

3-Year Ad Campaign Draws To A Close

by Brad Parker

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This month marks the end of the North American Limousin Foundation's (NALF's) three-year "Best Cross on Angus" ad campaign. As we bid farewell to the "Get Power and Efficiency," "Running on Empty?" and "Beef Up Your Angus" messages, let us look back at what they accomplished.

NALF's advertisements must represent the entire breed; hence, they can give commercial cattle producers only a glimpse of our overall strengths and direction. We then want them to contact us for more information.

Here's the BEEF

The best way we have to measure advertising effectiveness is *BEEF* magazine's product-information service, which generated 184 inquiries over the past three years. That equals about 12 information requests for each time one of the advertisements appeared in *BEEF*. The previous "Fight Fat, Flat and 4s" advertisement averaged just eight inquiries for each month it ran.

The figure and tables present exactly how the advertisements performed during the campaign in *BEEF*. What I find most interesting is that our best month—by a notable margin—was February 2009. Not only was that nearly the last placement, but it also was in black and white instead of full color.

In fact, all of the advertisements in 2008–2009 were black and white after two years of full-color advertising. Still, this last year had the highest average number of inquiries per placement. That is a testament to the campaign's staying power. It also illustrates the ad concept of repetition—when you are getting tired

of an ad message, your customers are just starting to pay attention to it.

Survey Says

Besides being our best month for information requests via *BEEF*, February 2009 offered us a glimpse at what the readers of another magazine thought of the "Beef Up ..." advertisement.

Drovers commissioned a survey and asked the following questions about NALF's advertisement in that issue.

- Did you see it?
- Did you read it?
- What is your opinion of it, and what message do you feel it had?

Of the survey respondents, 69 percent recalled seeing our advertisement, and 43 percent recalled reading it. The highest numbers in those categories were 82 percent and 68 percent, respectively.

Table 3 presents the responses to the third question. (We have edited them somewhat for clarity.) Some of them convey just how set some cattle producers are in their opinions, biases and loyalties. Overall, though, they demonstrate our advertising is making our point.

Generating Momentum

NALF's national advertising—combined with the State Cooperative Marketing Program and the Breeder Cooperative Advertising Program—aims to create awareness of the breed and a favorable marketing climate for the genetics you produce. While objective measurements of our success in that endeavor are difficult to obtain, most indicators seem to show we are getting the job done.

In the next "NALF Line," I will introduce the new advertisement that your Board of Directors, staff and ad agency have developed to anchor our marketing campaign for the next three years.

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Taking the Industry's Pulse

While *Drovers* was surveying readers about the advertising in its February 2009 issue, NALF also had the chance to ask a general question. We submitted the following.

"Given your current needs for genetic inputs, are you more likely to select (a) a purebred Limousin bull or (b) a Lim-Flex® (Limousin–Angus) hybrid bull for your herd?"

Of the survey respondents, 80 percent indicated they were more likely to select a Lim-Flex bull for their current genetic needs.

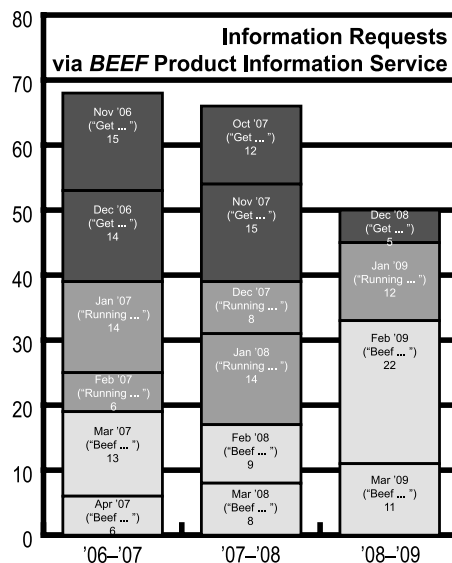


Table 1.

INFORMATION REQUESTS BY AD MESSAGE, 2007–2009						
Headline	Placements	Total inquiries	Mean	Median	Mode	Range
Get power and efficiency.	5	61	12.2	14	15	5–15 (10)
Running on empty?	5	54	10.8	12	14	6–14 (8)
Beef up your Angus.	6	69	11.5	10	n/a	6–22 (16)
overall	16	184	11.5	12	14	5–22 (17)

Table 2.

INFORMATION REQUESTS BY AD MESSAGE, 2007–2009						
Year	Placements	Total inquiries	Mean	Median	Mode	Range
2006–2007	6	68	11.3	13.5	14	6–15 (9)
2007–2008	6	66	11	10.5	8	8–15 (7)
2008–2009	4	50	12.5	11.5	n/a	5–22 (17)
overall	16	184	11.5	12	14	5–22 (17)

Reactions to NALF's "Beef Up ... " Advertisement

(From Surveyed Readers of the February 2009 Issue of *Drovers*)

They are telling you to cross your Angus with Limousin for hybrid vigor.

I am not interested in Angus or Limousin anything so I would not read the ad.

Really displays a fine animal.

We did use Limousin in the past, but we switched back to Angus because the local market prefers more Angus in their crosses.

The picture gets your attention. Trying to add pounds and profitability to your cattle.

Crossbred cattle may perform better than straightbred. Consider this breed to use in a cross.

This doesn't fit my crossbreeding program so I really don't pay attention to this type of ad.

Put muscle back in your calves.

Black just isn't in black [Angus] only.

Good bulls.

Nice-looking bull, but looking the wrong way to get better look at head and hips.

Good ad for creating interest.

I did not pay much attention to the ad because I am not interested in Limousin genetics.

Good introduction to crossbreeding.

Not a bad ad, but we don't use Limousin.

Add more pounds crossbreeding Limousin to Angus cows.

Crossbred bulls interest me, just not this particular one.

Good ad. Promotes the Limousin breed as being a good crossbreeding source.

Add more to commercial calves.

We have used Limousin in the past and know that they are conveying just what the breed is famous for.

Can be quickly read. Information is to-the-point. Good ad.

I will never take interest in a Limousin ad because I have no use for the breed.

Ad is good. They are trying to convey the benefits of crossbreeding and advantages of using Limousin.

How Limousin cross on Angus will improve your herd.

It's a good ad, and I'm sure it's a good company. Improve your calves.

I would not use Limousin genetics.

That somehow Limousin improves Angus.

I like the ad. Simple, direct and industry-focused. Simply that Limousin and Angus is an ideal mix. Take advantage

of heterosis, muscle and increased efficiency by using Limousin–Angus.

Use Limousin to cross on Angus-based cows to increase productivity.

The value of Angus inputs into Limousin. Crossbreed.

Good ad! It is eye-catching and appealing. Having the picture of the muscular Lim-Flex bull draws my attention to it. (NALF's note: That actually is a purebred bull.)

Crossbreeding on Angus cattle.

Heterosis.

Good ad, just not my cattle.

I never read the ad. I assumed it was promoting Limousin and Limousin crosses.

There is no data in the ad to back up the claim. Why are they the best cross?

That Limousin is the best cross on an Angus.

I am not a fan of Limousin at all.

Ad is eye appealing.

Good message.

Limousin–Angus makes a good cross. It is trying to promote Limousin because Angus already has a strong demand.

It's trying to entice producers with Angus cows to use Limousin bulls.

An attempt to convince us those Continental cattle can improve Angus genetics, eating experience and carcass quality. Highly unlikely! I will not use Limousin genetics.

The ad caught my attention. I do actually remember seeing the picture of the black bull (thinking Angus) and wondering which breed was advertising to “beef up” the Angus!

I have Angus cattle so I was interested in beefing them up. It certainly catches your eye. Nice bull.

It sucks! Just another of NALF's poor ads. I raise Limousin, and this ad has hurt bull sales. NALF's ads like this one have helped sell Angus bulls, though.

Seems to me that these folks are trying to market their product on the back of the Angus breed.

Clear and concise.

The message is to crossbreed Limousin with black Angus to improve them.

Great for crossbreeders, not for registered purebred Angus breeders like me.

They are the best breed to cross with Angus to give you better hybrid vigor.

Limousin is the best cross on Angus.

Get power and efficiency.

Step up your game with the Limousin breed. Hybrid vigor and complementarity. Increase live and dressed weights, greater dressing percentages, lower costs of gain, and lower 1000-lb/calf to all add up to more profitable steers.

Add Lim-Flex legs, and the calves are ready to take genetics to new heights and expand production. Offer your profits with Limousin and Lim-Flex™, the "high performance" crossbreeding solution.

Best cross on Angus.

LIMOUSIN LIM-FLEX

www.nalf.org 800-220-1800

Running on empty?

Hybrid vigor and the complementarity. Crossbreeding will fuel up your herd. Give steers reactive calves at weaning and more profits. Expect nothing less.

Get maximum feeding intake and efficiency with Limousin and Lim-Flex™, the "high performance" crossbreeding solution.

Best cross on Angus.

LIMOUSIN LIM-FLEX

www.nalf.org 800-220-1800

Beef up your Angus.

Get more muscle, weight and efficiency from your stock. Better and stronger. Add Lim-Flex to the same time. Get higher carcass yields that match your cows and harness the power of hybrid vigor.

Get better feeding intake and efficiency with Limousin and Lim-Flex™, the "high performance" crossbreeding solution.

Best cross on Angus.

LIMOUSIN LIM-FLEX

www.nalf.org 800-220-1800

Good ad.

I think both breeds have enough undesirable traits that I have no interest in using either a purebred or crossbred Limousin so I was not convinced that it would provide any benefits.

Limousin will make your calves bigger.

You need to mix the genetics on Angus.

The ad is clean, truthful and to-the-point. Limousin and NALF are solid. They have done a lot to improve their cattle. The message is simple: Limousin–Angus is a great cross, and breed complementarity and heterosis work.

Deceptive and desperate.

It is trying to get you to cross your Angus cows with Limousin genetics.

Buy a Limousin.

Good, to-the-point and clear.

Limousin enhances Angus.

Limousin is trying to gain market share.

Crossbreeding is an effective way to increase weights and productivity. They are an innovative breed.

Good ad. The message is that you get better calves with a Limousin–Angus cross.

Very well done. Short, precise and to-the-point. Gives the points they want conveyed in a format that is easily understood.

To crossbreed Limousin and Angus to get a better calf.

Beef up your herd.

I would never add a Limousin bull to my herd.

This is a good ad if you use Limousin cattle. It is an eye-catcher.

Didn't really catch my eye.

It's just conveying the message that they feel that Limousin is a good cross on straight Angus for a more desirable

hybrid cross.

It is a good ad, but I breed to Limousin.

The Limousin breed is trying to stay around by bringing in the maternal influence of the Angus.

They are trying to focus on the ability of Limousin cattle to be used in an F1 cross with Angus for Lim-Flex genetics.

It was a nice ad, but I am not interested in the breed.

I think the ad—as well as the company—is fine; however, I am not likely to make a purchase decision based on it.

I don't like black cattle.

The Limousin breed organization is primarily marketing [to] Angus producers. I believe the advertisement is helpful for Angus producers who want to add muscle to their herd.

Use more Angus bulls.

Not interested in black cattle at this time.

The message is that there are bull options other than purebred Angus.

Use their genetics.

It's just trying to get people to use Limousin genetics on their Angus cattle.

Crossbreeding is good.

Crossbreeding is beneficial.

The ad indicates that an increase in muscle is possible by breeding Limousin to Angus cows. The ad is much like other Continental breeds' ads. This one is fairly plain.

Need to add some new genes to the black pool to get better results.