

Strategy Multiplies Resources



As Certified Hereford Beef (CHB) LLC staff, we have an annual budget dedicated to advertising, marketing and promoting CHB® with our retail grocery store partners. It isn't a huge amount of money, but its value is multiplied many-fold by carefully crafting joint promotion programs, using grocers' funds and ours together.

Natural calendar events such as holidays and seasonal changes afford opportunities that form the basis of these projects, as well as unique local marketing area happenings. Since retailers advertise every week in their local newspapers, on their local radio stations and, in some cases, even on television, no additional media buying costs are incurred in many cases.

With our help, the meat director can present a fully developed plan to the advertising committee within the store group. The committee decides where this valuable ad copy will be directed, and all store departments vie for this sales-building resource.

Even compelling new artwork is created easily using files from the CHB marketing CD we've developed during the last few years. The CD is filled with logos, photographs, ad

examples and other creative materials. Grocers' art departments manipulate the information and graphics to suit their needs as CHB LLC staff work to build more frequent placement of the resulting beef ads. Once an ad or set of ads is created, the ads can be placed in media again and again — even year to year — with no additional costs except for minimal annual changes. Having our ads readily available helps get them placed more often, as well.

Quiet, effective, behind the scenes prompting by our CHB account managers works wonders. They are looking for any opportunity to grab ad headlines and copy points in print, radio and TV. Powerful advertising campaigns grow from solid experience and joint efforts coordinated for maximum public exposure of the CHB message — Tender, tasty, juicy beef time after time after time. As we couple this eating quality message with the attractive pricing of CHB features in the ad campaign, consumers begin to recognize the value and exclusivity of our brand in their local stores.

A good example of this process is on the initial rollout of new stores. Large groups or just a few, the stores'

ownership and management will tell the story of CHB to inform customers. We just influence the creation of this message and its delivery as we implement our program at store level. By showing successful and effective campaigns that others have used, we help the management and advertising professionals get their own ideas and customize the approach for their market.

Right now we're creating a rollout for some new stores in Nevada. Their CHB supply is coming through a major wholesaler that already serves other store groups for us, so they've seen the benefit of our program up close. The owners' relationship with Shonda Anderson, CHB account manager, and me is developing quickly, and the synergy of our ideas and actions is creating a great deal of excitement. This new account represents about 1 million lb. per year in CHB sales and will increase the overall value of the program to CHB LLC and the wholesaler dramatically.

As we present the value of CHB's investment in the new customer's rollout, the first and most obvious item is the CHB staff support. Anderson and I will craft an ad campaign by

coordinating the creation of it with the owners and their wholesaler's ad department. Already, themes have been chosen and prepared with compelling artwork, photography and copy.

Anderson has presented a training manual customized for this new customer to the employees, and copies are available in the stores for future reference. Her enthusiasm for the product and program builds the employees' excitement for the new campaign and underscores its value to their company. Her regular store visits will reinforce the training and build a strong relationship foundation at store level.

The Nevada stores will feature CHB for a full month with ads that tell our CHB story to their customers, thus showing consumers why they changed to our product. In-store sampling will drive sales in the case. Coupled with the strong ad features, such sampling sells three to six times the normal ad feature movement. And the following weeks' sales benefit too. Bags will be printed with our logo, CHB point of purchase is installed, banners will carry the message and employees will answer customer inquiries. CHB is off and running in a new market!

Cooperative advertising is a long established, proven marketing method; we just take it to a much higher level. **HW**