

Make it

National
Marketing
Campaign
2020



Make it

COLLABORATIVE MARKETING CAMPAIGN

Launching UK Wide 18th May

The closing of the food service industry is having a unprecedented impact on the red meat industry across the UK.

In the first campaign of its kind, QMS, AHDB & HCC are working collaboratively to launch a new marketing campaign directed to promote beef, lamb and pork.

Together, we aim to inspire consumers to choose locally produced red meat, make the most out of leftovers and batch cook with confidence whilst in lockdown and beyond.



Make it

PRESENTATION CONTENT

Campaign Overview & Objectives

Reach & Target Audience

Creative Examples

'Make It' Collateral Requirements

Next Steps

Make it

CAMPAIGN OVERVIEW

A Direct Response To Covid-19 & Carcase Imbalance

Drive Sales Of High Quality Cuts

12 Week Campaign

£ 1.2m Investment

Anticipated Incremental Return On Retail Sales Of £3 For Every £1 Spent

Make it

INSIGHT AND OBJECTIVES



Loss of
80%
Food Service
Operations



Total MFP
+23.2%
significantly ahead
of total grocery*



Beef Growth
+35% YoY*
driven by mince



Drive incremental volume
& value

To do this, our focus will be on promoting meal occasions using premium steak and roasting cuts with simple recipes, such as:

- Beef & broccoli stir fry using rump steak
- The perfect flame grilled steak
- Pulled lamb wraps using shoulder of lamb
- Tikka pork



* Source: Kantar

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CAMPAIGN OBJECTIVES



1. AWARENESS

T.V (UK)
Video On Demand (UK)
Audio (UK)
Print (UK)



2. INSPIRATION

Social Media (National)
Digital (National)



3. CONVERSION

At Point Of Purchase
Stickered packs, POS, OOH

Make it

REACH & TARGET AUDIENCES



Campaign Reach:
90% of Adults
(18 to 64) across the UK



Targeted
Digital Activity



TV Sponsorship
STV, Channel 5
VOD ITV, C4, STV Player



Radio Partnership
Across the Bauer & Heart networks

12M



Find us on
Facebook & Instagram

8.5M



Press Partnership
Daily Record, Daily Mail & DM online, Express

1.6M



FOODIE EXPLORERS

- Older affluent couples
- Spend on MFP is highest of any group
- Averagely high beef consumption
- Over index on quality
- Opportunity: Inspiration/ quality



HEALTHIER HOME COOKS

- Affluent couples (pre family or family)
- Spend on MFP is second highest of any group
- Over index in mince
- Opportunity: Inspiration/ ease/ date night

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NATIONAL CREATIVE EXAMPLES



Make it
STEAK NIGHT

Scotch Beef Jerk Fillet
Ready in just 30 minutes

scotchkitchen.com

Make it
SCOTCH BEEF

SCOTCH BEEF IS ALWAYS LOCALLY PRODUCED AND TRACEABLE



Make it
ONCE, USE IT TWICE

Roast Beef with Herb and Peppercorn Crust
Cooked in just over one hour

simplybeef.co.uk

Make it
RED TRACTOR
CERTIFIED
STANDARDS

RED TRACTOR BEEF IS ALWAYS TRACEABLE, SAFE AND FARMED WITH CARE



Make it
A FAMILY FAVOURITE

Welsh Beef Fajitas
Cooked in just 20 minutes

eatwelshbeef.com simplybeef.co.uk

Make it
WELSH BEEF

UNIQUELY WELSH. IT'S IN THE TASTE.

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**TV
PARTNERSHIPS**



Make it

TRADITIONAL PRESS AND MEDIA



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SOCIAL MEDIA RECIPE INSPIRATION

Scotch Beef Sponsored

Make it
QUICK AND EASY

Make it
SCOTCH BEEF

Recipe here →

This ad features a vibrant Thai salad with Scotch Beef, noodles, and fresh vegetables. The text 'Make it QUICK AND EASY' is prominently displayed at the top. A 'Recipe here' button with a right-pointing arrow is located at the bottom.

Scotch Beef Sponsored

Thai Salad with Scotch Beef
Cooked in just 30 minutes

Make it
SCOTCH BEEF

Recipe here →

This ad highlights a 'Thai Salad with Scotch Beef' that is 'Cooked in just 30 minutes'. It includes the 'Make it SCOTCH BEEF' logo and a 'Recipe here' button with a right-pointing arrow at the bottom.

Scotch Lamb Sponsored

Make it
QUICK AND EASY

Make it
SCOTCH LAMB

Recipe here →

This ad shows a dish of Scotch Lamb in a white baking dish, garnished with vegetables. The text 'Make it QUICK AND EASY' is at the top. A 'Recipe here' button with a right-pointing arrow is at the bottom.

Scotch Lamb Sponsored

Make it
NUTRIENT RICH

Make it
SCOTCH LAMB

Recipe here →

This ad displays a plate of Scotch Lamb skewers with rice and vegetables. The text 'Make it NUTRIENT RICH' is at the top. A 'Recipe here' button with a right-pointing arrow is at the bottom.

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SOCIAL MEDIA INFLUENCER VIDEOS

YouTube

Make it SCOTCH BEEF TONIGHT

For all our Scotch Beef recipes visit scotchkitchen.com

How To Make No-Bake Pudding Bars With Your Family From Hannah Williams • Tasty

102,581 views • 5 Apr 2020

3.8K 71 SHARE SAVE

Tasty 1.8M subscribers

Join Hannah and her family as they make no-bake pudding bars at home! The perfect way to spend time with your kids.

SHOW MORE

Quality Meat Scotland

Up next

Can Alix Follow A Recipe In Japanese? • Tasty

How To Make Donuts with Erin McDowell | Dear Test Kitchen

I Made Only 3-Ingredient Recipes For A Day • Tasty

Can This Chef Make Brownie Mix Fancy? • Tasty

I Made 400-Year-Old Miso Soup • Tasty

Claire Makes Sourdough Crêpes Suzette | It's Alive | Bon Appétit

5 Cakes Almost Too Pretty To Eat • Tasty

Make it

OUT OF HOME

Make it
DATE NIGHT

Scotch Beef Jerk Fillet Steak
Ready in just 30 minutes

Make it
SCOTCH BEEF

scotchkitchen.com

SCOTCH BEEF IS ALWAYS LOCALLY PRODUCED AND TRACEABLE

Make it
HOME COOKED

Scotch Lamb and Tzatziki Pita
Cooked in just 30 minutes

Make it
SCOTCH LAMB

scotchkitchen.com

SCOTCH LAMB IS EXPERTLY REARED ON TRUSTED LOCAL FARMS

Make it

HOW WE CAN HELP TO AMPLIFY 'MAKE IT' IN STORE & ONLINE?



On pack sticker for rump steak featuring Make It recipe inspiration



Shelf talker with Make It branding



Digital formats for websites & quality recipe images, video assets available to share on your social media channels.

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