

# THE ONE & ONLY BEEF

WHILE OTHERS ARE TRYING TO BE... BEEF JUST IS.

These are the words that inspired **The One & Only BEEF campaign** – the latest Think Beef initiative. The One & Only BEEF campaign aims to own the crave factor that real beef delivers and that beef lovers all across Canada continue to enjoy.

While simulated meat alternatives are trying to imitate the taste, sizzle, and juiciness of beef, we use this lighthearted campaign to remind consumers that nothing compares to REAL beef. By using humorous “matter of fact” statements about beef’s winning sensory qualities, paired up with sizzling imagery, this campaign emphasizes the fact that it’s silly to not be real. That only beef can be beef. That you should love what you love. And that beef has been an honest part of your eating enjoyment “since forever.”

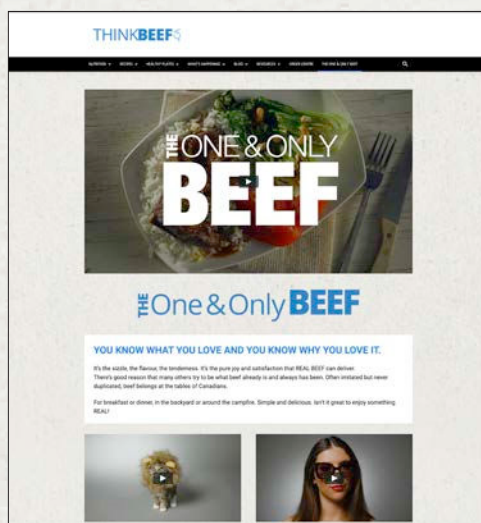
This campaign, **launching in March 2020**, works to maintain our consumers’ confidence and affinity for beef, and to remind them that without any misgivings, beef BELONGS on their plate.

## INTEGRATED MARKETING COMMUNICATIONS TACTICS

### Campaign Website

**thinkbeef.ca** has been refreshed to support the launch of the campaign and will be used as a home base for all campaign initiatives. The website will also serve to support a variety of integrated marketing tactics.

Visit [thinkbeef.ca/real](https://thinkbeef.ca/real)



### Print

You can find Think Beef in the February edition of Best Health magazine. This ad refers to **The One & Only BEEF** campaign and also provides a recipe from Think Beef’s new ground beef healthy plate recipe collection. Also get our [Ground Beef Recipe Book](#), which includes 6 healthy and uniquely delicious ground beef recipes. You can [order a printed version](#), or [view the online e-book](#).



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## Digital

**Online ads** will be deployed across a wide variety of websites in the Google display network, as well as on the Canada Beef social media channels, and the thinkbeef.ca website. Think Beef will also be running an accompanying **Instagram contest** with the chance to win one of ten Think Beef merchandise prize packs.



## Contesting

On behalf of Think Beef, Canada Beef will be hosting an integrated contest on our [Instagram page](#), [@lovecdnbeef](#), encouraging participants to submit images of beef dishes, while using the hashtag **#TheOneAndOnlyBeefContest**. The contest will run from March to December 2020 and will be promoted on Instagram, Google, and Facebook using paid advertising. Winners will be selected monthly and each will receive a prize pack including a steak knife kit, and assorted merchandise. One grand prize will be awarded at the end of the year. User submitted imagery recipes and images will be shared and celebrated on the Instagram page, [@lovecdnbeef](#) as well as the campaign webpage [thinkbeef.ca/real](#).

## Retail Tool Kit

POP elements have been developed and made **ready-to-order**, in an effort to **support retailers** in their promotion of all things beef.



## Wearables

Fun campaign messages will be transferred onto a wide **variety of merchandise** that will be (worn at industry events/giveaways) and also available for public purchase via the **BEEFPRIDE** eStore. Items will include hats, aprons, buttons, stickers, a variety of t-shirts, and more.



## Videos

Watch our playful **campaign videos** here: [thinkbeef.ca/real](#). We present an amusing perspective on what it means to be authentic versus something that is not. Videos will be played throughout March to December, online and on TV (Corus Media), and will be promoted on Canada Beef social media channels.



## Media Mix Timeline - March–Dec 2020

### Target Audience

The integrated marketing communications plan will aim to reach 57% of women 35-60 in English Canada. On average, our target audience will see this campaign 10 times. The campaign focuses on the following audience groups:

- **Permission seekers** – consumers who love meat and are seeking permission or validation to continue to eat meat.
- **Flexers** – Consumers who enjoy meat yet are actively trying to reduce their meat consumption.

[thinkbeef.ca/real](#) 

**Questions?** Contact Canada Beef at [info@canadabeef.ca](mailto:info@canadabeef.ca)