

Rare TV Promotion Done Well

Our fondest memories are created in rare spaces and flashes of time that pair well with the Certified Angus Beef® (CAB®) brand.

by Micah Mensing, Certified Angus Beef LLC

Starting the last Saturday of September, the brand appeared on millions of television screens during prime-time programming through the newly developed commercial, “Rare Moments, Done Well.”

Dinner out with long-time friends, a romantic meal for two, a family gathering ... these slices of time flashed on screen, and captured the hearty laughter, carefree kids and warm memories people often create while gathered around good food.

The commercial elicited an emotional connection while establishing the brand’s image as premium and aspirational, says Christy Johnson, CAB director of advertising and marketing strategy.

In the first round of placements it reached consumers in the Albany, N.Y.; Columbus, Ohio; Grand Rapids, Mich.; Knoxville, Tenn.; Pittsburgh and Wilkes-Barre, Pa., markets.

“We want to be where our brand can be found and support our top retailers in one of their primary markets,” she says. Those hit five of the top seven, as the remaining two markets were cost prohibitive. “They will be supported by other activities, such as in-store activities or even digital promotions.”

A second wave of ad buys ran for the seven weeks from Dec. 16 to Feb. 3, with both 30-second and 60-second spots. They were scheduled to

run mostly during football games, including Sunday Night Football, several college bowl games and the Super Bowl pre- and post-game.

“Football works well timing-wise, because we get to place spots before, during and after Christmas and New Year’s, which are big food holidays when lots of beautiful roasts are served,” Johnson says.



run mostly during football games, including Sunday Night Football, several college bowl games and the Super Bowl pre- and post-game. Angus breeders in certain parts of the country may have seen the brand in prime time recently. The latest commercial aired on major networks from late September through February’s Super Bowl.

Sports also have a greater percentage of live viewers.

On average, consumers will see the spots three to three and a half times during the schedule, and CAB will hit 93% to 98% of its target audience depending on the market.

The commercial was designed to appeal to various shoppers, from the millennial to retiree, Johnson says.

The rich voiceover captures everything from “a typical Sunday dinner that will, in time, seem anything but...” to “the treasures of a

life lived with generosity.”

Each scene was designed to fit together as pieces in a quick, but compelling story.

Choosing locations for shooting was no small task.

“The team needed a beautiful view of the countryside, a downtown and restaurants that all matched the premium quality of our beef,”

Johnson says.

Pittsburgh rose to the top and welcomed the largest production team CAB has ever worked with — 24 people, from a food stylist and videographers to actors and actresses.

“After a successful year for the brand, this was our time to reinvest our marketing dollars into an epic television spot,” she says. “Our goal was to appeal to a large audience and clearly elevate us above any other brand.”

After the inaugural round of placements wrapped up in October, the consensus agreed that the goal was met.

“It captivated consumers who have been committed to the brand and intrigued those who’ve simply passed by the logo,” Johnson says, noting the first CAB commercial on TV was aired decades earlier. “This one will be a tough act to follow.”

To view “Rare Moments, Done Well” visit news.certifiedangusbeef.com.

AJ