

Beef Target Audience

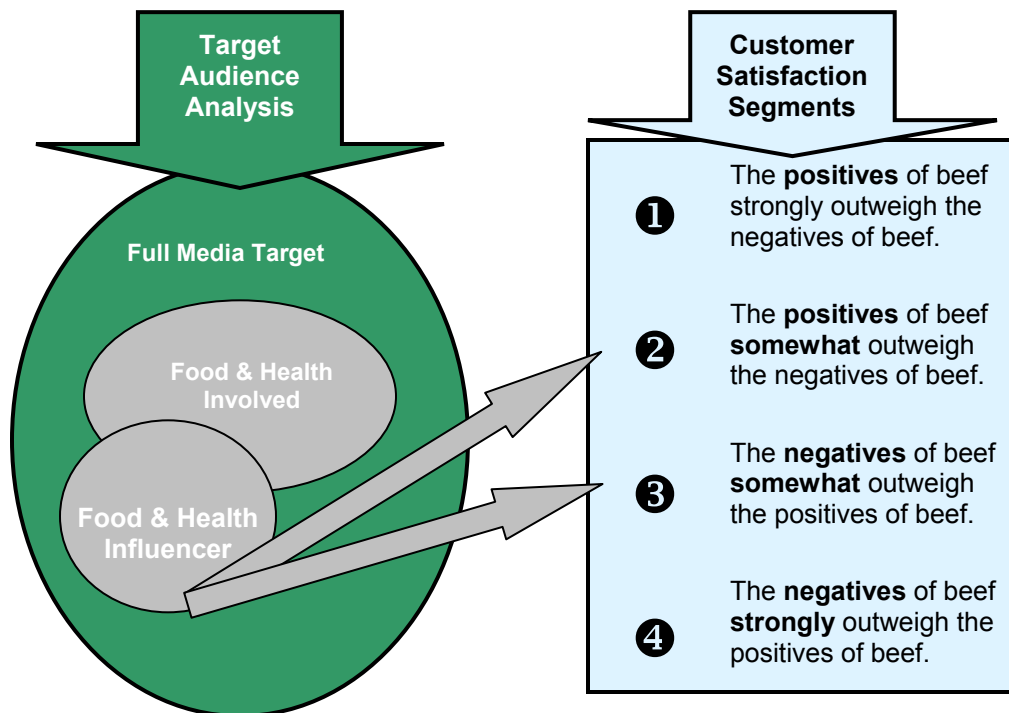
Objective

Previous customer satisfaction research shows the most likely opportunity for impacting beef demand is to increase the number of weekly beef-eating occasions for those who agree that beef's positives somewhat outweigh the negatives. They consume an average of 2.9 beef meals per week and comprise nearly one-half of the population and one-half of the beef meals consumed. They can stay within dietary guidelines and still fit an additional beef meal into their weekly diet. The goal of checkoff-funded promotion programs is to change attitudes of this group from "somewhat agree" that beef's benefits outweigh the negatives to "strongly agree" to this statement.

Although the customer satisfaction index is a powerful goal-setting tool, it is not effective for choosing media. For that purpose, a "target audience" must be defined. The strategy becomes the use of the target audience to influence customer satisfaction.

Previous research has identified the food and health audience as having the most potential for responding to the beef brand messages integrating beef's health benefits with love for the taste. A segment of the target, the influential food and health involved, has been further identified as the bull's-eye target. This research was conducted to more fully refine and "bring to life" both the larger and primary target audience by determining how their profiles compare to other beef/chicken users regarding their:

- Demographics – Who they are
- Psychographics – What they believe about life, themselves and cooking
- Lifestyle behaviors – What they generally like to do
- Shopping, cooking and meal preparation
- Use of, and perceptions regarding, specific meat types.



Responses from the bull's-eye target and the total target were compared to those consumers who believe beef's positives strongly outweigh the negatives, somewhat outweigh the negatives and those who believe beef's negatives outweigh the positives.

Methodology

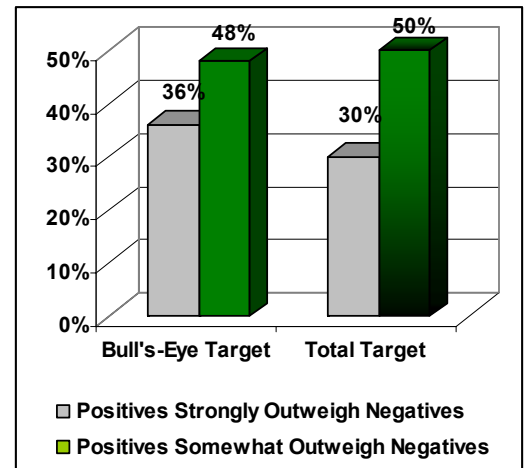
A total of 951 qualified consumers completed an online, 25-minute, self-administered questionnaire. These consumers were classified as being food and health influencers, food and health involved, or beef consumers who did not meet these definitions.

Major Insight

Influential food and health involved (bull's-eye target) consumers tend to be highly differentiated from the full population of beef and chicken users on a wide variety of psychographic, behavioral and even demographic characteristics. They are bold, formidable, knowledgeable, opinionated, focused, and indisputably, the front-runners in both accumulating and dispensing the latest information about food, health, and nutrition issues. This finding validates the strategy of working through the influential food and health involved to impact customer satisfaction.

Key Learnings

- Bull's-eye target consumers are quite positive in their perceptions of beef and there is room for growth in their usage. However, it is clear they have concerns about the balance of taste and nutrition, safety and saturated fat related to beef.
- The bull's-eye target consumers tend to be working full-time, are wealthier, more self-indulgent, more highly educated and generally more optimistic, sociable and out-going than their less influential total target counterparts.
- Effective communication to the food and health influencer, which would also speak to the broader market of beef consumers, could include:
 - Messages about how beef's protein fuels the body
 - Information about the specific beneficial nutrients in beef as these serve to balance beef's strong taste profile
 - Positive messages about beef safety and saturated fat to help overcome barriers to increased consumption.
- The opinions of the bull's-eye target consumers are more intense than, but reflect, the opinions of other consumer groups.
- Opportunities to reach this group include the internet, networks of food-involved people, print, cable TV, radio and cause-related initiatives.
- Given the fast-paced lives of the bull's-eye target consumers, effective communications will need to be engaging.



Future Research Plans

This research validated the strategy and the target. Next steps are to gain a greater understanding of how to effectively “speak the language” of the bull's-eye target. Future research will focus on how to enhance credibility with the food and health influencers and motivate them to share the news on the great taste and nutritional benefits of beef.