

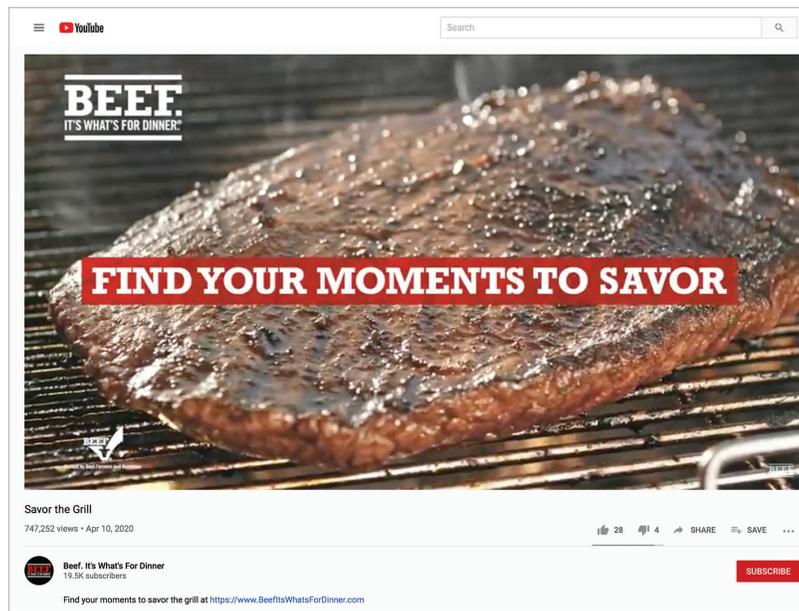
North Dakota Beef Commission Builds Awareness Through Digital Advertising



By Kylie Blanchard for the N.D. Beef Commission

In July 2019, the North Dakota Beef Commission (NDBC) jumped into digital advertising with a campaign targeting North Dakota consumers through YouTube and Google Search. Working to reach a new audience outside of traditional advertising, the year-long campaign promoted beef through Beef Checkoff-funded content.

“The target audience of older Millennial parents between the ages of 18 and 44 aligns with the national *Beef. It’s What’s for Dinner.* target audience,” says Jeff Florence, associate director of digital content at the National Beef Cattlemen’s Association, a contractor to the Beef Checkoff. “This campaign strives to increase the perception of beef through recipe inspiration, confidence in cooking beef, and increasing consumer trust in those who raise beef.”



By the Numbers

By the campaign’s end on June 30, its digital advertising had generated more than 1.7 million engagements, which included website clicks and video views, through Google and YouTube. The two campaigns reached consumers in every county in North Dakota through more than 3.7 million impressions.

“This first attempt, we wanted to see how effective a digital campaign could be. It was a lot more effective than we anticipated,” says NDBC Chairman Weston Dvorak, a Manning, N.D., beef producer. “The return on investment was even more profound when you break it down to the cost per interaction, impression or click.”

The YouTube campaign generated more than 1.75 million video views in the state and reached consumers through more than 3.6 million impressions. The campaign also had a 48.71 percent view rate, with nearly five in 10 viewers choosing to watch and complete the entire advertising video. The average cost per view was \$0.02, which fell below the campaign’s goal of \$0.04 per view, allowing the budget to go twice as far.

The Google Search campaign delivered nearly 10,900 clicks to the NDBC recipe page, drawing consumers directly to the NDBC website. NDBC ads also appeared in more than 96,000 Google searches.

“The more you can get the message in front of consumers, the more you can help sway their purchasing decisions,” says Dvorak. “Directing the consumer to the NDBC or *Beef. It’s What’s for Dinner* websites helps to create new ideas and generates new purchases.”

The campaign was part of a nationwide investment to reach highly populated, ag-sparse areas. Florence says it helped to create brand awareness and increase positive perception of beef, which helps drive beef demand. “Beef demand is strong throughout the country, including in North Dakota,” he says. “We’ve found through our consumer tracking data that when people are aware of the *Beef. It’s What’s for Dinner.* brand, their positive perception of beef is higher.”

Cost-Effective Campaign

Digital advertising is a cost-effective means to reach a targeted audience, notes Florence. “North Dakota beef producers benefit from these digital campaigns as they are allowing the Beef Checkoff dollar to reach more consumers than through other traditional advertising channels,” he says. “These campaigns allow the NDBC to leverage national *Beef. It’s What’s for Dinner.* assets and branding, meaning the North Dakota Beef Commission can put their funds toward advertising and extending both the state and national Checkoff dollar.”