



***CAB Corner on Quality*** (graphic file logo for heading available on request)

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## **CAB launches 2003 campaign**

*By Deanna Scrimger, CAB Assistant Director, Public Relations*

Consumers see or hear more than 6,000 advertising messages each day. Breaking through that clutter is a big job for anyone, but *Certified Angus Beef*<sup>®</sup> (CAB) brand is up for the challenge and well into it. In CAB's largest and most concentrated marketing effort ever, the brand is turning heads with roving billboards, television appearances, prominent advertising, media coverage and most importantly, one-on-one consumer interaction.

The 2003 campaign wins more loyal customers each day by focusing on the target markets of St. Louis and Dallas consumers as the brand stakes its claim to the best Angus beef. The concentrated focus creates momentum as it combines advertising, consumer events and public relations efforts in a tidal wave of branding.

The brand's new "Mouthwatering would be an understatement" campaign is center stage. The campaign connects with consumers on both a rational and emotional level. The waterfall image—not just any falls but Niagara Falls—accentuates the rush of pleasure from the robust, mouthwatering CAB brand. The rational connection comes with "only 8% of beef qualifies," which provides consumers factual information about what sets the brand apart.

"The question facing consumers has been: Can any brand of beef really offer a luxury taste experience every time?" says Tracey Erickson, vice president of Certified Angus Beef LLC (CAB). "Is there beef that will do more than just satisfy? With the CAB brand, the answer is yes!"

"Our 'Mouthwatering' campaign and its tagline, *Angus beef at its best*<sup>™</sup>, makes the choice decidedly clear for consumers," says Sarah Donohoe, CAB assistant director of advertising. "Not just because of the

spectacular visuals, but because it relates the promise of that marvelous eating experience associated with the CAB brand.”

The ads include billboards, print and radio, February through September, and will reach over 85% of the target audience an average of seven times every four weeks. In St. Louis, direct-mail sheets featuring value-added products drive consumers to local grocer Schnucks Markets with coupons and recipe suggestions. The campaign hit the streets in Dallas when Freedman Food Service wrapped 35 trucks with the billboard images—trucks used for daily deliveries in Dallas, Houston and San Antonio.

Advertising is only one part of the multifaceted campaign. Event involvement is a critical element to build layers of consumer impressions and create a wave of brand information. Events provide one-on-one consumer interaction, product sampling opportunities and avenues to attract new customers.

When CAB sponsored the St. Louis Culinary Classic Competition at the opening of an area shopping mall, consumers sampled exquisite CAB entrees prepared by top chefs. Maximum impact was created with a chef appearance on the morning television FOX newscast. Print and on-line event coverage generated more than 400,000 additional consumer impressions. The media coverage not only reached more consumers, it provided third-party credibility that the advertising alone can't deliver.

The brand's recent sponsorship of the Dallas Home and Garden Show proved the layering approach works.

“The event attracted more than 45,000 consumers, and many of those who stopped at the booth to sample products or pick up recipe cards commented they heard our advertising on the radio or saw the brand in television ads,” says Deb Leonard CAB director of marketing communications. “Reaching out to consumers at all of these different levels is making a lasting impression.”

CAB sponsored the Gourmet Cooking Stage during the show's busiest day, and sampled products the entire three days. Event coverage was completely tied together with the appearance of Chef Bob Stephenson of Cool River Café on the ABC affiliate morning newscast. Taped live from the show, the chef offered tips for preparing the Texas state food – chili. Stephenson explained the best chili starts in an iron skillet with “the best beef available – *Certified Angus Beef*®.”

This extensive campaign will continue through September with advertising, special events and targeted public relations efforts. A “Grill your best” food feature was released to key newspaper editors in February. Designed for newspaper front-page food pages, the feature provides beef selection, marinating, and grilling tips along with five CAB recipes. Initial circulation with newspapers in prior, current, and potential target markets is set for 6 million, but could go even higher.

With an entire world of consumers, why focus on just two cities? Think of all the good a couple of inches of rain can do for your farm, but how little good it would do if the same amount of moisture were spread around the world so that everyone felt a drop or two. Target markets let our message soak in and allow the layered approach to create maximum impact and earn lifetime customers.

That’s not to say CAB marketing begins and ends in the target markets. These same advertising campaign elements are available throughout the country to restaurant and retailers that serve the CAB brand. This helps create a unified message, drive consumers to CAB licensed businesses and add to the target marketing efforts started in 1998. City by city, the brand is winning consumers over to the best Angus beef, and driving demand for the best Angus cattle.

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