



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

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Power to open doors: Priceless

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Pepsi or Coke? Ford or Chevy? Budweiser or Coors? Asked of the right crowd, these would spark lively discussions. We are passionate about the brands we like. It could be your opinion of the brand's quality, the lifestyle it represents or simply three generations of Chevy farm trucks.

Marketing isn't just about selling a product, but to make you a loyal customer of a brand. It doesn't happen overnight, but once committed, many consumers are in it for the long haul. Take the Jack Daniels brand, for example: some fans actually have it tattooed on their body—talk about a lifetime commitment.

Before you can win over that first customer, your brand has to establish its identity, which is much more than a just a name on a product.

Product

- Can be copied by a competitor
- Something that is made
- Can be quickly outdated
- At best, can give satisfaction

Brand

- Unique
- Something that is “bought” by the customer
- Timeless (if it is successful)
- Leads to loyalty

In 1978, the *Certified Angus Beef*[®] (CAB[®]) brand began to build its reputation for quality and attracting loyal consumers. It keeps winning them, worldwide, by delivering on its promise of the highest quality beef eating experience.

Licensed packers pay the fees that fund the CAB Program, but it also takes commitment from Angus producers, distributors, retail stores and restaurant licensees to establish the brand's premier position.

The momentum is building, with power that opens doors so big they might be called, “priceless.” The brand appears in countless TV commercials worldwide from loyal restaurants and grocery stores promoting the beef they offer. CAB was even included in one of MasterCard's “priceless” ads in spring 2007, delivering national television exposure we couldn't afford to buy.

Restaurants in Donald Trump's Atlantic City casinos have offered CAB and CAB brand Prime since 2005. That opened the door for CAB to be included in the gift-box business—Trump Steaks[™]. The Trump name brings instant reputation for the best, along with a flurry of media attention.

The door opened onto an entirely new customer base. A May press conference, held at Trump Tower in New York City, was attended by *Home, Gourmet, People, New York Daily News* and *Every Day with Rachel Ray*, to name a few. Trump Steaks[™] was even spoofed, on *Late Night with David Letterman, Entertainment Tonight, Saturday Night Live* and *Tonight Show with Jay Leno*.

Donald Trump was featured on the cover of The Sharper Image June 2007 catalog, reaching 5.5 million, not to mention in-store shoppers and online customers.

As one good thing leading to another, Trump Steaks™ publicity led to an hour TV show with the world's leading multimedia retailer. CAB home economist Sarah Donohoe joined Trump live in Trump Towers to introduce QVC shoppers to the brand. QVC appeals to a vast, highly diverse audience. The profile for its 7.5 million customers is female between the ages of 40 to 60, with an annual household income of \$75,000 to \$200,000. She's been there, done that and has high expectations for service and product quality.

QVC generates 5,000 to 15,000 orders per hour, reaching up to 1.5 million viewers for at least some portion of that hour. Sharing the CAB brand quality message with this audience in the midst of grilling season means new consumers and could spark sales at all CAB licensees throughout the country.

While the publicity raises brand awareness and sales, it also raises the image and value of Angus cattle, according to economic models. Since it began, the CAB Program has been based on pull-through demand that starts at the consumer level and translates all the way back to the Angus ranch. So, keep the good cattle coming—consumers are pulling for you to do just that.

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