

## Mosa Meat and Leonardo DiCaprio Help Consumers #CraveChange

[Mosa Meat](#) is a global food technology company pioneering a cleaner, kinder way of making beef. The founders introduced the world's first cultivated beef hamburger in 2013 by growing it directly from cow cells. Mosa Meat aims to reshape the global food system with its technology. The Mosa Meat team wanted to raise global awareness and emphasize the consumer and societal benefits of cultivated beef — sharing scientific proof points to demonstrate how Mosa Meat is real meat, in parity with conventional beef and different from plant-based alternatives. The company wanted to educate consumers that they could satisfy two hungers in one bite — to enjoy the hamburger they crave and also crave change for the planet, environment and future generations to come.

Mosa Meat received an investment from environmental activist and Academy Award-winning actor Leonardo DiCaprio as part of its Series B funding - and with it a pledge from DiCaprio to help evangelize the benefits of cultivated beef to help consumers [#CraveChange](#).

*"MGP helped us tell the world there are new ways to satisfy the global demand for beef while solving the pressing issues of industrial beef production. They are a nimble, smart agency that not only does amazing PR work, but also help companies looking to use technology for the greater good find their identity and purpose. Their storytelling, messaging and PR efforts led to a successful announcement and set our company up for future success. We talked a lot about #CraveChange in this campaign: and MGP helped us make change possible."*

**Tim van de Rijdt**  
**Chief Business Officer**  
**Mosa Meat**

**MOSA**  
**Meat**

398

Pieces of Earned Media Coverage

5.6Bn

Online Readership

#2

Largest Cultivated Meat Story  
Globally in 2021

21.5K

Social Shares directly from Earned  
Media Coverage

## Background

- Headquartered in Maastricht, The Netherlands, Mosa Meat is a global food technology company pioneering a cleaner, kinder way of making beef. In 2013, Mosa Meat founder, Mark Post received a grant from Google co-founder, Sergey Brin and introduced the world's first cultivated beef hamburger by growing it directly from cow cells.
- Mosa Meat aims to reshape the global food system with its technology. Headquartered in Maastricht, The Netherlands, Mosa Meat is a privately held company backed by Blue Horizon, M Ventures, Bell Food Group, Nutreco, Mitsubishi Corporation, and others.
- Although Mosa Meat had generated media coverage previously, the company had never engaged a PR firm, and did not want to have to conduct an RFP to engage multiple PR agencies. The company wanted to make the announcement as big and as global as possible in the markets that are most important for them to raise awareness as the company seeks regulatory clearance to sell Mosa Meat burgers, meatballs and other products.
- Mosa Meat approached MGP due to the company's strong track record of working with Dutch startups and scale-ups — and 15+ years of experience. MGP was also able to quickly assemble a dream team of its PR partners to cover the DACH region (Germany, Austria, Switzerland), France, Italy and Japan, with MGP covering the US, UK, Benelux Singapore and other English-speaking media.

## Challenge

- Meat — and beef in particular — is the largest polluter in the food chain. A 2021 study published in the academic journal Nature Food found that producing meat causes twice the pollution of plant-based food. Consumers, however, can't get enough of meat. The Food and Agriculture Organization of The United Nations estimates that global demand for meat will increase 70% by 2050.
- Cultivated beef offers a solution to reduce the negative impacts of industrial beef production, but still allows the production of beef consumers crave. But consumers won't embrace cultivated meat unless they know it's coming and why it's a safe - and tasty - alternative.

## Challenge, con't.

- As part of its Series B funding round, Mosa Meat received an investment from environmental activist and Academy Award-winning actor Leonardo DiCaprio. The company needed an agency that could secure news coverage for the announcement across global markets and introduce the company's technology - and promise - to a broad audience. MGP's job was to use the news of the investment to tell a larger story: cultivated beef is on the way and will reshape how we think about beef and sustainability.

## Solution

- MGP has long believed that the best agency is not beholden to a single office or country. For years we've had staff working remotely around the world. As a result, MGP is agile and able to handle the demands of a global launch.
- Mosa Meat and MGP organized the campaign around the #cravechange tagline. The tagline was meant to get to the heart of the story: consumers don't have to give up beef to be part of the effort to change the environment for the better. MGP crafted a comprehensive communication plan in collaboration with the Mosa Meat team, and led multiple PR teams in the US, UK, Benelux, Singapore, DACH (Germany, Austria, Switzerland), France, Italy, and Japan to localize the story in each market or for each niche audience. Our PR partners included Ballou PR in France, Seigradi in Italy, Laika Communications in Germany/Austria/Switzerland, and AYDEA in Japan.
- Mosa Meat hoped to secure coverage in numerous domestic and international regions for this announcement. They also wanted to tell their story to specialty sites and blogs covering food. The outreach aimed to tell the Mosa Meat story to business reporters, science writers, food enthusiasts, and vegans and vegetarians. For example: for sustainability reporters, we focused on how cultivated meat can help fight climate change. For tech press, we focused outreach on how Mosa used technology for the greater good.



## Results/Impact

- The DiCaprio investment announcement was covered widely by global news outlets, prominent regional news media, along with tech and trade publications that focus on sustainability, food tech, and green tech. Examples of top coverage include:
  - Reuters: [DiCaprio Invests in Cultivated Meat Start-Ups Mosa Meat, Adelph Farms](#)
  - Axios: [Exclusive: Leonardo DiCaprio Invests in Cultivated Meat Startups](#)
  - Yahoo Finance: [Leo DiCaprio invests in cultivated-meat startups](#)
  - NASDAQ.com: [DiCaprio invests in cultivated meat start-ups Mosa Meat, Aleph Farms](#)
  - Vegconomist: [Leonardo DiCaprio Invests in Cell-Cultured Beef Leaders Mosa Meat and Aleph Farms](#)
  - Food Navigator: [Leonardo DiCaprio Invests in Cultivated Meat Firms, Mosa Meat and Aleph Farms](#)
- Global impact: the DiCaprio investment announcement was the second largest media event in 2021. The news raised significant global awareness in the US, Europe and APAC regions about the benefits of cultivated beef and spread Mosa Meat's #CraveChange message in key markets that are important to the company as it seeks regulatory clearance.
- Another highly significant result of the announcement? It kick-started a global conversation on social media about the benefits of cultivated beef, while reiterating that Mosa Meat burgers are made from real meat that is comparable to conventional, farm-raised meat.
- The announcement has Mosa Meat poised for success: in 2022, the company plans to focus on obtaining regulatory approval for the sale of its cultured hamburgers, scaling up production (including the construction of a pilot factory), and introducing its first products to market.

**Mosa**  
Meat

