

Authorization Request PC-01-2009

CBB Producer Communications



Critical Success Factors

- Producers, importers trust that the beef checkoff is well-managed and they feel a sense of ownership in the checkoff
- Auction-market operators and producer organizations are motivated to serve as conduits of checkoff information
- CBB and state beef councils work together seamlessly to deliver consistent, cohesive communications to checkoff investors and stakeholders



Objectives

- Increase the percentage of “somewhat informed” or “very well informed” producers from 68% to 75%, especially in targeted states
- Decrease the percentage of producers who never have heard about the checkoff from 13% to 12%, especially in targeted states
- Increase the percentage of producers who “strongly agree” or “agree somewhat” that:
 - The beef checkoff has helped contribute to a positive trend in consumer demand for beef (from 79% to 82%)
 - The beef checkoff has “helped contribute to the profitability of my operation” (from 65% to 68%)
 - I’m “satisfied with the way the beef checkoff program is being managed” (from 66% to 69%)
 - “I could provide input into state or national beef checkoff program if I chose to” (from 56% to 59%)

NOTE: Benchmarks for trust and support of key information conduits will be established (auction-market owners/managers, producer organizations, state beef councils)



Target Audiences

- Primary

- Demographics

- Cow-calf and farmer-feeder producers with smaller operations
 - Dairy producers, regardless of herd size
 - Veal producers, regardless of herd size

- Attitudes, beliefs

- Producers who consider themselves uninformed about the beef checkoff
 - Unengaged producers (e.g., aren't actively involved with, or members of, industry associations)

- Geography

- Areas with large numbers of these producers, including states identified in July 2008 Aspen research



Target Audiences

- Secondary
 - Demographics
 - Feedlot managers, stocker operators, and cow-calf and farmer-feeder producers with larger operations
 - Attitudes, beliefs
 - Producers who consider themselves informed about the beef checkoff, and have neutral to positive opinions about the checkoff
 - Geography
 - National



Tactic 1A: Communications

- Integrate paid media with earned media opportunities/value-adds and direct contact
- Leverage *MyBeefCheckoff.com* to continuously communicate with members, states, media and producers about checkoff results
- Reach producers when and where they are seeking business information, using proven media
 - *Circulation; distribution; viewership; content*
- Bring consistency
 - *Advertise year 'round as part of long-term strategy*



Tactic 1A: Communications

- Maximize effectiveness
 - *Adequate frequency to affect awareness/recognition*
- Seek measurability
 - *Online ad results; custom research; readership studies*
- Get the most out of our investment
 - *Negotiate; use media partners with multiple channels; ask for custom programs; create value-adds*
 - *Effectively leverage relationships to create mutual value*



Tactic 1B: Conduits

- Target Beefmobile appearances, materials, messages; coordinate media coverage
- Explore/pilot auction alternatives – the point of sale and an important *‘teaching opportunity’*
- Maintain appropriate national sponsorships, presence at key industry trade shows
- Work with states to leverage ‘local’ auction, organizational opportunities



Tactic 1C: State Partnerships

- Access to, support on MyBeefCheckoff.com
- State toolkit offers variety of materials, added value and other opportunities
 - State customization through Federation Services
- Funding set aside specifically for state pilot programs in media, at markets, with organizations



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Tactic 1D: Attitude Research

- ‘Winter’ survey: longer, focuses on ‘basics’ and longer-term attitude tracking
- ‘Summer’ survey: shorter, smaller national sample, over-samples dairy, states/areas where producers seem ‘under-informed’
- Both allow/encourage state heavy-up



Key Changes From 2008

- Year around, multi-media presence
- More focus on electronic vehicles to drive traffic to MyBeefCheckoff.com
- New ways to advertise during satellite auction markets
- Shift 2/3 of TV budget to more cost-effective, targeted media
- Innovative sponsorships



Key Changes From 2008

- Clearer focus on dairy; adds presence in veal industry
- Partnerships with industry associations
- \$250,000 allocated to encourage, support cooperative focus between CBB and states, and among states with similar opportunities, challenges
 - Regional radio and print not in national buy



FY'09 Estimated Budget

- **Tactic 1A: \$1,055,000**
 - Paid: \$850,000
 - Earned: \$115,000
 - Direct: \$90,000
- **Tactic 1B: \$265,000**
 - Beefmobile: \$160,000
 - Market resources: \$45,000
 - Leverage support: \$20,000
 - T-shows/sponsor: \$40,000
- **Tactic 1C: \$320,000**
 - Access/Tool Kit: \$50,000
 - Print Materials: \$20,000
 - Co-op support: \$250,000
- **Tactic 1D: \$80,000**
 - Two surveys: \$80,000
- **Implementation: \$440,000**
- **Total: \$2,160,000**



Questions? Discussion

