

The impact of this fall's "Beef Gives Strength" campaign will rely heavily on retailer participation in the point of purchase aspect of the campaign. Materials to be displayed include posters, case cards, rail banners, and a two-sided mobile, all bearing the theme "Reach for it! Reach for the goodness of beef." These materials are now decorating the meat counters of approximately 18,400 supermarkets which account for 74 percent of all retail food store business.

Angus Transfers Help Fund Beef Ad Campaign

Consumers across the country are now hearing a new message from the beef industry—"Beef Gives Strength."

That's the new theme of the industry's national advertising campaign, now in its second year. The campaign is being redirected to appeal more strongly to contemporary, active consumers.

The industry will invest approximately \$7.5 million in the new national campaign, up from the \$6.1 million invested the previous year. The dollars are generated through checkoff programs coordinated by the Beef Industry Council (BIC) of the Meat Board and 34 cooperating state beef councils. In addition to revenues received from state checkoff processors and purebred breeders, American Angus Assn. members are contributing \$1.00 for every animal transferred.

Your Beef Checkoff Dollars...

HOW \$16 MILLION WILL BE INVESTED IN THE 1983 STATE/NATIONAL PROGRAM

**State Programs:
\$16 million**

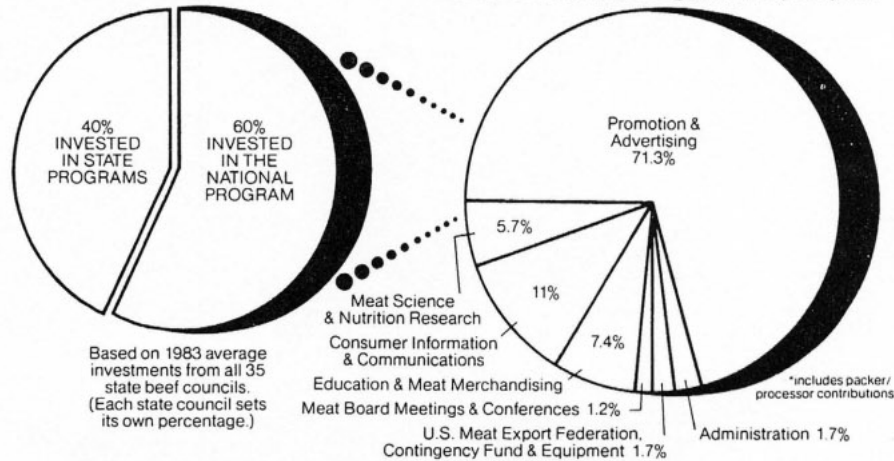
**Beef Industry Council of the Meat Board
1983-84 National Program: \$10,684,909***

Research Findings Support New Theme

The decision to redirect the campaign was not made in a vacuum. The BIC and its agency, Ketchum Advertising, evaluated five separate pieces of consumer research before deciding to move away from the 1982 theme — "Somehow, nothing satisfies like beef."

"Our previous theme was effective—research proved that," said Jim Olson, promotion manager of the BIC. "But it also indicated that the consumer market was changing."

In particular, research showed that light users of beef—those who are concerned about nutrition, fitness and fashionability—had become a more important segment of the market for beef, one which the BIC felt it needed to address more strongly.



THE CHECKOFF... SHAPING YOUR FUTURE

New Theme, Bigger Budget to Reach Consumers

"Our new theme will appeal to light users as well as our primary targets, the moderate and heavy users of beef," Olson explained.

The five research projects conducted by the BIC included:

- A consumer tracking study by Walker Research, which provided a "benchmark" on consumer attitudes before the 1982 ad campaign was launched.

- A follow-up to the study described above (six months later), which showed that people still felt beef was high in protein, good-tasting and easy to prepare. However, the diet-health issue appeared to favor competitive products.

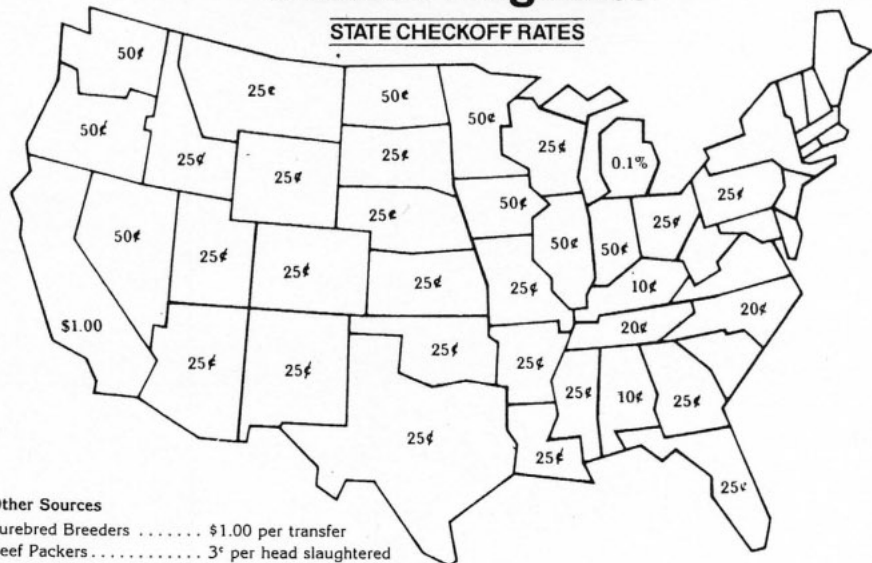
- A National Eating Trends study conducted by NPD Research revealed that fewer households are serving beef, and are serving it less often. It also documented the fact that the light user segment is growing in importance.

- A VALS study (of values, attitudes and lifestyles) conducted by Stanford Research Institute gave additional insight into the purchase motivations of the many lifestyle groups that make up America. Light users were shown to be more experimental with their diets and to be less frequent beef eaters.

- Copy research of the 1982 campaign showed that the "satisfaction" theme was right for the strategy of reinforcing traditional values. But it also showed that there are opportunities to be more hard hitting and informative about beef's nutritional role in the diet.

Where the Beef Promotion Dollars Originate

STATE CHECKOFF RATES



"Together, these research findings support our move to the 'strength' theme," Olson said. "We're confident it will reach consumers and do a good job of building demand for beef."

National Media Campaign Underway

Work is now under way on the produc-

tion of new television, radio, magazine and outdoor (billboard) ads that will be part of a five-week ad flight beginning Sept. 5. One "Beef Gives Strength" television commercial is being created, featuring short vignettes of active consumers (e.g., runners, racquetball players, kids playing soccer) interspersed with appetite-appealing shots of

Years of Planning Behind Promotion Programs

"It pays to advertise"—the age-old maxim of the business community.

And it's been proven time and time again. Just ask the folks at Procter & Gamble, Coca Cola, McDonald's or any other large volume advertiser if they think their millions of ad dollars are well spent. Or ask the neighborhood retailer who just doubled his sales, thanks to a well-placed ad in the Yellow Pages.

The nation's beef industry has also discovered the power of advertising on a large scale. Although not yet in the same league as some of the nation's largest advertisers, the beef industry has made significant advertising strides the past couple of years, particularly on the national level.

But getting to where the industry is today—implementing multi-million dollar advertising and promotion campaigns designed to have impact on consumer demand—was no simple task. The industry worked long and hard to unify itself and come up with a workable plan of action, a plan that has been several years in the making.

Twice within the last six years the industry has attempted to implement a national self-help program, "Beefendum," which was designed to help return the industry to profitability—and twice the issue was soundly defeated. Cattlemen simply didn't want a nationally legislated checkoff program.

In 1980 (after the second defeat of "Beefendum"), the Beef Industry Council (BIC) of the Meat Board and other industry organizations sponsored a national survey of cattlemen by Doane Agricultural Services to determine industry attitudes about promotion.

The survey brought forth some definitive answers. Two-thirds of cattlemen surveyed said they were willing to invest 50 cents per head or more in market development programs. Another key finding of the survey was that cattlemen wanted approximately 60 percent of all collected funds to go to state beef council programs and 40 percent to go to a national program, conducted by the BIC.

But perhaps the most significant finding of the survey was that cattlemen said they wanted a coordinated national beef promotion program conducted through existing industry organizations, state beef councils and the BIC. Learning this, the beef industry charted a new course for greater consumer demand.

Early in 1981, the BIC retained the services of Management Horizons Inc., a

Columbus, Ohio, market consulting firm that set about the task of determining ways to help the beef industry return to levels of profitability by addressing directly such concerns as changing consumer attitudes toward beef prices and nutritional value, changing consumer consumption patterns, changing retailer attitudes and insufficient industry funding of market development programs.

The focus of Management Horizons plan was to communicate beef's value messages—price/value, convenience, taste appeal, nutrition—directly to consumers. The easiest way to communicate these values, the firm reasoned, was through an extensive national advertising campaign.

Enter Ketchum Advertising in August 1981 and the creation and implementation of last year's "Somehow, nothing satisfies like beef" campaign. The thinking behind the advertising was to communicate the value of beef to consumers—to convince them that beef is

Although the Beeferendum was twice defeated, cattlemen surveyed said they were willing to invest money in market development.

worth much more than the price that is paid for it. The year-long campaign (April 1982 through July 1983) featured national television and magazine advertising, along with local advertising sponsored by individual state beef councils.

But even though the "Somehow..." theme was successful, research showed that light users of beef—those who are concerned about nutrition, fitness and fashionability—were a growing market segment and one that the beef industry needed to address more strongly.

With five independent research studies confirming this fact, the decision was made to redirect the industry's advertising efforts for the fiscal '83 year. Hence, the development and implementation of "Beef Gives Strength," a campaign designed to appeal more strongly to today's active consumers.

In addition, the Beef Industry Council will be conducting research before, during and after the campaign in order to determine its effectiveness.

beef. A jingle and announcer voice-over will also be major elements of the commercial.

The TV ad will run nationally on network programs, with additional coverage in 22 spot metropolitan markets across the country (the same 22 markets that were purchased during last year's campaign). Network advertising for radio is also being developed.

Advertising in consumer magazines will begin appearing in the October editions of Family Circle, Good Housekeeping, Parents, People, New Woman, Working Woman and Sports Illustrated.

Supermarket Displays Vital Part of Program

In addition, a new sales promotion kit, featuring two posters, one two-sided mobile, two case cards, two rail strips and six product feature cards, is now being distributed to 18,400 supermarkets across the country (representing 74 percent of all supermarket business). All point-of-purchase materials feature the message "Reach for It. Reach for the Goodness of Beef" and prominently display both active consumers and either a thinly-sliced top sirloin or top loin steak.

According to Olson, the "Reach For It" campaign is designed specifically to get consumers thinking about beef as they approach the meat case, tempt them with appetizing point-of-purchase displays and nudge them into purchasing beef, which is only a short "reach" away in the meat case.

"We've got three main objectives that we're trying to accomplish," said Olson. "First we're trying to increase the frequency of beef purchases. Second, we're attempting to build strong point-of-sale beef display support in supermarkets. And third, we're trying to extend the industry's positioning of beef as the ideal food for the way people live and eat today.

"It's vitally important for our industry to maintain a good, strong working relationship with retailers because they are our direct link with consumers. They sell our product. So, if we can help them to sell beef—we're really helping ourselves. And in the final analysis, that's the purpose of any promotion."

The new campaign was announced to retailers through trade ads which appeared in the June editions of Supermarket News, Progressive Grocer and Grocers' Spotlight.

Research, Education and Communications Funding

On both the state and national level, a total of \$16 million will be invested this year by the industry in beef market development activities. In addition to the \$7.5 million invested in beef advertising and promotion, the Beef Industry Council will invest another \$3.1 million in programs of beef research, education, merchandising and communications. The remaining \$5.4 million will be invested by the 34 state beef councils on programs which will include a "roll out" of the national efforts on the local level. **AJ**