



## BEEF PROMOTION

# The Campaign Is On

Keep an eye on your television set. Beef promotion is moving into the big leagues.

Starting in April, the largest beef advertising and promotion campaign in history will be launched by the Beef Industry Council of the Meat Board and cooperating state beef councils.

The campaign, a \$7 million-plus effort to boost consumer demand, features—for the first time ever—national network television commercials extolling the virtues of beef, along with spot television commercials and consumer magazine ads. Radio commercials and billboards also will be produced for local use.

The theme of the campaign is "Somehow, nothing satisfies like beef." It is intended to convince consumers that beef is worth more than the price they have to pay for it, according to Donald D. Jackson, an Oakdale, Calif., cattleman who serves as chairman of the

Beef Industry Council's Advertising Subcommittee.

"Research has shown that satisfaction is one thing consumers associate with beef more than any other food," Jackson said. "That's why we are hitting the 'satisfaction' theme hard in all of our advertising. We think it's the best way to make consumers more willing to buy beef."

### Supermarket Tie-In

The campaign actually was kicked off in February, with special retail trade ads aimed at tying supermarkets into the program. Full-color, 4-page inserts describing the campaign and offering point-of-purchase materials to retailers appeared in SUPERMARKET NEWS, SUPERMARKET BUSINESS and PROGRESSIVE GROCER.

"Getting retailers involved is a key to the success of the campaign," says Jim Olson, promotion manager for the Beef Industry Council.

"We know that beef sales can be increased significantly through this kind of a program. For example, in our fall 'Make Ends Meat' promotion test, participating retailers in six cities increased beef movement by 5-24%. Those who didn't participate experienced level beef sales."

Throughout the campaign, retailers across the country will be contacted personally by state beef council representatives and the Beef Industry Council. They will be encouraged to tie into the campaign by putting up a series of six wall posters and other in-store materials—and by featuring beef more aggressively.

### Consumer Advertising

The national consumer campaign—featuring four television commercials and six full-color magazine ads—will be kicked off April 12, the Monday after Easter.

The advertising will depict a broad cross-section of America, from blue- to white-collar, urban to rural, and traditional to contemporary lifestyles. Emphasis will be placed on reaching moderate and heavy beef users, who represent two-thirds of all consumers but nearly 85% of beef consumption. A wide range of cuts, from the high to the low end of the price spectrum, will be featured.

The beef television commercials will appear nationally on popular prime time programs, daytime soap operas, talk shows and the news. In addition, the 22 top consumer markets will receive a heavy schedule of spot television ads. There will be four "flights" of television commercials—during spring, summer, fall and winter.

The magazine ads will appear throughout the year in several publications, including BETTER HOMES AND GARDENS, PARENTS, MCCALL'S, BON APPETIT, SUNSET and SOUTHERN LIVING.

### Light Users Reached, Too

Finally, rounding out the campaign is the total research, education and information program conducted by the Meat Board,

which will be particularly effective in reaching "light users"—that third of the population that consumes only 15% of the beef produced.

While the overall objective is to increase consumer demand for beef—and thereby enhance profitability—Jackson says the beef industry can expect two direct results from this consumer marketing program.

"On the short term, we believe the advertising and promotion can act as a catalyst for increased retail featuring of beef. Then, on the long term, we believe the total industry program can have a positive effect on

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consumers' attitudes about beef, making them more aware of its value."

The campaign and other promotion programs are financed by state cattle checkoffs, whereby producers invest a set amount (ranging from 10¢ to \$1 per head) on each animal marketed. Cooperating packers also invest 3¢ per head on slaughter animals.

#### **Making It Happen**

The path leading to the 1982 campaign, which is more than seven times larger than any previous beef industry promotion effort, was a long one.

Following two attempts at establishing a national, legislated cattle checkoff program (Beferendum), the Beef Industry Council and other industry organizations embarked on a 4-point program to forge a stronger, more unified consumer marketing front.

First, a Doane Agricultural Service, Inc. survey of cattlemen was taken, which showed that an overwhelming majority (67%) were willing to invest 50¢ per head or more in market development programs.

Second, the industry formulated revenue development goals which called for an immediate move by all states to a minimum 25¢ checkoff, with the ultimate goal of \$1 per head. It was further recommended that at least 40% be invested in national programs coordinated by the Beef Industry Council.

Third, the industry financed a consumer marketing study by the independent firm Management Horizons, Inc., which identified key market segments, marketing objectives and positioning strategy the industry could use to reach consumers.

Finally, in September 1981, the Beef Industry Council and state councils selected a single advertising agency—Botsford Ketchum, Inc., San Francisco—to handle the entire beef industry account. The agency went to work immediately to plan the creative and media strategy for the 1982 campaign. ▽