



Prior to the start of the pandemic, GBB had prepared several recipe video spots, which aired in the Atlanta, Augusta, Columbus, Macon and Savannah markets. These videos included recipes for taco puffs, a nacho recipe with Tater Tots called “Totchos,” meatballs, beef jerky and “Beefshi,” a beef-based take on sushi. To ensure that the videos were not pre-empted, dedicated slots were purchased during the station’s highest-watched programming and provided nearly half a million views. These videos aired during the morning, mid-day and Sunday afternoon movie. Also, GBB prepared radio spots to share beef’s messaging with consumers. These radio spots aired on various stations in several key markets across the state.

With the effects of COVID-19 causing consumers to remain at home, consumers spent more time on social media. GBB included posts on Instagram and Facebook to help keep beef top-of-mind. Instagram posts featured the recipe videos that also ran as part of the television spots. Facebook posts featured recipe videos that included recipe videos using beef as a substitute in other well-known foods – such as a take on calamari using beef, called “Cowlamari.” Another effort through social media was our annual grill giveaway. This contest annually helps us kick off grilling season.

Due to the pandemic, many people are spending more time at home and consuming more electronic media. The addition of restaurant closures has shifted beef purchases to the grocery sector. More and more people are cooking from home and searching for recipes. GBB partnered with other state beef councils and Chicory, an online service that creates a tool on our website allowing consumers to add ingredients to create a beef focused meal to their online grocery list from the Chicory partnered websites.

GBB also rolled out our portion of the national United We Steak campaign at the end of June. Nationally, this project has had more than 64 million video views, more than 21 million audio ad listens, and nearly a million website page views. GBB is working to extend this campaign through Labor Day. To accomplish this, we placed digital advertising on YouTube and other streaming services.

To extend the summer grilling season and the United We Steak messaging, GBB entered a partnership with Rosalynn Daniels, a lifestyle personality based in Atlanta, to create a five-week series of beef recipes on her social and web channels as well as our own. We also utilized social media for a giveaway drive of materials acquired through the United We Steak campaign. We reached over 6,500 consumers and had over 430 engagements through the giveaway. Atlanta

Burger Week was a big success in late September. We had over thirty participating locations around the city and they are estimating over 9,000 burgers sold during the week. Anna's Barbeque won top honors with their "Big Papa" burger.

Macon Burger Week was a big success at the beginning of November. Twenty restaurants participated and Macon Beer Company Taproom and Kitchen took the top prize with their Second Street Heat burger and will now be featured on their permanent menu. With the information we have received from the restaurants, over 10,000 burgers were sold, and one participating restaurant saw a 7500% increase in beef burger sales.

The Georgia Beef Board's Team Beef continues to accomplish its mission in spreading a positive message about beef. Athletes continue to participate in running events all over the state providing a personal testimony to the benefits of beef in the diet.