



Idaho Beef Council

FY21 Advertising Campaign Update
March 25th, 2021

BEEF



Funded by Beef Farmers and Ranchers

Campaign Overview

Campaign Dates: 07/10/2020 – 06/30/2021

Report Dates: 07/10/2020 – 3/21/21

- This campaign has been used to help amplify national assets from campaigns like United We Steak, Drool Log, and Beef in the Early Years to consumers in Idaho.
- In addition, this campaign has been extending the “Idaho Today” segments and other Idaho recipes on YouTube.
- This campaign targets Idaho exclusively.

Running on the following platforms:



YouTube



Spotify



Search



Nativo



Thus far, ads across all four platforms
have been shown across Idaho

6,686,486
times!

Campaign Flight

End of Flight

June 2021

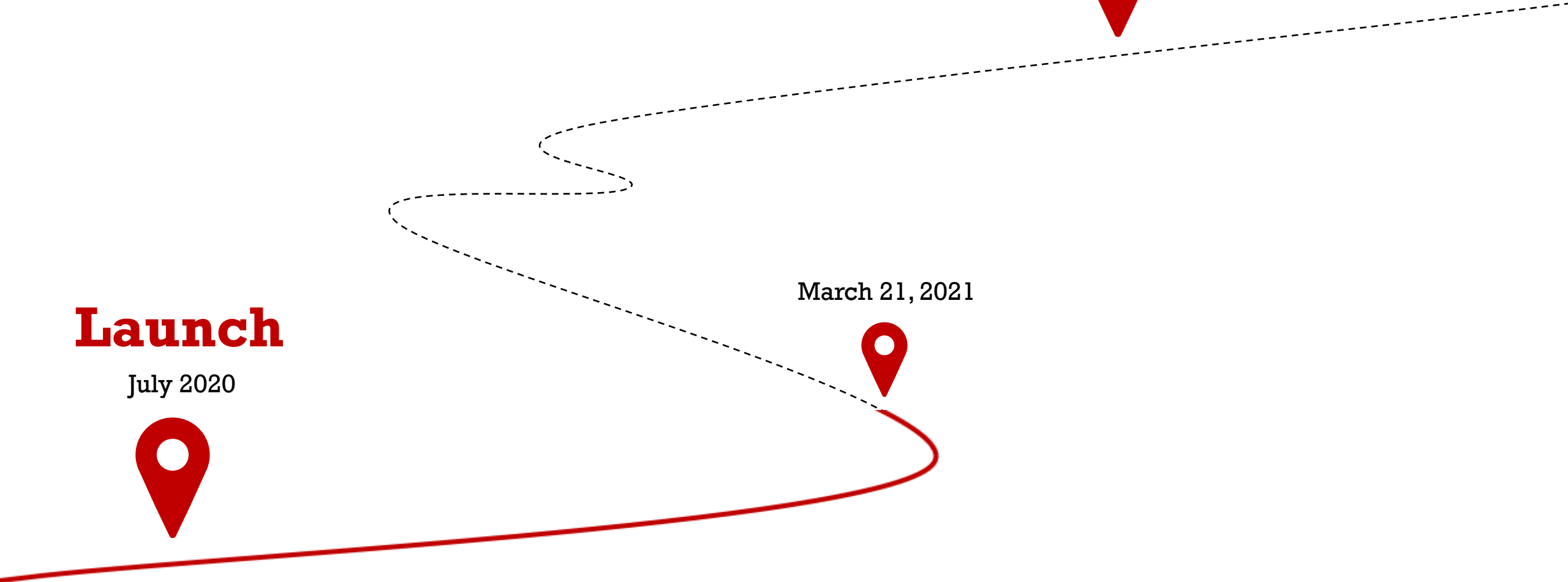


March 21, 2021



Launch

July 2020



Campaign Platforms



YouTube

Why we use YouTube Ads:

- Flexible ad options can allow us to serve video ads as short as 6 seconds or 2-3 minutes long.
- Options to target consumers based on location, demographics and interests.
- Cost-effective way to reach consumers

How YouTube Ads Work:

- We target video topics or videos with specific words in the title to make sure the message is relevant.
- Our ads are shown before the video. After 5 seconds of the ad being played, the viewer can elect to skip the ad.
- We only pay when the ad is watched for 30 seconds or the ad is completed



Search

Why we use Paid Search:

- Helps get our message to the top of search results for Idaho consumers
- Gets our information to consumers who are actively seeking the information

How Google Paid Search Ads Works

- We research keywords that consumers are using and build ads that a consumer would want to click
- Our ad is shown when our targeted keywords is searched by consumers
- We only pay when the ad is clicked on

Campaign Platforms- Cont.



Spotify

Why we use Spotify Ads:

- Functions like a traditional radio ad, but with tracking and demographic targeting capabilities.
- Cost-efficient way to reach consumers.

How Spotify Ads Work:

- We target consumers based on age, interests and location.
- Our ads are played in between songs while consumers are listening to music.
- The ads are unskippable and are 30 seconds long.
- Consumers can click on the ad to go to our website to learn more.



Nativo

Why we use Native Ads:

- Used to place existing content and articles on popular and trustworthy News, Environment and Food-related websites
- The content is formatted to match the sites' layouts, which allows our content to "blend in" and seem like a natural part of the site

How Native Ads Work:

- Users who are browsing content on trusted sites, are served an ad within the feed in the same style as the site's other posts.
- Clicking into this ad takes them to our article which is also formatted in the same style as the site's content.
- The reader can also continue to other content on BeefItsWhatsForDinner.com by clicking on one of our links in the article.

YouTube Campaign Results

Dates: 07/10/2020 – 06/30/2021



3,480,310
Impressions



45.66%
Average View Rate
of all Videos



1,589,112
Video Views*



\$0.03
Average Cost per View
(CPV) across all Videos

- The overall average view rate for these videos was 45.66%, which is 2 times higher than the national average (27.70%). This means nearly 1 in 2 consumers watched the videos for at least 30 seconds or more.
- The Cost per View was \$0.03, which is one cent less than the nationwide industry average (\$0.04), allowing us to reach more consumers across Idaho!

National – Original Sponsors of Summer Grilling



795,914
Impressions

365,729
Video Views

IBC – Dr. Phil Bass Burger Tips



531,652
Impressions

259,111
Video Views

*Viewed an entire video or at least 30 seconds, whichever comes first

Spotify Campaign Results

Dates: 07/10/2020 – 12/31/2020



2,737,862
Impressions



\$11.68
Average Cost per Thousand
Impressions (CTM)



2,603,019
Audio Listens



\$0.012
Average Cost per Listen
across all Audio Ads

- The Cost per Thousand Impressions (CPM) was \$11.68, which is much lower than our current goal of \$15.00.
- The average Cost per Audio Ad Listen was just over \$0.01 cent, making Spotify incredibly efficient at reaching consumers across Idaho!

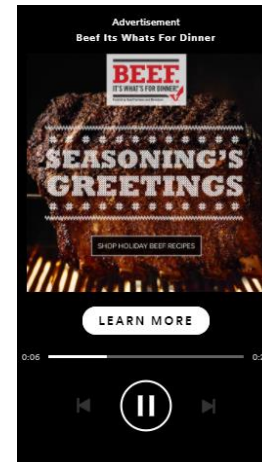
UWS - *Icon*



1,671,214
Impressions

1,585,528
Audio Ad Listens

Holiday – *Poppin' Playlist*



1,066,648
Impressions

1,017,490
Audio Ad Listens

Google Search Campaign Results

Dates: 07/10/2020 – 06/30/2021



146,755

Impressions
(Searches on which
ads appeared)



10,004

**Clicks to
BIWFD.com**



\$0.29

**Average Cost
per Click (CPC)**

- The average Cost per Click for these ads is \$0.29, which is substantially lower than Idaho's previous search campaign (\$1.22).
- The average Click Through Rate (CTR) of these ads is 6.82%, which is about twice as high as the past campaign's 3.85% CTR.
- This means that consumers in Idaho are twice as likely to click on a search ad at a quarter of the cost!

Top Performing Search Topics (By clicks):

Ad group	Clicks	Impr.	CTR
Sloppy Joe Recipes	1,568	7,781	20.15%
Chili Recipes	1,062	13,787	7.70%
Ground Beef Recipes	797	11,553	6.90%
Dinner Recipes	738	12,808	5.76%
Corned Beef and Cabbage Recipes	733	12,501	5.86%
Stuffed Pepper Recipes	673	7,762	8.67%
Camping Recipes	600	8,807	6.81%
Hamburger Recipes	582	9,120	6.38%
Meatloaf Recipes	444	7,393	6.01%
Appetizer Recipes	441	8,251	5.34%

Top Performing Ad Copy:

Ad · www.beefitswhatsfordinner.com

[Easy Homemade Sloppy Joes | A Quick and Delicious Meal.](#)

Make a Delicious Home Cooked Meal Tonight With One Of Our Sloppy Joe Recipes!

Clicks: 1,109

Impressions: 5,152

Ad · www.beefitswhatsfordinner.com

[Ground Beef Chili Recipes | So Tasty. Yet So Easy.](#)

Each Chili Recipe Is Triple-Tested By Our Chefs, So You Know It Will Be Good!

Clicks: 987

Impressions: 10,058



Nativo Campaign Results

Dates: 12/02/2020 – 05/31/2021



321,559
Impressions



1,380
Clicks to
Sponsored Content

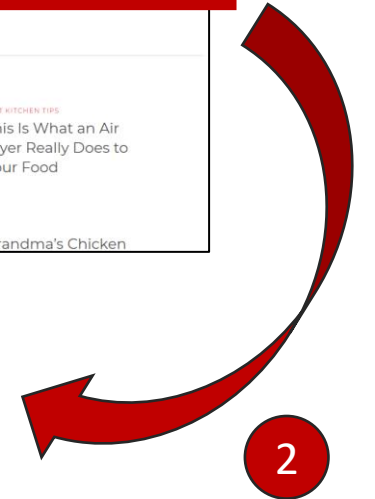
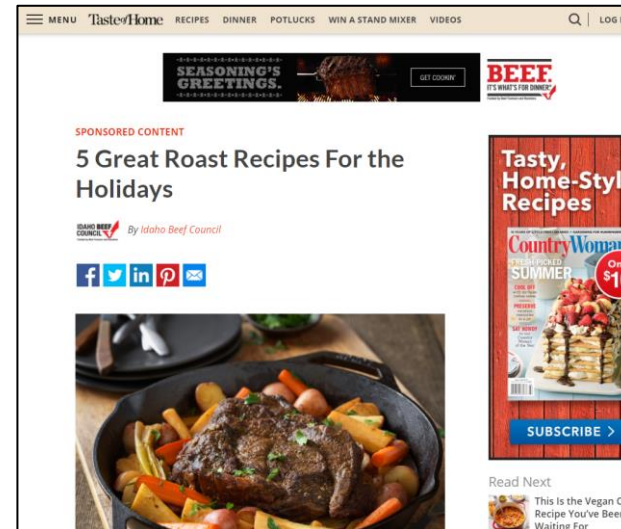
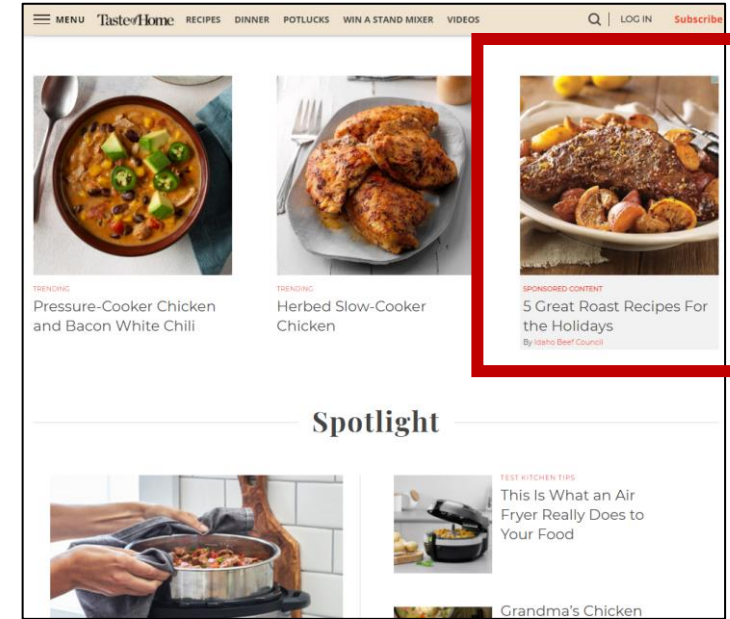


1:21
Average time spent
on the content



\$13.57
Average Cost per Thousand
Impressions (CPM)

- Some of the examples of the sites we had ads appear on are:
 - IdahoStatesman.com
 - IdahoStateJournal.com
 - LocalNews8.com
- Consumers spent an average of 1 minute and 21 seconds on the content, which is higher than our current benchmark of 0:55 seconds.
- The Cost per Thousand Impressions (CPM) was \$13.57, which is in line with current native advertising rates.





Thank you!



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