

# Snoop Dogg Gets Behind the Counter for Beyond Meat and Dunkin'

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21 hours ago

Despite his famously laid-back persona, Snoop Dogg is a hard-working foot soldier for one of his pet causes, namely swapping out animal protein for the plant-based Beyond Meat.

The iconic rapper, who has a well-hyped penchant for a different kind of plant product, is an investor in the fast-growing billion-dollar startup and a frequent Beyond Meat spokesman.

But for a new ad campaign, he's gone so far as to join the fast-food employee workforce to shill for the alternative protein brand.

Snoop recently donned a Dunkin' uniform at a Los Angeles restaurant and dished out the chain's Beyond Sausage Sandwich, making for one of the most chill and affable counter jockeys you've ever seen. In a spot from BBDO that broke this week, he dubs himself "employee of the month," dances between orders and chats up customers.

"You want that plant-based fresh taste?" he says to some surprised visitors, who get their breakfast "fresh out the oven—mmmmm."

Agency execs, learning that Snoop was also a longtime Dunkin' fan, simply turned him loose on the creative concept.

"Getting Snoop behind the counter and interacting with

unsuspecting customers was always going to make a great spot,” says Paul Elicker and Ricky Anolik, BBDO New York’s creative directors. “What we didn’t know before we shot was just how into the idea he was. He showed up on set with a whole backstory of how he was Dunkin’s latest employee of the month, so we just let him run with it. We gave him an idea of what our end goal was, and he did everything he could to get us there in the most Snoop way possible.”

Along with the hidden camera-style spot, Snoop presides over an online apparel shop (he made the merch selections) and a week-long “menu hack” called the Beyond D-0-Double G sandwich that consists of Beyond Sausage, egg and cheese served on a sliced glazed donut.

“It turns out that Snoop is a huge fan of Dunkin’ going way back, the original glazed donuts in particular,” the agency execs say. “That’s how the D-0-Double G was born, as a perfect way to extend the campaign.”

Shortly after Dunkin’ announced the celebrity deal, Beyond’s stock price jumped nearly 20%, though the uptick could be a combination of Snoop’s star power (along with his upcoming pre-Super Bowl gig with Guns N’ Roses) and the company’s reported plans to march into mainland China this year.

Snoop, for those not following the Cali proud artist-cannabis devotee on social media, takes his brand ambassador role at Beyond Meat pretty seriously. He drove a branded truck, handing out samples, when Beyond kicked off its massively successful IPO in May 2019 (stock price leaped 163% that day; it’s since fluctuated). Also last year, he doled out Carl’s Jr. Beyond Star burgers to party guests during Grammy week and performed at the Environmental Media Association gathering where Beyond had a significant presence.

Locked in a heated battle with competitor Impossible Foods and other players converging on the burgeoning fake meat category,

Beyond has frequently touted its A-list backers like Leonardo DiCaprio, Common and Shaun White who, in turn, often shout-out the brand. NBA standouts Kyrie Irving, Chris Paul and others have appeared in previous ads.

The latest campaign comes as Dunkin' is promoting its Beyond breakfast product, which it launched nationwide in November two months ahead of schedule. It also coincides with Burger King's rollout of its Impossible Croissan'wich this month. (The chain already offers the hit product, the Impossible Whopper). The faux meat wars, in other words, are continuing to expand past burgers.

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