



Heritage Campaign

by **LAURA CONAWAY,**
Certified Angus Beef LLC

Customers requested, and the *Certified Angus Beef*® (CAB®) brand responded. They wanted to know more about their

food and the people responsible for it. Cornerstone to its most recent consumer-focused efforts, the brand's Heritage Campaign brings consumers in for a closer look at the cattlemen they yearn to know.

Christy Johnson, director of advertising and promotions, says the focused interest was reflected clearly in development sessions at the Wooster, Ohio, headquarters. From licensed partners, and even more on the consumer side, people wanted further insight into the origin of their steak.

"That's one thing I think the Heritage Campaign does really well: It marries the quality of the product with the story of where it comes from in a really stripped-down sort of way," Johnson says.

Where it comes from is simple. Down the dirt roads and across the prairies, over the mountain ridge or just past a hay field. There lie the farms and ranches sustaining today's beef industry. Together, near and far, they bring quality beef to millions of tables.

"Real, genuine." That's how Johnson explains the new verbiage that will describe the beef company through 2017. Copy focuses on the beautiful story cattlemen have to offer, accompanied by visual elements to capture the picturesque landscapes many call home.

"It's a very comprehensive campaign,"



Strikes a Chord

she adds. “There’s video elements, there are radio spots, there’s print and digital elements. We’re telling the ‘why’ behind it. People are interested in that.”

Visitors to the Web have a chance to hear directly from Angus ranchers via the written and spoken word. Through the cattlemen’s eyes, the message of delicious beef is told not from a corporate perspective, but from the people who own the brand.

The world of social media seems to be accepting it, too, as Margaret Coleman, CAB assistant director of digital marketing, says the message is resonating with users on Facebook and Twitter. “Really focusing on the pride and tradition,” she says, more licensees are sharing and retweeting Heritage copy than with past campaigns.

“It’s written a little bit differently, and just has a sense of passion and romance tied into that message,” she says. “We haven’t changed as a brand. It’s the same thing we’ve always been saying, but the way that we’re saying it is resonating so much more today.”

Launched in September 2014, Heritage Campaign copy appears in retail markets, domestically and internationally. Elements will be included inside stores for point-of-sale materials, amplified depending on how partners share it within their respective

markets. First ad placements appeared in digital and print media in December 2014.



Editor’s Note: *Laura Conaway is producer communications specialist for CAB.*



Strictly Speaking
PRIDE
 ISN'T AN INGREDIENT.
 —♦ BUT IT HAS ♦—
everything to do with
TASTE.

It's not just that, since 1978, we've had 10 unique standards by which to judge the taste and quality of our beef. It's that we still believe the best way to meet those standards is through dedicated family ranchers. Ranchers who have committed themselves to raising not just Angus beef, but the best Angus beef ever made. With no shortcuts and a virtual obsession with flavor and juiciness.

Certified Angus Beef® brand.
 From our family ranchers to your family table.