

Tactic Quick Guides

Preliminary FY24 Tactics



**Domestic Marketing
Committee**

DOMESTIC MARKETING COMMITTEE TACTIC OVERVIEW

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2420-B

Positioning Beef as the Protein of Choice Among Northeast Consumers

Name of Contractor: Meat Import Council of America

Name of Subcontractor: Northeast Beef Promotion Initiative

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$1,122,728

CBB/BPOC Funding Request for this Tactic: \$360,178

Tactic B | 2420-CI

Positioning Beef as the Protein of Choice Among Northeast Consumers

Meat Import Council of America

Tactic Description:

Influencing key foodservice and retail experts with influence plays a crucial role in ensuring consumers have a positive beef purchasing, understand the value of beef as a protein choice and a high-quality eating experience. Outreach focuses on, but is not limited to, the following professionals: Retail Meat Department Supervisors & Managers, Retail Marketing and Communications Professionals, Retail Registered Dietitians, Regional Butchers and/or Meat Cutters, Foodservice Operators/Foodservice Distributors, Executive Chefs, Culinary Instructors, Post-Secondary Culinary Students.

Program efforts under this tactic will leverage and further solidify the trust audiences already have in credible experts with influence to positively impact the level of confidence our target audiences have in beef – nutrition, value, role in a sustainable diet, selection, preparation, and production practices. The goal of this tactic is to build consumer's confidence and satisfaction in beef, therefore, increasing the frequency that beef will be selected as their protein of choice.

Background:

According to the Northeast Dashboard Survey, Northeast consumers claim quick and easy meal solutions, healthy recipes and more information surrounding beef producers and beef production practices could encourage them to consume more beef.¹ Consumer willingness to learn more provides a great opportunity for the Beef Checkoff to gain consumer trust by directly reaching consumers where they are already spending vested time and through strategic outreach with experts with influence.

The State of Consumer Survey conducted by National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff, revealed that over 64% of consumers are purchasing their groceries online today. Of those ordering online, 44% are purchasing fresh beef through these grocery ordering services.² This provides the opportunity to engage and educate consumers about beef through e-commerce and/or online grocery partnerships.

With continued societal interest and focus on natural resources, climate change and the environment, coupled with a growing desire among consumers to know more about how cattle are raised and how beef is produced, work within this tactic will utilize experts with influence within retail and foodservice settings to reach those within our target audiences.

A recent study conducted by Forbes Magazine states that in the past year 72% of consumers say their trust in experts with influence has increased, 66% say their purchasing decisions are often driven by experts with influence and 64% say that experts with influence help them discover new brands.³ Partnering with key experts with influence allows the Checkoff to broaden the scope and reach of key messages, which have the impact to positively drive demand for beef and beef products.

According to a study by Sideqik, 50% of Millennials feel that they know the experts with influence they follow on social media better than their friends. As a result, seven out of 10 consumers trust recommendations shared by experts with

influence equally as much as the opinion of their personal friends. The study also noted the importance of authenticity, stating that for 94% of consumers it is a primary reason they choose to follow select experts with influence.³ This further illustrates the importance of properly vetting experts with influence prior to entering into a partnership with them. Ensuring that they authentically trust and believe in beef nutrition and production practices and are regularly using beef is key to delivering messages that are well-received by their audiences and in-turn deliver positive and impactful engagements for beef and beef demand.

Shifting Consumer Perception

Our plan is to strategically partner with credible foodservice and retail experts with influence, including but not limited to, retail registered dietitians, butchers, culinary leaders, beef industry experts, and beef producers. Special emphasis will be placed on building up relationships that the Checkoff has already invested in throughout previous program work, as well as continually cultivating new relationships and partnership opportunities. The goal of this program work is to positively impact consumers beef purchasing experience and satisfy customers eating experience.

The selected retail and foodservice experts with influence will inspire peer and consumer acceptance of beef through a variety of engaging and interactive outreach efforts that are centered around delivering memorable messages regarding beef's nutritional attributes, quality, versatility, and safety, as well as the beef community's commitment to animal well-being and the sustainable use of natural resources. In FY22, the Checkoff Evaluation Committee contracted with Rose Research to conduct an external review to assess the effectiveness of this program's messaging. Rose Research's report revealed that consumers in the Northeast find this program's health/nutrition and cut/usage information most appealing and motivating (Rose Research, June 2022).⁴

Building new relationships and fostering existing relationships with such experts is key to extending the reach and making an impact with our Northeast consumers, given the large consumer base and limited budget within the region. Our experts with influence will be invited to participate in trainings that may include, but are not limited to, farm tours, media training, culinary innovation, mock interviews/demos, and others to get a pulse on today's consumer attitudes related to beef, how today's beef is raised, the latest science-based nutrition research, sustainability and more. They will also be armed with approved sound-bite messages intended for our target audiences.

Educating key foodservice and retail partners on beef – nutrition, role in a sustainable diet, selection, preparation, and production practices will allow them to act as an expert in the field when it comes to encouraging consumers to choose/purchase beef.

Connecting Consumers and Producers

The Northeast State Dashboard revealed that Northeast consumers are seeking more information surrounding beef producers and beef production practices. By sharing meaningful messages surrounding these topics, this audience may ultimately be encouraged to consume more beef. Farmers and ranchers, as well as scientists are the most believable sources when it comes to beef sustainability messages.⁵ Although Northeast consumers place much less emphasis on beef production attributes when considering protein meals, we know that perceptions of beef in the Northeast are less positive overall.¹ Engaging with beef producers provides the transparency that consumers desire. Producers equipped with the latest research, beef nutrition information, and more can aid in narrowing the rural/urban divide that is threatening agriculture. Beef producers within the Northeast region are much more likely to direct market their product to consumers, therefore, they already have an established relationship with target consumers and can further grow trust for the entire industry.

During fiscal year 2022-2023, the NEBPI hosted its second Northeast Beef Producer Workshop, and had nearly fifty beef producer attendees, representing five states in the Northeast region. The highlight of the workshop was an engaging keynote discussion with Amanda Radke, South Dakota Rancher, and Industry Advocate. Amanda shared her perspective surrounding shifting our mindset and shaping new opportunities during challenging times. Radke shared, *"I was so energized and inspired working with the producers at the NEBPI workshop. Listening to how they are successfully adding value to their operations through direct-to-consumer beef sales was an incredible reminder about the power of sharing your story, connecting with consumers, and earning a premium for your hard work while making priceless connections with the people we aim to serve. These beef farmers are setting the standard for innovative beef promotion and sales, and we spent the day dialing in our messaging and exploring new and innovative ways to reach customers. I would encourage others to consider what opportunities may exist to capture added value when selling beef directly to consumers in their communities. What a great workshop!"*

We know, and the Northeast Dashboard Survey confirmed, that the Northeast Beef Directory has proven to be a

valuable resource for consumers seeking local beef producers within the region. The Directory is an online resource designed to help connect Northeast- based families with local beef markets and producers selling beef directly. The Directory also contains robust educational resources that inform families about their options for choosing beef and allows them to discover that, regardless of where they purchase beef, their choices are wholesome, nutritious, and delicious. The Directory continues to see considerable traffic, with over 42,060 users and 17,656 pageviews from March 2022 – April 2023, equating for nearly 25% of website traffic on the NEBPI website. Building upon the successes of these initial producer workshops, which centered around engaging a core group of beef producers, will provide the opportunity to further engage producers in collaborative partnerships. Workshop(s) hosted in fiscal year 2023-2024 and beyond will continue to provide the latest insights surrounding consumer attitudes related to beef, how beef is raised, the latest science-based nutrition research, sustainability and more, all while ensuring collaborative partnerships are explored to accomplish these workshop opportunities. For fiscal year 2023-2024 NEBPI staff are submitting a grant request to the Farm Credit East AgEnhancement program to garner additional funding support of this program opportunity. The Farm Credit East grant application was submitted on June 16, 2023, and notification of the funding status of the application will be by September 1, 2023. After completion of these workshops, regional beef producers will be better equipped to have impactful interactions with their customers, neighbors and community, as they serve as industry spokespeople within the region and beyond. Examples of how these regional beef producers will be utilized to further engage with consumers, could include, but not be limited to, joining NEBPI staff at in-person consumer event opportunities, on-farm interactions with consumers, visiting farm stores to purchase beef, or on-air media opportunities, etc. Emphasis will be placed on bolstering representation and participation from beef producers within each state in the Northeast, to ensure that the Beef Checkoff has positive representation and touchpoints across the region as a whole.

Citations:

¹Northeast State Dashboard (derived from the National Consumer Beef Tracker Survey data), August 2021; Total U.S. n = 1,000, Northeast n=755

²State of Consumer Survey, Dynata Platform, August 2022; Q32, For each of the of the following categories of food, which best describes your ordering of groceries for pick-up/delivery? Analysis: National Cattlemen’s Beef Association, on behalf of The Beef Checkoff.

³Loeb, W. (2022, February 9). Influencer Impact on Consumers Increasing – Facebook has Less Power. Forbes. <https://www.forbes.com/sites/walterloeb/2022/02/03/influencer-impact-on-consumers-increasing--facebook-has-less-power/? sh=61b0cba54bad>

⁴Rose Research (June 2022) External program review of Beef Checkoff consumer-focused programs (Northeast Consumer Market Research Survey Responses – n = 1,000). Commissioned by the Checkoff Evaluation Committee.

⁵Sustainability Perceptions and Proof Point Assessment, Dynata Platforms, April 2021

▼ Measurable Objectives

Measurable Objective #1

Foster relationships with influential retail partners with influence who play a crucial role in ensuring consumers have a positive beef purchasing experience, understand the value of beef as a protein of choice, and a high-quality eating experience through involvement in a minimum of four targeted retail events, promotions, conferences, trainings, immersive on- farm experiences and/or virtual/in-person meetings.

Measurable Objective #2

Continue to build relationships with key foodservice partners who play a crucial role in ensuring consumers have a positive beef purchasing experience, understand the value of beef as a protein of choice, and a high-quality eating experience through involvement in a minimum of two targeted foodservice events, such as, promotions, conferences, trainings, immersive on- farm experiences and/or virtual/in-person meetings.

Measurable Objective #3

Leverage digital media platforms to deliver timely and seasonally relevant content centered around beef recipes and meal solutions, nutrition information, cut selection, preparation, and storage to regional consumers to guide their purchasing decisions, with a year-end goal of 1 million consumer views, while maintaining engagement with Checkoff content.

Measurable Objective #4:

Conduct a minimum of two regional retail and/or foodservice e-commerce campaigns that aims to increase beef sales and/or intent to purchase beef through online purchasing/ordering technology.

Measurable Objective #5:

Engage regional beef producers in a minimum of one in-person and/or virtual workshop to provide insights and training on consumer attitudes related to beef, how beef is raised, the latest science-based nutrition research, sustainability, existing Checkoff-funded resources and more. Aiming for a year-end goal of engaging with a minimum of 40 regional beef producers to better equip them to have impactful interactions with consumers and industry partners.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Engage consumers in a memorable beef eating experience

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing

2420-C

Aligning with Athletics to Capitalize on the Multiple Advantages of Beef

Name of Contractor: Meat Import Council of America

Name of Subcontractor: Northeast Beef Promotion Initiative

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$1,122,728

CBB/BPOC Funding Request for this Tactic: \$499,827

Tactic C | 2420-CI

Aligning with Athletics to Capitalize on the Multiple Advantages of Beef

Meat Import Council of America

Tactic Description:

Program efforts under this tactic will leverage and further solidify the multiple advantages of beef through strategic partnerships with athletics. This will allow for positive beef messaging and content to reach athletes and fans, alike.

Aligning with athletics has proven to be a successful avenue to reach athletes, fans, coaching staff, etc. with positive beef messaging and content to improve the overall image of beef and the beef industry with the goal of increasing demand for beef. The NEBPI program has engaged with collegiate sports properties through relationships with Learfield since 2019.

Learfield, formerly Learfield IMG College, is a large collegiate sports marketing company, who represents more than 200 of the nation's top collegiate properties, including the NCAA and its 89 championships, NCAA Football, leading conferences, and many of the most prestigious colleges and universities in the country. Learfield engages 182+ million loyal and passionate fans across the country with unrivaled leadership across sponsorship, ticketing, licensing, and more. They provide partners, like the Beef Checkoff through the NEBPI, access to technology and data to better connect our beef messages with targeted fans in key, highly populated metropolitan markets.

According to a recent Trust in Advertising Study, conducted by Nielsen, consumers view brand sponsorships in sporting events as very trustworthy, in fact 81% of consumers either completely trust or somewhat trust branded sponsorships in sporting events. According to the recent study, only recommendations from people (89% of consumers either completely trust or somewhat trust) and branded websites (84% of consumers either completely trust or somewhat trust) rank higher in consumer trust.¹

Aligning beef and athletics through brand partnerships provides the Checkoff with the opportunity to have multiple touchpoints with the fan base throughout the year, think of it as an always-on, surround sound approach. For example, partnership components are running throughout the athletic season, however certainly elements may be grouped around a flagship sport, i.e. Men's Basketball. This approach provides the Checkoff will a greater return on investment compared to a one-off event (i.e. sponsorship of an event that is in a key metropolitan center for one weekend). Having various touchpoints with consumers throughout the athletic season keeps beef top of mind and only furthers the trust and confidence people will have surrounding beef.

Seton Hall Sports Properties Success

The NEBPI was in discussion(s) with Seton Hall Sports Properties for two years prior to formalizing the partnership during the 2021- 2022 fiscal year. The partnership has been a mutually beneficial opportunity to share positive beef messaging and content with the network of over 800,000 Pirate fans. Seton Hall is located just 14 miles from New York City, a metropolitan center of interest.

Aligning with Seton Hall Athletics has afforded the Beef Checkoff with numerous opportunities to reach athletes and fans, alike, with key beef messages. A few highlights include:

- Designation of Beef as the Preferred Protein of the Seton Hall Pirates during the 2022-2023 athletic season
- Placement of beef jerky and Build Your Base with Beef program assets in the Refueling Station, which all student athletes have access to
- Pirates Nutritional Video Series, featuring NEBPI's Registered Dietitian Nutritionist, Beth Stark, and Seton Hall Sports Dietitian Matt Abel. The series features four videos which share information related to beef's role in a healthy diet, meal planning tips, recipe inspiration and more.
 - The videos can be viewed at the below links:
 - Episode One - <https://fb.watch/kRYdzR2AM1/>
 - Episode Two - <https://fb.watch/kRYbqX4kbB/>
 - Episode Three - <https://fb.watch/kRYhckQl4b/>
 - Episode Four - https://fb.watch/kRYeUbaBh_/
- Taste of the Pirates Fan Recipe Guide, which is an interactive 11-page digital piece that features quick and easy beef recipes geared towards tailgating, as well as information surrounding beef cuts, beef cookery, nutrition and more. The full recipe guide can be viewed at, <https://digital.learfield.com/setonhall-22-recipe.html?fbclid=IwAR1cff2h39Ls0fulpe2QnQCVs42NEj6Qx1TPG4aCtR0eOKQBjIARiOKvPgw>
- Farm Tour Experience with Athletics and Gourmet Dining Services, the NEBPI staff had the opportunity to take key members of the athletics staff and members of the on-campus dining team on a beef farm tour at Clover Valley Farm located in Southampton, NJ in May 2023.

An additional benefit of our partnership with Seton Hall Sports Properties were the additional opportunities to engage with key contacts at Seton Hall, including Gourmet Dining, responsible for all on-campus dining, as well as Gourmet Dining's Nutrition Services program's Registered Dietitian Nutritionist.

Gourmet Dining is the premier foodservice company serving New Jersey, New York and Pennsylvania rooted in higher education. Gourmet Dining specializes in operating on-site food service management for universities and colleges in which employs over 2,500 employees. In May 2023, the NEBPI had the opportunity to execute a Feature Station Takeover in the Pirate Dining Room. The Feature Station showcases a new meal option each day for students, often focusing on trendy options. The NEBPI was able to work with key members of the Gourmet Dining team to take over the Feature Station during Finals Week and showcase Beef Smash burgers. During the peak lunchtime rush there were over 250 burgers served to hungry students. NEBPI staff were also on-site in the Pirate Dining Room, with Jennifer Bostedo, RDN, Gourmet Dining's Nutrition Service program coordinator to engage with students about beef's role as part of a healthy, sustainable diet.

Seton Hall Sports Properties is dedicated to continually providing value to our partnership and is always looking at new ways to elevate beef's messaging to the Pirate fanbase.

Expanding Collegiate Success to Additional Metropolitan Markets

Following the direction of Checkoff Program Committee members, the NEBPI staff has been actively engaging in discussions with key members of the Learfield team to discuss strategies to expand the success that has been cultivated at Seton Hall into additional key metropolitan markets within the Northeast region. The goal in expanding the network of schools that the program is aligned with is ultimately reaching new consumers within key population centers to further the reach of key beef messages to drive demand for beef and beef products.

The NEBPI team has identified three additional properties within the region that are aligned with our goals, including Boston College Sports Properties (Boston, MA), UConn Sports Properties (Hartford, CT) and Providence Friars Sports Properties (Providence, RI). These properties have been identified as high priority given their geographic location in three top metropolitan centers within the Northeast region. Find some key statistics outlined for each property below:

- Boston College Sports Properties
 - 334,000 Known Boston College Eagle Fans in the Northeast
 - 232,000+ Social Media Followers
 - 2.4+ Million Unique Website Visitors

- Over 354,000 Fans Attended Home Athletic Events in 2022-2023
- UConn Sports Properties
 - 337,930 Known UConn Fans in the Northeast
 - 853,140+ Social Media Followers
 - 3.36+ Million Unique Website Visitors
 - Over 500,000 Fans Attended Home Athletic Events in 2022-2023
- Providence Friars Sports Properties
 - 95,000+ Known Providence Friars Fans in the Northeast 186,586 Social Media Followers
 - 232,705 Fans Attended Men's Basketball and Men's Ice Hockey Events in 2022-2023
 - 287,421 Overall Attendance for Providence Bruins Professional Ice Hockey League (36 Home Games)
 - Ranks 4th in AHL Attendance
 - 172,600+ Followers on the Providence Bruins Social Channels
 - 245,000+ Attendees of Family Shows and Concerts hosted at Amica Mutual Pavillion

Engaging with High School Athletes

The NEBPI has also seen a large success in engaging with high school athletes, coaching staff and fans through various high school interscholastic athletic association relationships. High school athletes are forming habits that will carry them into adulthood and beyond. Ensuring that these student athletes, their coaches, and parents have a positive image surrounding the nutritional profile of beef is essential to ensure that beef is a protein source of choice for these athletes during not only their training and performance, but also in everyday life.

A working relationship exists with the Pennsylvania Interscholastic Athletic Association (PIAA) in Pennsylvania. The membership of PIAA consists of 1,431 schools, of which 583 are senior high schools and 594 are junior high/middle schools. Of that membership 40 are Charter senior high schools, 144 are Private senior high schools, 17 are Charter junior high/middle schools, and 53 are Private junior high/middle schools. More than 350,000 students participate in interscholastic athletics at all levels (varsity, junior varsity, or otherwise) of competitions under PIAA jurisdiction, which placed Pennsylvania sixth among the state organizations in 2017-2018.

In an effort to replicate the success that has been generated through the partnership with PIAA, discussions have been on-going with the New Jersey State Interscholastic Athletic Association (NJSIAA), as well as the Virginia Independent Schools Athletic Association (VISAA), and the District of Columbia State Athletic Association (DCSAA).

Find a high-level overview of the potential reach of beef messaging and content to high school athletes, coaching staff, and parents outlined below:

- NJSIAA Overview
 - 33 Championship Sports
 - 435 Member High Schools
 - 283,650 Student Athletes
- VISAA Overview
 - 2 State Championship Events
 - 100+ Member High Schools
 - 23,000 Students
- DCSAA Overview
 - 51 Member High Schools
 - 35 State Championship Events
 - 85,000 Students

Aligning with athletics to capitalize on the multiple advantages of beef, has the opportunity to further grow the trust student athletes, coaches, fans, etc. have in beef, therefore furthering the demand for beef within the Northeast region.

Honing in on opportunities that are located within heavily populated areas will ensure that beef messaging and content is seen and heard by as many people as possible within our budget, therefore tapping into high opportunity market areas.

Extending Build Your Base with Beef Program Assets

The NEBPI program staff continues to collaborate with other contractors and established programs to further elevate relevant content, that the Checkoff is already investing in, to further enhance the various partnerships mentioned above.

An example of such a collaboration is tapping into the Build Your Base (BYB) program out of South Dakota. BYB is a comprehensive sports nutrition program that utilizes beef as its premier protein. It strives to prepare athletes and their families for a successful sports season through ready-to-use materials, best-in-class sports nutrition education, and high-quality protein to support optimal performance. The program is made possible through a collaborative partnership between the South Dakota Beef Industry Council, Sanford Health, and the Sanford Sports Science Institute.

The BYB program has several components to build engaged communities and further position beef as the protein of choice among athletes, including:

- **Community Focused:** helping and arming local communities with the information and resources to support the health and efforts of their local athletes
- **Recipes and Meal Plans:** providing simple-to-follow, easy-to-make beef powered recipes and meal plans that support athletic performance and recovery
- **Actionable Advice:** giving athletes, their families, and coaches tips and strategies that they can put into action to perform better and be healthier
- **Evidence-Based:** providing athletes with up-to-date, evidence-based tips and strategies, for using protein to support muscle growth and recover
- **Nutrition Support:** the BYB community, combined with regional and nationally renowned experts, provides the support needed so every athlete can succeed
- **Performance and Health:** helping student athletes eat to perform better on the field and court is second to helping them gain the nutrition skills needed to be healthy throughout their life

In FY24, emphasis will be placed on furthering the distribution of these assets to student athletes, as well as pursuing more engagement opportunities with athletes and coaching staff – i.e. workshop that touches on the various program components mentioned above.

Citations:

¹<https://www.nielsen.com/insights/2022/sports-sponsorships-are-raising-more-than-just-brand-awareness/>

▼ Measurable Objectives

Measurable Objective #1

Through a minimum of two collegiate-level athletics partnerships, located within key metropolitan centers, equip student athletes, coaches, team dietitian(s), and fans with evidence-based information about beef's role in a healthy, sustainable diet that can be incorporated into practical application when meal planning, food shopping, cooking at home, dining out or, during athletic performance and training.

Measurable Objective #2

Through a minimum of at least one new athletics partnership, either collegiate-level and/or high school interscholastic athletic association, expand the reach of evidence-based beef messaging to student athletes, coaching staff, and fans alike to drive trust in beef.

Measurable Objective #3

Through a minimum of at least one in-depth beef immersion experience, which could include, but not be limited to, nutrition workshop(s), farm tour(s), beef culinary experience(s), etc., equip key members within the Checkoff's athletic partnerships with evidence-based information surrounding beef and beef production.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing, Nutrition & Health

2401-A: Channel Marketing and Engagement

Name of Contractor: North American Meat Institute

Name of Subcontractor: New York Beef Council

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$300,000

CBB/BPOC Funding Request for this Tactic: \$82,166

Tactic A | 2401-P
Channel Marketing and Engagement
North American Meat Institute

Tactic Description:

Program work in this tactic engages channel decision-makers within the food service and retail industries to increase consumer access to veal. The major goal of this engagement is to cultivate collaborative promotion partnerships as well as communicate the advantages of veal to consumers and channel decision-makers.

In FY22, this program participated in a third-party, external program review commissioned by the Checkoff Evaluation Committee. Review findings revealed that younger consumers tend to not be as price-driven as their older counterparts, as they are motivated by more functional factors such as “creative, convenient, and healthy” recipes (Rose Research, June 2022). This is favorable for veal. Programming will focus on demonstrating the creative and convenient side of veal despite the cost factor, while promoting veal at the time of purchase to consumers.

Consumers are often not aware of where to find veal or aren’t looking for it when eating out or at grocery retail. Educating and promoting veal at the point of purchase such as through food service groups, grocery retail, meal kit services, and among chefs provides consumers the opportunity to overcome the problem of access to veal.

In FY2024, this tactic will continue to identify unique opportunities to market veal as a desirable protein. Utilizing programming from other tactics to educate about raised and grown practices, convenient recipes, and convenience of cooking, this programming will deliver the information to consumers through important channels.

Citations:

Rose Research (June 2022) *External program review of Beef Checkoff consumer-focused programs (Veal Consumer Market Research Survey – n = 1,500)*. Commissioned by the Checkoff Evaluation Committee.

▼ Measurable Objectives

Measurable Objective #1:

Foster relationships with food service partners and decision makers through at least one educational opportunity about veal as a protein choice to encourage them to be more comfortable utilizing veal in their professional capacity.

Measurable Objective #2:

Create at least two activations with retail or e-commerce promoting veal to consumers through an e-commerce or online retail campaign, with the goal to reach at least 2,000 consumers.

Measurable Objective #3:

Partner with at least one industry partner to deliver educational content to channel decision-makers establishing Veal.org as a go-to resource to learn more.

LRP Initiatives Addressed by this Tactic

Promote & Capitalize on the Multiple Advantages of Beef

- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Engage consumers in a memorable beef eating experience
- Develop a more interactive and exciting beef purchasing experience
- Promote underutilized beef cuts and new variety meat products

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing

2401-B: Consumer Marketing and Engagement

Name of Contractor: North American Meat Institute

Name of Subcontractor: New York Beef Council

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$300,000

CBB/BPOC Funding Request for this Tactic: \$140,417

Tactic B | 2401-P
Consumer Marketing and Engagement
North American Meat Institute

Tactic Description:

Program efforts under this tactic leverage marketing programs to reach and engage consumers regionally, and in specific demographics.

The third-party, external program review commissioned by the Checkoff Evaluation Committee found that activations sharing delicious veal recipes and educating about the industry changed respondents' opinion of veal in a positive way and make them more likely to buy veal. Additionally, 68% agreed that this type of information is what they are looking for when making decisions on what to feed themselves or their families, and 69% mentioned they would be more apt to buy veal after seeing the educational pieces (Rose Research, June 2022).

Leveraging this research, this tactic will continue to create eye-catching advertisements and educational information to target consumers and drive them to Veal.org to discover more about veal. This tactic utilizes social media advertising, google advertising, content creation to maximize Search Engine Optimization (SEO) on Veal.org, and other resources to target consumers with convenient and delicious recipes, as well as important industry information.

A recent study shares that nearly 90% of Gen X consumers said that they would be willing to spend an extra 10% or more for sustainable products, compared to just over 34% two years ago.¹ This demonstrates the increase of conscious consumerism and their interest in where their food comes from. Major messaging in this tactic will include veal as a versatile and nutritious protein, as well as a humanely raised product, partnering with the Beef Checkoff-funded Veal Quality Assurance program. Targeted marketing promotions will maximize the use of Beef Checkoff dollars to reach Gen X and Gen Z consumers in specific regions and with specific household incomes to encourage continuous discovery of veal as a protein choice.

Citations:

¹ First Insight, Inc., *THE SUSTAINABILITY DISCONNECT BETWEEN CONSUMERS & RETAIL EXECUTIVES*, May 2022 - <https://www.firstinsight.com/white-papers-posts/the-sustainability-disconnect-between-consumers-and-retail-executives>

2. Rose Research (June 2022) *External program review of Beef Checkoff consumer-focused programs (Veal Consumer Market Research Survey – n = 1,500)*. Commissioned by the Checkoff Evaluation Committee.

▼ Measurable Objectives

Measurable Objective #1

Leverage social media to develop a cohesive plan that delivers engaging content about veal meal solutions, nutrition information, preparation, and veal versatility to consumers in major domestic marketing areas (DMA's), driving at least 8,000 visits to Veal.org and encouraging them to utilize the protein more often.

Measurable Objective #2

Work to place at least five stories about veal in media outlets online. With the goal of reaching consumers in major domestic marketing areas (DMA's) such as Florida, New York City, Philadelphia, Washington D.C., etc.

Measurable Objective #3

Develop a program featuring farm education pieces with the goal of educating at least 100 youth about the veal industry.

Measurable Objective #4:

Distribute a quarterly consumer e-newsletter in conjunction with other online marketing campaigns that will deliver key messaging of this AR, including but not limited to featuring producers and stakeholders in the industry, recipe reveals, and developed content for consumer consumption, maintaining the average open rate of 18%.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA and their impacts on animal well-being

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing

2402-A: Beef. It's What's For Dinner. Marketing Content

Name of Contractor: National Cattlemen's Beef Association

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$10,873,300

CBB/BPOC Funding Request for this Tactic: \$4,501,300

Tactic A | 2402-P

Beef. It's What's For Dinner. Marketing Content

National Cattlemen's Beef Association

Tactic Description:

This tactic develops the *Beef. It's What's For Dinner.* marketing strategy, campaigns, and creative content. Content will be developed to elevate the brand, inspire and educate consumers to increase beef purchase intent, and strengthen perceptions of beef and cattle farmers and ranchers. The goal is to capture the attention of target audiences through high quality visual imagery and motivating content. Assets include videos, audio, photography, recipes, BeefItsWhatsForDinner.com web content and digital advertising development. These assets are utilized extensively across all consumer advertising efforts in addition to populating the Checkoff's flagship consumer website, BeefItsWhatsForDinner.com – a site that attracts nearly 1 million consumer visits per month. Further, all content is shared with State Beef Council partners, as well as other contractors, by request, such as Northeast Beef Promotion Initiative. This saves State Beef Councils dollars by leveraging existing content that has been developed and customizing it, when needed, so it can be used in state marketing efforts. Not only does this build a cohesive message but also increases efficient use of Checkoff resources.

The target audience for this tactic is primarily consumers and beef industry stakeholders. Most efforts are focused on specific segments as identified by consumer segmentation research. This research allows targeted efforts to reach consumers who have interest in topics related to beef and the beef industry. Content is designed to drive beef demand by ensuring the most important messages reach a variety of segments while also building brand awareness. In addition, the tactic includes working with State Beef Council partners and other contractors to develop content customized to meet their local and regional needs.

Since the *Beef. It's What's For Dinner.* relaunch in 2018, this tactic has created assets to reach consumers with content focused on areas known to drive consumer demand for beef. Previous work includes the development of content to share stories of industry sustainability and the Beef Quality Assurance program, celebrate the moments that matter the most with beef during the holidays or summer months, to share information on beef's nutritional value and the importance of beef in early childhood nutrition. The effort will capitalize on these insights through our BIWFD Anthem Campaign – a three-year campaign initiative –that focuses on beef's unique qualities to drive togetherness and transform any meal into meaningful moments of connection.

Beef. It's What's For Dinner. marketing content will be developed to educate and inspire consumers as well as increase brand awareness and in turn develop a greater affinity for beef and the *Beef. It's What's For Dinner.* brand. In FY24, *Beef. It's What's For Dinner.* marketing content will be developed to meet identified demand drivers as well as build brand awareness with a broad audience. Primarily, *Beef. It's What's For Dinner.* marketing content will focus on the following areas:

How Beef is Raised and Grown: How beef is raised and grown is one of the primary demand drivers identified through consumer research; and animal welfare is the top concern consumers have about both beef production and sustainability. This work will focus on providing education to consumers on how beef is raised safely, sustainably, and humanely, featuring BQA and ESAP award winning producers.

Beef's Nutritional Value: Being rich in nutrients and high-quality protein, beef is often associated with physical strength. However, the goal is to expand the reach of this messaging to go beyond physical strength. This campaign will communicate the many forms of strength that beef provides. Not only will it be educational, but also inspirational. This new campaign will roll out during the year based on new research and featuring new messages and content weaved throughout consumer marketing efforts.

Beef's Eating Experience, Convenience & Versatility: This work highlights the beauty of beef while highlighting the joy of gathering with family and friends. The goal is to create imagery and messaging to drive consumption and inspire consumers to incorporate more beef into their meal plans. Resonating with our audiences through emotional connections while incorporating messaging of value, taste, experience, and versatility will allow *Beef. It's What's For Dinner.* to drive awareness and the desire for beef consumption.

BeefItsWhatsForDinner.com is the hub for all things beef, drawing millions of visitors to the site each year. Consumers visit the website to get new recipes, information on beef cuts, cooking tips and campaign content. Content will be developed to ensure the website is up to date with new recipes and cooking techniques with insights from industry experts, educational information from researchers, and demand driver-related content. This tactic directly addresses the demand drivers of eating experience, nutrition, how food is raised and grown and convenience & versatility that influence consumption and preference.

▼ Measurable Objectives

Measurable Objective #1

Create marketing strategy, messaging and creative content for one always-on *Beef. It's What's For Dinner.* campaign that will elevate the *Beef. It's What's For Dinner.* brand and inspire and educate consumers by communicating four messaging tracks based on key demand drivers: Eating Experience, Nutrition, Raised & Grown and Convenience/Versatility.

Measurable Objective #2

Capture the attention of consumers by developing 100 digital marketing assets per quarter, including but not limited to video, audio, photography, social and website content that drive demand for beef. Assets will be utilized across consumer advertising efforts to increase consumer knowledge of beef production practices, preparation methods, its nutritional value and versatility.

Measurable Objective #3

Ensure BeefItsWhatsForDinner.com is updated with new recipes and cooking techniques, insights from industry experts, educational information from researchers and demand driver-related content to increase the breadth and scope of checkoff content provided to monthly site visitors.

Measurable Objective #4

Conduct four input sessions with stakeholders, such as State Beef Council partners, to share campaign strategy, creative content and a modular campaign toolkit to allow the SBCs time to proactively provide feedback and direction on what customized assets are needed and to allow them time for flexible activation in their state.

Measurable Objective #5:

Develop at least 30 new beef recipes that fill gaps for beef preparation methods, cuts or trends on BeefItsWhatsForDinner.com to support national campaigns, or State Beef Council marketing efforts. Recipes will be used in marketing content and on BIWFD.com to inspire and educate consumers to cook beef at home.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Measure, document, improve, and communicate the net climate and environmental impact of beef production
- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation
- Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA and their impacts on animal well-being

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Promote innovative online marketing, packaging, and shipping solutions to enable the direct marketing of beef
- Engage consumers in a memorable beef eating experience

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing

2402-B: *Beef. It's What's For Dinner.* Consumer Advertising & Social Media

Name of Contractor: National Cattlemen's Beef Association

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$10,873,300

CBB/BPOC Funding Request for this Tactic: \$6,372,000

Tactic B | 2402-P

Beef. It's What's For Dinner. Consumer Advertising & Social Media

National Cattlemen's Beef Association

Tactic Description:

This tactic manages the social media, paid media (digital and traditional), event activations, partnerships, and other brand-focused advertising efforts. The programming funded by this tactic ensures the Beef Checkoff has a guaranteed voice in the marketplace and works to deliver inspirational and educational messages about beef's unmatched taste, thoughtful production practices and strong nutritional profile. A wide variety of efficient platforms are used to get beef messages directly to consumers to ensure that *Beef. It's What's For Dinner.* is reaching more consumers, more often where they spend more time. This includes buying media on various platforms including radio, paid search, social media, website/online, native, billboards, broadcast television and more. As a direct result of this tactic, BIWFD advertising reached upwards of 900 million consumers in FY22 and is one of the most significant promotions vehicles of the Checkoff. As such, this effort positively impacts consumer awareness, engagement, and motivation to purchase beef.

The programming in this tactic also supports State Beef Councils, helping them to be more cost-effective in reaching local consumers with relevant content in innovative ways. NCBA works as a digital agency, providing State Beef Councils with custom media plans, recommendations for local media buys and full support in the execution of online advertising. In FY23, the team placed media on behalf of 34 State Beef Council partners with no agency fees. On average, utilizing these services saves State Beef Councils between 15- 20% of total media spend. For the roughly \$1 million in spend each year through NCBA, the saving is approximately \$150,000 - \$200,000 in agency fees alone. Not only is this a cost-savings for state partners and producers, but it ensures alignment and synchronization of beef messaging and content assets and stretches Checkoff resources further.

The target audience for this tactic is primarily consumers as well as beef industry stakeholders. Most efforts are focused on specific segments, as identified by consumer segmentation research. By utilizing this research, NCBA is not only able to place content where consumers get their information, but also specifically targets consumers who have an interest in or questions about topics related to beef and the beef industry. Recognizing that more than 90% of people eat beef, according to the Consumer Beef Tracker, this tactic aims to drive beef demand across audiences. Using a variety of platforms allows a range of consumer targeting from niche to broad audiences.

Over the last several years, *Beef. It's What's For Dinner.* content has been shared on a variety of popular platforms including Google Search, YouTube, Spotify, Pandora, iHeart Radio, SiriusXM, Connected TV and Cable TV channels such as ESPN Networks, Fox Sports (FS1), Food Network and the Hallmark Channel. The continued exploration of new platforms that provide audience targeting, efficient spend and effective message delivery allows for continued growth in brand awareness and purchase intent.

In FY24, this tactic also includes the management of the *Beef. It's What's For Dinner.* social media properties (Facebook, Twitter, Pinterest, Instagram, TikTok, LinkedIn and YouTube) to ensure there is a steady drumbeat of positive information about beef reaching consumers and members of the beef community alike. NCBA will continue work to expand audience reach and engagement on the *Beef. It's What's For Dinner.* social media properties by exploring new brand and content creator partnerships and developing social media-specific content. Additionally, in partnership with State Beef Councils, this tactic will support the creation of quarterly social media toolkits to provide state partners with the resources they need to ensure they are reaching their social media audiences with timely, relevant information to help grow their social media communities.

This tactic will also continue to maximize the learnings from Checkoff-funded research, including beef demand drivers and consumer segmentation. New platforms will be evaluated and identified to expand the avenues available for reaching consumers, leveraging messages focused on the key areas we know drive beef demand: how beef is raised and grown, beef's nutritional value, beef's eating experience and convenience & versatility. Efforts will also include generating brand awareness with a broad audience to build equity in the *Beef. It's What's For Dinner.* brand. NCBA will continue to work closely with many State Beef Council programs to deliver the Checkoff message. Additionally, new partnerships will be developed to further extend the reach of content and messages via digital, social, and various other platforms. This tactic directly addresses the demand drivers of eating experience, nutrition, how food is raised and grown and convenience & versatility that influence consumption and preference.

▼ Measurable Objectives

Measurable Objective #1

Plan, execute and disseminate one always-on *Beef. It's What's For Dinner.* campaign across a variety of platforms used to get beef messages directly to consumers to increase reach and engagement by communicating four messaging tracks based on key demand drivers: Eating Experience, Nutrition, Raised and Grown and Convenience/Versatility and one brand activation effort to build brand awareness.

Measurable Objective #2

Conduct a *Beef. It's What's For Dinner.* brand lift study with consumers following two media flights to measure the impact of *Beef. It's What's For Dinner.* ads, with a brand lift goal of 3%.

Measurable Objective #3

Work with a minimum of 30 State Beef Councils to create and execute custom paid media plans at the state level to reach local consumers with relevant content across the key demand drivers.

Measurable Objective #4:

Create and post 20 social media-specific videos on the *Beef. It's What's For Dinner.* social media platforms to drive community engagement and leverage social media trends to inspire consumers to eat beef.

Measurable Objective #5:

Develop and distribute quarterly social media toolkits to State Beef Councils with assets that coordinate with national efforts to ensure NCBA's partners have the resources and content needed to build an engaged community on social media.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Measure, document, improve, and communicate the net climate and environmental impact of beef production
- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation
- Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA and their impacts on animal well-being

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Promote innovative online marketing, packaging, and shipping solutions to enable the direct marketing of beef
- Engage consumers in a memorable beef eating experience

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing

2411-E: Consumer Market Research

Name of Contractor: National Cattlemen's Beef Association

Start Date: 10/1/2023

End Date: 9/30/2026

CBB/BPOC Funding Request for this AR: \$9,643,600

CBB/BPOC Funding Request for this Tactic: \$2,669,000

Tactic E | 2411-R
Consumer Market Research
National Cattlemen's Beef Association

Tactic Description:

NCBA, on behalf of the Beef Checkoff, provides insights that enable all Checkoff programs to develop and implement more effective data-driven and demand-driving initiatives by exploring key topics, testing messages and assets, and by leveraging a variety of industry data sources to inform state, national and industry-wide annual and long-range plans of demand building and protecting activities.

State and national Checkoff programs rely on the insights from this tactic to make smart, strategic, and demand-driving decisions including, but not limited to channel marketing for retail and foodservice beef sales insights, issues management and public relations for key messages to respond to media requests, consumer marketing for asset testing and insights into consumer purchasing behaviors as well as influencer/thought leader programs for insights conveying beef's demand building and protecting efforts. Industry stakeholders utilize consumer insights from the tactic to build additional marketing programs for their brands to build overall beef demand.

This program has evolved from multiple tactics to one streamlined, efficient effort to track consumer beef behaviors and investigate new topics related to beef over time. From production and nutrition perceptions to purchase intent, to actual beef purchases through in-person technology-driven opportunities, the target consumer audience for beef is ever evolving. This tactic continues to monitor the consumer population and generational and belief-inspired differences in their preference/limitations for beef to inform other checkoff programs. This data allows for monitoring against other protein competition, both traditional animal proteins and non-traditional protein offerings. Each year, new assets for consumers, influencers, channel marketing, media, scientists, and other partners are developed.

This tactic provides the platform and process to test and refine assets to ensure success with the target audience before market placement.

This tactic will build on past industry metrics by continuing to monitor, analyze and disseminate information on consumer attitudes, perceptions and purchases through the consumer beef tracker that continues to build on years of insight. The ongoing tracker survey of at least 1,000 consumers a month allows for data summaries to be developed to support Checkoff programs both state and national and with a larger sample size than in previous years to improve overall analysis capabilities and accuracy, including data segmentation/cross tabs for key consumer audiences. Comparison of state to national consumer trends will be developed for SBC partner program planning and segmentation will provide targeting insights for all consumer facing programming. Channel intelligence data (retail scanner data and foodservice operator data) will continue to be licensed, analyzed, and disseminated. Where applicable, other consumer market data/insights will be evaluated for context that may impact the beef consumer and beef demand. Projects to assess program effectiveness will allow for continuous improvement of the *Beef. It's What's For Dinner.* brand and digital properties as well as other program efforts. This tactic directly addresses all demand drivers; besides being the tactic from which demand drivers are derived and updated.

▼ Measurable Objectives

Measurable Objective #1

Conduct a minimum of 25 state dashboard projects and follow-up presentations to leverage consumer insights for state partners to build impactful programming.

Measurable Objective #2

Conduct a minimum of ten research projects related to demand driver activity, asset testing or continuous consumer monitoring that inform campaign/program direction and provide insights to content and/or messages that resonate with the designated audience.

Measurable Objective #3

Prepare ten beef insight reports to understand consumer sentiment or knowledge levels around demand driving topics to be shared publicly (BeefItsWhatsForDinner.com and/or Beefresearch.org).

Measurable Objective #4:

Secure placement of consumer market research results or insights (minimum of 150) internally (in other tactics/ARs or State Beef Council partners) or externally (conferences, industry meetings, supply chain partners, communication/educational outlets, etc.) to provide the science-based information about beef consumer perceptions, behaviors and purchasing insights and what it means for beef demand.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Educate medical, diet, and health professionals about beef and beef production
- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle prod

Promote & Capitalize on the Multiple Advantages of Beef

- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Engage consumers in a memorable beef eating experience
- Develop a more interactive and exciting beef purchasing experience

Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing

2422-A: Thought Leader Outreach and Engagement

Name of Contractor: National Cattlemen's Beef Association

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$7,606,300

CBB/BPOC Funding Request for this Tactic: \$1,411,400

Tactic A | 2422-CI
Thought Leader Outreach and Engagement
National Cattlemen's Beef Association

Tactic Description:

Thought leaders are individuals recognized as authorities in their field and whose expertise is sought. They are viewed as trustworthy, proficient, and authoritative. They have a like-minded community that follows them for their perspective in specific subject areas and they retain a loyal following. They are willing to share their knowledge and educate others. Working with thought leaders provides a way to amplify marketing messages and to interact with consumer audiences through credible third parties. NCBA, on behalf of the Beef Checkoff, builds relationships and leverages thought leaders to share their perspectives about beef to educate and inspire their peers and consumers.

The thought leaders funded through this tactic include culinary leaders, food influencers, beef industry experts, and other individuals with influence on consumer or peer attitudes and perceptions about beef's benefits, how it is raised, its nutritional value, and how to prepare it. Outside of individual thought leaders, there are also partner organizations that can help extend content in a variety of ways. It is important to include a variety of influencer/thought leader types within the marketing mix to maximize budget, reach, and engagement. Selected individuals and organizations should be a natural fit for the *Beef. It's What's For Dinner.* brand to create authentic content by being passionate about beef, being credible in their field, creating visually appealing content and must have a highly engaged national audience with followers matching the interests of identified consumer segments.

Historically, this program area has built strong and lasting relationships with a variety of thought leaders using techniques including immersion experiences that facilitate first-hand exposure to beef's benefits from both a product and production standpoint and by addressing topics like how beef is raised, sustainability practices, cuts and preparation, and beef in a healthy diet. Experiences have also included training and engagement on preparing beef with food-focused culinarians, bloggers, and other thought leaders. Annually, the program partners with over 100 thought leaders and reaches over 17 million consumers with recipe inspiration, culinary and nutrition education, and information on how beef is raised and grown. In 2023, this tactic leveraged key thought leaders to create content for holiday preparation, summer grilling, cattle care, sustainability, beef's versatility, and others, as well as providing beef education to consumers and their peers.

Building off the success of previous years and the growth of influencer marketing as a critical channel in the marketing mix, the Thought Leader Outreach and Engagement program plans to continue establishing favorable relationships for *Beef. It's What's For Dinner.* and leverage beef advocates to educate, engage and inspire consumers. This tactic will establish and build relationships with thought leaders, create educational opportunities to provide beef focused nutrition, research, culinary and production information and collaborate with thought leaders to create and share content that supports Checkoff campaigns and other moments in time in market. Holistically, this program creates compelling consumer content collaboratively with thought leaders and provides educational opportunities for them to tell the Beef story in a knowledgeable and authentic manner in their own voice but armed with relevant information. Projects will include photo and video social media posts, in-person and virtual events, and other promotional opportunities. Being able to integrate more influencer-driven content into the marketing mix will allow NCBA to capitalize on the brand affinity of thought leaders to strengthen their audience's relationship with Beef and the *Beef. It's What's For Dinner.* brand. This tactic directly addresses the demand drivers of eating experience, nutrition, convenience, and versatility and how food is raised/grown that influence consumption and preference.

▼ Measurable Objectives

Measurable Objective #1

Maintain the Beef Expert Network to include 12 subject-matter experts across the food, culinary and beef industry thought leader categories while establishing new relationships with at least six new partners for future project activation. These thought leaders will serve as credible third parties to create and share content on their own channels and *Beef. It's What's For Dinner.* channels to inspire and educate consumers and their peers on beef's eating experience, convenience, and versatility and how it is raised and grown.

Measurable Objective #2

Identify and execute at least ten influencer activations each quarter, for a total of 40, utilizing thought leaders in the culinary, food and ag space. Activations will inspire and educate consumers with content that will communicate on beef's eating experience, convenience, and versatility and how it's raised and grown on their own channels and *Beef. It's What's For Dinner.* channels.

Measurable Objective #3

Provide educational content to influencers via eight digital or in-person touchpoints such as newsletters, events or other training that highlights beef's benefits from both a product and production standpoint and addresses topics like how beef is raised, cuts and preparation and beef in a healthy diet. Trained thought leaders will share their knowledge to educate both consumers and their peers.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- Engage consumers in a memorable beef eating experience

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing

2422-D: Channel Marketing

Name of Contractor: National Cattlemen's Beef Association

Start Date: 10/1/2023

End Date: 9/30/2024

CBB/BPOC Funding Request for this AR: \$7,606,300

CBB/BPOC Funding Request for this Tactic: \$2,621,800

Tactic D | 2422-CI
Channel Marketing
National Cattlemen's Beef Association

Tactic Description:

NCBA, as a contractor of the Beef Checkoff, has a rich history of success in positioning beef as the top protein in the meat case, on the menu and more recently in e-commerce. Supply chain operators continue to lean on NCBA to be a steady partner in bringing beef to consumers at the point of sale, wherever that may be.

The work funded through this tactic continues to safeguard beef's place in the meat case and on menus through engagement and relationship building with key channel partners and thought leaders in the field. By providing educational opportunities and a wide variety of beef resources on key topics including cuts, the flavor profile and versatility, its nutritional benefits and how is raised and grown, NCBA supports channel partners in driving beef demand. Funded through this tactic are webinars, conference sponsorships, educational panels, placement in trade media outlets, the popular Beef News Now e-newsletter, Wholesale Price Update email blast and the robust collection of supply chain resources on BeefItsWhatsforDinner.com.

Culinary expertise for foodservice professionals is a key component of the FY24 program. Through culinary collaboration and innovation sessions, foodservice professionals will be inspired to prepare beef in new and cost-effective ways. Outreach to culinary professionals through culinary events, schools and associations will help to inspire stakeholders to advocate for, prepare and consume beef.

NCBA, as a contractor of the Beef Checkoff, was an early adopter of e-commerce. As this segment continues to grow, it is imperative that the beef industry remains engaged and leverage learnings from past campaigns to continue reaching consumers. The online grocery customer base includes roughly 150 million shoppers (nearly half of the population) and is forecasted to grow further in coming years.* Recent campaigns with nationally known retail and foodservice partners have resulted in an average return-on-ad-spend of \$40. In other terms, for every Checkoff dollar spent on advertising in this channel, \$40 of beef sales were generated and attributed to that advertising. In addition, these projects have yielded upwards of \$165,000,000 in attributable beef sales. Through Beef Checkoff funding, in FY24 NCBA will continue this work and learnings from these campaigns will be leveraged with leading companies and top-tier brands to drive more sales and efficiencies in the overall beef category.

Ongoing one-on-one meetings with partners allows NCBA to learn about evolving needs and challenges (i.e., product mix, sourcing, sustainability questions from consumers or investors, questions about animal welfare, etc.), ultimately helping the beef industry to anticipate and proactively address future needs. Based on these learnings, valuable content is developed and shared with key national foodservice, retail, distributor, and manufacturer segment stakeholders. All of this content is also shared with State Beef Councils to support their work with regional stakeholders. The combination of maintaining and building new long-term relationships with key stakeholders in the supply chain and the implementation of innovative approaches to reaching consumers through e-commerce, delivers both immediate and continuing benefits for the beef industry, many of which can be measured in increased sales of beef. No other tactic can directly quantify increased sales through its activities. This tactic directly addresses the demand drivers of eating experience, convenience/versatility, value, nutrition and raised/grown.

Citations:

*Source: Statistica Research Department. 12/15/22.

▼ Measurable Objectives

Measurable Objective #1

Continue relationships with at least 35 leading supply chain companies, and reach channel partners with *Beef. It's What's For Dinner.* brand educational messaging and/or assets at least once per month (including via presentations, email newsletter, social media, webinars, etc.) to empower them with the information and tools they need to sell more beef.

Measurable Objective #2

Host and facilitate at least two immersive beef culinary innovation sessions for channel partners to demonstrate the versatility and value of beef to their business and inspire them to add new or expanded beef offerings for their customers.

Measurable Objective #3

Participate or host at least two industry conferences or events that aim to increase *Beef. It's What's For Dinner.* awareness, strengthen relationships, and positively impact beef demand.

Measurable Objective #4:

To drive incremental beef sales, conduct at least four e-commerce campaigns that measure and increase beef sales and/or beef purchase intent, of those at least two campaigns offered to State Beef Councils to extend campaign reach and drive beef sales in their local and regional markets.

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA and their impacts on animal well-being

Promote & Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Promote innovative online marketing, packaging, and shipping solutions to enable the direct marketing of beef
- Engage consumers in a memorable beef eating experience
Develop a more interactive and exciting beef purchasing experience
- Promote underutilized beef cuts and new variety meat products

▼ Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Domestic Marketing

