



NEWS RELEASE

Contact:

Brooke Roberts
Wisconsin Beef Council | Director of Communication and Outreach
608-833-9944 | broberts@beeftips.com

FOR IMMEDIATE RELEASE

December 18, 2019

Holiday Advertising Promotes Beef and Family



MADISON, Wis. — This holiday season, the Wisconsin Beef Council (WBC) is keeping beef as the number-one protein at family gatherings. Targeted advertising campaigns are currently sharing beef recipes and information on Pandora radio, YouTube and Google Search with Wisconsin's customers.

Both Pandora radio and Google Search are brand-new to the Wisconsin Beef Council's digital advertising lineup this year, while YouTube advertising has played a role in past campaigns. The goal of the digital advertising efforts is to maximize awareness of the *Beef. It's What's for Dinner.* brand and the Wisconsin Beef Council through investing in targeted advertising towards consumers.

The YouTube campaign features pre-roll ads that incorporate videos produced in-house by the Wisconsin Beef Council, as well as videos produced by the national *Beef. It's What's for Dinner.* brand. These ads are only shown to viewers in Wisconsin, are 30 seconds in length, and cost just \$0.04 per video view.

The Google Search advertising efforts are used to promote Beef Checkoff recipes as well as recipe- and cooking-related content on the Wisconsin Beef Council's website (beeftips.com). Searches by



users in Wisconsin that include specific beef-related terms will see a linked “advertisement” to the Wisconsin Beef Council’s recipe collection or Behind the Beef producer profiles above the regular results of their Google search, as a result of this type of targeted advertising.

Finally, the Pandora advertising efforts include a customized audio spot encouraging the inclusion of beef in holiday gatherings and meals. While the audio is played, a banner ad will be displayed on the listener’s screen, showing a tantalizing holiday roast and a link to the Wisconsin Beef Council website. Our Pandora campaign is expected to receive at least 1 million impressions from Wisconsin listeners.

As today’s consumers become further removed from the farm, digital advertising provides a cost-effective means for the Wisconsin Beef Council to reach Wisconsin residents with the real facts about real beef. Make sure to like the Wisconsin Beef Council on [Facebook](#), follow us on Instagram and Twitter (@wibeetips) and subscribe to our [YouTube channel](#) to stay up-to-date on the latest Wisconsin Beef advertising and digital content.

###

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.

