



*CAB Corner on Quality*  
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available on request)

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## **Pull-Through Effect Increases Demand**

*By Jennifer Kiko, CAB Marketing-Communications Division*

Today's retail marketplace harbors intense competition and fickle consumers. Success comes only to those companies that have earned a reputation for trustworthy, appealing products. Whether marketing toothpicks or teriyaki sauce, companies must battle for space on retail shelves and compete for a spot on consumers' most-wanted lists. In the retail arena, winning *is* everything.

While we market the *Certified Angus Beef*<sup>®</sup> brand directly to distributors, retailers and restaurateurs, our ultimate goal is prompting consumers to request the brand. The CAB Marketing-Communications Division improves consumer response by holding special events throughout the year. During the last fiscal year, which ended Sep. 30, 52 events were held on 125 days. During those activities, the *Certified Angus Beef*<sup>®</sup> brand was recognized by more than 1.1 million people.

This division uses a technique called "pull-through marketing" to increase brand recognition. The pull-through effect is a coined phrase for what happens when consumers decide they want something and go after it. For example, a customer discovers a product that meets his or her quality expectations. If they can't find the product at their local grocer, they ask the manager to have it ordered. Eventually, the store offers the product on a regular basis to meet growing demand.

In essence, the pull-through effect is the result of brand awareness, which creates a demand that travels backwards from consumer to retailer/restaurateur to distributor to packer to producer.

CAB Marketing-Communications activities have made nearly 700 million (699,189,549) consumer impressions using the brand in the last year. This phenomenal number was reached through activities involving Special Olympics Programs, minor league baseball sponsorships and National Public Radio underwritings, in addition to product samplings and demonstrations in six target markets. That number is expected to balloon in February 2002, as the brand is the Official Beef Supplier to the 2002 Olympic Winter Games. More than 9,000 media entities are expected in addition to 3,500 participating athletes, and crowds reaching several million.

“The division’s primary responsibility is to further the *Certified Angus Beef*<sup>®</sup> brand by raising consumer awareness,” says Director Deb Leonard. “Our special events and publicity campaigns make the brand visible to consumers, which in turn, increases demand for high-quality Angus cattle.”

The summer was filled with beef and baseball for fans of the Akron Aeros, a minor league team in Akron, Ohio. CAB teamed with the Aeros to produce “the first baseball cards Mom won’t throw out.” The cards featured players on the front, and a recipe using CAB brand cuts on the back. During six Aeros home games, CAB Marketing-Communications staff hosted card giveaways. Samplings and prize packages were also a part of the sponsorship. CAB received coverage in the Akron Beacon Journal, a local newspaper with daily circulation of nearly 153,000. Announcements and a live remote were broadcast on the area’s number one radio station, WKDD. The Aeros’ average attendance is 500,000 fans.

The Home Depot Invitational Golf Tournament was another opportunity to introduce consumers to the brand. Nearly 60,000 people attended the Charlotte, N.C., event and 3,500 CAB<sup>®</sup> Bubba<sup>™</sup> burgers were sampled. PAX and CNBC television stations covered the event and the brand also received coverage in local newspapers and on the Home Depot Invitational website.

“These events would not succeed without the support of producers and our licensees,” says Wendy Tronge, assistant director Marketing-Communications, special projects. “Generous offers to partner with CAB—providing volunteers, product and funds for brand participation—make events like the Vancouver Sun Run, Home Depot Invitational and other activities possible.”

The Marketing-Communications Division drives product sales by fueling consumer demand. Whether they’re running a 10K in Vancouver or bowling for Special Olympics programs in Ohio, the division continues to spotlight the attributes of the CAB brand, while making an impact consumers won’t easily forget.

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