

Local beef producers help fund commercials

Consumers can expect to hear more about beef's convenience and nutrition this year, partly as a result of new national television commercials aimed at cable and network viewers. The goal is to continue building awareness among 25-54 year-old moms of new heat-and-serve products and the nutritional value of beef. The "Beef: It's What's For Dinner" advertising campaign, also involves broadcast elements and is part of a larger program that incorporates communications and partnerships with manufacturers and marketers who extend the effort.

Beef promotion and nutrition programs are funded in part by Nicholas County beef producers through their \$1-per-head checkoff and are produced for the Cattlemen's Beef Board (CBB) and state beef councils by the National Cattlemen's Beef Association (NCBA).

Three TV schedules have begun this year, lasting three weeks each. In January, the convenience message is emphasized. In March, both convenience and nutrition will be the focus. Commercials in May will again highlight nutrition.

The commercials air on popular shows such as "Ed," "Judging Amy," and "Everybody Loves Raymond," as well as cable programs like "Food TV." The commercials will run nearly 1,400 times in 2002 and will be seen by some 55 million women with

children, about 10 times each. This amounts to about 92 percent of U.S. women in the 25-54 age group.

"State and national advertising is working well—tracking studies show that 86 percent of consumers are now aware of the 'Beef: It's What's For Dinner' advertising, an all-time high," said Carrie Taylor of the Kentucky Beef Council.

"Awareness of the new heat-and-serve products is up to 62 percent, which is quite high, considering these products have been on the market for only a couple of years. Studies also show that women's attitudes about the nutritional value of beef have been improving over the past couple of years."

The January commercials are "Booster Seat" and "Grandma," two television spots introduced last year. Both contain elements that have proven successful for the beef industry, including Aaron Copeland's "Rodeo," musician actor Sam Elliott's voice, and the "Beef: It's What's For Dinner" theme. Both 30-second commercials contain humorous scenes that show how convenient beef entrees fit today's lifestyles. The nutrition commercials will be "Steak House" and "Wedding Replies." Both 30-second nutrition commercials capture scenes that highlight the nutritional value of beef and the importance of beef in women's diets.

Taylor said commercials addressing the convenience of

beef feature heat and serve pot roast, beef tips, meat loaf and other hearty types of food especially popular in the winter months.

Taylor said, "The Kentucky Beef Council coordinates with and helps to further roll out national checkoff advertising by continuing with the same nutrition and convenience information. Having a coordinated state and national effort is key to a successful campaign."

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...
 Everybody talks about the weather, but nobody does anything about it.

... Attributed to Mark Twain

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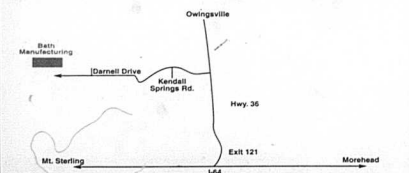
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