

Virginia Beef Council
Minutes of Called Meeting 6-15-2020
Meeting conducted via email

On June 15, 2020, Stephanie Weiss, Executive Director, emailed the Board of Directors a request to expend \$5000 on a consumer marketing e-commerce campaign aligning with the priority area of Beef's Convenience and Nutrition as outlined in the VBC FY2020 Marketing Plan and executed by Bridget Wasser at NCBA. The funds would be used for an extension of the national campaign in Virginia markets.

The e-commerce campaign partners with Chicory a third-party partner that integrates shopping features into online recipes which network includes more than 1,450 recipe sites with 100 million users per month. More details can be found on attachment "C".

The following Directors replied via email of their approval of the Chicory consumer marketing e-commerce campaign Attachment "C".

Craig Miller
Mark Sowers
Hank Maxey
Mark Gwin
Patti Knight
Elizabeth Nixon
Andrew Gilmer
Tom McCall

The affirmative vote by 8 of the 12 Board of Directors constitutes a quorum per the Council bylaws and the Chicory consumer marketing e-commerce campaign was passed and granted.

Minutes submitted by Stephanie Weiss, Executive Director

Overview: FY 2020 Chicory Summer Grilling E-Commerce Campaign

Project Overview

We will be working with a new partner called [Chicory](#) to support retail beef sales for the 2020 summer grilling season. Chicory is a third-party partner that integrates shopping features into online recipes and whose network includes more than 1,450 recipe sites with 5 million recipes and 100 million users on those sites per month. They are the largest shoppable recipe network in the world and work with most major U.S. retailers through their e-commerce ordering platforms.

The campaign will aim to reach consumers and drive them to order beef in the e-commerce, online grocery space with major retail partners Kroger (all banners) and Walmart. We will place BIWFD summer grilling creative with online shopping focused call-to-action buttons (such as "buy ingredients" or "shop now") on Chicory network recipes to reach summer grillers who are planning recipes and in shopping or pre-shopping mode and drive them to add beef to their shopping carts. This creative will include in-line ads, premium ads and display ads (display ads for Walmart only). We will target beef-focused keywords in recipes (i.e. burgers and steaks) as well as recipes that pair well with beef (i.e. grilled corn on the cob) across the Chicory recipe network.

We hope to begin this campaign on approximately June 29, 2020 and run through September 7, 2020 to capture both July 4th and Labor Day. The campaign will have nationwide reach. Post-campaign data will include number of impressions and number of beef products added to online carts by retailer. This reporting should be available approximately 4 weeks post-campaign. Kroger will also provide data from a post-campaign measurement study that includes sales attribution from both ecommerce and in-store shoppers. This data will be available approximately 12 weeks post-campaign.

State partners can plus up the national investment to achieve additional impressions in their state. State-level reporting will be available post-campaign and all creative development, media buying, flighting and reporting would be managed on behalf of state partners. Investment levels differ significantly by state based on the number of users per state, which is reflective of population. The investment includes media costs and placement fees and is based on a \$10 CPM (cost per thousand impressions) that Chicory has negotiated with their retail partners like Kroger and Walmart. Therefore, minimum and maximum investment levels can be shared with each interested state for consideration.

State investments would kick off in early July and run through September 7th to mimic the timeline of the national campaign. The deadline to commit to an investment is **June 26**.

Project Bonus

The national team is also working with Chicory make the recipe pages on BIWFD.com shoppable. This will take several weeks to implement but will be in place through December as a test. This test will include all retailers Chicory works with. We will only be integrating this functionality on the BIWFD.com site as an initial test. It will not automatically pull through the beef API and will not affect recipes on state sites. No additional state partner funds are needed for this bonus portion of the campaign.

Stephanie Weiss

From: Stephanie Weiss
Sent: Monday, June 15, 2020 9:52 AM
To: Andrew Gilmer (andrew@stuartlandcattle.com); Chas Potter (chas@potterfamilyfarm.com); Criag Miller (cnkcfarm@comcast.net); Dalton Bennett (dalton1@vt.edu); Elizabeth Nixon (enixon627@gmail.com); Hank Maxey - Chair (maxeyfarms@gmail.com); Lawson Roberts; Mark Gwin - Treas. (mgwin@certifiedangusbeef.com); Mark Sowers (huckleberry@swva.net); Patti Knight (kcattle@aol.com); Tom McCall (mclivestock@gmail.com); Will Copenhaver (wcopenhaver92@gmail.com)
Subject: Request for advertising budget to reach consumers via online recipe to shopping app thru Walmart and Kroger
Attachments: Chicory Opportunity for VA 6-15-2020.pdf

Good morning VBC Directors,

I hope you are each having a great Monday. It is rainy in Pittsylvania County today and much cooler for June.

A new opportunity was presented by Bridget Wasser with NCBA to directly advertise to consumers who are looking at beef recipes online or recipes that would pair well with beef. This is an excellent way to increase consumer purchases of beef through online grocery apps by Kroger and Walmart. Since these two grocers are very prevalent in VA and also represent the diversity of the state with Walmart in almost every rural area and Kroger serving more urban communities, I believe this would be a great campaign for VA. The partnership is with a company called Chicory. Please see the attached pdf for more details on Chicory.

The basics: When consumers search recipes, Chicory offers a "Buy Now" button which directs them to a Walmart or Kroger shopping app. This way the consumer can add beef to their cart for the recipe of their choice and continue shopping. Targeted adds from BIWFD are also placed. Chicory has placements on recipes sites that serve over 100 million consumers.

Virginia has a minimum investment of \$5000 and would result in a reach of approximately 434,790. The maximum investment is \$24,626 with approximately 2,141,425 impressions.

I am requesting to invest \$5000 for a Virginia specific campaign. This would bring our total summer ad campaign to \$27,000. By leveraging additional campaigns with multiple states, we are helping to reach millions of consumers with the beef message. I will have reports to share with you each month on our summer campaign results.

Please reply to all with approval, questions, or non-approval. The deadline to get on board with NCBA is June 26.

Thank you.

Stephanie R. Weiss
Executive Director
Virginia Beef Council
540-992-1992
434-710-0357
Vabeef.org

Votes to approve.
1. Craig
2. Mark Sowers
3. Hank
4. Mark Gwin
5. Patti Knight
6. Elizabeth Nixon
7. Andrew Gilmer
8. Tom McCall



FY 2020 Summer Grilling E-Commerce Campaign with Chicory + BIWFD

Virginia



Funded by Beef Farmers and Ranchers

Joint Campaign Overview

Partner: Chicory

Goal: Inspire shoppers to purchase beef during summer grilling season by showcasing relevant shoppable media in recipes throughout the Chicory recipe network

Audience: Recipe searchers, in-market shoppers for beef and complimentary recipes/products

Reach: National reach via BWIFD investment + additional state-wide reach via State investments



REACH & INSPIRE

Media Network

Chicory is a media network made up of thousands of independent blogs and recipe sites. Media activations are aggregate buys across the entire network, not on a single site or independent publisher. We serve ads on these recipes to drive awareness and engagement for brand partners.

100M

Users browse Chicory-powered recipe sites per month

1,450+

Independent publishers make up our recipe media network

5.4M

Recipes are powered by Chicory

Joint Campaign Details

Use online, in-recipe assets with shopping-focused call to action statements to reach summer grillers in planning and pre-shop mode

Target beef-focused keywords in recipes (i.e. burgers and steaks) as well as recipes that pair well with beef (i.e. grilled corn) across the Chicory recipe network

Drive purchase intent and sales, either by driving to a curated category page or activating via click-to-cart utilizing digital shopping platforms by Kroger (all divisions) and Walmart (Note: only Walmart ads will be served if there is not a Kroger division in your state)

Campaign Flight Dates:

- National: July 1 – September 7, 2020
- State: Week of July 6 – September 7, 2020



Steak Kebabs with Basil Sauce

INGREDIENTS:

- 1 ½ lbs sirloin steak
- 1 cloves garlic minced
- 4 large bell peppers
- ½ red onion
- Fine sea salt and freshly ground pepper

[Get Ingredients](#)

Powered by Chicory



BEEF
IT'S WHAT'S FOR DINNER

For Summer
Flavors that
Sizzle.

[SHOP NOW](#)

Albertsons

State Support Details



Commitment:

- Support joint Chicory campaign by investing to increase anticipated overall campaign reach in your state

Budget: \$5,000 (*You will receive an invoice in this amount from NCBA*)

Estimated Reach: 434,790

Return:

- State-level data reporting post-campaign including:
 - Number of impressions (reach/engagement) and number of beef products added to online carts by retailer in your state (Walmart and/or Kroger); will be shared approximately 4 weeks post-campaign
 - Sales attribution data from Kroger for both ecommerce and in-store shoppers; will be shared approximately 12 weeks post-campaign

Chicory Creative: Display Ads



300x250



300x250



300x250

Sizes to be Built:

300x600, 160x600, 300x250, 728x90

ARMS# 062320-15

Chicory Creative: In-Line Ads



300x90
Kroger



300x90
Kroger



300x90
Kroger



300x90
Walmart



300x90
Walmart



300x90
Walmart

Chicory Creative: Pairing Ads



300x200
Kroger



300x200
Walmart



300x200
Kroger



300x200
Walmart



300x200
Kroger



300x200
Walmart