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INTRODUCTION
The 2016 Marketing Plan outlines the direction Beef + Lamb New Zealand will take for the period October 2015 – September 2016.
The plan identifies current opportunities and threats which form the basis of marketing tactics designed to maintain and improve consumer perceptions of New Zealand beef and lamb on the domestic market.

MISSION
To protect and grow consumer demand for New Zealand beef and lamb on the domestic market.

OUR VISION FOR BEEF
New Zealand beef as the preferred protein for New Zealanders.

OUR VISION FOR LAMB
New Zealand lamb as the preferred premium protein of choice for New Zealanders.

OBJECTIVES
PRODUCT PROMOTION
To deliver marketing initiatives to improve consumer attitudes and hence volume, market share and average spend of New Zealand beef and lamb on the domestic market.

INDUSTRY PROMOTION
To deliver marketing programmes to help promote and improve perceptions of the beef and lamb sector within New Zealand.

ORGANISATION PROMOTION
To demonstrate value and relevance of Beef + Lamb New Zealand Inc and its activities to stakeholders.

KEY STRATEGIC DECISIONS
1. To focus on the key demand driver of Health, Nutrition and Wellbeing and remind New Zealanders that eating well doesn’t need to be difficult.
2. To utilise creative which is hard-hitting and memorable with a strong message to generate cut through.
3. To leverage relationships with key media to support wider dissemination of key messages around Health, Nutrition and Wellbeing to encourage good news stories about beef and lamb.
4. To work closely with key opinion leaders in the lead up to the International Agency for Research on Cancer (IARC) review to ensure accurate and context-relevant stories and reporting.

DEMAND DRIVERS
The demand drivers below remain relevant with a slight change in the core focus this year to Health, Nutrition and Wellbeing.
Quality & Country of Origin will also remain a primary focus, capitalising on the work which has generated an increased awareness for the New Zealand Beef and Lamb Quality Mark over the past couple of years.

HEALTH, NUTRITION AND WELLBEING
I buy Quality Mark New Zealand beef and lamb because I know it is good for me and my family.

CONVENIENCE, VERSATILITY AND COOKING KNOWLEDGE
I buy Quality Mark New Zealand beef and lamb because it is convenient, versatile and easy to cook.

QUALITY AND COUNTRY OF ORIGIN
I buy Quality Mark New Zealand beef and lamb because I believe in the quality and because it is produced in New Zealand.

TASTE AND ENJOYMENT
I buy Quality Mark New Zealand beef and lamb because I enjoy the taste.

CULTURE
I buy Quality Mark New Zealand beef and lamb because it is part of my heritage; it’s what I was brought up on.

VALUE
I buy Quality Mark New Zealand beef and lamb because it is good value.

ANIMAL WELFARE AND SUSTAINABILITY
I buy Quality Mark New Zealand beef and lamb because it is raised humanely and sustainably.
SWOT ANALYSIS

The following analysis is based on recent and past consumer research along with indicative feedback from the industry.

**BEEF**

**PERCEIVED STRENGTHS**

“IT’s good for me and my family”

“IT know it’s a quality product”

“IT’s tasty and tender”

“IT know it’s a great choice for everyday cooking”

“IT’s raised humanely and sustainably”

**PERCEIVED WEAKNESSES**

“I don’t know how to cook it”

“IT’s too expensive for my budget”

“IT takes too long or is too difficult to prepare”

“Why does the best product get exported?”

“IT’s not good for me and my family”

**OPPORTUNITIES**

• Provide meal solutions and inspiration via mEAT Magazine, recipes.co.nz and ‘MY KITCHEN RULES’.

• Provide cooking/cut information, including alternative cuts, and health/nutrition tips via recipes.co.nz and mEAT Magazine

• Promote beef as a versatile and convenient protein

• Highlight Quality Mark messaging via recipes.co.nz and social media

• Use the new ‘WAY TO GROW’ campaign to highlight positive health and nutrition messaging in addition to convenience

• Leverage industry and media relationships

**THREATS**

• Advance of vegan, vegetarian, fad diets in local media

• Ongoing links to serious health issues, including cancer which generally originate from overseas studies – IARC REVIEW DUE IN OCTOBER

• Australian product

• Availability

• Chicken shares many strengths of beef

**LAMB**

**PERCEIVED STRENGTHS**

“IT’s good for me and my family”

“I know it’s a quality product”

“IT’s tasty and tender”

“I know it’s a great choice for everyday cooking”

“It’s raised humanely and sustainably”

**PERCEIVED WEAKNESSES**

“I don’t know how to cook it”

“It’s not something I’d cook with everyday”

“It’s too expensive”

“It takes too long or is too difficult to prepare”

“Why does the best product get exported?”

“It’s not good for me and my family”

**OPPORTUNITIES**

• Provide meal solutions and inspiration via mEAT Magazine, recipes.co.nz and ‘MY KITCHEN RULES’.

• Provide cooking/cut information, including alternative cuts, and health/nutrition tips via recipes.co.nz and mEAT Magazine

• Promote lamb as a special occasion protein

• Highlight Quality Mark messaging via recipes.co.nz and social media

• Use the new ‘WAY TO GROW’ campaign to highlight positive health and nutrition messaging in addition to convenience

• Leverage industry and media relationships

**THREATS**

• Price

• Advance of vegan, vegetarian, fad diets in local media

• Ongoing links to serious health issues, including cancer which generally originate from overseas studies – IARC REVIEW DUE IN OCTOBER

• Availability
KEY PERFORMANCE INDICATORS /
MARKET INDICATORS

KEY PERFORMANCE INDICATORS
The overarching Key Performance Indicators are based on attitudinal metrics based on consumer perceptions to the core demand drivers identified on page 3.

HEALTH, NUTRITION AND WELLBEING
Maintain 84% agreement for the statement: I know it is good for me and my family.

QUALITY AND COUNTRY OF ORIGIN
Maintain 79% agreement for the statement: I believe in the quality.

CONVENIENCE, VERSATILITY AND COOKING KNOWLEDGE
Maintain 83% agreement for the statement: It is convenient, versatile and easy to cook.

TASTE AND ENJOYMENT
Maintain 90% agreement for the statement: I enjoy the taste.

CULTURE
Maintain 55% agreement for the statement: It is part of my heritage, it’s what I was brought up on.

VALUE
Maintain 56% agreement for the statement: It is good value.

ANIMAL WELFARE AND SUSTAINABILITY
Maintain 58% agreement with the statement: It is raised humanely and sustainably.

MARKET INDICATORS
Beef + Lamb New Zealand Inc monitor the market via Neilsen Homescan data; a unique methodology providing a continuous measurement of shoppers’ actual purchasing for all household grocery products taken in to the home, including random weight and bar-coded fresh meat.

The metrics below (year to date July 2015) provide an insight into market changes overtime.

BEEF
VOLUME
23.1kg total average volume per household

MARKET SHARE
34.07% market share within the fresh meat category

AVERAGE $ SPEND
$295.40 average dollar spend per household

COMPETITIVE COMPARISON
50:50 percentage ratio of average quantity purchased per household to chicken

LAMB
VOLUME
8.8kg total average volume per household

MARKET SHARE
12.98% market share within the fresh meat category

AVERAGE $ SPEND
$103.70 total average dollar spend per household

COMPETITIVE COMPARISON
41:59 percentage ratio of average quantity purchased per household to pork
AUDIENCES & MEDIA

AUDIENCES

MEASURING MEDIA

Media coverage continues to be a key measure of success for most tactics outlined in this document. The following categories will be used to measure media generated from each tactical activity:

TV/RADIO

MAJOR PRINT
Includes all national/daily newspapers and magazines.

REGIONAL PRINT
All regional newspapers, community newspapers and industry/rural publications.

ONLINE
Includes all blogs, industry websites and social networking sites.

Note: ‘Articles’ mean a piece of journalism on a blog or website. ‘Mentions’ mean any updates on social networking sites which contain any information on the event or piece of news.
KEY MESSAGES

• Quality Mark New Zealand beef and lamb are an important part of a healthy well-balanced diet
• Quality Mark New Zealand beef and lamb are convenient, versatile and easy to cook
• Look for the New Zealand Beef and Lamb Quality Mark to know you’re buying the very best New Zealand has to offer; locally raised and guaranteed tender

MARKETING OBJECTIVES

• To meet top level KPIs by educating and inspiring consumers on the versatility, convenience and nutritional aspects of Quality Mark New Zealand Beef and Lamb
• To continue to position beef and lamb as an important part of a balanced diet
• To remind New Zealanders that eating a healthy well-balanced diet needn’t be complicated
• To continue to promote the unique selling proposition of iron for women and children
• To ensure a ‘balanced diet’ is a health target for families
• To remind New Zealanders how lucky we are to have the quality of beef and lamb that we do in this country
• To strengthen relationships with key influencers and media
• To demonstrate to New Zealanders how easy and convenient Quality Mark New Zealand beef and lamb are to cook

AUDIENCES

• Household shoppers with children aged 0-15

CORE GROUPS

• Heavy meat buyers - focus on value and everyday recipes
• Heavy beef buyers - large families, focus on meals they know how to cook that are easy and quick to prepare
• Heavy lamb buyers - older age group, focused on quality ingredients, creative and concerned about health

OPPORTUNITY GROUPS

• Affluent meat buyers - look for quality, higher budget, interested in new recipes and meal ideas, technology savvy
• Heavy beef but light lamb buyers - a busy group, interested in new meal ideas if quick and easy, conservative
• Heavy white but light/medium red meat buyers - perceive white meat options as healthier, impulsive and creative in the kitchen, ready to be inspired, concerned with health and country of origin
ABOVE THE LINE CAMPAIGN

KEY PERFORMANCE INDICATORS
• 30% unprompted campaign recall
• 50% prompted campaign recall
• Achieve at least two major print mentions and five regional print articles

MARKETING OBJECTIVES
• To continue to position beef and lamb as an important part of a balanced diet
• To remind New Zealanders that eating a healthy well-balanced diet needn’t be complicated.
• To ensure a ‘balanced diet’ remains the most important health target for families
• To strengthen relationships with key influencers and media
• To demonstrate to New Zealanders how easy and convenient Quality Mark New Zealand beef and lamb are to cook

THE CONCEPT
‘Way to Grow’
The aim of this campaign is to get Kiwis back to the fundamentals of a good diet – simple, honest dishes using beef and lamb; and reminding New Zealanders that eating well doesn’t have to be difficult.

CORE THOUGHT: ‘QUALITY MARK NEW ZEALAND BEEF AND LAMB IS THE WAY TO GROW’
Nothing is more weird, wonderful and unfettered than a child’s imagination. Ask them what they want to be when they grow up and they’ll come out with ideas that range from the endearing to hilarious and mind-boggling. Whatever they want to be, they’ll need good nutritious food to grow up big and strong.

The New Zealand Beef and Lamb Quality Mark continues to be an important part of our strategy and this campaign builds on past campaigns to further educate consumers to look for the Quality Mark.

THE CREATIVE APPLICATION

TVC:
• 1 x 30 sec + 2 x 15 sec + online execution
A number of children aged, between 3 to 10, will be asked what they want to be when they grow up. We anticipate a number of wild and big ideas which will form the basis of the TVCs. The final call to action will be around the need for the best food to make these ideas reality; they’ve got a Way to Grow.

During the filming of the TVC’s we will gather extended footage which will further leverage the campaign online. This will include behind-the-scenes action and other set-ups such as the kids’ favourite meals.

PRINT
Strategic print advertisements will be placed featuring strong headlines which will build on the tagline ‘Way to Grow’.
We will also be working with our print partners to leverage the campaign around added coverage and public relations.
A number of recipes will also be developed in conjunction with the campaign. These will feature on the TVC, online, in print and also in the mEAT Magazine.

ONLINE
Attention grabbing headlines will build on the tagline ‘Way to Grow’ and will click through to recipes.co.nz. Social media will also play a key role in the campaign.

OUTDOOR & IN-STORE
Billboards will be strategically placed throughout the main centres of Auckland, Wellington and Christchurch along with a selection of more rural placements, throughout the months of February and March.
Special point of sale will be developed for retailers, including growth charts for butchers to put up in their store for children to register their heights and what they want to be when they grow up.
IRON MAIDENS

KEY PERFORMANCE INDICATORS

• Achieve at least two major print mentions and five regional print articles
• Make at least two exclusive offers to media of stories featuring the Iron Maidens

The Iron Maidens (Sarah Walker, Sophie Pascoe and Lisa Carrington) are contracted until the 2016 Olympics. They will remain as part of our marketing material in the lead up to this, including a proactive public relations campaign just prior to the block out period.

MY KITCHEN RULES

KEY PERFORMANCE INDICATORS

• Send 4 e-newsletters communicating Beef + Lamb New Zealand’s involvement with My Kitchen Rules
• Achieve a minimum of 55,000 unique visitors per month to recipes.co.nz over the duration of the series.
• Receive 2,000 entries into the My Kitchen Rules competition

Beef + Lamb New Zealand has partnered with My Kitchen Rules New Zealand to address the demand driver of Convenience, Versatility and Cooking Knowledge. We also believe it is a good avenue to promote the New Zealand Beef and Lamb Quality Mark and to generate increased exposure of recipes.co.nz.

A popular, entertaining cooking show, My Kitchen Rules showcases home cooks and the products they cook with. One episode will involve a beef and lamb cooking challenge in which the contestants are asked to ‘inspire’ the audience with the way they cook the product. The Quality Mark will also be displayed in the ‘kitchen headquarters’ episodes when contestants choose to cook with beef or lamb.

To leverage the sponsorship, Beef + Lamb New Zealand will publish each of the recipes cooked in show on recipes.co.nz and promote these via e-newsletters and various social media platforms i.e., Facebook, Twitter, Instagram and the Beef + Lamb New Zealand blog.

An exclusive My Kitchen Rules Christmas Demonstration will be held by Beef + Lamb New Zealand and will involve some of the contestants demonstrating how to cook with beef and lamb and presenting a three course dinner.

mEAT MAGAZINE

KEY PERFORMANCE INDICATORS

• Achieve 10,000 page views on recipes.co.nz for each issue
• Maintain minimum production of 320,000, made available nationwide

Three issues of mEAT Magazine will be released; November 2015, February 2016 and July 2016. The November and July issue will be heavily seasonally focused, however the February issue will be focused on everyday, family-friendly mince recipes and creative from the new campaign incorporating the tagline ‘Way to Grow’.

Before each issue is made available online, the PDF versions of the magazine will be made interactive based on enhancing the consumer’s experience. Each issue will be supported by a Facebook advertising campaign in order to boost page visits to recipes.co.nz and increase engagement.

NATIONAL LAMB DAY

KEY PERFORMANCE INDICATORS

• Achieve at least two TV/Radio articles, five major print mentions and ten regional print articles
• Pop up restaurant fully booked
• Significant retailer engagement

Following the success of the inaugural National Lamb Day last year, the decision has been made to run a similar campaign in 2016.

Monday 15 February will mark the 134th anniversary since the first shipment of lamb (mutton) embarked from New Zealand bound for the United Kingdom.

The campaign will largely be driven by public relations and based off relationships held with key media and foodwriters.

The campaign will be communicated to retailers well in advance to the day to allow for promotion in store.

A pop-up ticketed restaurant will also be held to commemorate the day with key media invited along with general public. Beef + Lamb New Zealand Platinum Ambassador Chefs will cater the evening with a menu showcasing the very best of New Zealand lamb.
DIGITAL

KEY PERFORMANCE INDICATORS
- 80,000 followers on Facebook
- 5,000 followers on Twitter
- 1,000 followers on Instagram

RECIPES.CO.NZ
Recipes.co.nz will remain as the consumers’ hub for Beef + Lamb New Zealand featuring recipes, cooking tips, information on cuts, health & nutrition information and marketing activities.

The above the line campaign, Way to Grow, will be reflected on the homepage and various content pages to ensure the campaign is fully integrated.

Focus will be given to analytics and reporting and recipes which feature heavily within latest search results will be promoted on recipes.co.nz and the social media platforms.

WHAT’S FOR DINNER?
The consumer facing e-newsletter, What’s for Dinner? will be sent out fortnightly featuring our top recipes.

My Kitchen Rules and Way to Grow creative will be incorporated into What’s for Dinner? which from time to time will also promote competitions and activities such as World Iron Awareness Week and National Lamb Day.

SOCIAL MEDIA
Beef + Lamb New Zealand will continue to run Facebook, Twitter, Instagram and Pinterest accounts to further promote and engage consumers with key messages.

Social media plans will be put in place for each campaign/marketing activity and around key events such as Mother’s Day and Christmas.
KEY MESSAGES

• The New Zealand Beef and Lamb Quality Mark is the customers’ assurance it’s the best New Zealand has to offer
• Quality Mark New Zealand beef and lamb are versatile and easy to prepare
• Quality Mark New Zealand beef and lamb are an important part of a healthy, well balanced diet
• Beef + Lamb New Zealand Inc is a credible source of industry news/information

MARKETING OBJECTIVES

• To meet top level KPIs by providing assistance to retailers to promote Quality Mark New Zealand beef and lamb
• To provide opportunities to retailers and wider industry to leverage the key messages / programmes stemming from this organisation
• To remind New Zealanders to look for the New Zealand Beef and Lamb Quality Mark to know they’re buying the very best this country has to offer
• To assist industry to deliver the very best beef and lamb to customers possible

AUDIENCES

• Quality Mark retailers
• Non Quality Mark retailers
• Farmers
• Processors
NEW ZEALAND BEEF AND LAMB QUALITY MARK

KEY PERFORMANCE INDICATORS
• Quality Mark retailers audited at least twice per annum
• 100% compliance with Quality Mark standards

The New Zealand Beef and Lamb Quality Mark will continue to be promoted in all marketing activity including the above the line campaign and any relevant proactive public relations.

To ensure standards of the Quality Mark have been met; retailers will be audited twice per annum.

TENDERNESS TESTING
Tenderness testing will continue and be carried out amongst all Quality Mark retailers to ensure tenderness standards are met. These will be collected by the auditors once per year. The results will be made available to retailers.

INDUSTRY JOINT VENTURES
Where possible any joint ventures undertaken with industry partners will reflect any of the campaigns run by Beef + Lamb New Zealand Inc such as Way to Grow, National Lamb Day etc.

In turn this will further enhance the campaigns and help to achieve KPIs set for both Beef + Lamb New Zealand Inc and retailers/industry.

POINT OF SALE AND RESOURCES
Quality Mark retailers will be sent extensive point of sale packs to tie in with the launch of the primary campaign and other campaigns / activities where appropriate.

The mEAT Magazine will be sent to all Quality Mark retailers who wish to receive it. This is supported by recipe cards and posters where and when appropriate.

STAKEHOLDER COMMUNICATION

KEY PERFORMANCE INDICATORS
• beeflambnz.co.nz kept up to date at all times
• A minimum of 4 e-newsletters sent to industry per year

BEEFLAMBNZ.CO.NZ
Beeflambnz.co.nz will continue to serve to keep the retailers and industry updated on all activities undertaken by Beef + Lamb New Zealand and provide information on New Zealand Quality Mark beef and lamb.

The website will be updated regularly and new information will be promoted for retailers and industry via e-newsletters.

E-NEWSLETTERS
Regular emails will be sent to industry providing updates on current and upcoming programmes and activities.

RESEARCH
Homescan data will be collected to ascertain and track changes in market share, volume and expenditure.

SPONSORSHIP & SUBSCRIPTIONS
Beef + Lamb New Zealand Inc will continue to support activities which provide an opportunity to promote the New Zealand Beef and Lamb Quality Mark or Quality Mark holders.

Continued support will be given to Retail Meat New Zealand and events which are run by this organisation.
KEY MESSAGES

• Quality Mark New Zealand beef and lamb are an important part of a healthy, well-balanced diet
• Quality Mark New Zealand beef and lamb are high in iron and other essential nutrients
• Beef + Lamb New Zealand Inc is a credible source of nutrition and information

MARKETING OBJECTIVES

• To meet top level KPIs by ensuring the nutritional aspects of Quality Mark New Zealand Beef and Lamb are communicated to Health Professionals and Consumers
• To enhance consumers’ knowledge of what a balanced diet is
• To continue to position Quality Mark New Zealand Beef and Lamb as an important part of a balanced diet
• To continue to promote the unique selling proposition of iron - for women and children
• To position iron intake as a significant health and nutritional issue facing women and children
• To ensure red meat continues to be considered the best source of absorbable iron
• To strengthen and maintain relationships with key opinion leaders and health professionals

AUDIENCES

• Health Professionals/Science Academics
• Doctors/Nurses
• Gyms/Sports Professionals
• Nutritionists/Dietitians
• Foodwriters
• Educators
• Consumers
WORLD IRON AWARENESS WEEK

KEY PERFORMANCE INDICATORS
• Achieve at least two TV/Radio articles, five major print mentions and ten regional print articles
• Attract a minimum of 800 attendees to the awareness week activities

World Iron Awareness Week will be run from 18-24th April 2016, for the third time to raise awareness around the issue of iron deficiency and promote lean beef and lamb as important sources of iron.

Focus will be placed on creating an intensive pro-active communications plan, including social media, using key media relationships.

The campaign will also be communicated to retailers well in advance to the day to allow for promotion in store.

A symposium for health professionals and interested members of the public will be held in association with Massey University’s nutrition week. The symposium will focus on the importance of iron, recent research and workshops.

INTERNATIONAL AGENCY FOR RESEARCH ON CANCER (IARC) – CANCER REVIEW

The WHO (World Health Organisation) International Agency for Research on Cancer (IARC) review will take place in October 2015 and is scheduled to be released before April 2016. A comprehensive communications strategy has been established in preparation for the review and any associated media pick up. The strategy involves questioning the methodology, the concept of reviewing single foods in isolation, establishing a New Zealand context and reaffirming the positive attributes of beef and lamb.

INVOLVEMENT IN THE INTERNATIONAL MEAT SECRETARIAT COMMITTEE ON HUMAN NUTRITION AND HEALTH

Beef + Lamb New Zealand will continue its involvement in this forum which plays a key role in shaping issues affecting the meat industry on a global level. The next meeting will be held in Norway in June and Beef + Lamb New Zealand’s Nutrition Manager will attend. The main item on the agenda for this meeting will be preparation for the third World Cancer Research Fund Report due in 2017.

PR AND ISSUES MANAGEMENT

KEY PERFORMANCE INDICATORS
• Achieve 20 positive stories around nutrition as a direct result of pro-active communications

PRO-ACTIVE PUBLIC RELATIONS

Beef + Lamb New Zealand’s Nutrition Manager, will put together an annual plan which focuses on one pro-active piece of nutrition related news monthly. These will be distributed to appropriate media/health professional contacts to generate coverage about the positive benefits of beef and lamb in a healthy, balanced diet.

ISSUES MANAGEMENT

Maintain a zero tolerance approach to misreporting by responding to any negative articles via a phone call and where necessary a written response.

COMMUNICATION TO HEALTH PROFESSIONALS

KEY PERFORMANCE INDICATORS
• 6 issues of Nourish sent to database
• 30% open rate of Nourish newsletters
• 4,000 health professionals and educators on the Nourish database

An e-newsletter written for health professionals, will be sent out bi-monthly and will include short snippets of nutrition news, information and recent activity from Beef + Lamb New Zealand.

Nutrition messages will be incorporated into Beef + Lamb New Zealand social media platforms, but will be integrated into relevant speak and tone.

The Nutrition Manager will share these messages on her own Twitter account and Beef + Lamb New Zealand will also share where appropriate on the main Facebook, Twitter and Instagram accounts.

The Nutrition Manager will post a number of blogs on the Beef + Lamb New Zealand blog, to further extend these messages.

NUTRITION RESOURCES

KEY PERFORMANCE INDICATORS
• Achieve an average of 50 resources requests from health professionals per month

Nutritional resources will continue to be updated and these will also be promoted as part of proactive communications.
FOOD SERVICE

KEY MESSAGES
• Look for the New Zealand Beef and Lamb Excellence Award when choosing where to dine
• Dining at an Excellence Award restaurant means you can expect top quality beef and lamb cuisine every time
• The New Zealand Beef and Lamb Excellence Award is a beneficial tool in promoting your restaurant
• Quality Mark New Zealand beef and lamb are the perfect choice when eating out
• Top New Zealand chefs prefer to cook with Quality Mark New Zealand beef and lamb
• Quality Mark New Zealand beef and lamb are versatile and suitable for a wide variety of dishes

MARKETING OBJECTIVES
• To meet top level KPIs by promoting Quality Mark New Zealand Beef and Lamb to restaurants and food industry opinion leaders
• To ensure beef and lamb remains on restaurants’ menus nationwide
• To provide assurance to diners that they can expect an excellent meal experience when dining at an Excellence Award restaurant
• To demonstrate the longevity and trustworthiness of the Excellence Awards by celebrating 20 years since the Awards were first launched
• To increase out of home consumption of New Zealand beef and lamb

TARGET AUDIENCES
• Chefs
• Restaurant owners and staff
• Foodwriters
• Food Media
THE 20TH ANNUAL NEW ZEALAND BEEF AND LAMB EXCELLENCE AWARDS

KEY PERFORMANCE INDICATORS

• Achieve 15 regional print articles around the 2016 Excellence Award holders
• At least 90% of the 2015 Excellence Award holders reapplying for the 2015 Award
• To identify 45 new key restaurants and approach with an application pack; to achieve at least 50% of application forms from these key restaurants

2016 marks the 20th year of the New Zealand Beef and Lamb Excellence Awards; the Awards will continue to run to recognise and promote top quality beef and lamb cuisine in restaurants nationwide.

Considering this year is a milestone for the Awards, priority will be given to generating stories around those who achieve the 2016 Award.

2016 AMBASSADOR CHEFS

KEY PERFORMANCE INDICATORS

• Each Ambassador Chef appearing or involved in at least two demonstrations/events in addition to the Ambassador Series

Five chefs who have excelled during the 2016 Beef and Lamb Excellence Awards assessment process will be selected as 2016 Beef and Lamb Ambassador Chefs.

These chefs will represent Beef + Lamb New Zealand at a number of events and activities throughout the year, promoting our products.

The Ambassador Series will continue to run in which each Ambassador Chef will host a ticketed dinner at their own restaurant. The Ambassador Series will be promoted via Dish Magazine and Facebook.

2016 NEW ZEALAND BEEF AND LAMB EXCELLENCE AWARDS/AMBASSADOR CHEF LAUNCH

KEY PERFORMANCE INDICATORS

• Achieve one piece of TV/Radio coverage, five national print articles, 10 regional print articles and at least 30 mentions around the announcement of the 2016 Excellence Awards and Ambassador Chefs
• Achieve an attendance rate of 30 key media/foodwriters

2016 marks the 20th year of the Beef and Lamb Excellence Awards and as such the launch event will be refreshed. The 2016 Excellence Awards launch will run as a black tie dinner.

Key foodwriters and media will be invited to the launch in order to cement relationships and build on promotional plans for the upcoming year.

COMMUNICATION TO CHEFS/FOODSERVICE INDUSTRY

KEY PERFORMANCE INDICATORS

• 4 ‘From the Kitchen’ newsletter sent
• 30% open rate of ‘From the Kitchen’ newsletters
• 2,000 chefs and foodwriters on the “From the Kitchen” database

From the Kitchen, the quarterly e-newsletter, will continue to be sent out to the Foodservice database which includes Beef + Lamb Excellence Awards holders, restaurant owners, chefs and others in the food industry.

From the Kitchen will be sent out quarterly and will include updates from the Ambassador Chefs, about the Excellence Awards as well as cooking/nutritional information on New Zealand Quality Mark beef and lamb.

nzexcellenceawards.co.nz will be updated to reflect the full directory of 2016 Beef and Lamb Excellence Award restaurants, information on the Ambassador Series and Ambassador Chefs.

The Beef and Lamb Excellence Awards Facebook page will remain as the primary communications portal for news about the Awards to the consumer. Updates and promotions will be run on this page and focus will be given in 2016 to building the audience. Key messages on this page will be around encouraging diners to select a Beef and Lamb Excellence Award restaurant when dining out and educating consumers around top quality beef and lamb.
The Foodservice Manager, will share these messages on her own Twitter account and Beef + Lamb New Zealand will also share where appropriate on the main Facebook, Twitter and Instagram accounts.

The Foodservice Manager and the 2016 Ambassador Chefs will post a number of blogs on the Beef + Lamb New Zealand blog, to further extend these messages.

**SPONSORSHIP AND SUBSCRIPTIONS**

Beef + Lamb New Zealand Inc will continue to support events in the Foodservice industry which raise the profile of Quality Mark New Zealand beef and lamb.

Subscriptions to key foodservice publications will be renewed in order for Beef + Lamb New Zealand Inc to stay up to date with relevant information.