins the plant-based burger maker as chief experience officer

Steve Turner spent part of his career at Wieden+Kennedy, now Impossible's first creative agency of record. Impossible

By **T.L. Stanley**

APRIL 13, 2021

Plant-based burger maker Impossible Foods has hired a former Apple creative and veteran creative consultant to supercharge its marketing efforts, on the heels of its first national ad campaign with the provocative tagline, **"We Are Meat."**

Steve Turner was ecd at TBWA\Media Arts Lab, Apple's dedicated creative agency, during an era that saw the debut of the iPhone, iPad, Apple TV and other iconic products. He becomes chief experience officer at Silicon Valley-based Impossible as the brand continues its explosive growth.

Impossible has bulked up its distribution considerably during the past year—going from 150 specialty stores to 20,000 retail chains—amped up its manufacturing to meet spikes in demand, and doubled its employee headcount. Two funding rounds have brought in $700 million in investment, totaling a total war chest of $1.5 billion, as the company reportedly preps for an IPO and searches for more spacious real estate for a new headquarters in the San Francisco Bay area.

Impossible named its first chief science officer in January, and **plans to double the number of scientists** on its team as it expands beyond faux burgers, pork and sausage to other alternative proteins like steak, seafood, chicken and milk.

senior leader and outside consultant via his firm, Sublime. He called Turner "the best of an exceptionally talented group of all-star candidates."

Turner, a Wieden+Kennedy alum who will report directly to Brown, said he gravitated to the mission-driven company, which is "solving the existential threats of global warming and biodiversity collapse."

Among his duties, which mimic a CMO job description but without that specific title, Turner will be responsible for "building brand awareness and accelerating the global consumer movement to a sustainable food system," the brand said in a statement.

His hire comes shortly after the debut of Impossible's intentionally aggressive ad campaign, which will continue rolling out for the next few months. The work, from Wieden+Kennedy Portland, uses actor Scott Glenn as the voice over with images of burgers sizzling on a grill and stacked into juicy, multilevel sandwiches. It targets traditional meat-loving consumers.

We Love Meat

Aside from its massive retail push, Impossible is keeping up its march into restaurants—30,000 outlets and counting—with Burger King adding the Impossible Whopper to its menus across Canada and Jamba in the U.S. now selling the Impossible "Handwich" breakfast sandwich with Impossible sausage.

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T.L. Stanley is a senior editor at Adweek, where she specializes in consumer trends, cannabis marketing, plant-based food products, pop culture and creativity.

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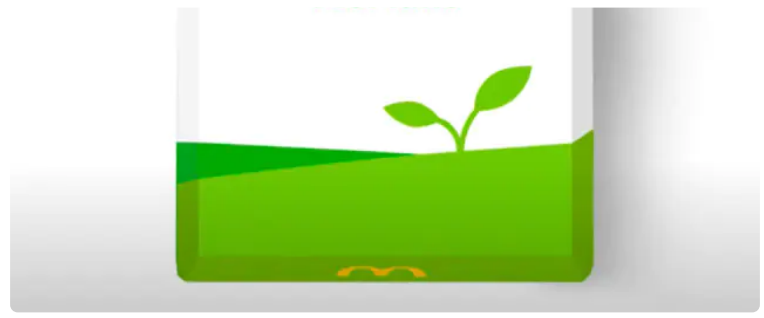

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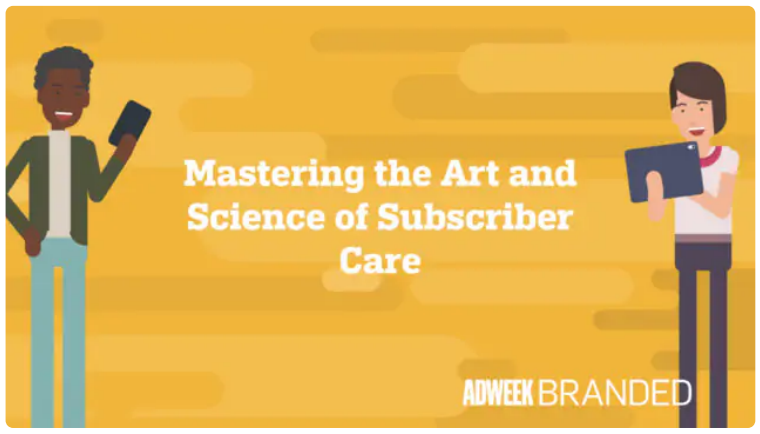

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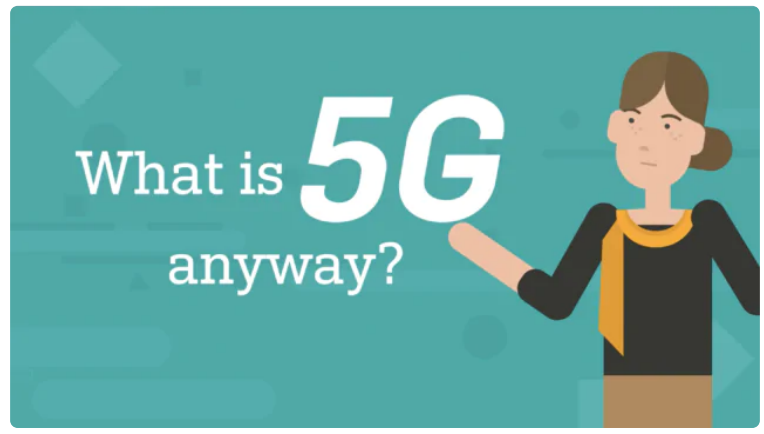

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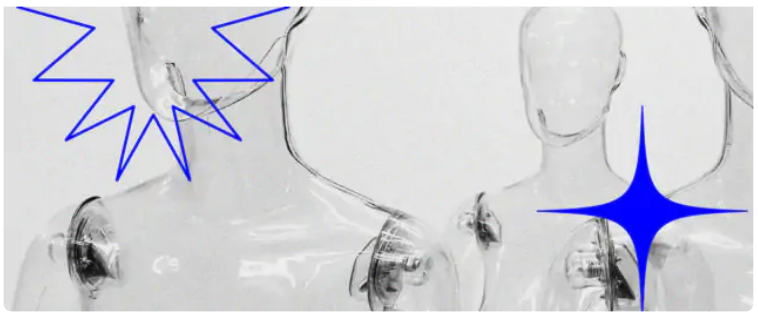

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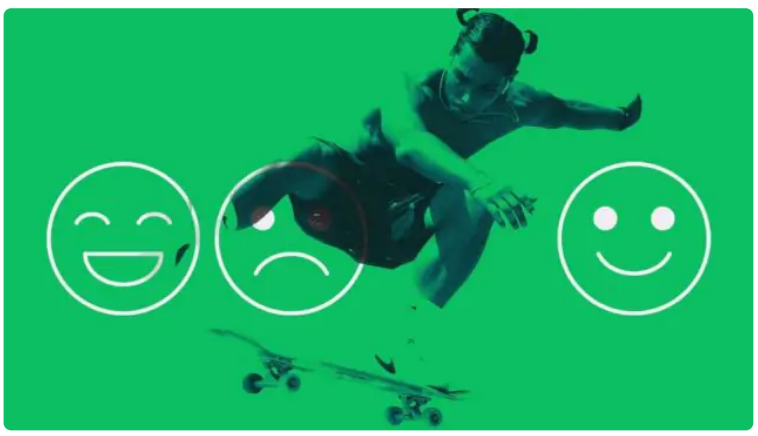

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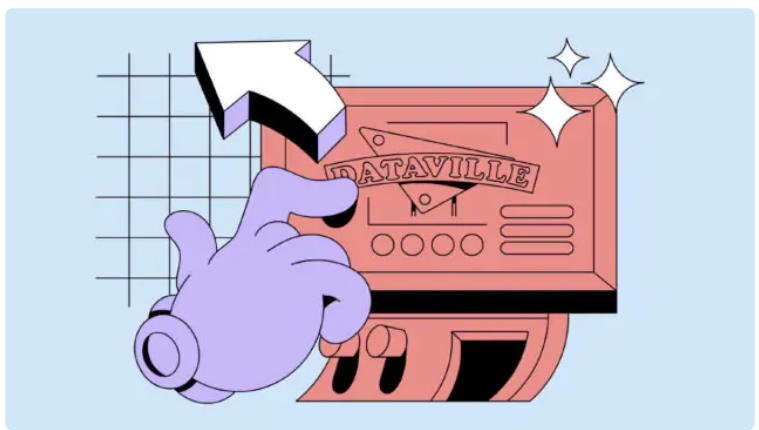

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