

Extending National Campaign Efforts in the Northeast



The North East Beef Promotion Initiative (NEBPI), a subcontractor to the Beef Checkoff, is teaming up with [ibotta](#) once again to launch a summer grilling focused campaign that is set to launch in July, thanks to funding provided by [Pennsylvania](#), [Kentucky](#) and [North Carolina](#) Beef Councils. We hope to capture the excitement of the 4th of July holiday and capitalize on the peak grilling season with “Grill like You Mean It.” Consumers will have the opportunity to engage with delicious burger recipe content as well as explore the best cuts for grilling as they

interact with the offer through the Ibotta platform. Knowing that our retail partners and consumers are facing many challenges, the campaign aims to remind consumers that even through tough times, beef can provide their families with essential nutrients and still be enjoyed as a summer favorite.

In addition to the Ibotta campaign, the NEBPI is extending the nationally developed summer grilling campaign “United We Steak” in a variety of ways and across all audiences within the region. A summer grilling radio campaign with [Pandora Radio](#) launched on June 1 and will run through the end of August. Digital radio platforms are seeing an exponential increase in the number of listeners, as consumers are actively keeping up with news, as well as spending significantly more time in their homes listening to music.

Additionally, through funding from the Kentucky Beef Council, the NEBPI is participating in the “Top 5 States” campaign, which drives traffic to the *Beef. It’s What’s For Dinner.* website via Google search advertising, as well as garnering video views to beef content via YouTube. This effort will work hard in promoting Checkoff-funded content, recipes and videos among consumers across the heavily populated “Top 5 States” footprint: California, Illinois, New York, Pennsylvania and Florida. The campaign kicked off June 10 and will run through the end of September.

Supporting Families at Home with Beef

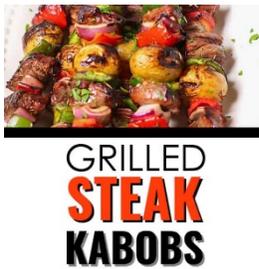


To further connect with our social audience, NEBPI acted quickly to deploy a variety of social campaigns as an innovative way to address the everchanging landscape caused by the COVID-19 crisis. As Americans adjust to a new 'normal', we want to take

advantage of resources beef producers have already invested in. We worked with the Pennsylvania Beef Council to develop a [landing page](#) for these existing at-home resources. These resources are also featured on the NEBPI [website](#), as well as the Virginia Beef Council [website](#).

As many consumers are now tasked with keeping their little ones engaged in learning at home, we want to be part of the solution in a fun and educational way! Resources include a 'Read Aloud with Beef' series, a beef coloring contest and educational math worksheets, to name a few. As of May 31, these resources have garnered over 99 thousand impressions and two thousand engagements on behalf of the Checkoff.

Celebrating Summer with It Is A Keeper



The NEBPI is partnering with Christina Hitchcock of [It Is A Keeper](#) to promote summer grilling among her audiences. The campaign will run during June and feature a co-branded email campaign, as well as a featured recipe and video for each week. Her first recipe can be found, [here](#). Her second recipe can be found, [here](#). Be sure to follow along on [Facebook](#) and [Instagram](#).

Beef Up Your Summer Celebrations



The NEBPI is sharing helpful grilling tips and tricks through a series of upcoming on-air television segments with abc27's [Good Day PA](#). Grilling is one of the most exciting ways to enjoy beef, whether cooking on a gas or charcoal grill, in the backyard or inside using a grill pan, this cooking method provides maximum flavor and optimal tenderness. Learn more about this effort, [here](#).

Targeted Social Ads Reaching More and More Consumers

The NEBPI worked to deploy targeted social ads to our consumers within the Northeast region during April. These ads were deployed in a series of three campaigns: shopping and cooking in bulk to make two to three meals at once, beef recipes using pantry staples and enjoying ground beef throughout the day – breakfast, lunch, dinner, snack. These ads reached our Northeast consumers with the information they are actively seeking during these times. These ads garnered over 128 thousand impressions and over 10 thousand engagements with Checkoff content.

Also, during May and June two additional campaigns were deployed – beef meals under 15 dollars and ordering in beef via foodservice. These campaigns will extend nationally developed content to our Northeast consumers.

Northeast Team Beef Prime Cuts Program Announced



With the cancellation of many in-person races due to the social and travel restrictions in place due to COVID-19, runners from across the country are unable to participate in the road races as originally planned. While this is very disappointing to all involved, we cannot let that halt our personal fitness goals. We are encouraging Northeast Team Beef members to remain physically active as a proactive way to maintain physical and mental health during this challenging time.

For the remainder of the fiscal year, team members are encouraged to participate in our Prime Cuts program, designed to add some friendly competition for our team members. The Prime Cuts program rewards and incentivizes the most active, loyal and passionate Team Beef members for going above and beyond the requirements by sharing their enthusiasm and striving to learn more about beef. Every time a Team Beef member represents beef on social media, expands their own beef and industry knowledge or strives to improve personally, they will receive points. The program will run June 1 to September 1.

The 2020 Giant Capital National Barbecue Battle Virtual Experience



The NEBPI was slated to participate in the 2020 Giant Capital National Barbecue Battle, which takes place on Pennsylvania Avenue in our nation's capital every June. Due to the current climate, the event has shifted to an online virtual experience to ensure consumer safety and well-being. The Checkoff is working hard to ensure that positive beef messaging and content is included in the virtual experience, which will be live the entire month of June. There is also a month-long retail push within all giant supermarkets in Washington D.C. Nationally developed summer grilling assets will reach consumers through an encompassing digital and

radio buy, which includes sponsored Facebook posts from stations and on-air talent. Follow along on [Facebook](#) and [Instagram](#) to learn more. Experience the virtual experience, [here](#).



Social Takeover with Chef Abbie Gellman

Live from her New York City kitchen, [Chef Abbie Gellman, RD](#) wowed viewers with some great beef cooking tips and an easy, weeknight recipe like beef tacos the whole family would love. Those joining in for the Live event could send a shoutout to earn one of Abbie's free cookbooks, filled with more delicious beef recipes. Check it out on [Facebook](#) or [Instagram](#) for the full recap.

Consumer Trust Woven into all Programming

All of the NEBPI efforts and initiatives falls within the Consumer Trust and Nutrition and Health Committees. Extra emphasis has been placed, given the current climate, on ensuring that our messaging and outreach is thoughtful and considers the reality that our Northeast consumers are facing. For example, we shifted social media messaging in April to feature recipes that utilized ground beef, since we know that is what most consumers stocked up on or had on-hand. We will continue to follow the direction of the nationally developed messaging and content to ensure we are reaching consumers with the right message, at the right time.