

Strong Early Results for Digital Campaign

by **Melissa Sandfort**, Cattleman's Beef Board

Millennials initiate more than 5 million online food-related searches each day. What a tremendous opportunity for the beef checkoff's consumer digital advertising campaign. Just 12 weeks into the new campaign, the results are impressive.

The "Beef. It's What's For Dinner." website reached more than 1 million consumers during the first 12 weeks of the campaign; the five "no-recipe recipe" YouTube videos on the site were viewed 1.5 million times; and associated social-media sites hosted a total of 434,000 engagements (likes, comments, shares, retweets, and click-thrus to checkoff resources such as recipes).

"Our checkoff's digital advertising

program is where the consumers are, across the entire U.S., ensuring beef's visibility in the marketplace," says Terri Carstensen, beef producer from Odebolt, Iowa, and chairwoman of the checkoff's Domestic Consumer Preference Committee. "The exciting part is that we are showing consumers they don't have to sacrifice taste or nutrition for convenience. We continue to engage consumers during their moments of meal planning, inspiration and decision-making, and results show we're having an impact and that every interaction matters. Digital/social media is such a great tool because it is available 24/7."

State beef councils using digital platforms

from the national media buys included Illinois, Iowa, Kansas, Missouri, Nebraska, Oklahoma, Texas and Utah. Participating states used digital media, such as Facebook and paid Google search advertising, to share positive beef messages with millennials.

The new campaign helps the checkoff get to know beef's targeted consumers better — like the fact that 80% of them eat beef at least once a week, and they're visiting the checkoff-funded "Beef. It's What's For Dinner." site for recipes and beef cooking techniques.

"At the end of the day, the checkoff aims to shift consumers' perceptions of beef," says Carstensen. "What the data shows is that 97% of consumers have positive opinions about

beef after visiting the site. That's a result to be proud of!"

For more information about your beef checkoff investment, visit mybeefcheckoff.com.



Editor's Note: This article was provided by the Cattleman's Beef Promotion and Research Board, which administers the National Beef Checkoff Program.

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