



TESTIMONIAL

"BEEF-UP" CONSUMER AWARENESS WITH OUTDOOR

"Beefy Results"

THE PROBLEM:

The California Beef Council decided it was time to act when consumer trends in beef consumption began to decline. The California Beef Council sought to improve the consumer perception and consumption of beef products. They also wanted to respond to the recent growth in poultry product sales by offering beef as an alternative.

THE PLAN:

The California Beef Council decided to use a three month campaign of 8-sheet posters located inside commuter rail stations. In Northern California, the demographics of the riders were in sync with the advertising campaign's target market.

THE RESULTS:

The California Beef Council campaign increased awareness of beef products among transit consumers. A study found that 42 percent of riders surveyed saw the beef advertising after just one month. The study also found that transit consumers generally had a more positive attitude toward beef consumption after repeated exposure to the advertising. During the three month campaign, measured responses continued to improve over time in the categories of: beef consumption, perceived value, and ease of use. More specifically, beef consumption rose 33 percent among all transit commuters and 37 percent among heavy transit riders. Overall, the California Beef Council transit advertising program maintained impact among heavy riders and changed attitudes and usage among light riders over time.

CUSTOMER SAID:

"It is clear that outdoor advertising helped to change people's attitudes and perceptions about beef."

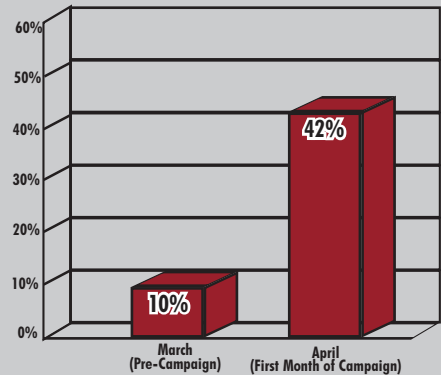
Jane Anderson
Director
California Beef Council

"We are very pleased with the results of the transit advertising program and we plan to use outdoor regularly in the future."

Virginia Coelho
President
Alameda County Cattlewomen Association



California Beef Council Campaign Awareness



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"The Choice is Clear!"

