

National Cattlemen's Beef Association

AR# 2502-P

AR Title: *Beef. It's What's For Dinner.* Promotion

AR Purpose and Description:

This Authorization Request builds and shares content directly with consumers on behalf of Beef Checkoff through the *Beef. It's What's For Dinner.* brand. The *Beef. It's What's For Dinner.* (BIWFD) brand was launched in 1992 and it continues to be the cornerstone of NCBA's promotion AR, with nearly 67% of US consumers who eat beef weekly aware of the brand. Checkoff-funded research shows a positive correlation between BIWFD brand awareness and weekly beef consumption.^[1] This recognizable brand is a trusted source of information for consumers, providing them with inspiration and education. The advertising efforts in this AR reach consumers nationally through a variety of platforms at every stage of their decision-making journey. These efforts help to communicate important research findings on behalf of the Beef Checkoff directly to consumers. This is the national beef marketing campaign that state beef councils and other contractors leverage in local and regional markets.

The historical impacts of this AR have been significant:

- BeefItsWhatsForDinner.com is the one-stop-shop for all things beef, providing consumers with information on everything from recipes to how beef is raised and grown. The website has an average of 10 million site visits each year.^[2]
- NCBA-led national advertising generates a reach of more than 920 million consumers annually, through a variety of platforms.^[3]
- The brand's social media properties (Facebook, Instagram, Pinterest, Twitter, TikTok, LinkedIn and YouTube) have a community of more than 1.1 million followers viewing and engaging with content.^[4]
- NCBA acts as the media agency for 34 state beef council partners, extending national advertising in their local markets. Bringing media in-house saves agency fees, allowing for more efficient and effective use of Checkoff dollars.

As beef prices increase, it is even more important to promote and educate consumers about beef's convenience, versatility and nutritional benefit to ensure that beef remains the top protein choice among consumers. By providing consumers with more information on beef cuts across price points, preparation methods, new recipes and sharing the value of beef through nutrition we'll ensure it's not only for special occasions, but makes mealtime quick, easy and fulfilling. These selection and preparation skills will aid consumers in choosing beef on a budget, thus creating long-term beef demand. The BIWFD brand provides a consistent voice in the marketplace, keeping beef top of mind for consumers and combating misinformation. Reaching

consumers with these messages not only keeps them purchasing beef now, but well into the future.

Through these programs, and to accomplish the stated deliverables and outcomes, traveling to/from and attending key influencer/stakeholder/partner meetings may be required. This will enable staff to gain or provide more strategic guidance and training, engage in briefings and/or educational sessions/events and disseminate knowledge. To accomplish this, it may be necessary for the Checkoff to fund international travel to/from the U.S. AR funds may be used to communicate results to stakeholders, including producers, and to implement current and previously funded ARs. Also note that legal counsel may be sought for routine, day-to-day content development, program planning and contracting to ensure compliance with federal rules or regulations.

Citations:

- [1] Brand Health Report, 2023, Consumer Beef Tracker June 2018- April 2022
- [2] BeefItsWhatsForDinner.com webpage analytics average 2018-2023
- [3] Data is an average of the program’s Performance Efficiency Measures (PEM) from 2018-2023, derived from third-party media monitoring/tracking software, provided quarterly to the Checkoff Evaluation Committee
- [4] Social media analytics gathered from all BIWFD social platforms.

CBB Budget Category: Promotion

Start Date: 10/1/2024

End Date: 9/30/2025

FY25 CBB/BPOC Funding Request		
Direct Costs	Implementation	Total
\$5,628,900.00	\$3,271,100.00	\$8,900,000.00

Beef Industry Long Range Plan (LRP) Core Strategies Addressed by this AR:

- Grow Consumer Trust in Beef Production
- Promote and Capitalize on the Multiple Advantages of Beef

TACTIC DESCRIPTION:

This tactic develops the national *Beef. It's What's For Dinner.* (BIWFD) domestic consumer marketing strategy, messaging, campaigns and content. The mission is to champion every aspect of beef so consumers can appreciate where it comes from, savor its flavors and enjoy its benefits. Video, audio, photography, recipes and web content are created to inspire, entertain and educate consumers so they can be confident about every aspect of beef. This content will be deployed across all consumer-facing channels and platforms including the Checkoff's flagship website, BeefItsWhatsForDinner.com which currently attracts an average of 10 million site visits each year.^[1] Launched in 1992, the BIWFD brand is the cornerstone of the consumer marketing strategy, helping to build recognition and loyalty with consumers. The brand is recognized by 67% of consumers and is a trusted source of information that helps keep beef top of mind.^[2]

The BIWFD brand takes advantage of research and data to outline consumer segments, providing a grounded approach to the messaging and content strategy. NCBA, on behalf of the Beef Checkoff, creates visual, written and verbal promotional and advertising materials designed to target identified segments and reach consumers who have demonstrated interest in topics related to beef and the beef industry. Segments are not only developed based on demographics but also consider consumer attitudes and behaviors allowing the brand to target consumers who perceive benefits differently. Content focuses on communicating key messages that incorporate identified demand drivers for beef across those targeted segments. This effort continuously builds brand awareness, increases brand loyalty and increases beef purchases.

The multi-year Anthem campaign was launched in 2023, using the concept "Together We Bring More." Tactic A leverages this campaign, building a library of assets across demand drivers under a single theme connected to our brand values – beef's unique transformative quality that elicits joy and connection, bringing people together. This theme drives a consistent message that has emotional connection. In FY25, BIWFD will continue to leverage existing advertising content focused on convenience and versatility, eating experience, and how beef is raised and grown to reach consumers during key moments in time throughout the year. Content developed will include consumer storytelling that features real people and their real stories of beef and togetherness. In the coming year new nutrition content will include a more holistic wellbeing lens, which is a recognized trend among younger consumers.

This tactic will directly address areas that Checkoff-funded research has identified to drive demand for beef including beef's eating experience, convenience and versatility, nutritional benefits and how beef is raised and grown. Content will come to life across channels, driving

consumers to the BIWFD website. This hub draws millions of site visits each year. Consumers search for content like recipes, beef cuts, cooking tips, nutrition information and more. The website provides consumers with information like how-to videos and tips and tricks to help build their confidence in buying and cooking beef. The deployment of this content will continue to build awareness, broaden our audience and brand affinity. Content developed in this tactic is utilized by state beef council partners and other contractors, creating a cohesive and consistent message while maximizing Checkoff resources.

Citations:

[1] BeefItsWhatsForDinner.com webpage analytics average 2018-2023

[2] Brand Health Report, 2023

Measurable Objectives:

Measurable Objective #1

Always-on Brand Anthem Campaign: Deploy the established, always-on brand anthem campaign with content designed to inspire, educate and entertain. The brand anthem campaign focuses on the transformative powers of beef, and how it brings joy and connection to our consumers. This aligns the brand values with key demand drivers. Content will be deployed on the national level and can be leveraged by state partners and other contractors to maximize Checkoff resources.

Measurable Objective #2

BeefItsWhatsForDinner.com Visits: Ensure *BeefItsWhatsForDinner.com* is updated with recipes, cooking techniques, tips and tricks, instructional how-tos, and information around nutrition and beef production that will inspire, educate and entertain consumers, so they can be confident with every aspect of beef. The goal is to increase monthly site visits.

Measurable Objective #3

Asset Development: Inspire, entertain and educate consumers with compelling marketing assets, up to 50 per quarter, including video, audio, photography, social and website content that will drive demand for beef. Assets will be leveraged across our consumer marketing channels, increasing consumer understanding and confidence in beef.

Measurable Objective #4

State Beef Council Support: Extend the national promotion efforts with state beef councils (SBCs) by sharing *Beef. It's What's For Dinner.* strategies, campaigns, videos and creative at least once per month. These efforts help provide the education and tools needed for SBCs to better unify their consumer efforts with national efforts to consistently advertise, promote and communicate the benefits of beef.

Measurable Objective #5:

Recipe Development: Develop at least 25 new beef recipes that fill gaps for beef preparation methods, cuts, or trends on BIWFD.com, and to keep beef on-trend and relevant with today's consumers. Recipes developed will support national campaigns and SBC marketing efforts and will be used in marketing content on BIWFD.com to inspire and educate consumers to cook beef at home.

Performance Efficiency Measures:

General Target Audience

- Consumers Reach Goal: 3,080,000
- Consumers Engagement Goal: 250,800

Key Opinion Leaders

- State Partners, Retailers, Brand Partners, Producers Reach Goal: 7,600
- State Partners, Retailers, Brand Partners, Producers Engagement Goal: 460

LRP Initiatives Addressed by this Tactic:

Grow Consumer Trust in Beef Production

- Measure, document, improve, and communicate the net climate and environmental impact of beef production
- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation
- Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA and their impacts on animal well-being

Promote and Capitalize on the Multiple Advantages of Beef

- Promote the role of beef in a healthy and sustainable diet
- Implement a marketing campaign that communicates beef's advantage compared to competing proteins
- Develop targeted marketing programs focused on the highest opportunity market segments
- Cultivate collaborative promotion partnerships
- Engage consumers in a memorable beef eating experience
- Promote underutilized beef cuts and new variety meat products

Checkoff Program Committee(s): Domestic Marketing

TACTIC DESCRIPTION:

In today's crowded and highly fragmented advertising landscape, it's crucial for the Beef Checkoff to have a strong, unified voice that resonates with consumers. This tactic serves as the national megaphone for the Beef Checkoff, delivering inspirational and educational messages about beef's unmatched taste, thoughtful production practices and robust nutritional profile. Consumers are bombarded with messages from countless brands across multiple advertising platforms. To cut through the noise, this tactic is strategic and employs a wide variety of efficient media outlets to get beef messages directly to targeted consumers where they spend their time. From cable television to paid search, social media, event activations, partnerships and online advertising, this omnichannel approach ensures beef messages reach more consumers, more frequently. NCBA led advertising, on behalf of the Beef Checkoff reaches 920 million consumers annually through a variety of platforms helping to keep beef top of mind.^[1]

This tactic meets consumers where they get their information and make purchasing decisions, utilizing a diverse range of platforms from niche digital channels to traditional media outlets. By strategically placing advertising across this expansive ecosystem, beef messaging seamlessly integrates into consumers' daily lives and decision-making processes. Not all consumers are alike in their beef preferences, perceptions and consumption habits. By tapping into market research segmentation insights, this tactic focuses efforts on key segments with high potential for driving beef demand. Segments are not only developed based on demographics, but also consider consumer attitudes and behaviors allowing for a targeted approach to ensure messages resonate with the audiences most likely to act. Industry stakeholders are also part of the Checkoff's advertising audience, to better strengthen industry members' awareness of Checkoff-funded activities.

Over the last several years, the *Beef. It's What's For Dinner.* has been showcased on a variety of popular platforms including Google Search and Display, YouTube, Connected TV, Pandora, Spotify, SiriusXM, and Cable TV channels such as ESPN Networks, Fox Sports (FS1), Food Network and the Hallmark Channel. As the Connected TV (streaming services) media landscape has expanded, the team has leveraged new opportunities to affordably place BIWFD advertising across live sporting events and programming, including the Paris Olympics, Major League Baseball and the National Football League.

In FY25, this tactic will continue to explore new and innovative media options that extend the visibility of the *Beef. It's What's For Dinner.* brand to more consumers and different audiences. The partnership with Little League Baseball is an example of how this comes to life as the brand connects with younger consumers and families through a variety of digital and in-person

touchpoints. Also, in FY25 this tactic will continue to fund the BIWFD social media platforms (Facebook, Instagram, Pinterest, Twitter, TikTok, LinkedIn and YouTube), which serve as the brand's opportunity to directly engage with consumers. Through a strategic mix of paid advertising and organic content, the social media team will continue to cultivate an engaged community and deliver a steady drumbeat of educational content and recipe inspiration. In addition to amplifying the National BIWFD message, this tactic supports state beef councils in their local marketing and social media efforts. By acting as a digital agency, providing custom media plans, social media content, recommendations for local media buys and full support in executing online advertising, this tactic helps state beef councils be more cost-effective and innovative in reaching local consumers with relevant content. In FY23 alone, the team placed media on behalf of 34 state beef council partners, saving them an average of 15-20% in agency fees. This cost-saving not only stretches Checkoff resources further but also ensures alignment and synchronization of beef messaging and content assets across the U.S.

Citations:

[1] Data is an average of the program's Performance Efficiency Measures (PEM) from 2018-2023, derived from third-party media monitoring/tracking software provided quarterly to the Checkoff Evaluation Committee.

Measurable Objectives:

Measurable Objective #1

Disseminate Always-on Campaign: Plan, execute and disseminate one always-on *Beef. It's What's For Dinner.* campaign across a variety of platforms used to get beef messages directly to consumers to increase reach and engagement. In addition, one brand activation effort will be executed to further build awareness and excitement for the brand. Both consumer outreach efforts will be fully aligned against Beef's key demand drivers.

Measurable Objective #2

Brand Lift Study: Conduct a *Beef. It's What's For Dinner.* brand lift study with consumers following three (3) media flights to measure the impact of *Beef. It's What's For Dinner.* ads, with a brand lift goal of 3%.

Measurable Objective #3

State Beef Council Support: Work with a minimum of 30 state beef councils to create and execute custom paid media plans at the state level to reach local consumers with relevant content across the key demand drivers.

Measurable Objective #4

Social Media Videos: Create and post 24 social media-specific videos on the *Beef. It's What's For Dinner.* Social media platforms to drive community engagement and inspire consumers to choose beef.

Measurable Objective #5

Quarterly Toolkits: Develop and distribute quarterly social media toolkits to state beef councils with assets and resources to support local social media efforts.

Performance Efficiency Measures:

General Target Audience

- Consumers Reach Goal: 703,337,600
- Consumers Engagement Goal: 2,815,984

LRP Initiatives Addressed by this Tactic:

Grow Consumer Trust in Beef Production

- Measure, document, improve, and communicate the net climate and environmental impact of beef production
- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation
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Checkoff Program Committee(s): Domestic Marketing

Supplemental Information for This AR

1. Please explain significant changes from the FY24 approved AR.

As we see shifts in consumer preference and beef prices, content will focus more on convenience and versatility and nutrition to give consumers the confidence they need to purchase and cook beef.

The Connected TV media landscape continues to evolve and grow, enabling the Beef Checkoff to take advantage of advertising across a wide array of televised programming opportunities, including live sporting events. Further, additional entertainment platforms – such as Netflix – have also provided opportunities to advertise on their platform via CTV, working to strengthen the Beef Checkoff’s ability to reach consumers where they are regularly consuming content.

2. List any proposed vendors/agencies that will be used to complete the work in this AR.

Content Production/Development: Jessica Grenier Photography, Rush Wade 2, Elizabeth Hawkins LLC, Door Number 3 LLC, Copeland Estates

Media Placements: Crown Media, Google, The Trade Desk/Ventura Growth, Spotify, Extreme Reach, YouTube, SiriusXM, Nativo, Web Partnerships (Taste of Home, Cubby, BuzzFeed), ESPN, Food Network, True Impact Media Services, Linhart PR, 4Media, Paradowski Creative and various freelancers or consultants will be used from time to time to support program work, as needed.

Media Monitoring & Social Media Vendors: Meltwater, Sprinklr

3. Will all work with vendors/agencies be competitively bid? If no, please provide a brief description as to why.

Yes, for new vendors/agencies.

Linhart PR is the public relations agency of record for NCBA and was selected in 2019 after a competitive bid process. They were selected based on their experience, media relationships and ability to secure positive media coverage on behalf of the Beef Checkoff. They have been retained due to their performance. The relationship is ongoing and contractual. They may support promotions work in FY24.

- 4. Has this AR built upon past work or projects that have been previously funded by the BPOC? If yes, please provide a detailed list and background information on the project and contractor(s) involved.**

NCBA has directed “*Beef. It’s What’s For Dinner.*” advertising campaign for over 30 years on behalf of the Beef Checkoff. Creative materials produced within the promotion AR are also leveraged by other contractors, national program outreach areas and state beef councils.

- 5. If applicable, explain how this AR can be extended by state beef councils or other contractors.**

The Promotions program is developed in partnership with the state beef councils. Planning sessions serve as a chance to share campaign strategy, creative content and plans before the new fiscal year. These sessions allow the state beef councils time to proactively provide feedback and direction on what assets are needed for state level deployment. Prior to each campaign launch, NCBA will roll out modular and flexible campaign toolkits for state activation. All content produced under NCBA’s Promotions AR is developed so that state partners have full rights to use the content (such as video, audio, website, display ads) in their local marketing efforts. Additionally, Tactic B allows NCBA to work as a digital advertising agency to conduct paid advertising buys on behalf of state beef councils. This uses the Checkoff dollars by ensuring content synergies, as well as advertising placement and targeting, so that the state and national dollars are working together resulting in greater efficiency and improved results.

Detailed Budget Summary

The tables in the following three sections report program budget information from the following funding sources:

- Cattlemen's Beef Board/Beef Promotion Operating Committee (CBB/BPOC) Funding
- Other Funding sources such as:
 - Federation of State Beef Councils (FSBC) Funds
 - Individual Qualified State Beef Council (QSBC) Funds
 - Government Funds (e.g., Market Access Program, Foreign Market Development)
 - Grain/Oilseed Funds (e.g., National Corn Growers Association, American Soybean Association) Corporate Funds (e.g., tech and pharma companies)
- Other

Section 1 – FY25 Funding Requested by Tactic

FY25 CBB/BPOC Funding Requested by Tactic

The following table outlines the amount of CBB/BPOC funding that is being requested for each tactic within this AR, and the committee(s) that has been selected to score each tactic.

FY25 CBB/BPOC Funding Requested by Tactic					
Committee Name	Tactic	Tactic Name	Direct Costs	Implementation	Total
Domestic Marketing	Tactic A	Beef. It's What's For Dinner. Marketing Content	\$2,145,000.00	\$1,363,800.00	\$3,508,800.00
Domestic Marketing	Tactic B	Beef. It's What's For Dinner. Consumer Advertising & Social Media	\$3,483,900.00	\$1,907,300.00	\$5,391,200.00
		Total	\$5,628,900.00	\$3,271,100.00	\$8,900,000.00

FY25 Other Funding Sources Requested by Tactic

The following table reports the amount of proposed and/or anticipated Other Funding sources that would be applied to this AR's tactics. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

FY25 Other Funding Sources Requested by Tactic <i>(Informational Only)</i>			
Funding Source	Tactic	Tactic Name	Total
Other: N/A	Tactic A	Beef. It's What's For Dinner. Marketing Content	
Other: N/A	Tactic B	Beef. It's What's For Dinner. Consumer Advertising & Social Media	
		Other Funding Total	

Use the space below if you wish to provide additional comments/information on the FY25 CBB/BPOC or Other Funding amounts that are being requested for this AR's tactic(s).

N/A

Section 2 – Summary of FY24 AR Budgets and Expenses

Classification:

This AR is a continuation of, or builds upon, program work from last year. CBB will report information in the "FY24 CBB/BPOC Funding" table and the contractor will provide information for the "FY24 Other Funding Sources" table.

FY24 CBB/BPOC Funding

This table reports the amount of awarded and expended CBB/BPOC funding for this Authorization Request in FY24.

FY24 CBB/BPOC Funding			
<i>Note: The Cattlemen's Beef Board completed the fields in this table.</i>			
	AR# 2402-P		
	Direct Costs	Implementation	Total
Funds Awarded	\$5,273,200.00	\$3,726,800.00	\$9,000,000.00
Actual Expenses <i>(October 1, 2023 - June 30, 2024)</i>	\$2,928,188.00	\$1,967,486.00	\$4,895,674.00

FY24 Other Funding Sources

The following table reports the amount of committed and expended "Other Funding Sources" for this AR in FY24. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

FY24 Other Funding Sources (Informational Only)			
	AR# 2402-P		
	Other Funding Source	Funds Committed	Funds Expended <i>(October 1, 2023 – June 30, 2024)</i>
A	Other: FSBC Funds	\$814,400.00	\$279,829.00

Use the space below if you wish to provide additional comments/information on the FY24 CBB/BPOC or Other Funding amounts that are being requested for this AR's tactic(s).

N/A

Section 3 – Historical Summary of AR Budgets and Expenses

Classification: This AR is a continuation of, or builds upon, program work from the last two years or more. CBB will report information in the "CBB/BPOC Historical Summary" table and the contractor will provide information for the "Other Funding Sources Historical Summary" table.

CBB/BPOC Funding – Historical Summary

The following table reports the amount of awarded and expended CBB/BPOC funding for this AR in FY21, FY22, and FY23.

CBB/BPOC Funding - Historical Summary				
<i>Note: The Cattlemen's Beef Board completed the fields in this table.</i>				
		FY23 AR# 2302-P	FY22 AR# 2202-P	FY21 AR# 2102-P
AR Period ¹	Start Date:	Oct. 1, 2022	Oct. 1, 2021	Oct. 1, 2020
	End Date:	Sep. 30, 2023	Sep. 30, 2022	Sep. 30, 2023
Funds Awarded		\$9,100,000.00	\$9,202,600.00	\$8,946,611.00
Actual Expenses ²		\$9,085,097.00	\$9,151,276.00	\$8,946,440.00

¹For multiyear ARs, the "End Date" reflects the date that the AR is scheduled to be completed.

²If the AR "End Date" has not occurred, actual expenses will be reflective of the following time period:
AR Start Date - June 30, 2024.

Other Funding - Historical Summary

The following table reports the amount of "Other Funding Source" expenditures for this AR in FY21, FY22, and FY23. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

Other Funding Sources – Historical Summary (Informational Only)						
	FY23 AR# 2302-P		FY22 AR# 2202-P		FY21 AR# 2102-P	
	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures
A	FSBC Funds	\$1,179,120.00	FSBC Funds	\$1,798,198.00	FSBC Funds	\$3,160,755.00

Use the space below if you wish to provide additional comments/information on the historical CBB/BPOC or Other Funding budget and expense summaries.

N/A