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FOR IMMEDIATE RELEASE

CONTACT: Brooke Roberts | broberts@beeftips.com | 608-833-9944

Wisconsin Beef Council Advertising Update

As today's consumers change the way they receive their information, the Wisconsin Beef Council has made sure to adapt our advertising efforts to keep beef at the forefront of consumers' minds. In the last quarter, targeted audience advertising through social media and YouTube performed well. Investing in promotion efforts beyond what can be obtained organically has greatly expanded the reach and impact of our digital media efforts.

A social advertising campaign on Facebook and Instagram has received over 187,000 impressions total. The campaign includes recipe/nutrition information and highlights our "Behind the Beef" monthly farm family feature.

Audience targeting ads were seen on the internet over 375,000 times, generating over 500 clicks that led those viewers to the Wisconsin Beef Council website. On the website, the "Stir-Fry" recipe collection was the highest trafficked page with over 1,500 pageviews per month.

Our social advertising campaign increased our Facebook likes by 310. Over 14,000 people watched Wisconsin Beef Council videos on Facebook and Instagram, and our ads were seen over 450,000 times in people's newsfeeds.

On YouTube, we utilized the national office to place and manage our advertising in FY19, with advertising videos running from February through the end of September 2019. This YouTube campaign has generated almost 130,000 video views at a cost of just \$0.02 per view. This cost makes reaching consumers through YouTube advertising an extremely appealing – and economical – advertising effort.

Wisconsin Beef Council also continues to run "Rethink the Ranch" advertising from the national office in an effort to showcase the lifestyles and dedication of cattlemen and women across the country. WBC also participated in the Madison Burger Week in June as a means of promoting beef purchasing and consumption right here in Madison.

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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 from around the state.