

Limousin Ad Campaign Fires Up for 2007–2008

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As the fall feeder-cattle run picks up speed each year, so does the North American Limousin Foundation's (NALF's) national advertising campaign. This go-around, readers of *BEEF*, *Drovers*, *National Beef Producer* and *Beef Business Journal* will see the breed's "Get Power and Efficiency," "Running on Empty?" and "Beef Up Your Angus" messages alternately through March.

NALF will spend nearly \$60,000 in fiscal year (FY) 2007–2008 to promote the breed in those publications. The total number of resulting impressions will be about 1.5 million, focusing on commercial cattle producers with at least 100 cows.

Winning Scores

The current ad campaign is entering its second year, and the objective measurements of its effectiveness are encouraging. For starters, the number of requests NALF received from *BEEF* magazine's product-information service was up nearly 50 percent from 2005–2006 to 2006–2007.

BEEF also conducted an advertising-effectiveness evaluation of its April 2007 issue, which carried NALF's "Beef Up Your Angus" advertisement. In the "Recall Seeing" category, the half-page, full-color image caught the eye of 85 percent of the respondents. That compared favorably to the 78 percent who recalled seeing the average partial-page advertisement and the 81 percent who recalled seeing the average full-color advertisement. The category's overall average was 81 percent.

Most impressive of all, the breed's half page bested the average full-page advertisement, which stuck in the minds of only 82 percent of the respondents. With the scores ranging from 93 percent to 67 percent, it is clear "Beef Up Your

Angus" was among the issue's most recognized advertisements.

NALF's full-page, full-color "Fighting Fat, Flat & 4s?" advertisement in the April 2005 issue (the last time *BEEF* conducted an evaluation) also scored 85 percent in the "Recall Seeing" category.

Beef up your Angus.

Fat increases, weight and efficiency under your back blades and eliminate Yield Grade 4s. At the same time, get replacement heifers that match your cows and harness the power of hybrid vigor.

Get industry-leading muscle and efficiency with Limousin and Limflex - the "best" crossbreeding solutions.

Best cross on Angus.

LIMOUSIN **LIMFLEX**
www.nalf.org 303-230-1693

In "Recall Reading" this year, NALF's advertisement scored 26 percent. The average partial-page advertisement only scored 21 percent. The average full-color advertisement garnered 27 percent, which also was the overall average. The average full-page advertisement scored only 2 percentage points better than the Limousin breed's half page. The category's scores ranged from 42 percent to 9 percent.

Of the 41 advertisements in the April 2007 issue, NALF's was the most interesting to 2 percent of the

respondents. That tied or beat 25 of the other advertisements and matched the number "Fighting Fat ... " claimed in April 2005.

"I'm a Limousin breeder" typified many of the responses from those who picked the NALF advertisement as the most interesting in April 2007. Here are some other noteworthy comments:

- "Good presentation. Interesting [for] what I am trying to do."
- "Great looking cattle."
- "It happens to be the truth. Period. I know, I'm doing it."
- "It was catchy and informative."
- "The picture caught my attention."

Recognition, Reputation

BEEF also asked its readers about their perceptions of its advertisers' brand identities (how well the industry recognizes them). Almost half of its April 2007 respondents said the Limousin breed had strong industry recognition. About 20 percent were neutral in their opinions, and about 10 percent said the breed's recognition was weak. The rest did not know or did not answer. Those numbers reflected the issue's average advertiser almost perfectly.

In April 2005, only 40 percent of respondents said the Limousin breed had a strong brand identity. Another 40 percent were neutral. The number of respondents who said the breed suffered from weak recognition was virtually the same as this year.

Taking things a step further, *BEEF* asked its readers what they thought about the advertisers' abilities to meet industry needs. They rated the Limousin breed at about 45 percent favorable, 20 percent neutral, 15 percent unfavorable and 20 percent undecided. The average advertiser scored about 50 percent favorable, 20

