

MICA/NEBPI

Extending National Campaign Efforts in the Northeast

The NEBPI teamed up with [Ibotta](#) once again to launch a summer-grilling-focused campaign that went live July 1 thanks to funding provided by [Pennsylvania](#), [Kentucky](#) and [North Carolina](#) Beef Councils. Our hope was to capture the excitement of the July 4th holiday and the peak of grilling season with a call to nationally developed creative “Grill Like You Mean It.” Consumers had the opportunity to engage with delicious burger recipe content, as well as explore the best cuts for grilling as they interact with the offers through the Ibotta platform. Knowing that our retail partners and consumers are facing many challenges, the campaign aimed to remind consumers that even through tough times, beef can provide their families with essential nutrients and still be enjoyed as a summer favorite. The campaign reached over 1.9 million and engaged over 106,000 consumers which resulted in 32,434 units of beef moved over the course of 11 days.



Take Out Beef Tonight

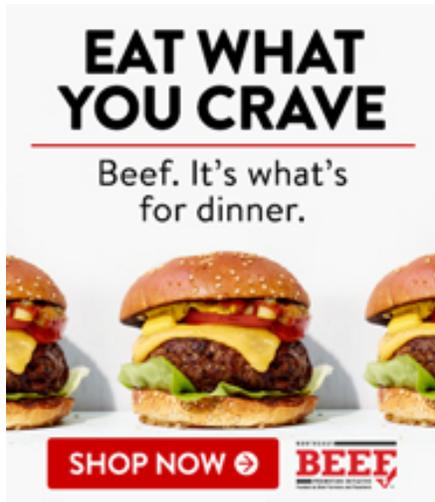


The Beef Checkoff's NEBPI launched the [NYC Takeout Beef Tonight](#) sponsorship with Radio.com in the NYC listening area for the entire month of July thanks to funding provided by the [Iowa Beef Industry Council](#). Radio messaging will target both consumer and foodservice audiences alike, that United We Steak. This campaign will consist of a multi-pronged approach through outreach efforts that connect consumers to food establishments during these challenging times as well as provide support to foodservice operators as they begin to reopen. Consumer listeners will have an opportunity to enter-to-win a grill-at-home prize pack by completing a survey. Foodservice operators will be reached by e-newsletters

that will serve as an introduction to the Beef Checkoff and the resources/support we provide. As events consistently evolve surrounding COVID-19, the NEBPI will continue to seek to understand our supply chain partners challenges and how the beef checkoff can best serve as these operators look to the months ahead.



Eat What You Crave Campaign



As the country continues to navigate these unprecedented times of supply chain shifts and web-based ordering platforms, one retailer has been ahead of its time. [Fresh Direct](#) is an online retailer giant on the east coast whose consumer shopper market territory stretches from New York City all the way to Washington D.C. As shoppers look for ways to social distance and continue to purchase groceries weekly, Fresh Direct has remained constant. This July and September, the NEBPI has partnered with **Fresh Direct** to launch an **Eat What You Crave campaign** designed to speak to beef's craveability and appeal as it is by far the top reason consumers want to eat beef. Campaign elements include run-of-site banner ads, featured shopping page, boosted search, social posts, as well as a featured Korean Bibimbap recipe blog post.

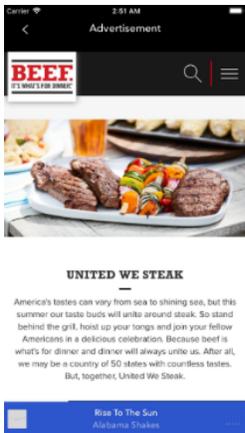
Supporting Families at Home with Beef



To further connect with our social audience, the Checkoff's Northeast Beef Promotion Initiative (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 in which beef producers have already invested. We worked with the PA 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 VA 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.

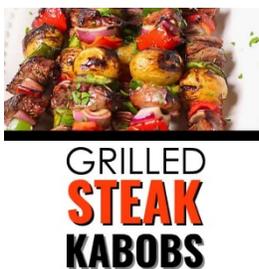
Resources include a "Read Aloud" with Beef series, a Beef Coloring contest and Educational Math Worksheets, to name a few. **As of July 23, 2020, these resources have garnered over 101,935 impressions and 2,136 engagements on behalf of the Checkoff.**



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The NEBPI is extending the nationally developed summer grilling assets 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.

Through funding from the Kentucky Beef Council, the NEBPI is participating in the **Top 5 States Campaign**, which drives traffic to the BIWFD 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 10th and will run through mid-August. **As of July 15, there were 2,061,000 impressions and 6,601 clicks to Checkoff content within the Northeast states of Pennsylvania and New York.**



Celebrating Summer with It Is A Keeper

The Checkoff’s [NEBPI](#) teamed up with Christina Hitchcock of [It Is A Keeper](#) for the entire month of June to celebrate the start of summer and grilling season. Christina shared a series of four recipes, one each week, featuring different beef cuts. Each recipe also featured a YouTube video walking folks through the preparation and sharing beef information. Consumers also had the opportunity to sign-up for e-newsletters and received a branded digital meat thermometer for grilling, as well as could enter to win a grill by sharing a photo of their grilled beef recipes. All of the recipes can be found [here](#). **As of June 30, 2020, the**

content has garnered over 98,600 impressions and 1,900 engagements with Checkoff content.

Beef Up Your Summer Celebrations



The Checkoff’s [NEBPI](#) shared helpful grilling tips and tricks through a series of on-air television segments with abc27’s [Good Day PA](#) encouraging consumers to **Beef Up Their Summer Celebrations**. The segments reached over 91,000 target consumers within the Harrisburg, PA DMA throughout the month of June. 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, [here](#).

Targeted Social Media Ads

The NEBPI worked to deploy targeted **Social Media Ad Campaigns** to consumers within the Northeast region during the months of April, May and June. In April, these ads focused on a series of three campaigns – **Cook Once, Eat Twice**, encouraging consumers to shop and cooking in bulk, helping them

to economize with beef, **Beef Recipes Using Pantry Staples** and **Enjoying Ground Beef Throughout the Day: Breakfast, Lunch, Dinner, Snack**. In May and June, these ads focused on two additional campaigns, **Beef Meals Under \$15** and **Ordering in Beef**. The ads reached our Northeast consumers with the information they are actively seeking, as they adjust to their new “normal” during these times. These ads have garnered over 286,000 impressions and over 15,000 engagements with nationally developed Checkoff content.

Staff are currently extending state specific **United We Steak** assets, which deployed ahead of the 4th of July holiday and will extend throughout the course of the summer. Stay tuned for more updates.



Example Ad: Headline: It’s shore a good day to grill
Text: Fire it up and celebrate summer as together, United We’ll Steak.
#BeefCheckoff

Northeast Team Beef Prime Cuts Program

With the cancellation of many in-person races due to the social and travel restrictions in place to slow the spread of COVID-19, runners across the country are unable to participate 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/industry knowledge and/or strives to improve personally, they will receive points. The program will run June 1 – 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 worked hard to ensure that the experience – which was live the entire month of June – includes positive beef messaging and content. There is also

a month-long retail push within all Giant supermarkets within the great Washington D.C. DMV. 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 the NortheastBeefPromo [Facebook](#) and [Instagram](#) to learn more. Experience the virtual experience, [here](#).



Ultimate Greek Burger

To help consumers celebrate grilling season with beef, the Checkoff partnered with Chef Julie Harrington, RD to create this [Ultimate Greek Burger](#) recipe. This burger packs a ton of flavor and a variety of nutrients between the high-quality protein in beef and a mix of veggies like spinach, onion, tomatoes and cucumber. Hear why Julie thinks beef can certainly be part of a Mediterranean Diet-style eating pattern, starting with this delicious flavor-packed burger!



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. Couldn't catch the live event? No worries, check out the full recap on the Northeast's [Facebook](#) or [Instagram](#).

Body by Beef 5K

To continue cultivating relationships with new social influencers, the Checkoff partnered with beef advocate and triathlon coach, [Chrissy Carroll, RD](#), to host a virtual Body by Beef 5K Training Program. The eight-week program launched in late April with the objective to engage consumers in a virtual fitness program that helped them stay active during these challenging times and encouraged beef consumption as part of a runner's diet. Chrissy's plan included three runs per week with alternating run/walking intervals, helping new runners build up stamina to finish a 5K at end of the program. Along the way, Chrissy and the NEBPI provided motivational support, running and workout videos and delicious recipes highlighting beef's nutritional benefits. While the act of running an official race at the end of the training program is probably not a possibility this year, the program did provide participants with an official BEEF racing bib and all finishers received a beef prize pack to help keep beef top of mind, always. Learn more [here](#).





Culinary Nutrition Workshop Series

Registered Dietitian Nutritionists and healthcare professionals have the knowledge and training to help people live their best lives. The Checkoff is partnering with [Chef Abbie Gellman, MS, RD, CDN](#) and [Chef Julie Harrington, RD](#) to present a new, interactive Culinary Nutrition Workshop series specifically designed to help RDs and healthcare professionals bridge the nutrition education gap. The series kicked off this spring and will extend through December 2020. Since COVID-19 hit, many workshops are being transitioned to a virtual format, with each session focusing on a different topic and ways to combat change with patients' diets. When in-person classes can resume this fall, Abbie and Julie will be hosting full-day workshops and two-hour, demo-style events in their NYC culinary kitchen,

teaching nutrition professionals how to educate their clients with evidence-based science but translated through food, along with behavior change techniques. View the class schedule [here](#).

Consumer Trust Woven into all Programming

The NEBPI program of work falls within the Consumer Trust and Nutrition and Health Committees, which means that naturally all programming components have consumer trust messaging woven in. We've placed extra emphasis, 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, NEBPI shifted social media messaging in the month of April to feature recipes that utilized ground beef, since that is what most consumers stocked up on and/or had on-hand. We will continue to follow the direction of nationally developed beef messaging and content to ensure we are reaching consumers with the right message, at the right time.