

Oklahoma Beef Council Update, May 1, 2020

- The Oklahoma Beef Council was in the midst of a digital marketing campaign for the Steven Adams Academy of Smashing Steaks. To address the current challenges, program dollars were reallocated from the campaign to boost efforts of an ongoing Youtube campaign focused on inspiring Oklahoma consumers to choose beef through videos showcasing beef's versatility, taste and nutrition. Additionally, dollars were reallocated to a Google search campaign focused on driving consumers to www.oklabeef.org for beef recipes and cooking tips helpful for consumers.

April Campaign Results

- In April 2020, the campaign generated 754,495 engagements through both YouTube and search (video views + website clicks).
- The campaigns have resulted in 1,285,586 impressions.

YouTube Campaign Overview Results

- Overall, in April 2020, the various YouTube campaigns have generated 746,881 video views via broad Oklahoma targeting and rural area targeting.
- Video views are defined as the number of consumers who viewed the entire video or at least watched :30 seconds or watched the complete :06 bumper videos.
- The campaigns have a 48.25% view rate meaning over four in ten viewers chose to watch and complete the entire video that they were served.
- The average cost per view is \$0.02, which is below our goal of \$0.04 allowing the budget to go twice as far.
 - Sampling of videos
 - Train of thought <https://youtu.be/Q7RB2skz8Hc>
 - Stew https://youtu.be/8JosXS_Bz60
 - Savor the Grill <https://youtu.be/wy9OEDNGRO8>
 - Fueled by Beef <https://youtu.be/qysyp6TqiuA>
 - Sustainability https://youtu.be/OMxSfG_7mn8

Google Search Campaign Results

- Within the state of Oklahoma, the Google search campaign has generated 7,614 clicks to the Oklahoma Beef Council recipe pages on Oklabeef.org.
 - Oklahoma Beef Council ads have appeared in 62,569 searches
 - The average cost per click (CPC) is \$0.47
- The Oklahoma Beef Council developed an update page (www.oklabeef.org/updates) that shares batch cooking tips, cooking resources, virtual farm and ranch tours and agriculture-focused activities for children at home.
 - The Oklahoma Beef Council in partnership with the Oklahoma Farm Bureau created four videos by Sheri Glazier, the Dirt Road Dietitian, for digital media focused on creating multiple meals with a single preparation. Two were released in April and two more will be release in May.

- April Beef Cooking Videos
 - <https://www.facebook.com/oklabeef/videos/675750616580476/>
 - <https://www.facebook.com/oklabeef/videos/3048330858532520/>
- The Oklahoma Beef Council has emphasized social media message posts highlighting comfort food recipes, batch cooking and how-to guides for freezing beef; <https://www.facebook.com/oklabeef/>.
 - In March and April, the OBC social media campaign had a reach of 713,083 consumers (people who saw content).
- The Oklahoma Beef Council has helped support the Oklahoma Restaurant Association “Keep Calm, Carry Out” campaign with beef messages.
- With in-person programs cancelling, the Oklahoma Beef Council has been providing online training resources with continuing education credits to Oklahoma health professionals and college nutrition programs for distance learning.
- The Oklahoma Beef Council provided 3000 beef sticks to hospital staff in Oklahoma City and Tulsa with a “Thank You” message from Oklahoma’s farming and ranching families.
- In March and April, a digital billboard campaign in Oklahoma City and Tulsa was changed to emphasizing the beef comfort meals and beef’s nutrition.
 - Nicely Done, Beef. You are a comfort.
 - Nicely Done, Beef. You are a superfood that actually super tasty.



Moving forward

The Oklahoma Beef Council launched May Beef Month on May 1, 2020. The campaign will feature digital billboards in Oklahoma City and Tulsa and a social media mix that will highlight live cooking videos, recipe information and an emphasis on the farmers and ranchers that raise beef. This all leads up to the launch of a national campaign, “United We Steak” with multiple activities planned.

It’s important to know, the Oklahoma Beef Council will continue to identify ways to reach consumers and provide them with the tools they need to serve and prepare beef including identifying beef cut versatility and helping consumers stretch their dollars with beef.