

**National Cattlemen's Beef Association**

**AR# 2402-P**  
**AR Title: Beef. It's What's For Dinner. Promotion**

**AR Purpose and Description:**

The National Cattlemen’s Beef Association (NCBA), working in conjunction with Qualified State Beef Councils, is executing the second year of a three-year strategy to ensure the work done in each Authorization Request (AR) effectively and efficiently supports the Beef Industry Long Range Plan and meets the national needs of the industry. By maximizing NCBA’s ability to extend the reach and impact of Checkoff-funded work at the national, regional, state, and local levels, it also allows Beef Checkoff-funded research, marketing, promotion, and educational efforts to be extended in ways that exceed industry expectations.

NCBA has outlined Fiscal Year 2024 AR tactics in accordance with this strategy. The proposed programs will continue to build on beef’s position as the top protein. Each tactic supports one or more of the Consumer Beef Demand Drivers (eating experience, nutrition, raised and grown, price and convenience/versatility), which research shows, directly impacts consumers’ decision to purchase beef.

The partnership with Qualified State Beef Councils, the focus on demand drivers, and the alignment across ARs has enabled NCBA to make strategic requests that are broad and multi-channel. These efforts will result in meaningful national programs to serve the Beef Industry and make beef the top protein.

Through these programs, and to accomplish the stated deliverables and outcomes, traveling to/from and attending key influencer/stakeholder/partner meetings may be required. This will enable staff to gain or provide more strategic guidance and training, engage in briefings and/or educational sessions/events and disseminate knowledge. To accomplish this, it may be necessary for the

Checkoff to fund international travel to/from the U.S. AR funds may be used to communicate results to stakeholders, including producers, and to implement current and previously funded ARs. Also note that legal counsel may be sought for routine, day-to-day content development, program planning and contracting to ensure compliance with federal rules or regulations.

**CBB Budget Category:** Promotion

**Name of Subcontractor:**

**Start Date:** 10/1/2023

**End Date:** 9/30/2024

FY24 CBB/BPOC Funding Request		
Direct Costs	Implementation	Total
\$5,273,200.00	\$3,726,800.00	\$9,000,000.00

**Beef Industry Long Range Plan (LRP) Core Strategies Addressed by this AR:**

- Grow Consumer Trust in Beef Production
- Promote and Capitalize on the Multiple Advantages of Beef

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. Increase the usage of messaging and creative content in national advertising and with State Beef Council partners.

### **Measurable Objective #2**

Capture the attention of consumers by developing 65 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.

## Performance Efficiency Measures

---

### *General Target Audience:*

Consumer Reach Goal: 5,000,000  
Consumer Engagement Goal: 260,000

### *Key Opinion Leaders:*

State Partners/Agencies, Retailers, Brand Partners, Influencers, Educators, Producers Reach Goal: 7,000  
State Partners/Agencies, Retailers, Brand Partners, Influencers, Educators, Producers Engagement Goal: 400

## 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

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 15 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.

## Performance Efficiency Measures

---

### *General Target Audience:*

Consumer Reach Goal: 723,468,400  
Consumer Engagement Goal: 3,050,100

## 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

## Supplemental Information for This AR

---

### **1. Please explain changes from the FY23 approved AR:**

NCBA is proposing ways to be more efficient and drive brand exposure with high profile programs such as broadcast ads. Consumer marketing efforts will continue to thrive in FY24; bringing more efficient media buys, greater content, reach and engagement without an agency of record. Consumer marketing campaigns are shifting from four distinct campaigns that communicate across demand drivers to one always-on campaign that communicates across each of the demand drivers under the same *Beef. It's What's For Dinner.* anthem campaign umbrella. This new approach means that the entire library of assets can be used throughout the year, and we'll refresh content versus starting from scratch for each creative execution.

### **2. List any proposed vendors/agencies that will be used to complete the work in this AR.**

Content production/development: Jessica Grenier Photography, Rush Wade 2, Elizabeth Hawkins LLC, Shirley Hamilton Inc., Copeland Estates (Tactic A)

Media placements: Crown Media, Google, The Trade Desk/Ventura Growth, Spotify, Extreme Reach, YouTube, Mountain, SiriusXM, Nativo, Web Partnerships (Web MD, Cubby, Buzz Feed), ESPN, Food Network, True Impact Media Services, Linhart PR, 4Media, Paradowski Creative and various freelancers or consultants will be used from time to time to support program work, as needed. (Tactic B)

Media monitoring & social media vendors: Meltwater, Sprinklr

### **3. Will all work with vendors/agencies be competitively bid?**

Linhart PR is the public relations agency of record for NCBA and was selected in 2019 after a competitive bid process. They were selected based on their experience, media relationships and ability to secure positive media coverage on behalf of the Beef Checkoff. They have been retained due to their performance. The relationship is ongoing and contractual. They may support promotions work in FY24.

### **4. Please list any relationships between this AR and projects previously funded by the Beef Promotion Operating Committee (BPOC).**

NCBA has directed "*Beef. It's What's For Dinner.*" advertising campaign for over 30 years on behalf of the Beef Checkoff. Creative materials produced within the promotion AR are also leveraged by other contractors, national program outreach areas, and State Beef Councils.

### **5. If applicable, explain how this AR can be extended by State Beef Councils or other contractors.**

The Promotions program is developed in partnership with the State Beef Councils. Planning sessions serve as an opportunity to share campaign strategy, creative content, and plans, in advance of the new fiscal year. These sessions allow the State Beef Councils time to proactively provide feedback and direction on what assets are needed for state level deployment. Prior to each campaign launch, NCBA will roll out modular and flexible campaign toolkits for state activation. All content produced under NCBA's Promotions AR is developed so that state partners have full rights to use the content (such as video, audio, website, display ads) in their local marketing efforts. Additionally, Tactic B allows NCBA to work as a digital advertising agency to conduct paid advertising buys on behalf of State Beef Councils. This uses the Checkoff dollars by ensuring content synergies, as well as advertising placement and targeting, so that the state and national dollars are working together resulting in greater efficiency and improved results

▼ Potential Partnerships

Please list all potential partners/collaborators for this AR, and include any partnership and/or collaborations with a third party by identifying the third party, the nature of the collaboration, and extent of the collaboration.

**Potential Partnership List:**

1. State Beef Councils
2. U.S. Meat Export Federation (USMEF)
3. American Heart Association (AHA)
4. Northeast Beef Promotion Initiative (NEBPI)
5. Various chefs and other influencer partners
6. Other beef industry brands
7. Complimentary brands to beef (Kings Hawaiian, Pit Boss, Meater, etc.)

▼ Detailed Budget Summary

The tables in the following three sections report program budget information from the following funding sources:

1. Cattlemen's Beef Board/Beef Promotion Operating Committee (CBB/BPOC) Funding
2. "Other Funding" sources such as:
  - Federation of State Beef Councils (FSBC) Funds
  - Individual Qualified State Beef Council (QSBC) Funds
  - Government Funds (e.g., Market Access Program,
  - Foreign Market Development) Grain/Oilseed Funds (e.g., National Corn Growers Association, American Soybean Association)
  - Corporate Funds (e.g., tech and pharma companies)
  - Other

Section 1 - Funding Requested by Tactic

**CBB/BPOC Funding Requested by Tactic**

The following table outlines the amount of CBB/BPOC funding that is being requested for each tactic within this AR, and the committee(s) that has been selected to score each tactic.

<b>CBB/BPOC Funding Requested by Tactic</b>					
<b>Committee Name</b>	<b>Tactic</b>	<b>Tactic Name</b>	<b>Direct Costs</b>	<b>Implementation</b>	<b>Total</b>
Domestic Marketing	Tactic A	Beef. It's What's For Dinner. Marketing Content	\$2,000,000.00	\$1,886,700.00	<b>\$3,886,700.00</b>
Domestic Marketing	Tactic B	Beef. It's What's For Dinner. Consumer Advertising & Social Media	\$3,273,200.00	\$1,840,100.00	<b>\$5,113,300.00</b>
		<b>Total</b>	<b>\$5,273,200.00</b>	<b>\$3,726,800.00</b>	<b>\$9,000,000.00</b>



**Other Funding Sources Requested by Tactic**

The following table reports the amount of proposed and/or anticipated "Other Funding" sources that would be applied to this AR's tactics. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

<b>Other Funding Sources Requested by Tactic (Informational Only)</b>			
<b>Funding Source</b>	<b>Tactic</b>	<b>Tactic Name</b>	<b>Total</b>
Other: N/A	Tactic A	Beef. It's What's For Dinner. Marketing Content	
Other: N/A	Tactic B	Beef. It's What's For Dinner. Consumer Advertising & Social Media	
<b>Other Funding Total</b>			

Section 2 - Summary of FY23 AR Budgets and Expenses

**Classification:**

This AR is a continuation of, or builds upon, program work from last year. CBB will report information in the "FY23 CBB/BPOC Funding" table and we will provide information for the "FY23 Other Funding Sources" table.

**FY23 CBB/BPOC Funding**

This table reports the amount of awarded and expended CBB/BPOC funding for this Authorization Request in FY23.

<b>FY23 CBB/BPOC Funding</b>			
<i>Note: The Cattlemen's Beef Board will complete the fields in this table.</i>			
	<b>AR# 2302-P</b>		
	<b>Direct Costs</b>	<b>Implementation</b>	<b>Total</b>
<b>Funds Awarded</b>	\$5,825,400.00	\$3,274,600.00	\$9,100,000.00
<b>Actual Expenses</b> <i>(October 1, 2022 - June 30, 2023)</i>	\$2,331,049.00	\$1,525,965.00	\$3,857,014.00

**FY23 Other Funding Sources**

The following table reports the amount of committed and expended "Other Funding" sources for this AR in FY23. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

<b>FY23 Other Funding Sources (Informational Only)</b>			
	<b>Other Funding Source</b>	<b>AR# 2302-P</b>	
		<b>Funds Committed</b>	<b>Funds Expended</b> <i>(October 1, 2022 – June 30, 2023)</i>
<b>A</b>	FSBC Funds	\$1,303,000.00	\$249,884.00

## Section 3 - Historical Summary of AR Budgets and Expenses

**Classification:**

This AR is a continuation of, or builds upon, program work from the last two years (or longer). CBB will report information in the "CBB/BPOC Historical" table, and we will provide information for the "Other Funding Sources Historical" table.

**CBB/BPOC Funding – Historical Summary**

The following table reports the amount of awarded and expended CBB/BPOC funding for this AR in FY20, FY21, and FY22.

<b>CBB/BPOC Funding - Historical Summary</b>				
<i>Note: The Cattlemen's Beef Board will complete the fields in this table.</i>				
		<b>FY22 AR# 2202-P</b>	<b>FY21 AR# 2102-P</b>	<b>FY20 AR# 2002-P</b>
<b>AR Period<sup>1</sup></b>	<i>Start Date:</i>	<i>Oct. 1, 2021</i>	<i>Oct. 1, 2020</i>	<i>Oct. 1, 2019</i>
	<i>End Date:</i>	<i>09/30/2022</i>	<i>9/30/2022</i>	<i>9/30/2021</i>
<b>Funds Awarded</b>		\$9,202,600.00	\$8,946,611.00	\$9,427,054.00
<b>Actual Expenses<sup>2</sup></b>		\$9,151,276.00	\$8,946,440.00	\$9,426,712.00

<sup>1</sup>For multiyear ARs, the "End Date" reflects the date that the AR is scheduled to be completed.

<sup>2</sup>If the AR "End Date" has not year occurred, actual expenses will be reflective of the following time period: AR Start Date - June 30, 2023.

**Other Funding - Historical Summary**

The following table reports the amount of "Other Funding" source expenditures for this AR in FY20, FY21, and FY22. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

<b>Other Funding Sources – Historical Summary (Informational Only)</b>						
	<b>FY22 AR# 2202-P</b>		<b>FY21 AR# 2102-P</b>		<b>FY20 AR# 2002-P</b>	
	<b>Other Funding Source</b>	<b>Total Expenditures</b>	<b>Other Funding Source</b>	<b>Total Expenditures</b>	<b>Other Funding Source</b>	<b>Total Expenditures</b>
<b>A</b>	FSBC Funds	\$1,736,198.39	FSBC Funds	\$3,160,755.73	FSBC Funds	\$2,981,624.00