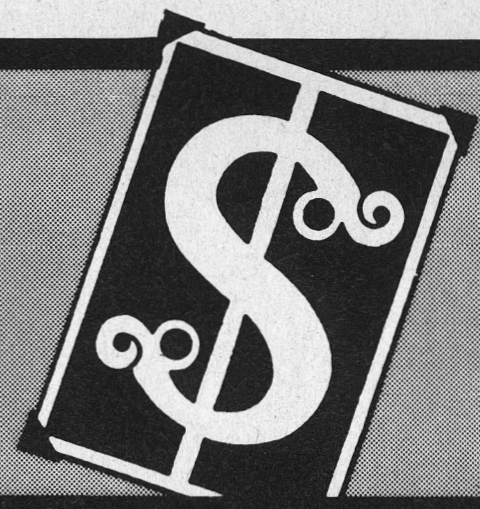


MERCHANDISING



Should you advertise in the Angus Journal? It depends!

How much should I advertise in the *Angus Journal*?

I hear that question a lot, and the answer is always the same. "It depends." It depends upon the size of your advertising budget. It depends upon where your customers live and do business. It depends upon the other advertising you do. Most of all, it depends upon who you plan to market your cattle to.

If you have absolutely no intention of selling any bulls, females, embryos, flushes or semen to any registered Angus breeders, then you probably shouldn't advertise in the *Angus Journal* at all. On the other hand, if you obtain the bulk of your registered Angus income from sales to other registered Angus breeders you probably should invest a major portion of your advertising budget in the *Angus Journal*.

Obviously, most Angus breeders fall somewhere between these extremes. It's these in-between breeders who usually ask the question, the one to which I have no exact answer. But to help you figure out where you might fit in the Angus advertising mix, let me pass on a story told to me by a friend who works for another breed. His story was about a man

who raises continental cattle; we will call him Joe.

After doing some planning, Joe figured he could afford to invest in two full pages of advertising in his breed magazine. Further investigation convinced him that two pages wouldn't provide him with enough frequency, so he decided to develop quarter page ads to explain the benefits offered by his cattle and breeding program to other registered breeders. His plans were to run a quarter-page ad seven times a year in the breed magazine.

The ads were simple, easy to read, and each carried the same basic message. They were strictly "institutional" ads to promote his herd, as opposed to ads advertising specific cattle for sale. He did, however, continue his previous ad program designed to promote cattle for sale and specific performance results. To do this, he used direct mail, advertising in local magazines and newspapers, and personal contacts.

Within a year or so after the first breed magazine ad appeared more registered breeders started showing up at the farm and consignment sales to purchase his cattle. What's more, the average sale price

increased and so did his profits. Some wondered why Joe was so lucky.

The answer was simple and had nothing to do with luck. Joe had expanded his market by appealing to a new audience with an effective advertising program. He did several other things right, too, like realizing that frequency is more important than size of ads. A minimum of six insertions a year are needed in a monthly publication in order to be cost effective. He also developed good ads, with a sound sales message, then used them over and over again. A good ad becomes more effective with use, not less effective. Most advertisers get tired of good ads and go on to something else long before the ads lose their punch.

Now this doesn't answer the question of how much you should advertise in the *Angus Journal*. However, Joe's experience should give you a better understanding of how to find the answer for yourself.

Director of Communications
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