



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Summer Grilling Campaign has National Reach of 283+ Million, Statewide over 295,000

VERONA, Wis. — Millions of beef-loving consumers nationally and in Wisconsin were encouraged to make beef their protein of choice through the "United We Steak" summer grilling campaign. To encourage Americans to make beef their protein of choice this summer grilling season, the National Cattlemen's Beef Association through the Beef. It's What's For Dinner. brand, funded by the Beef Checkoff, launched "United We Steak," a new summer grilling campaign showcasing 50 steaks and all 50 states, along with state-specific beef recipes and fun facts to inspire consumers to put beef on their grill this summer. This fully-integrated campaign had a total combined reach of more than 283 million through paid advertising, social media, earned media and influencer outreach.

Within Wisconsin, the Wisconsin Beef Council helped to elevate the national campaign through a number of venues, including partnerships with bloggers to create recipes, a passport program encouraging beef sales through local retail and meat processing plants, and statewide digital ads targeted to our millennial consumers.

The WBC "Grill Like You Mean It" web page received over 750 page views, and the Wisconsin Beef Council social media platforms reached over 295,500 Wisconsin consumers and garnered over 5,000 engagements during the campaign! In addition, 30 Wisconsin beef processors and retailers participated in the Wisconsin Beef Passport Program, encouraging almost 200 beef purchases made throughout the two-month duration of the campaign.

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The Wisconsin Beef Council is a producer-directed not-for-profit organization funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin per the Federal Beef Promotion and Research Act & Order. Half of one dollar remains in Wisconsin for local beef promotion, while the other half is forwarded to the Cattlemen's Beef Board. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin's \$2.1 billion beef





industry. The WBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from cattle-related organizations around the state of Wisconsin.

