



Canada Beef is launching a national marketing campaign spring 2020 and we want to be part of the conversation.

Our goal is to build _____ We're seeking to tell their _____

Nourishing, Tasty & Irreplaceable – that's Canadian beef.

At the heart of the campaign are stories of Canadian beef fans, like you. We're asking the passionate, _____ of Canadian beef to speak up! Enthusiasm is contagious.

Sharing _____ helps grow a vibrant and devoted fan base for Canadian beef.

Why does this campaign matter? We want Canadians to feel _____ when eating beef raised by Canadian families.

What's your story?
JOIN THE CONVERSATION.
ADD YOUR VOICE.





The campaign is focusing on these key segments, women ages 30 to 65, and millennial women and men, ages 20 to 35:

Women 35 to 60 – One of the highest defecting segments and a principal influencer in meal planning, food purchaser and family food culture with next-generation consumers & have very busy lives.

Millennial (women & men) 20 to 35 – Another segment with very busy lives and a high red meat defector segment who will be influenced by advertising and whose eating decisions and views on beef will impact partners and young families.

Our influencers (to be confirmed):

Professional Home Economist, retired butcher, and a third-generation BBQ enthusiast. Jason Eaton is a long-time advocate of Canadian beef, an avid user of the RoundUp App, and extremely active online, sharing his perspective on cooking with Canadian beef.



Dara & Erin are both registered dietitians who are proud to share the real story behind beef on their blog *How to Eat*. Fostering strong relationships with agriculture and farmers in Ontario, they hope to dispell the fear surrounding food and where it comes from.



Former vegetarian of 17 years, Christine Lee-McNaughton is a city girl who moved to the country and married a beef farmer. To record this monumental change, she began the *Life on Manitoulin* blog; sharing tales of life in a multicultural family, life on the farm and her passion for cooking with Canadian Beef.



Where will the stories go?
On our Canada Beef website, social channels, digital advertising & other media across Canada. Follow along with **#MyCanadianBeef**.

