

AUTHORIZATION REQUEST FOR FY 2011

AR Title: NATIONAL BEEF COOK-OFF®

Name of Contractor: American National CattleWomen, Inc.

CBB Budget Component: Consumer Information

I. OVERVIEW

A. AR Description: This AR contains a comprehensive program to improve the selling environment for beef by increasing interaction with consumers who love beef and love to cook. The plan includes promotional methods in conjunction with public relations to engage consumers and achieve objectives of building product awareness, creating interest, providing information, stimulating demand and reinforcing the brand. The National Beef Cook-Off is a sales promotion tool for the beef industry. Promotional techniques will persuade consumers to respond to or undertake in the program. Program strategies will bring to life the benefits and versatility of cooking with beef in a direct-to-consumer approach. Resources will be directed to a national home cook recipe contest, consumer and retail promotion, and an event marketing sponsorship at The Metropolitan Cooking & Entertaining Show in Washington DC. Program tactics will provide the opportunity to interact one-on-one with consumers, educating them on the benefits of beef, sampling winning beef recipes, soliciting feedback and demonstrating how easy it is to cook healthy beef meals. The direct to consumer approach will make the 2011 National Beef Cook-Off® a more personal experience for consumers.

B. Costs Requested from this AR:

Source of Funding	Total	Direct Costs	Implementation
Beef Board/BPOC	\$427,000	\$353,000	\$74,000
Federation of SBCs (FSBCs)	\$ 63,000	\$ 52,000	\$11,000
Other Sources (<i>fundraising</i>)	\$ 25,000	\$ 25,000	\$ 0
Total Funds Requested	\$490,000	\$405,000	\$85,000

C. Disclosure of Implementation Costs Requested in Separate AR:

Source of Implementation Funding	Implementation
Beef Board/BPOC	\$8,713
Federation of SBCs (FSBCs)	\$1,287
Other Sources (<i>describe</i>)	\$
Funds Requested in AR CI-06-2011	\$10,000

D. Start date: October 1, 2010

Completion date: December 31, 2011

II. PLANNING INFORMATION FOR THIS AR

- A. FY 2011 Priorities Addressed by This AR:** Make Beef an Easy Choice, Demonstrate Beef's Value, Capitalize on the Power of Lean
- B. Committee That Reviewed This AR:** National Beef Cook-Off® Committee, American National CattleWomen, Inc. Executive Committee and the Joint Public Relations Subcommittee
- C. Committee Recommendations for This AR:** The Joint Information Committee and Joint Public Relations Subcommittee recommend to the Operating Committee that this AR be approved for funding in FY2011.

III. PROGRAM INFORMATION FOR THIS AR

A. Strategy 1: Product

Strategy 1 Proposed Cost: \$490,000

Specific Tactic Information:

Tactic 1A: Recipe contests continue to be very effective ways to generate interest and excitement among core users of product. Contests are an effective way to reach the public, according to the 2009 NBCO audit survey with consumers across the country, which found 75% of the audience indicated they enter contests. In a separate audit survey directed exclusively to past NBCO entrants, 52% indicated they have prepared at least one of the winning recipes. This indicates that the recipes are indeed used and appreciated. It will be beneficial to increase the distribution of the National Beef Cook-Off recipes and consequently impact beef purchase.

Event marketing is a very effective way to reach our audience when they are in a message receptive mode. Sampling is one of the most effective promotional methods available. The food event and retail promotion are intended to facilitate, open, and shorten the sales cycle. They include sales promotion and personal selling techniques to combine sampling with interacting one-on-one with consumers to educate them on the benefits of beef, soliciting feedback and demonstrating how easy it is to cook with beef through the demonstrations. Changing the event venue to sponsorship at a popular high traffic food-focused cooking show allows us to leverage another pre-existing target audience and pre-existing publicity. Collateral material will be distributed at the events.

The 2009 audit confirmed that cattlemen volunteers are a tremendous support and their continued assistance with this program is necessary to its success. They will play a role in extending social media, communicating positive beef messages to consumers, provide personal selling and build one-on-one relationships with attendees. In addition, they will solicit sponsorships and fundraise for the program. ANCW will

continue to encourage support from state beef councils and inspire them to share Cook-Off news and recipes with consumer in their states.

Public relations messages will personalize beef to consumers and serve to generate news worthy event buzz. The majority of media tactics will target bloggers in an attempt to spark grassroots conversations that can spread within these bloggers' communities. Some traditional media outreach will still be employed to generate excitement surrounding the Cook-Off and cooking with beef. Web & online initiatives will promote the Cook-Off through a popular medium. Social media will begin to be used to broaden our reach and counteract some of the shrinkage and instability in print media. Several elements will be added to the use and distribution of recipes created in order to maximize brand awareness.

- Direct consumer online tactics include blog outreach and Facebook updates to generate buzz surrounding the Cook-Off and winning recipes among online communities and to a younger audience.
- Key mom and food bloggers will become "beef advocates" who can generate buzz around the Cook-Off and cooking with beef in general.
- Consumer insights will be gathered at the event via an on-site survey or quiz.
- Bloggers will gain a 'behind-the-scenes access to the Cook-Off and be connected with cattlemen who will share their experiences, inspiring them to share those insights and experiences with others.
- During specified periods weekly emails will be delivered including targeted content, recipe ideas and past finalist recipes. Entrants will be required to opt in for these weekly emails as a condition of entry to the Cook-Off.
- A Facebook Cook-Off sweepstakes will attract this younger audience to spread the word about the Cook-Off. An on screen sweepstakes entry form will enter them in the sweepstakes. For extra entries, they can invite one of their Facebook friends to enter the sweepstakes.
- Twitter—Tips, recipes and hints, as well as Cook-Off information will be tweeted to help drive awareness and participation in the Cook-Off.
- UStream video quality will be improved in 2011 to include more interesting and prepared content, and continue to be uploaded to YouTube.
- Select media outreach will be conducted, including short-lead newspaper outreach and color page distribution, surrounding the Cook-Off to spark interest and trial of beef recipes.

Sponsorships and Tie-Ins will be used to raise money and generate additional excitement about the program. Sponsorships will be pursued through three means, cattlemen volunteers, an outside professional and a promotion agency.

▪ **Measurable objectives:**

1. Contest Marketing Effectiveness

Attract new participants, establish new channels of distribution, and increase the number of interactions between potential consumers and the Cook-Off so that

contest information and recipes will be available to a wider and more diverse group of consumers. Bring more potential beef customers to the www.BeefCookOff.org website for more information, or to contact website for more information or interact with the Cook-Off via social media such as Twitter, Facebook, and blogs.

- Track how social media increases exposure to the recipes and capture Facebook members, Twitter followers and www.BeefCookOff.org newsletter new subscribers.
- Track the number of consumers who participate in the contest or sweepstakes through announcements on contest and sweepstakes websites that promote these promotions to their subscribers.
- Track recipe dissemination, and publicity exposure of the contest.
- Increase distribution of recipes through partnerships and sponsorships.
- Solicit finalist's feedback through an evaluation or survey following their experience with the Cook-Off in order to implement future enhancements from their point of views.

2. Promotion Effectiveness

Increase the number of retailers participating in the Cook-Off activities, and the usefulness of promotion marketing through personal promotion involving real people to help spread information about cooking with beef and beef's benefits.

- Increase contest exposure at supermarkets by 100%, to increase Cook-Off name recognition. (136 stores in 2009)
- Report how targeted in-store recipe demo promotion, using word of mouth personal promotion by cattlemen volunteers affected sales and built relationships with consumers.
- Enable store customers to respond with immediate sales feedback to one targeted in-store recipe demo retail promotion. Measure and compare % increase in beef sales over a two week period vs. year ago benchmark.
- Track a quick increase in demand through one entry generation sponsored offer incentive to make a beef purchase improving customers' chance at becoming a Cook-Off finalist.
- Evaluate costs of conducting a Cook-Off promotion using a cost-per-action metric, to measure the number of consumers who actually respond to an online promotion within a pre-determined time after the promotional message was delivered (CPA). Website traffic clicks to the specific promotion will be the measurement tool.

3. Food Event Effectiveness

Build relationships with consumers to leverage our ability to establish and strengthen their awareness of beef's benefits, interest in the Cook-Off recipes and participation in the event.

- Document feedback from consumers and sponsors regarding our efforts to connect and establish one-on-one relationships in order to provide healthy beef meal solutions and offer advice.
- Generate leads with event attendees and sponsors to identify and measure our opportunities for promotion, tie-in ability to what we get out of those relationships through post-event follow up. Measurement tools may include pre-event mailers, online tactics, education sessions, or post-event follow up.

- Track the percentage of this event audience that is within the Cook-Off's customer group and thus legitimate targets for the promotion by measuring cost-per-targeted-impression (CPTI).
- Tie a targeted online promotion to attendees who attended the food event, tracking the effectiveness of the promotion to actual consumer activity.

4. Public Relations Achievement

Generate 30 million impressions. Since this year's program will be more consumer-centric (and less media centric), this number is significantly lower than in the past. Increase awareness of the National Beef Cook-Off and positively impact consumer sentiment on cooking with beef.

- Quantitatively measure online tactics via impressions generated by each blog, comments generated by each blog post and tweets/retweets of content. Qualitatively measure online tactics via inclusion of program key messages, tone of the blog post and appropriateness of the outlet.
- Quantitatively measure traditional media outreach via impressions generated by media placements and number of media placements generated. Qualitatively measure traditional media via inclusion of key program messages and images within media placement, quality of placement and appropriateness of outlet.
- Quantitatively measure online consumer engagement via number of total fans the Facebook page attracts, number of comments and wall posts our content generates and total number of page views our social media efforts generate. Qualitatively measure Facebook page program key messages, tone of the posts and appropriateness of the outlet.
- Quantitatively measure short-lead newspaper outreach and color page distribution by impressions generated, and number of media placements generated. Qualitatively measure via inclusion of key messages within media placements and quality of placement.
- Measure public relations promotional cost to the Cook-Off by providing cost assessment and exposure results of activities supporting messages to personalize beef to consumers and generating news worthy event buzz, using cost-per-impression (CPI), and cost-per-thousand impressions (CPM) data.

5. Evaluation Application

Develop baseline information to measure performance and use in new opportunity analysis.

- Track how entrants learned of the contest to direct future publicity interest.
- Measure impact of PR activities that create awareness and drive entries.
- Measure impact of direct marketing and retail promotion activities that generate entries and sell beef.
- Conduct on-site survey or quiz at the event to help shape future outreach and events aimed at inspiring consumers to cook with beef.

- **Proposed cost:** \$490,000

IV. DETAILED BUDGET SUMMARY

Strategy & Tactic	Program Manager	Completion Date	Total FY 2010 Budget	Budget by Funding Source		
				CBB/BPOC	FSBCs	Other
Strategy 1: Product						
Tactic 1A: National Beef Cook-Off®	S. Hill	12/31/11	\$490,000	\$427,000	63,000	\$25,000
AR Totals			\$490,000	\$427,000	63,000	\$25,000

V. SUPPLEMENTAL INFORMATION

A. Changes from FY 2010 Approved AR:

- Shift program target audience from media to consumers.
- Adding sales promotional methods to persuade consumers to respond or undertake certain activity. Public relations strategy has shifted and tactics were reduced.
- Shift key messages from promoting the Cook-Off to building awareness of cooking with beef.
- Shift from a finalist Cook-Off competition to a recipe contest, consumer and retail promotion and promotion at the fastest growing metropolitan cooking & entertaining consumer show in the nation.

B. Subcontractor information:

- Ketchum Public Relations
- Ketchum Public Relations was selected in 2000 as the principal agency to work on the Cook-Off program. The contract was competitively bid. Ketchum has proven success as a global leader in food, wellness and nutrition marketing, brand marketing, message delivery and presentation, media relations, and technology practices that provide strategic public relations and marketing communications.
- National Cattlemen's Beef Association for support evaluating recipes, recipe nutritionals, IT support and some materials design.

C. Identify any relationships between this AR and projects previously funded by the Operating Committee:

The 2011 year will provide many new exciting opportunities for the National Beef Cook-Off program to grow in importance and in contribution to the beef industry long range plan. The tactic is linked to three prominent beef industry priorities, has been restructured to work harder with fewer dollars than in years past. The CattleWomen will continue to have an integral part, and play an even more important role with their volunteer hours than in the past. The Cook-Off is integrated and extends, but does not duplicate efforts currently being managed by NCBA and other contractors. Beef producers and State Beef Councils across the country should clearly understand the value this program will bring in return for the investment requested by the American National CattleWomen, Inc.

D. Summary of Prior Year AR Budgets and Expenses:

Strategy & Tactic	FY 2010 Approved Budgets			FY 2010 Actual Expenses (through most recent month end)		
	CBB/BPOC	FSBCs	Total	CBB/BPOC	FSBCs	Total
Strategy 1: Product						
Tactic 1A: Post-Event Promotion	\$170,500	\$16,410	\$186,910	\$140,180	\$13,492	\$153,672
Tactic 1B: Strategic Planning	\$89,000	\$ 8,566	\$ 97,566	\$ 23,108	\$ 2,362	\$25,470
Totals - Strategy 1	\$259,500	\$24,976	\$284,476	\$163,288	\$15,854	\$179,142
AR Totals	\$259,500	\$24,976	\$284,476	\$163,288	\$15,854	\$179,142

E. Historical Summary of Budgets and Expenses:

Strategy & Tactic	Total Approved Budgets			Total Actual Expenses		
	FY 2009	FY 2008	FY 2007	FY 2009	FY 2008	FY 2007
Strategy 1: Product	\$575,392	\$325,000	\$735,000	\$576,842	\$325,000	\$729,810
AR Totals	\$575,392	\$325,000	\$735,000	\$576,842	\$325,000	\$729,810