

KBC MARKETING UPDATE

Contact Us
785-273-5225
KBC@kansasbeef.org
KansasBeef.org

6031 SW 37th St
Topeka, KS 66614

KBC ads were seen over
35 MILLION
times in 2023

THE K-STATE BEEF

Beef is not just a staple in the diet of K-State football diehards, the offensive line also has made beef an integral part of preparing for a winning season.

The Kansas Beef Council and Wildcat NIL released Kansas State Beef Offensive Line hats and apparel available for public purchase due to demand.

The hats not only are a reflection of Kansas State's love of beef, but were a great way to give back to the community. For each hat sold, one pound of ground beef was donated to a local food bank. The net proceeds go to the linemen through Wildcat NIL.

Food banks always are looking for high quality protein donations. Ground beef is a great way to meet that need that not only is easy to cook, but also nutritionally dense.

Over 2,000 items were sold throughout the football season.



TAILGATER OF THE GAME

The Kansas Beef Council (KBC) helped encourage Wildcat fans to cook beef at tailgates this year by sponsoring the "Tailgater of the Game" again.

Any tailgate crew that was cooking up beef – whether it be hamburgers, steaks or something in between – had a chance to win.

The weekly winner was chosen at random and then featured during the game in a video played on the big screens. Weekly winners won a prize of grilling gear and a gift card. Then all the weekly winners were entered to win the grand prize of box seats at the last home game of the year.



E-COMMERCE SUCCESS

The Kansas Beef Council meets consumers where they are through different digital targeting efforts.

Targeting allows KBC and other Checkoff contractors to place ads in front of specific audiences like people who have purchased beef before but have not in the last month. This helps beef stay top of mind to consumers who do not regularly reach for beef products on a normal night.

This past summer KBC partnered with the National Cattlemen's Beef Association

(NCBA), a contractor to the Beef Checkoff, to place *Beef. It's What's for Dinner.* targeted advertisements on grocery store's e-commerce websites.

These advertisements created an estimated \$18 million in incremental sales nationwide. Of those sales, 16% were from new buyers or members who had not bought beef products in the past year on that platform.

In Kansas, the ads created a 21.8% sales lift, which led to an overall \$114 return on ad spend (ROAS). ROAS is a way to measure how effective an ad is by comparing how much money was made versus how much was spent on those ads.

THE KANSAS AND KC CONSUMER

KBC funds a consumer-focused dashboard report for both Kansas and the Kansas City metro-area once a quarter.

One of the main findings of these dashboards was that Kansans are eating more beef than the national average. It also showed that Kansans have an overall positive attitude towards beef.

Approximately 81% of Kansans eat beef at least once a week, and they are unlikely to change their beef consumption patterns.

The top three considerations for Kansans when selecting protein for meals are taste, value and if

their kids or family will enjoy eating it.

With those considerations, 79% of Kansas' families already enjoy beef as a protein option. Most consumers indicated a way to encourage more beef consumption is through various healthy, quick and easy meal and recipe ideas.

Other findings include 60% of Kansans are actively using different grocery shopping apps. Also, ground beef is the most commonly purchased beef cut online, with steak being the second most popular.

KansasBeef.org

has generated
1 MILLION+
views in 2023

2024 AT A GLANCE

CONTINUED CONNECTEDTV EFFORTS

Streaming services continue to gain in popularity. KBC will continue to invest in ConnectedTV ads that will showcase beef as a delicious, safe and nutritious protein option. ConnectedTV ads can be seen on Hulu, Disney+, YouTube TV and other streaming services.

KC CHIEF RECIPES

Consumer research shows that Kansas City residents are interested in chef-inspired recipes. KBC will partner up with local chefs to distribute recipes these culinary experts love to create when they are off duty.

K-STATE TAILGATE PROMOTION

In 2024, KBC plans to maintain and grow the Tailgater of the Game promotion in partnership with K-State Athletics.

ECOMMERCE ADVERTISEMENTS

For two years, KBC has been partnering with NCBA to place ads on top grocery retailers' online shopping webpages. KBC looks to continue this effort due to the great return for beef producers.

ROAD TO THE BIG GAME

There is no other way to celebrate the football team from the Barbeque Capital than to promote and eat beef during the buildup to the Super Bowl.

KBC placed ads on the KWCH, a news station based in Wichita, website and during their on-air broadcasts leading up to the big game.

On February 12, KWCH featured a KBC takeover and was covered in ads that took viewers to the KansasBeef.org page on the best football tailgate and party beef dishes.

The campaign was an overall success with the on-air ads receiving over 1 million views around the south central Kansas area. Then banner ads on their website were viewed roughly 160,000 times.

KBC videos have generated
5 MILLION+
VIEWS
across socials and
ConnectedTV

Scan to See
Your Dollar at Work

