Target group guide
starring the Sassy Tofu

The Tofu Bible
“More people are becoming aware of how their choices influence their surroundings”.

Juliette
‘The Tofu Bible’ is a target group guide starring the Sassy Tofu. This guide helps Matt & Nat gain insight into the European consumer, from her personality to her product needs and vegan expectations.
“I think it’s important to show that nowadays hip and young people are vegan too, it is not only something for dull ‘woolen socks’.

Marieke
The Sassy Tofu is defined by her positive spirit and conscious character. She is aware of her personal footprint and is busy redefining her moral standards. Her reasoning for switching to a vegan lifestyle might be environmental, animal welfare, health or (mostly) all of the above. She aims to live a healthy and happy life and believes in living better while harming less.

Veganism is a way for her to contribute and give back to mother earth. It makes her feel good that she has the self-discipline and compassion to make the right choice every day.

She is open-minded about veganism and sees it as her personal choice, she would never force this upon someone. She encourages any kind of meat/dairy reduction, to her it is about the effort people put in.

She takes a celebratory (rather than puritanical) approach towards her lifestyle and she is determined to show that you can still be hip, have fun and party while living this lifestyle.
**Consumer profile:**
Age: 18 - 32
Healthy lifestyle
Conscious
Design driven
Early majority
Style conscious

**Personality:**
Positive
Pure
Intellectual
Open minded
Sassy
Honest
Real

**Vegan influencers and documentaries she likes:**
- Gary Yourofsky's 'Best Speech You Will Ever Hear'
- Arjen Lubach “maybe we should eat a little less meat?’
- Cowspiracy, What The Health & Earthlings
- Supreme Banana, Tifanny Ferg, Bonny Rebecca
VEGAN EXPECTATIONS

She looks for initiatives that send out a positive message regarding veganism.

She won’t bomb you with provocative quotes and movies of slaughterhouses on her facebook, she will share articles about “sustainable agriculture” or moving speeches by Jan Terlouw. She aims to make a strong statement and share her beliefs with the world, without it becoming too preachy.

The way to her heart are fashion forward products which are cruelty-free. She prefers brands who celebrate and send out a positive and stylish message; as she believes this is the way forward.
“I dislike organizations like PETA who are very aggressive. They offend people and no one believes what they say.

What I thought was a good example of how to talk about veganism was the sketch by ‘Zondag met Lubach’. He uses a lot of jokes and sarcasm but makes a very powerful statement”.

Margot
SOCIAL PRESSURE

It’s a tough world for vegans. You are on a quest to save the planet and its animals, and still, you get a lot of shit comments! The Sassy Tofu struggles with the social pressure of veganism. This is the reason that sometimes she might hide her lifestyle towards others because she doesn’t fancy arguments 24/7.

Whenever she eats with friends it can be hard for her, she doesn’t always want to be high-maintenance.

She has to deal with mean comments and people questioning her vegan choices.

“I was in a restaurant when they send the chef to my table asking: “Who is the problem here?”, when I said I was vegan.”

Juliette
“The social aspect of veganism is most challenging. I often feel like I have to defend myself 24/7”.

Juliette
But don’t underestimate the Sassy Tofu, she found a way to deal with the social pressure. She uses her sense of humor and self-irony as a vegan armor. People will always make jokes, but if she makes them first, she endears her surroundings.
“I am aware of the stereotypes, and I can laugh about it. If you do this, the subject becomes less heavy”.

Anouk
ONLINE EXPRESSIONS AND INTERESTS OF THE SASSY TOFU

IF YOU'RE READING THIS ITS NOT TOO LATE TO GO VEGAN

That time Angus went too far...

Heart of a normal person vs heart of a vegan

To all the people I annoy by being vegan

It's not me it's your conscience

for you
Uploaded another video and ate some more romaine. Day in the life

Heads are useless anyways.
#veganshoes
PERSONAL STYLE AND FASHION NEEDS

The fashion needs of the Sassy Tofu aren’t served yet by any vegan brand in the European market. She already buys bags from Matt & Nat and appreciates the quality and timelessness of the product. She prefers to invest in a piece that lasts beyond one season.

She longs for a leather jacket which is cruelty-free, not only regarding animals but also for the makers of her products.

She has little trust in fast fashion chains like H&M and Zara and ditched these for good. The Sassy Tofu sees veganism and sustainability as intertwined values.
“People who visit our store are still in search of a great faux leather jacket. Like an acne jacket, but vegan”.

Sales assistant Geiten Wollen Winkel (vegan store)
FEMININE

STYLISH

The Tofu Bible
GROOMED

MODERN

The Tofu Bible
New Vegan Values
Article in VIEWPOINT MAGAZINE
#38 THE MORALITY ISSUE

Online article: The rise of vegan teenagers
(https://www.theguardian.com/lifeandstyle/2016/may/27/the-rise-of-vegan-teenagers-more-people-are-into-it-because-of-instagram)

How Movie ‘Okja’ & ‘Carnage’ Laugh at vegans but ultimately prove them right.

Hoe maak je de massa in vredesnaam warm voor duurzaamheid?
https://brandpunt.kro-nrcv.nl/brandpuntplus/duurzaamheid-milieu-sexy/

Interview with Inder Bedi, founder of Matt & Nat
(http://www.bigcityvegan.com/blog/interviews/inder-bedi-interview-founder-matt-nat)

Viewpoint magazine
REBELLION! #37

All quotes are from in depth interviews with vegans.
- Margot van Aken
- Marieke Tieben
- Anouk Joanne van Eekeren
- Rachel Pickens
- Charlotte de Jong
- Juliette Krantz
- Meraud Aka

Interview with Sara Dubbeldam, sustainable fashion blogger and brand strategist.

Interview with Abigail, owner of Geiten Wollen Winkel, vegan store.

Interview with Kahla, owner of online vegan store: vautique

Online survey answered by 20 vegans.