

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				<i>Does this tactic support the Committee Strategic Initiatives listed above?</i>				
Tactic #	Tactic Name	Contractor	clearly <u>DOES NOT</u> support	mostly <u>DOES NOT</u> support	<u>SOMEWHAT</u> supports	<u>MOSTLY</u> supports	<u>CLEARLY</u> supports	
			1	2	3	4	5	
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					