

Northeast Beef Promotion Initiative – Public Relations

Authorization Request for FY 2010

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Public Relations

Strategy & Objectives

- Complement national nutrition strategies & objectives
- Project beef's image as a premium protein
- Integrate retail or foodservice partnerships to leverage existing events and drive beef sales
- Continue to forge new relationships with nutrition influencer groups in the northeast
- Increase positive beef impressions from 5 million to 8 million during the fiscal year, per Beef Board audit recommendation
- Develop benchmarks for cost per impression (CPI); goal is \$7 - \$10 per event



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Tactic 1A - Events

- Participate in 3-4 targeted nutrition/health events; contract with a public relations firm to extend grassroots events in northeast metropolitan markets by incorporating a media plan. Continue to engage partners in all programs.
- Examples include:
 - DC Health & Fitness Expo
 - Metropolitan Cooking & Entertaining Show
 - Boston Marathon
 - American Heart Association Heart Walks
- Total CBB Costs: \$145,000



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Tactic 1B: Nutrition Influencers

- Continue to participate in state dietetic meetings and checkoff-funded educational programs, such as webinars
- Identify new influencer groups such as the Association of Family Physicians for sponsorship and distribution of key nutrition materials
 - Total CBB Costs: \$15,000



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Changes

- Increased budget (public relations firm) to reflect Beef Board audit recommendations
- Two tactics, separating events from nutrition influencers
- New measurement tools

