

**SA BEEF MARKETING CAMPAIGN**

**Business Plan and Budget**

**(Levy Period 5 Nov 2018 – 4 Nov 2020)**

**Function** Consumer Communications and Education

**Service Provider** SA Feedlot Association

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**1. Beef Up Campaign.**

From October 2017 the Beef Up campaign will already begin building on its existing television and radio exposure by further enhancing its education programme, appetite taste reward and health benefits to all consumers with strong call to action based on digital and online exposure across South Africa, based on the successes achieved during the past periods.

This will be done by determining which online digital platforms will work best for and to target our consumers with exiting beef offerings. We will use and select the most cost effective digital technologies to educate and encourage consumers to buy beef while they are out shopping at the very point of sale.

This Beef Offering Material will consist of online and digital content showing off the versatility of Beef preparations across the all carcass cuts. The content will be focused on delivering delicious budget beating meal solutions and stimulating appetite appeal for the whole family.

Consumer education plays a major role from the wide range of beef cuts and a host of options in the preparation of easy, affordable and tasty beef meals. The consumer education includes roller marks so that consumers are well informed of the types and classes of beef sold in South Africa so that they can make the best beef cut choices and get the most value for their hard earned money.

To meet the objectives of the ongoing campaign we will review and measure the effectiveness of developing technologies such as Location Based Services to show our consumers how to get the most value from their Beef purchases before and while they are shopping for food.

All of this will be done to inform and constantly update consumers of the best way to get value for their money and give their families more of the Best of the Best.

Showing them how to grow developing minds and bodies as well as enjoy the best taste and energy rewards from beef.

## **2. Cleaver Awards.**

Our experience over the years has shown that since the Cleaver Awards was initiated, the improvement in the auditing results on a year to year basis is noteworthy, notwithstanding the fact that most of the butcheries always try something new to improve their service to stay on top. The impact that these awards have had on butchery standards in South Africa over the past few years is remarkable and has become a most sought after prestigious award by the industry.

Since these awards started in 2005, butchery standards have significantly improved and feedback from consumers show that the majority perceive the Cleaver Awards to be a seal of approval. This initiative of the South African Red Meat Industry Forum acknowledges butcheries which meet consumer

expectations on in-store hygiene, the supply of quality assured roller marked South African Beef, their level of competency in offering the best advice on meal preparations and perceived value for money; while now attracting upward of 30 000 customer nominations annually.

Around 150 of the nominees are audited independently annually by SAMIC according to a 212 point checklist to determine the perceived leading butcheries in the country who are then ranked according to Province and butchery size and recognized at an Awards function in the first quarter of the following year.

### **3. RMIF Caterers Academy and Culinary Development Programmes.**

The Caterers Academy allows the RMIF to play a proactive role in the up skilling, guiding and supporting of home grown entrepreneurs in the fields of private catering and commercial meal preparations for events.

The Red Meat Industry Forum Development programme was conceptualized in conjunction with the South African Chefs Association, South Africa's authority on Food and Culinary Education and SACA the recognized Professional Body for chefs in South Africa.

SA Chef Assn has created a Culinary Education programme that will assist the Red Meat Industry Forum in fulfilling its desire to further up skill, capacity build and certificate a new breed of Professionally Trained youth to enter the job market. Furthermore the programmes have incorporated enterprise development responsibilities, social investment responsibilities and ensured long-term sustainability for the Red Meat Industry Forum by each successful graduate as an industry ambassador

These projects are aimed at both currently self-employed as well as unemployed young people with a set of skills that will up skill the self-employed and make the others employable in the fast growing hospitality industry. Hereby allowing the Red Meat Industry to play an active role in empowering each individual to maximize his/her opportunities, sustain

employment and contribute to South Africa's economy as well as raising the standard of business ethics and the quality of the Hospitality sectors.

The candidates are selected on criteria that are determined by the South African Chefs Association to ensure that the most deserving of individual is given this one in a lifetime great career opportunity.

The theoretical and practical training is divided into the modules and focuses heavily on red meat cuts, preparation and cooking methods but also gives the candidate over arching tuition in practical meat cookery and budgeting and exposing them to the very competitive industry which at the end of the programme culminate in a cook off between candidates resulting in a competency certificate which has proved very successful in past programmes.

#### **4. Proposed Target Markets in the next Beef -Up Campaign.**

- Focusing heavily on location based promotions directly to consumers where they are actually purchasing the products with new cooking recipes every week using the newest communication technologies
- Addressing consumers across all carcass cuts
- Butchers and Retailers of all categories and all regions
- Media reporters
- Web, Social Media.
- Empowering and upskilling offering career opportunities to young people entering the Culinary Industry.

#### **5. Entrenching Beef's position.**

- Education on Beef Cuts and Easy recipes and preparation methods
- Emphasize the full enjoyment value derived from Beef
- Easy ways to get more value from each Beef meal
- The best way to express our SA hospitality
- Re confirm Beef's position as **the Meal for all Occasions.**

## **6. Ultimate Campaign Objective.**

**One additional Beef Meal per South African household per week with the theme “Real Beef; Real Easy”**

## **7. Outcomes Envisaged**

- Communication of new and weekly updated recipes and ways to prepare beef meals on his/ her phone at point of purchase.
- Encourage butchers to play their custodian role in promoting classified beef out of an hygienic store
- Communicate to the consumer the role of the butcher in meeting her needs.
- Communicate the versatility of beef and its goodness in healthy balanced diets for growing children in healthy family meals.
- Interactive communications with consumers on Beeftalk.co.za and the Social Media in all facets of getting the best from beef.
- Providing the hospitality Industry with 42 upskilled young caterers annually.

## **8. Campaign Success Measurements**

**Location based advertising**

**Independent records of cell reactions**

**Television**

**Independent Viewership’s**

**Radio**

**Independent Listenership’s**

**Beeftalk.co.za and Social Media**

**Web visits and Google Analytics**

**Clever Awards**

**Nominations and finalist’s standard**

## 9. Budget per Annum

	<u>2018-2019</u>	<u>2019-2020</u>
TV	3229932	3423729
RADIO	2317125	2456153
MAGAZINES	889402	942766
CLEAVERS	717763	760829
PR	132630	140588
PROMOTIONAL MATERIAL	124828	132316
BEEFTALK & SOCIAL MEDIA	390089	413494
<b>TOTAL</b>	<b><u>7 801769</u></b>	<b><u>8269875</u></b>
<b>Administration</b>		
- Communications	79008	83749
- Travelling	52218	55351
- Management	316488	335476
- Auditing	6357	6739
<b>TOTAL</b>	<b>454071</b>	<b>481315</b>
<b>Total</b>	<b><u>8255840</u></b>	<b><u>8751190</u></b>

## **RMIF Caterers Academy and Culinary Development Programme.**

**3 Programmes of 14 students each      7788528      8255840**

**The funds will be drawn as and when required but budgeted to be drawn in 4 equal payments during each year. The proposed campaign is to commence from 5 Nov 2018 up until the 4 Nov 2020. The funds will be allocated to the most cost effective media as recommended by the marketing consultants at the time.**

### **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 extended two year levy period**