



Project Snapshot: 2008 Beef Checkoff Ad Campaign Tracker
Date: January 2009

Background

The objective of the 2008 checkoff-funded ad campaign was to create a single campaign conveying the strength and power (i.e. nutrition) of beef’s protein without losing the taste message. The campaign included:

- Print showcasing “Beefscapes”—landscapes showing various cuts of beef in clever, unexpected ways.
- Radio—a continuation of the previous enjoyment message but with more of a health focus.



The media buys target the Food & Health Involved in accordance with the current strategy. The purpose of this research was to determine how the targets are responding to the ads and the effectiveness of the media buys in reaching the targets.

Methodology

An online study was conducted with 600 Food & Health Involved consumers.

Major Insights

The campaign has made a successful transition to the new creative with both print and radio performing well.

- Both print and radio far surpass the advertising norm for ad salience (stands out), ad involvement (is an appealing ad) and ad persuasion (makes me interested). In fact, for ad salience, “Beefscapes” doubles the norm in its ability to stand out as very different.
- For the first time, the advertising is moving the beef relationship among recognizers of the campaign in a significantly positive direction.

Key Learnings

- The 2008 campaign boosts perceptions across both targets—the advertising makes beef a relatable brand, “on its way up,” and a leader in the protein category. In all cases “recognizers,” those who reported having seen the ads, have more positive scores about beef than “non-recognizers.”

Top 2 Box Scores	F&HI Recognizers	F&HI Non-Recognizers
Brand Momentum "on its way up"	53%	37%
Brand Involvement have a lot in common with	79%	67%
Brand Persuasion best or better protein	61%	47%
Brand Leadership 8.9-10 on 10-pt. scale*	63%	62%

* It is the leader in the food category.

These results are an improvement over the 2007 data, where there was no difference between the recognizers and non-recognizers within the “enjoyment” campaign.



- The 2008 campaign makes the Food & Health Involved target that has seen or heard the campaign (recognizers) feel that beef is more entertaining and trendy. Food & Health Involved recognizers feel the passion.

Top 3 Box Scores	F&HI	F&HI
	Recognizers	Non-Recognizers
Contemporary	52%	43%
Physically Fit	45%	37%
Sensible*	53%	45%
Engaging	53%	45%
Warm & Friendly	63%	53%
Passionate	58%	42%
Reliable	67%	63%
Lean	39%	33%
Entertaining	67%	55%
Powerful	68%	61%
Trendy	52%	39%
Bold	66%	61%

- The majority of “recognizers” of the 2008 campaign are more likely to make beef their number one protein of choice compared to “non-recognizers.”

Beef is...	F&HI	F&HI
	Recognizers	Non-Recognizers
Primary Protein Choice at Home	55%	41%
Primary Protein Choice Away from Home	63%	41%

- Food & Health Involved consumers feel that the radio conveys beef’s leanness and protein while also tying beef to fun social events. Overall, the current radio ads improve beef’s image much more than the 2007 radio campaign.
- The research also provided insight on how the campaign could work even better. The consumer is now ready for more “information” and the advertising team is defining ways to meet that desire.

Next Steps

- Continue the current strategy which is a strong fit with “power of protein + taste and craveability of beef.”
- Drive the appetite appeal more strongly in the print ads. The appeal of beef, and the consumer’s desire to eat it more often, could be enhanced by boosting the mouth-watering allure of the print campaign.

