

ThinkBeef advertising on your TV's



As highlighted in the April 10th, 2020 Action News e-newsletter *Canada Beef launched a new campaign called “The One & Only BEEF” at the beginning of March 2020. The campaign was originally designed to counter the competitive pressure on ground beef, highlighting beef’s undeniable and unique crave-appeal. With COVID-19, creative now shifts focus to Beef’s crave-appeal, with inspiring recipe imagery, video, Influencer outreach channels, contesting and more – content designed to get folks cooking and posting about delicious beef meals.

Part of the media mix is an April to December television and digital campaign with 15-second spots, 7-second billboard ads, and [6-second bumper ads](#). The ads are appearing on national television stations such as CBC News, CMT, The Cooking Channel, DIY Canada, Food Network Canada and W Network. Each of these broadcast stations have a roughly 50/50 split of female and male audiences.

The television ads aim to garner 20 million impressions.

Check out the attached PDF [TV Stations](#) so that you can watch the billboard ads live.

For more information on the “The One & Only BEEF” campaign, please check out the [Crave Info Sheet](#).

Check out [The One & One Beef](#) video playlist to watch all of the videos.

*ThinkBeef is funded by import levy fees. Import levy funds are collected on all beef and beef products imported into Canada. The import levy is collected by the Canadian Beef Check-Off Agency.