



Project Snapshot: I Heart Beef Consumer Research



Date: January 15, 2010

Background

This checkoff-funded research study very simply sought to prove that beef is the celebratory choice for a main dish protein. The Food and Nutrition Communication Team needed data to use as a hook with the media, to prompt stories throughout the year about America’s love affair with beef. This effort is called the I Heart Beef Campaign. Strategically, the campaign can serve as a wonderful way for the industry to remind consumers of how much they love beef, for any joyous or romantic situation they want to treasure. In light of the recessionary environment, most of the questions focused on steak moments, but beef chili, hamburgers and cheeseburgers were also winning choices for less formal, more family oriented events.

Methodology

The I Heart Beef Online study was conducted among a representative sample of 1,645 U.S. consumers from 18 to 89 years of age. All had to be at least light beef and chicken consumers (eating each at least twice monthly). Overall just over 75% of adults in the age range qualified to be part of the study.

Major Insights

A Great Steak makes the Night - Beef is the romantic choice, and also an intimate choice, tending to have the most resounding preferences for two person, or somewhat small gatherings. For example, a filet mignon, ribeye or T-Bone was the fill in the blank first choice by over 60% of consumers (among 11 beef, chicken, pork and fish choices offered) when consumers were asked:

Serving _____ to someone best says “I love you.”

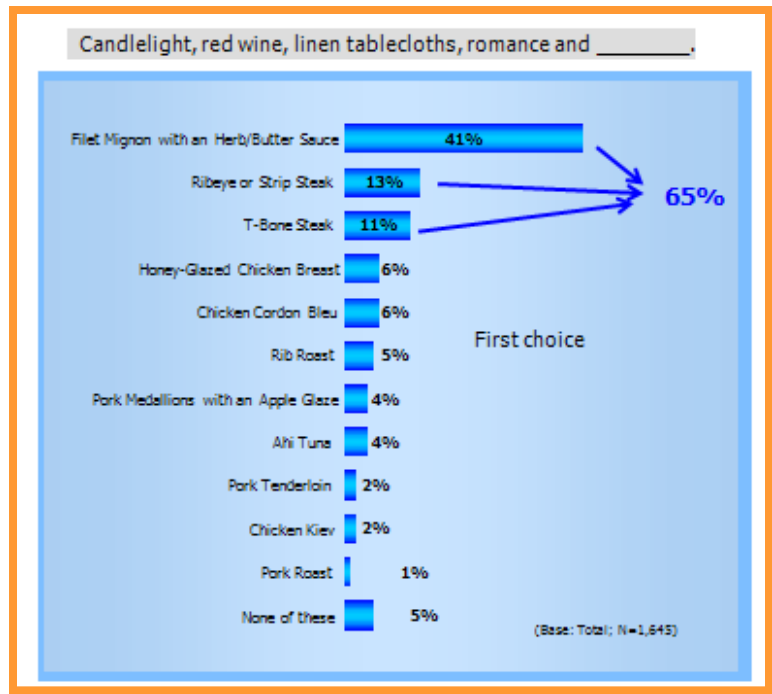
I just bought a Valentine’s Day card. In it I am offering a romantic dinner that includes _____ for my special someone.

I’m setting up a dinner for our 5th anniversary. That calls for _____.

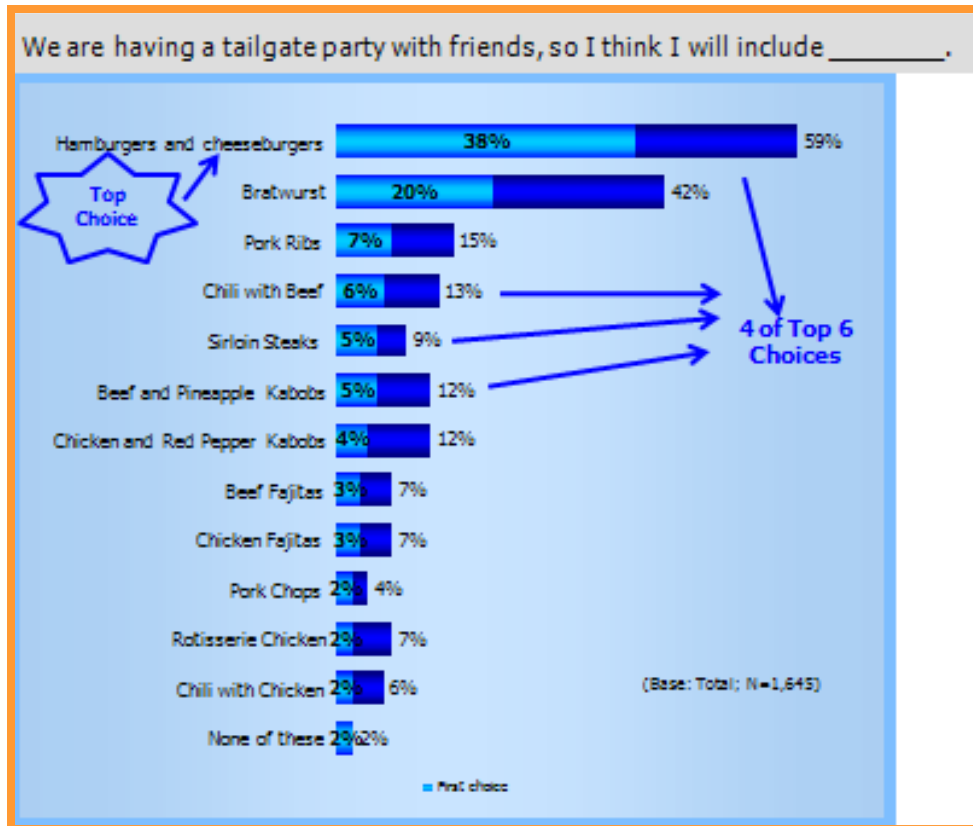
My friend just ordered an amazing bottle of red wine for us to share, so I am going to order _____.

My spouse, significant other or date and I are heading out Friday night for dinner. This time, for fun, I’ll order for her/him and choose _____, just to show how much I care.

If I really want to see gratitude or appreciation the next day (maybe even flowers), I’ll serve _____ to my dinner partner.

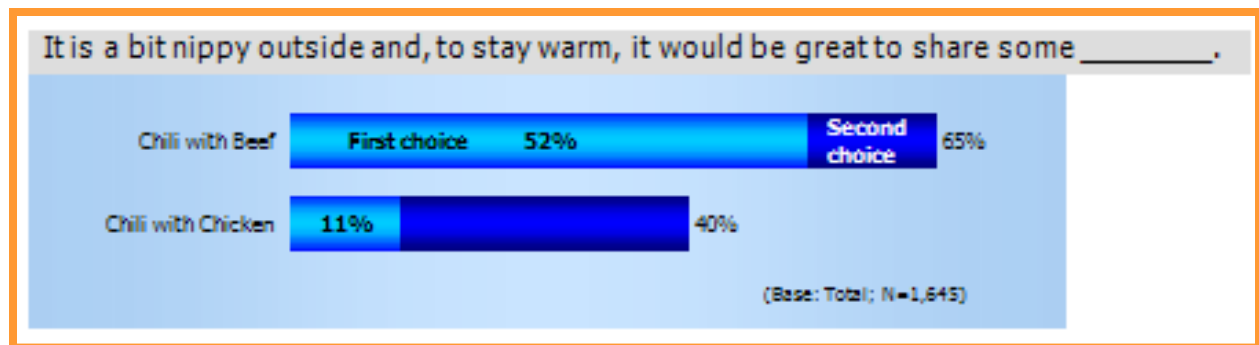


Funded by
The Beef Checkoff



Beef is Part of Tailgating and Other Fun Events – Clearly we all love to serve great fun food when the friends gather, but it’s hard to choose just one beef item, when so many fit the bill. When asked “We are having a tailgate party with friends, so I think I will include _____ , 4 of the 6 top items were beef items. And hamburgers and cheeseburgers were clearly the top choice.

Warm Your Body and Your Taste Buds - Chili with beef can clearly be positioned as a great-to-share food, holding a clear preference over chili with chicken when “it is a bit nippy outside and, to stay warm, it would be great to share some _____.”



Next Steps

The Food & Nutrition Communication Team is mining the data for a range of communication opportunities throughout 2010. Clearly, the data will be a door opener to coverage by media interested in food, romance, sports and lifestyle stories. The I Heart Beef campaign is being launched on January 18th, 2010 with a press release, fact sheet, and traditional and social media outreach.