MARKETING THE MEAT CASE

HOW TO INNOVATE AND INTEGRATE YOUR WAY TO SUCCESS

AMERICANS ARE SHOPPING FOR GROCERIES QUITE DIFFERENTLY TODAY – HERE'S HOW TO STAY RELEVANT AND IN FRONT OF THE SHOPPERS YOU WANT.

As shoppers and retailers adjust to new ways of shopping and to cooking more at home, finding and engaging with shoppers in non-traditional ways has never been more relevant. The most desirable shoppers – the ones with higher income, bigger baskets, and willing to pay for higher quality meats – are more likely to be drawn to those digital marketing methods.

According to a national survey on the grassfed beef consumer shopping journey, these shoppers are attracted to the quality, natural and health attributes of these products.

> Meat shoppers tend to pre-plan their store visit, making "getting on the list" an essential first step to engagement and higher sales.

As the group representing the grassfed beef and lamb coming to the US from Australia, we recently undertook a series of marketing pilot tests – **independent of any price promotion** – to drive grassfed beef and lamb sales at retail in Boston, DC,

Miami and LA. We share some of the highlights and key learnings here and invite you to get in touch with us for more details. We've got more trials underway and are looking for retail partners who stock Australian meats, so you can take advantage of our programs and marketing spending – without any of the heavy lifting!

SHOPPABLE RECIPES

How it works: Shoppable recipes are simply paid ad placements on recipe websites with embedded links to e-carts for purchase. With eye-catching photography and on trend recipes to draw shoppers in, you're paving in the path to purchase and facilitating the customer journey.

Results & learnings:

- Throughout the campaign, the ad units garnered over 6.5M impressions

- The spring and summer campaigns led to over 3,000 Aussie grassfed beef and lamb orders per week

- Beyond items in e-carts, this program resulted in a significant lift in actual in-store foot traffic

PERSONALIZED VIDEOS

How it works: Using geo-demographic data and time of day, recipe video ad content is dynamically delivered to the shopper to meet them where (and who) they are. By including or connecting retailer brands and "where to buy" information with the content, you add a step towards purchase to an engaged shopper.

Results & learnings:

- Weekends and evenings are the best time to deliver this content; during the "downtime" when meal planning happens.

- Targeted and dynamic personalization result in much higher CTR (click through rate) and engagement – 4x the expected benchmark

CHATBOTS

How it works: Using chatbots for marketing allows you to personalize help for shoppers when they're looking for recipe ideas and cooking tips, in an easy, low-contact format via their phones and texting. They're drawn in by recipe videos and eye-catching food content, and invited to opt into a chat experience to get recipes curated just for them. Once there, you've got an engaged shopper and can connect them directly to pre-load their shopping cart or list.

Results & learnings:

- Video ad content really works in this environment, delivering 2x average CTR (click-through-rate)

- The most engagement with our right target audience – women 25-54

- Facebook was the platform of choice, garnering over half of the video views and 69% completion rate

- The ability to target by demographic and geography (e.g. within 10 miles of a store location) makes this vehicle pay off

OVERALL TAKEAWAYS

All of these methods, as well as more traditional marketing like on-cart ads and in-store merchandising, work to deliver sales results and valuable visibility. Best of all, they **make an impact independent of price promotion, showing real dollar and volume increases above national averages during the marketing period.** In the markets we tested:

5X

Sales volume beat national averages in every test market, as high as nearly 5x – even in an environment where prices were above average

120%

Sales value of lamb in test markets outpaced national average by 30% to as high as 120%

No risk, low-effort partnerships are available for retail partners stocking Aussie meats, and we'd love to test non-traditional marketing methods both in-store and digital to bring shoppers to **your** meat counter. Connect with us today for an easy, customized program or to tap into our retail tool kit and resources. Those interested should drop a line to **mlateam@summitmg.com.**

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