

INNOVATION COMMITTEE SCORE SHEET

Purpose Statement: To inspire the beef community with innovative products and solutions that enhance consumer demand for beef.

Committee Strategic Initiatives:

(Set by Committee at Winter Convention in San Antonio)

- Enage Beef Advocates
- Revolutionize Beef Marketing and Merchandising
- Connect and Communicate Directly with Consumers
- Improve our Product

Check Applicable Box

Tactic Scoring Information

Does this tactic support the Committee Strategic Initiatives listed above?

				clearly <u>DOES NOT</u> support	mostly <u>DOES NOT</u> support	<u>SOMEWHAT</u> supports	<u>MOSTLY</u> supports	<u>CLEARLY</u> supports	KEEP THIS SHEET
	Tactic #	Tactic Name	Contractor	1	2	3	4	5	Comments
1	2102-A	Beef It's What's For Dinner Marketing	NCBA						
2	2102-B	Social Media and Digital Advertising	NCBA						
3	2111-C	Product Quality Research and Technical Expertise	NCBA						
4	2111-D	Culinary Research and Technical Expertise	NCBA						
5	2111-H	Key Topic Market Research	NCBA						
6	2122-A	Thought Leader Outreach and Engagement	NCBA						
7	2122-B	Supply Chain Outreach and Engagement	NCBA						
8	2100-A	Key Opinion Leader Outreach and Engagement	NAMI						
9	2100-B	Channel Marketer Outreach and Engagement	NAMI						
10	2100-C	Consumer Outreach and Engagement	NAMI						