

10 December 2013

SA BEEF MARKETING CAMPAIGN

Business Plan and Budget

(Levy Period 5 Nov 2014 – 4 Nov 2018)

Function Consumer Communications and Education

Service Provider SA Feedlot Association

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1. Background

During the past levy period we continued to build on SA Beef by communicating nutritional attributes , enjoyment and convenience from economical family meal solutions through TV , Radio , editorials in the written media.

The important role played by the Butcher and his team as final custodian of our beef products have been re entrenched and expanded. The consumer is called to action to nominate her favourite butchery has resulted in up to 22 000 sms annually. A short list of 100 finalists were independently adjudicated against a 212 point checklist and the winners across all categories and regions are recognized with the prestigious Cleaver Award at the annual Award ceremony

2. Independent Consumer Survey on the past Beef Promotions

Results show that the beef promotions have had a significant impact on the target markets

- 61 % of the interviewed sample claimed to have seen or heard the SA Beef promotions
- 33 % at high frequency (5x)
- 33% at medium frequency (3-4 x)
- 33 % at low frequency (1-2 x)

-TV (84%) was the medium most claimed to have been seen

- Magazines (30%) and Radio (16 %)

- 75 % reported that the advertising caused them to think about buying beef

-80% reported that they saw it as an occasion for a family meal of beef

- 82% recognized the versatility of beef

3. Proposed Target Markets in the next Campaign

- Beef Consumers across all carcass cuts
- Butchers and Retailers of all categories and all regions
- Dieticians and Lifestyle Commentators
- Media reporters
- Web, Social Media and QR code using consumers

4. Entrenching Beef's position.

- Emphasize the full enjoyment value derived from Beef
- The ways to make more from each Beef meal
- The best way to express our SA hospitality
- Re confirm Beef's position as **the Meal for all Occasions.**

5. Ultimate Campaign Objective

One additional Beef Meal per South African household per week.

6. Outcomes Envisaged

- Communication of new and regular updated recipes and ways to prepare beef meals
- Encourage butchers to play their custodian role in promoting classified beef out of a hygienic store
- Communicate the versatility of Beef , and its goodness in healthy balanced diets for growing children
- Interactive communications with consumers on Beeftalk.co.za and the Social Media in all facets of getting the best from beef

7. Media and reach envisaged per flighting/ issue

• Soweto TV	1 700 000
• E TV	1 6 500 000
• KykNet	1 129 000
• Food Network	930 000
• RSG	1 710 000
• Umhlobo Wenene	4 114 000
• Ukhozi	6 889 000
• Lesedi	3 593 000
• You	2 191 000
• Drum	2 906 000
• Huisgenoot	2 070 000
• Beeftalk.co.za	as yet unknown

8. Campaign Success Measurements

Television	Independent Viewership's
Radio	Independent Listenership's
Magazines	Independent Readerships

BeefTalk.co.za and Social Media Web visits and Google Analytics

Cleaver Awards Nominations and finalist's standard

Independent Consumer Survey on most of the above.

9. Budget per Annum

	<u>2014-2015</u>	<u>2015-2016</u>	<u>2016-2017</u>	<u>2017-2018</u>
TV	2 498 170.	2 747 988.	3 022 859.	3 325 065.
RADIO	1 904 438.	2 094 881.	2 304 425.	2 534 807.
MAGAZINES	733 660.	807 027.	897 751.	976 503.
CLEAVERS	593 090.	652 400.	717 657.	789 404.
PR	109 118.	120 030.	132 037.	145 238.
PROMOTIONAL MATERIAL	104 626.	115 088.	126 600.	139 256.
AD SUCCESS SURVEY	163 036.	179 339.	197 278.	217 000.
BEEFTALK & SOCIAL MEDIA	312 593.	343 852.	378 246.	416 060.
TOTAL	6 418 731.	7 060 605.	7 766 853.	8 543 333.
Administration				
- Communications	65 040.	71 544.	78 700.	86 567.
- Travelling	42 960.	47 258.	51 985.	57 180.
- Management	260 160.	286 175.	314 800.	346 073.
- Auditing	5 417.	5 958.	6 555.	7 210.
TOTAL	373 577.	410 935.	452 040.	497 230.
Total	6 792 308.	7 471 539.	8 218 893.	9 040 563.

Transformation Component Included.

TV	1 521 894.	1 674 114.	1 841 525.	2 025 678.
Radio	406 966.	447 670.	492 437.	541 681.
Magazines	211 940.	233 137.	256 451.	282 096.
Total	2 140 800.	2 354 921.	2 590 413.	2 849 455.

The funding will be required in 3 equal payments in January, June and August of each year. The proposed campaign is to commence from 5 Nov 2014 up until the 4 Nov 2018.

10. Capacity of Service Provider

The SA Feedlot Association has over the past three levy periods been well equipped to manage the Beef Up campaign and is equally well equipped to manage the campaign during the following levy period