

## Hatch 2022

### Beyond Meat

#### Entry Media Document

After distilling the information provided and digging into Beyond Meat's goals for the new site, AMP recommended taking a phased approach – prioritizing specific areas of the redesign to maximize immediate impact.

Built from start to launch in just under 4 months, Phase One of the redesign focused on Beyond Meat's key priorities. Key features included:

- Fully responsive, mobile forward website
- Accessible, WCAG 2.1 AA Compliant designs
- UX Optimized for both B2B and B2C audiences
- Custom, Headless CMS
- Bold New Custom Iconography
- Destini store locator integration
- Complete Shopify Integration
- Utilization of motion and color
- SEO Optimization
- Copywriting
- Technical framework for localization

AMP completed this redesign in parallel to Beyond Meat's brand redesign effort and partnered closely with their branding agency to establish how the brand should come alive digitally through movement and micro-interactions, as well as informing important photography needs for the brand.

Still ongoing, AMP is now in the process of completing Phase Two, which includes executing Beyond Meat's international rollout of localized site instances.