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CREATIVE BRIEF

BARNARD BEEF CATTLE CO.

PRESENTED BY

JOURDYN ADAMS,
CHLOE FLOYD,
ASHLEY KIM,
MAKAYLA SMITH

PRESENTED TO

BLAYR BARNARD
254-223-3297
BBARNARD@BARNARDBEEF.COM

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8 PRODUCT PERSONALITY

- THE PRODUCT THAT BBC IS ADVERTISING IS CUSTOMIZABLE BULK BEEF. HOWEVER, ALONG WITH THE BULK BEEF THEY'RE ALSO SELLING A TRANSPARENT, NON-TRADITIONAL, QUALITY LIFESTYLE.

PRODUCT QUALITIES

- HIGH QUALITY MEAT
- CUSTOMIZABLE
- COST-EFFECTIVE
- HEALTHY
- GRASS FINISHED
- LOCALLY-RAISED

BRAND PERSONALITY

- NON-TRADITIONAL
- FAMILY-ORIENTED
- SIMPLE
- TRANSPARENT
- FRIENDLY

THE ESSENCE OF BBC IS A FAMILY BRAND ON A GENERATIONAL RANCH LOOKING TO CREATE A RARE CUSTOMIZABLE OPTION FOR THE CUSTOMER TO ONLY PAY FOR EXACTLY THE PART OF THE COW THAT THEY WANT. THEY VALUE HONESTY, TRANSPARENCY AND QUALITY. THEY VALUE PEOPLE FAR MORE THAN THEY VALUE MONEY, AND THEY CONSISTENTLY STRIVE TO SERVE THE CUSTOMER'S WANTS AND NEEDS.

8 BACKGROUND

WHAT'S HAPPENING IN THE MARKET?

DUE TO INFLATION, MANY FAMILIES ARE LOOKING FOR MORE AFFORDABLE WAYS TO BUY FOOD. SO, PROJECTED IN 2023, “USDA” REPORTS A SIGNIFICANT DECREASE IN COMMERCIAL SLAUGHTER BECAUSE PEOPLE ARE BUYING LESS DUE TO THE HIGH FLUCTUATION OF PRICES.

- THE MARKET IS BEING SATURATED.
- CONSUMERS ARE SPENDING LESS OF THEIR INCOME (DUE TO INFLATION).
- CATTLE BEEF PRODUCTION HAS BEEN DECLINING IN THE U.S. OVER THE PAST FEW YEARS BUT IS PROJECTED TO GROW IN 2023.
- CONSUMERS WANT TRANSPARENCY IN A BUSINESS
- CONSUMERS ARE MORE INVOLVED IN BUSINESSES NOW THAN THEY EVER WERE (THEY WANT TO BE INCLUDED THROUGH TRANSPARENCY AND COMMUNICATION).

PRIMARY CATALYST THAT HAS LED TO THE CAMPAIGN:

BBC WANTS TO EXPAND BUT NEEDS PEOPLE TO BE AWARE OF THE BRAND AND COMPANY.

BIG IDEA:

- SELLING DIRECT TO CONSUMERS
- PRODUCT INNOVATION THROUGH CUSTOM CUTTING
- CHANGES GROCERY SHOPPING HABITS AND IS HEALTHIER
- EXPANDING AND BRINGING AWARENESS TO OTHER CITIES
- EXPERIMENT AND INNOVATE WITH NEW PRODUCTS

8 PROBLEM NEED

PROBLEM: MARKET SATURATION

DUE TO INCREASE IN NEED OF PRODUCT AND THE INFLUX OF NEW RANCHES, THE MARKET HAS BECOME INCREASINGLY SATURATED AND HAS LOST SOME OF THE QUALITY IN ORDER TO GAIN MORE REVENUE.

PROBLEM: SPENDING LESS

CONSUMERS SPENDING LESS INCOME AND THE DECREASE IN CATTLE BEEF PRODUCTION HASN'T AFFECTED THE CURRENT CUSTOMERS OF BBC, BUT MAY POSE CHALLENGES TO POTENTIAL CUSTOMERS IN AUSTIN AND DALLAS.

PROBLEM: CHAOTIC MEDIA PLATFORMS

THROUGHOUT ALL ADVERTISING PLATFORMS (FACEBOOK, INSTAGRAM, AND WEBSITE) MESSAGING IS NOT CONSISTENT. THE AESTHETICS DO NOT MATCH AND THERE IS A HUGE VARIATION THAT LACKS CONSISTENCY AND ACCESSIBILITY.

PROBLEM: UNDERSTAFFED

THIS PROBLEM IS SOLVED HALF OF THE YEAR WHEN THE SEASONAL WORKERS ARE AVAILABLE, HOWEVER FOR THE OTHER HALF OF THE YEAR, THEY ARE SEVERLY UNDERSTAFFED. IN ORDER TO GROW THE COMPANY INTO BOOMING CITIES THEY MUST HAVE A CONSISTENT SCHEDULE OF WORKERS.

PROBLEM: LACK OF DELEGATION

THIS IS PROBABLY THE BIGGEST PROBLEM WITHIN THE COMPANY. IN ORDER TO SUCCEED IN AUSTIN AND DALLAS, THERE MUST BE A SEPARATION BETWEEN THE LABOR AND THE OFFICE. MOST PROBLEMS STEM FROM DISORGANIZATION BETWEEN BOTH.

PROBLEM: UNCLEAR, UNSPECIFIED TARGET MARKET

AN ISSUE WITH THE CURRENT ADVERTISING IS THE UNCLEAR MARKET. WITHOUT A CLEAR MARKET THE ADVERTISING STRATEGIES VARY, RATHER THAN BEING DIRECT.

OTHER ISSUES:

- NO CONSISTENT MESSAGING
- PARADOXICAL AND CONTRADICTORY MESSAGING
  - SMALL BUT LARGE
  - TRADITIONAL BUT NOT
  - ACCESSIBLE BUT NOT
  - FORMAL BUT NOT

ADVERTISING CAN SOLVE...

- CLEARLY DEFINED BRAND AND CONSISTENT MESSAGING TO PROMOTE COHESIVENESS OF OVERALL BRAND IMAGE IN REALITY AND BRAND PERCEPTION IN THE MINDS OF CONSUMERS.
- BETTER ADVERTISING ON SOCIAL MEDIA CAN SET APART BBC FROM LOWER-QUALITY COMPETITORS. BBC'S CURRENT PRESENCE, SPECIFICALLY ON INSTAGRAM, COULD USE DEVELOPMENT. COMPETITORS AND SMALLER BUSINESSES COMING IN AND SATURATING THE MARKETPLACE ADVERTISE WELL ON INSTAGRAM.

8 COMMUNICATION OBJECTIVE

PURPOSE OF THE AD/COMMUNICATION OBJECTIVE:

TO INCREASE COHESIVENESS AND CLARITY AMONG ALL MESSAGING AND TO HAVE A SPECIFIC, NARROWLY-FOCUSED BRAND PERSONALITY. THE FEW HIGHLIGHTED TRAITS WILL BE EMPHASIZED IN THE CREATIVE EXECUTIONS. A SECONDARY PURPOSE IS TO INCREASE BULK BEEF SALES.

DESIRED ATTITUDE AND BEHAVIORAL CHANGE:

CONSUMERS SHOULD CLEARLY UNDERSTAND THE MAIN TRAITS OF THE BRAND PERSONALITY AND AS A RESULT, MORE EASILY RELATE TO IT. CONSUMERS WILL ALSO BECOME LOYAL CUSTOMERS OR CONTINUE TO BE LOYAL IN PURCHASING BULK BEEF.

QUANTITATIVE BENCHMARK:

MEASURED IN TWO WAYS: 1) MEASURE CONSUMER'S UNDERSTANDING OF THE BRAND BY LOOKING AT FACEBOOK AND THE PREDOMINANT THEMES AND TOPICS DISCUSSED IN REGARD TO BBC. IF THE COMMENTS LINE UP AND ARE CONSISTENT WITH THE ADVERTISING MESSAGING, THEN IT WAS SUCCESSFUL. 2) MEASURE LOYALTY AND PURCHASES OF BULK BEEF BY MEASURING THE NUMBER OF CONSUMERS THAT CONTINUE TO REPURCHASE BULK BEEF PRODUCT, AT WHAT INTERVALS THEY PURCHASE, AND WHAT THEY ARE PURCHASING. IN ADDITION, MEASURE THE PURCHASES OF BULK BEEF BY MONITORING SALES INCREASES AND DECREASES AND OTHER RELEVANT TRENDS.

TIME FRAME

DECEMBER 2023

TARGET MARKET

PRIMARY: ADULTS BEING BETWEEN THE AGES OF 30-45 WITH FAMILIES. TYPICALLY, FAMILIES OF FOUR IN WHICH THE PARENTS ARE MARRIED WITH TWO KIDS.

BBC'S TYPICAL CONSUMER HAS

- A SMALL FAMILY
- CONSERVATIVE VALUES
- AN OPENNESS FOR TRYING NEW THINGS
- APPRECIATION FOR CHOICES AND CUSTOMIZATION
- A WILLING TO CHANGE THE WAY THEY GROCERY SHOP FOR HIGH QUALITY PRODUCTS
- DESIRE TO SUPPORT LOCAL BUSINESSES
- DRIVE FOR A HEALTY LIFESTYLE
- APPRECIATION FOR STOCKING FOOD AND MEAT (LARGE PORTIONING FOR FAMILY GATHERINGS AND EVENTS, COST EFFECTIVE, AND HAS EXTRA TO SPARE)

SECONDARY (WITHIN PRIMARY): WOMEN AGES 25-64

- WOMEN WHO MAINLY DO THE GROCERY SHOPPING
- HAVE A FAMILY AND KIDS
- PREFERS AFFORDABLE PRICES/ PRICE SENSITIVE
- $15,000-$90,000 IN INCOME

PRIMARY TARGET MARKET

MIKE (41), LINDA (37), JENNA(8)
& IAN (6) DAILEY

THE DAILEYS RECENTLY MOVED TO AUSTIN. THE KIDS LOVE TO HELP THEIR DAD COOK ON THE GRILL. LINDA LOVES PURCHASING FRESH, QUALITY FOOD FOR HER FAMILY.

SECONDARY TARGET MARKET

NATALIE (42), MEGAN (5)

NATALIE IS AN ATTORNEY IN DALLAS. SHE LIKES TO COOK FRESH MEALS FOR HER FAMILLY BUT HAS LITTLE TIME TO DO SO. SHE BUYS GOCERIES IN BULK TO MEAL PREP FOR HER FAMILY.

PROMISE

PROVIDING QUALITY BULK BEEF THROUGH CUSTOMIZED CUTS FOR AFFORABLE PRICES

KEY RESPONSE/ EMOTIONAL PAYOFF

FOR CONSUMERS TO BELIEVE THAT THEY HAVE A HEALTHIER AND GREATER QUALITY OF LIFE AS A RESULT OF USING THE PRODUCT

COMPETITIVE IDEA

THE PROMISE IS CENTERED ON THE COMPETITIVE IDEA THAT BBC BULK BEEF IS SUPERIOR BECAUSE OF THE CUSTOMIZABLE FACTOR. DUE TO THIS CUSTOMIZATION, BBC CUTS OF BEEF ARE HIGHER IN QUALITY, HEALTHIER AND LESS WASTEFUL.

TAKEAWAY

FOR CONSUMERS TO THINK OF THE BRAND AS A COHESIVE, UNIFIED SET OF VALUES AND TRAITS THAT POINT TOWARD THE EMOTIONAL PAYOFF OF A HEALTHIER, HAPPIER LIFE

CONSUMER INSIGHT

FAMILY IS EVERYTHING	FOOD BRINGS FAMILIES TOGETHER. EATING A GOOD MEAL AROUND A DINNER TABLE IS IMPORTANT.
SUPPORT LOCAL	WHEN LOCAL BUSINESSES THRIVE, THE ENTIRE COMMUNITY THRIVES. ITS IMPORTANT TO PROMOTE DEVELOPMENT WITHIN THE COMMUNITY.
HEALTH & HAPPINESS	MANY FACTORS CONTRIBUTE TO WELL-BEING. EVIRONMENTAL HEALTH AND CONSERVATION IMPACTS QUALITY OF LIFE.

HUMAN TRUTHS FOR AN EMOITONAL CONNECTION:

BBC'S CONSUMER IS FAMILY ORIENTED. THEIR PRIORITY IS TO MAINTAIN THE HEALTH AND HAPPINESS OF THEIR FAMILY AND SUPPORT COMMUNITY ENTERPRISES THAT HELP THEM MAINTAIN THESE VALUES.

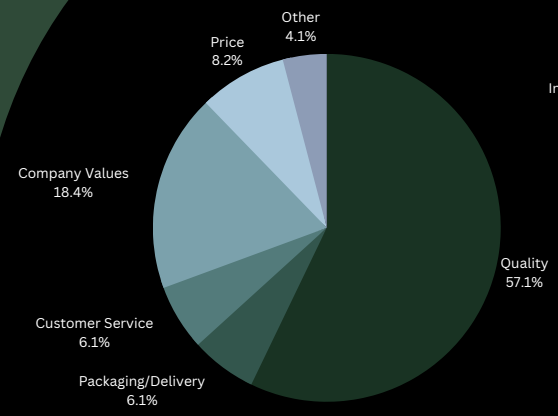
THEY RECOGNIZE THAT THEIR FAMILY'S QUALITY OF LIFE IS DEPENDENT ON THE HEALTHY DEVELOPEMENT OF THE COMMUNITY AROUND THEM.

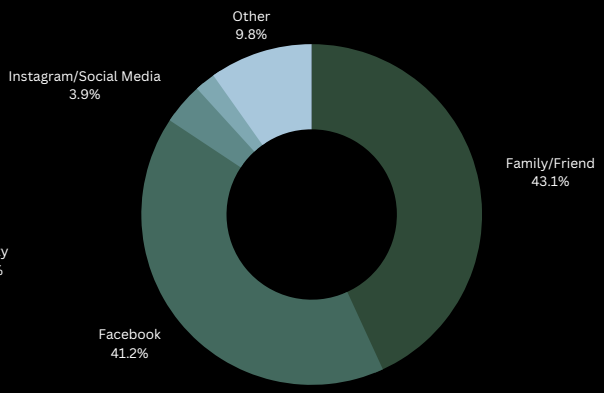
HEALTH AND HAPPINESS ARE CODEPENDENT. FACTORS THAT GO INTO A GOOD QUALITY OF LIFE INCLUDE THE IMMEDIATE FAMILIAL CIRCUMSTANCES, THE BROADER COMMUNITY AND THE ENVIROMENT WHERE ALL OF THESE THINGS ARE FOSTERED AND GROWN.

THESE CUSTOMERS VALUE FAMILY, LOCAL DEVELOPMENT AND HEALTH ABOVE CONVENIENCE. THEY ARE WILLING TO LOOK BEYOND BASIC GROCERY STORE GOODS TO SECURE PRODUCTS THAT SUPPORT THIER IDEA OF A HAPPY LIFESTYLE.

SUPPORT

SECONDARY RESEARCH





MOTIVATION

WHAT IS THE NUMBER ONE MOTIVATOR THAT LEADS CONSUMERS TO BUY BBC PRODUCTS

MARKETING CHANNELS

WHAT CHANNELS DID A MAJORITY OF CONSUMERS HEAR ABOUT BBC

CONNOTATION

WHAT COMES TO MIND WHEN CONSUMERS THINK OF BBC

RATIONAL REASONS TO ACT OR BELIEVE:

- QUALITY IS VERIFIABLE
- CUSTOMIZATION IS A FACT
- IN LONG-RUN WILL SAVE MONEY
- ONLINE CREDIBLE REVIEWS

EMOTIONAL REASONS FOR THE TARGET MARKET TO FIND CREDIBILITY IN THE CLAIMS MADE:

- THE BRAND GENUINELY CARES ABOUT CONSUMERS
- BBC SUPPORTS COMMUNITY AND SMALL, LOCAL BUSINESSES TOO
- FAMILY-ORIENTED
- BBC PUTS EMPHASIS ON QUALITY AND VALUE THE CONSUMER GETS, NOT MONEY

★★★★★ 2 years ago

This is the way to buy beef ! This is our second full cow to purchase from BBC purchase by the 1/2. This company is amazing to work with and they will help you through the pr...

★★★★★ 2 years ago

Best beef in the USA. Family owned, community minded and generous folks who work hard and give back. They put the best beef on your table. Like their Facebook page for...

★★★★★ 2 years ago

Barnard Beef Cattle Co. is the best beef around! You won't find better beef, better people, or better service!!!

CREATIVE GUIDELINES

BARNARD BEEF CATTLE CO.

ORDER

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01 WEBSITE

- INCLUDE REVIEWS
- USE COLOR PALETTE
- MAKE HEADINGS MORE READABLE

02 SOCIAL MEDIA

FACEBOOK & INSTAGRAM

- USE COLOR PALETTE
- START USING INSTAGRAM MORE (USE MEDIA CALENDAR)
- CREATE COHESION BETWEEN ALL PLATFORMS INCLUDING WEBSITE

03 SLOGAN

FROM OUR HERD TO YOURS

04 TAGLINE

QUALITY, AFFORDABLE, CUSTOM CUTS

COLOR PALETTE

#2F4A38 #C3C0A3 #FAFAF7 #000000 #70AD47 #DE5C3A

MOOD/TONE

TONE OF VOICE

THE OVERALL TONE OF VOICE SHOULD REMAIN INFORMAL AS BBC IS A TRADITIONAL, GENERATIONAL COMPANY, YET LEADS A PUBLIC LIFESTYLE THAT ADVERTISES AS A NON-TRADITIONAL RANCH VALUING CUSTOMER WANTS/NEEDS, QUALITY OF MEAT AND TRANSPARENCY IN BUSINESS.

WORD CHOICE/ WRITING STYLE

IN ORDER TO REMAIN CONSISTENT WITH THE BRAND PERSONALITY. WORD CHOICE SHOULD BE FAMILIAR, RELAXED AND INFORMAL. COMMON EXPRESSIONS CAN BE USED AND A COLLOQUIAL WRITING STYLE IS RECOMMENDED.

CONSISTENCY WITHIN BRAND PERSONALITY

THE BRAND PERSONALITY IS CONTRADICTORY, PROVIDING ROOM FOR A LOT OF CREATIVE LIBERTY. BBC IS LIGHTHEARTED AND PERSONABLE WHILE MAINTAINING PROFESSIONALISM TO SET EXPECTATIONS OF QUALITY.

MOOD CHARACTERISTICS

- KNOWLEDGABLE, INFORMATIVE, TRANSPARENT, HONEST, PERSONABLE, COMFORTABLE, PROFESSIONAL
- BBC IS UNIQUE AND CONTRADICTORY – THIS CAN BE INCORPORATED IN THE TONE AND MOOD AND USED ADVANTAGEOUSLY
- POLISHED MOOD/TONE WITHOUT BEING SNOBBY

FOR INQUIRIES, CONTACT US.

JOURDYN_ADAMS1@BAYLOR.EDU
ASHLEY_KIM5@BAYLOR.EDU
CHLOE_FLOYD1@BAYLOR.EDU
MAKAYLA_SMITH1@BAYLOR.EDU