

JANUARY 2022

NEBRASKA BEEF COUNCIL

YEAR IN REVIEW 2020-2021

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DIGITAL ADVERTISING REPORT

According to the 2020 Neilson Total Audience Report, the average consumer spends nearly five hours/day on their smartphone or tablet. With this data in mind, the Nebraska Beef Council (NBC) invests in promotional programs to reach consumers with messages about beef's great taste and beneficial nutrients through various digital platforms. During the pandemic's peak, many consumers sought recipes, cooking instructions and even grocery shopping online. Through a mix of digital platforms, beef messages reached Nebraska consumers nearly five million times, resulting in 2.79 million engagements throughout the year.

YouTube: NBC's YouTube campaign delivered 2.3 million impressions and 1.7 million video views over nine months. The ads included a variety of messages promoting "May is Beef Month," "Beef in the Early Years," "Summer Grilling," and "Nebraska Rancher Profiles." The cost per view was \$0.02, half of the nationwide industry average (\$0.04), creating an efficient way to reach more consumers.

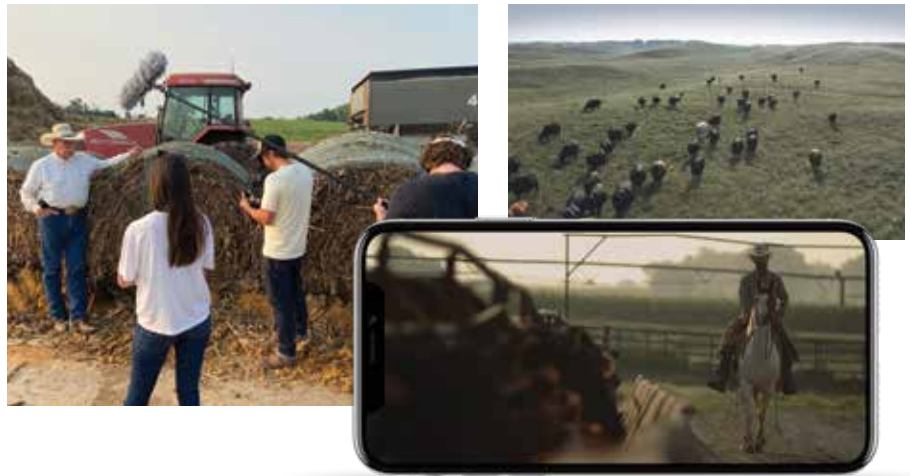
Google Search: Beef ads appeared in 65,600 Google searches resulting in 3,600 clicks to the NBC website. The ads were delivered to consumers searching for recipes and information on beef production.

Nativo: Nebraska consumers were delivered sponsored articles that appeared on third-party web publications focused on news, health, fitness, parenting, food and drink. These targeted ads promoted positive beef messages and generated 259,800 impressions and 984 visits to Beef Checkoff digital content.

Facebook/Instagram: NBC's Facebook and Instagram pages reached 2.5 million consumers resulting in nearly 50,000 engagements (likes, comments, shares). The average cost per video view was just over \$0.03 per view.

Spotify: Beef messages were delivered during the summer months of 2021 through Spotify, a digital radio platform. The ads were heard by Nebraskans 300,784 times at an average cost of \$0.01/listen, creating an efficient way to boost brand awareness. ■

PRODUCER HIGHLIGHT VIDEOS



To help educate consumers on how beef is raised, the Nebraska Beef Council (NBC) has created producer profile videos that highlight actual ranchers and feedlot operators in the state. Through these videos, each beef producer explains what they do on their operation and shows their dedication to providing a delicious, nutritious and sustainable product for consumers. Two new videos were created in the

summer of 2021 featuring the Switzer Ranch near Burwell and Weber Feedyards near Dorchester. These videos will be extended to consumers through the NBC website and social media channels and shared nationally through the *Beef. It's What's For Dinner.* online platforms. Clips from the videos will be used in national advertising placements through both digital and traditional television outlets. ■

BILLBOARD ADVERTISING

As a supplement to the Nebraska Beef Council's radio, print and digital advertising campaigns, several billboards were also placed on the market in 2021. The boards were placed in high traffic areas and displayed the message of "Good Life. Great Steaks." to emphasize the quality beef raised right here in Nebraska. In total, the four billboards located on Highway 281 near Grand Island, Highway 83 in North Platte, Highway 275 in Norfolk and Interstate 80 outside of Lincoln generated 12.6 million impressions. ■



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SPORTS NUTRITION OUTREACH SHARES BEEF'S MESSAGE



In response to limited in-person access to healthcare facilities, the Nebraska Beef Council (NBC) adapted its nutrition outreach to focus on unique opportunities within sports nutrition programming. The outreach was further bolstered through direct collaboration with registered sports dietitians who created curriculums directly emphasizing beef's sport-specific nutritional value to athletes, coaches and parents. A variety of programs were carried out with Omaha Gymnastics Academy, Campbell University in North Carolina and the University of Nebraska at Kearney.

Over three weeks, a 10-part nutrition series was presented to athletes and parents at Omaha Gymnastics Academy, a premier training facility for athletes dedicated to competitive gymnastics. Parents were provided impactful nutrition details to fuel their young athletes for performance. Each session included hands-on applications like competition day meals, travel snacks and beef-specific refueling options.

The NBC partnered with the Campbell University football program, the North



Carolina Beef Council and a registered sports dietitian from Omaha to connect the Beef State to the Tar Heel State. The collaboration focused on beef as a premier protein for fueling and performance, coupled with skill development and hands-on meal preparation to implement effective nutrition habits for athletes throughout the training season and beyond. As a result, over 95 percent of players stated they now consume beef at least two to three times per week, with 93 percent of players indicating they are now very likely to incorporate more beef into their meals based on the experience.

UNK cross country, men's and women's basketball and track athletes also participated in \$10 Performance Plate Challenge classes. All athletes were provided sport-specific meal suggestions to fit their training and recovery programs, with beef as the premier protein source. "Doing the \$10 challenge with the athletes was an incredible teaching opportunity about beef and the macro and micronutrients it provides, especially for athletes," said UNK Athletics Dietitian Kaiti George. ■

GOOD LIFE. GREAT STEAKS. NEBRASKA BEEF PASSPORT PROGRAM



The Nebraska Beef Passport Program was launched in May of 2021 to raise awareness of the great beef served at restaurants across Nebraska and to drive beef sales at foodservice. The passports featured 41 restaurants in various parts of the state where consumers could order beef and earn stamps that qualified them for prizes. More than 17,000 passports were distributed to 600 communities and 39 different states. Passport holders that returned their passports collected more than 5,000 stamps throughout the campaign. At an average cost of \$15/meal, that's over \$75,000 in sales. The Nebraska Beef Passport Facebook group also created an online platform that generated more than 7,000 consumer engagements. Plans for the 2022 program are underway to capitalize on this successful consumer engagement opportunity. ■

2020/2021 NBC Financials

| | |
|------------------------|--------------|
| Total Collections..... | \$10,075,741 |
| State of Origin..... | \$2,901,997 |
| CBB..... | \$3,587,168 |
| NE \$0.50 | \$3,586,576 |

| | |
|--------------------------------------|-------------|
| Domestic & Foreign Investments | \$2,116,337 |
| Promotion | \$285,649 |
| Consumer Information | \$291,380 |
| Industry Information..... | \$69,502 |
| Producer Communications | \$92,252 |
| Research | \$112,712 |
| Foreign Marketing..... | \$9,596 |
| Collections..... | \$124,011 |
| Administration | \$171,497 |

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