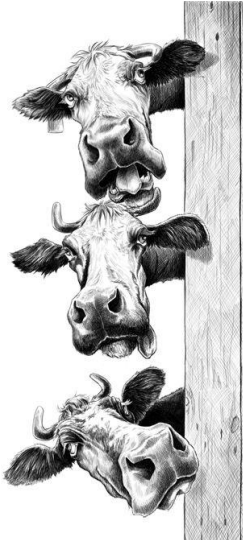




TARGET 100 TOTEM

GOODMEAT 2.0 | FINAL REPORT

Reporting Period: Jan 26 - April 18



- The Brief
- The Results
- Campaign Learnings
- Key Highlights
- Looking Ahead

THE BRIEF

GOODMEAT 2.0

The Challenge

Community perceptions of the Australian beef industry are negatively influenced by global issues - that do not accurately reflect national circumstances.

The Objective

Deliver key Target 100 messages in an authentic, transparent and engaging way to address misconceptions and share the facts of Australian beef production with socially conscious consumers.

AUDIENCE

In-depth understanding of the target audience

CONTENT

Highly engaging story-driven content that is designed for specific social platforms

DISTRIBUTION

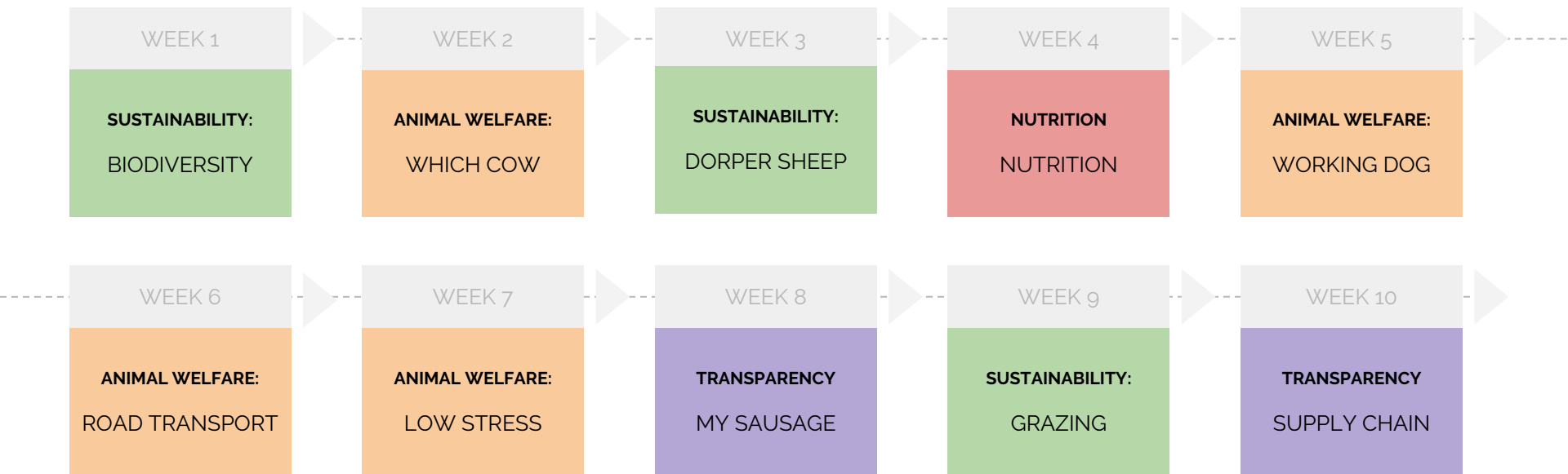
An owned, earned and paid distribution approach that establishes Target 100 as the influencer



Video Content - Uploaded natively to YouTube and Facebook every week. Shared, commented and liked by Influencers.



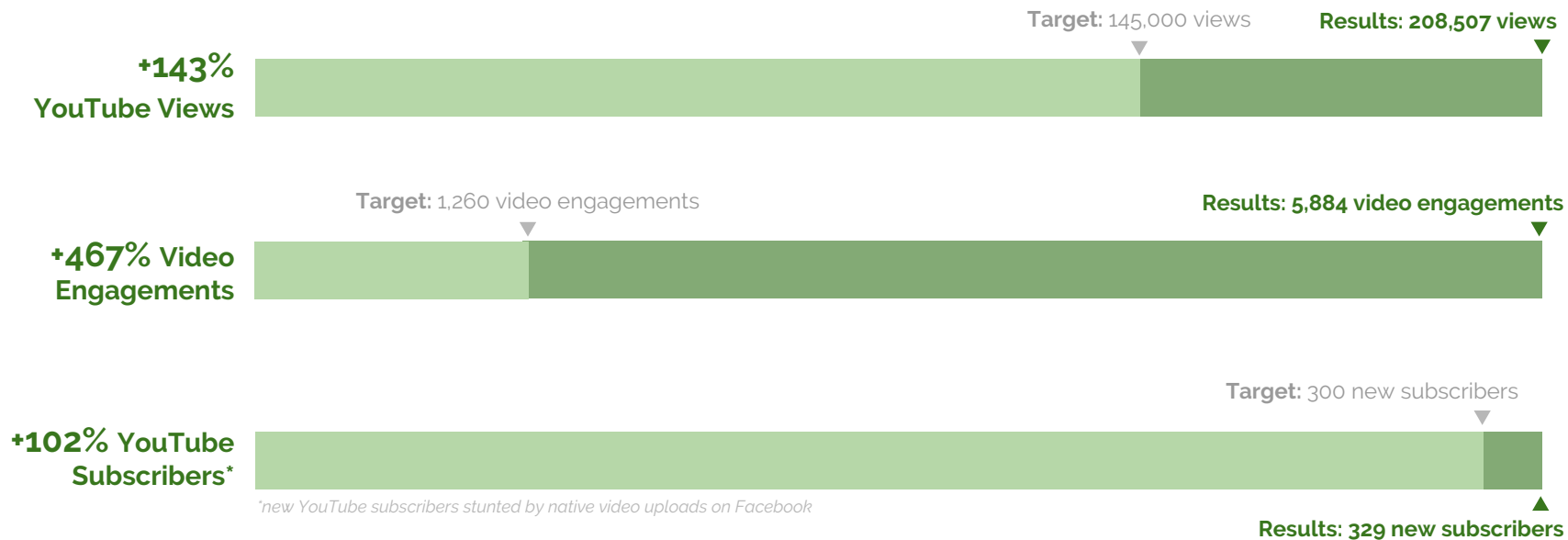
Social Content - Published on Facebook and Twitter throughout the campaign.



THE RESULTS

GOODMEAT 2.0

GOODMEAT 2.0 Goals



Bonus Facebook Goals

Results: 19,558 total Facebook fans

+3,843
Facebook Fans



Results: 541,181 total video views

+332,674
Facebook Views



TOTAL

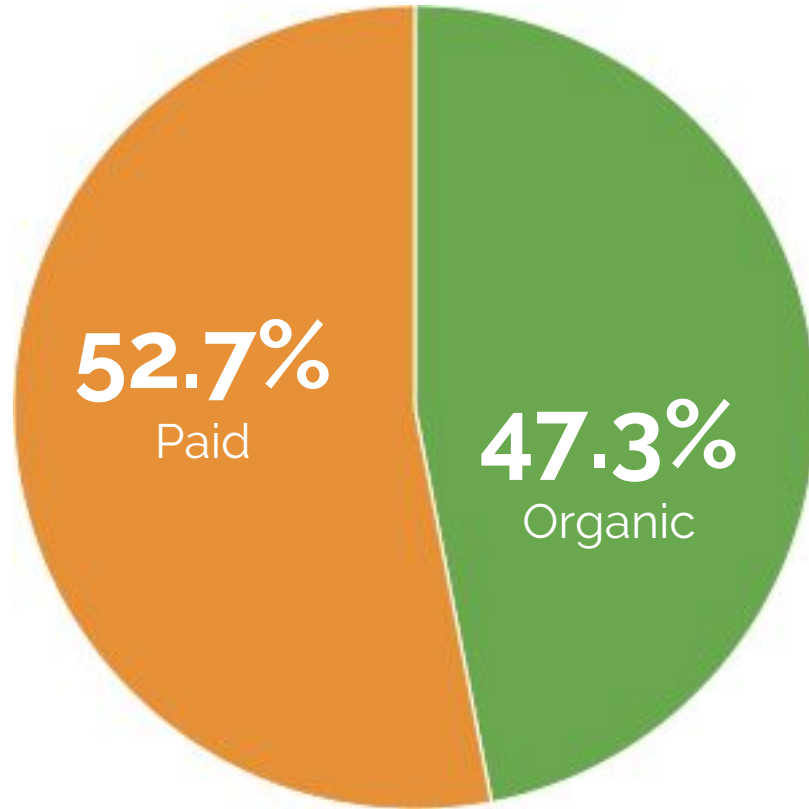


CAMPAIGN LEARNINGS

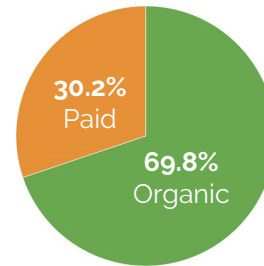
GOODMEAT 2.0

211
DAYS
watched on
YouTube

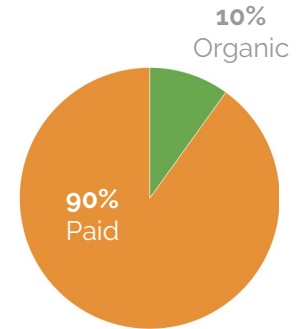
85 DAYS
watched on
Facebook



TOTAL



FACEBOOK



YOUTUBE



6,100
LIKES



570
COMMENTS



1,246
SHARES

**Entire campaign results (YouTube and Facebook)*

Environmental
Sustainability

Animal Welfare

Nutrition

Transparency

**AVG VIEWS
(Video)**

18%

34%

18%

30%

**AVG WATCHTIME
(Minutes of Video)**

28%

34%

15%

22%

AVG ENGAGEMENTS

31%

41%

10%

17%

99%

Positive Sentiment

Environmental
Sustainability

23 : 1

positive negative

POSITIVE

Entertaining and insightful content that recognises modern farming practices.

NEGATIVE

Low stress stock handling techniques not strictly followed in the time managed grazing content.

Animal Welfare

26 : 1

positive negative

POSITIVE

Audience were entertained by accessible live action content that provided an insight into farm practices.

NEGATIVE

Some viewers sceptical about some of the animal welfare facts presented in the animation.

Nutrition

11 : 1

positive negative

POSITIVE

High viewer retention and positive sentiment provide evidence for a receptive and engaged audience.

NEGATIVE

Viewers (incl. those with a vegan agenda) sceptical about nutrition facts presented in animation.

Transparency

17 : 1

positive negative

POSITIVE

High viewer retention and positive sentiment provide evidence for a receptive and engaged audience.

NEGATIVE

Some viewers sceptical about how the animations addressed some issues - e. g. processing plants.

36%



Persona 1

Age: 25 - 34

Gender: M/F 40/60%

Occupation:

Professionals / Creatives

Marital Status: Single/Married (no kids)

Location: Urban/ inner suburbs

Relevant Interests: Food/ Animal Welfare/ The Environment

Meat Consumption: Eats beef less than 1/week

64%



Persona 2

Age: 25 - 34

Gender: Female (80%)

Occupation:

Broad - Services & Creatives

Marital Status: Single (no kids)

Location: Urban/ inner suburbs

Relevant Interests: Food/ Animal Welfare

Meat Consumption: Vegetarian (non strict)



Persona 3

Age: 35 - 54

Gender: Female

Marital Status: Married

Household: Mix age kids.

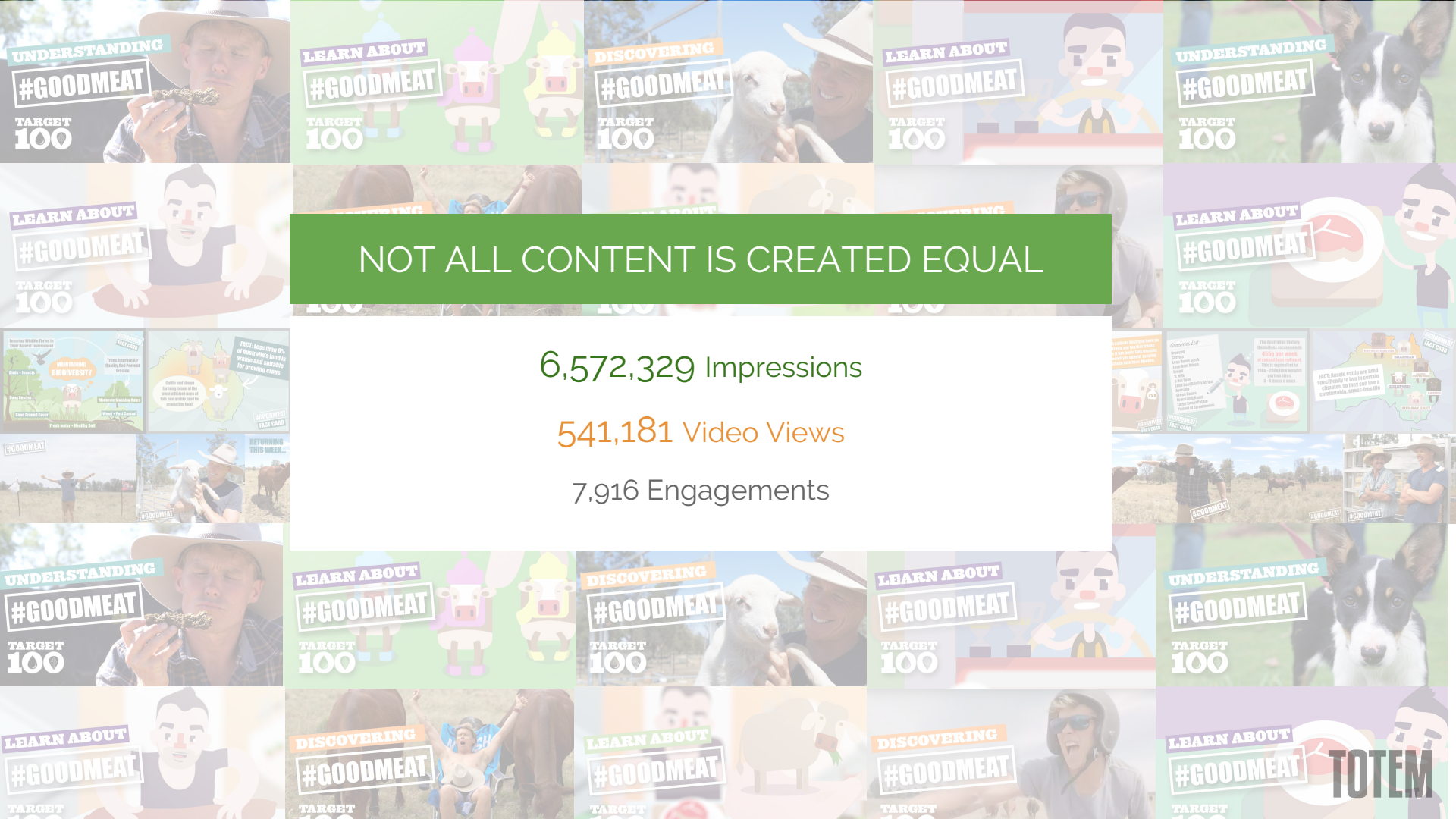
Location: Inner suburbs

Relevant Interests: Food/ Travel/ Health/ Animal Welfare

Meat Consumption: Eats primarily white meat (chicken & seafood) 3 - 5 times a week

KEY HIGHLIGHTS

GOODMEAT 2.0



NOT ALL CONTENT IS CREATED EQUAL

6,572,329 Impressions

541,181 Video Views

7,916 Engagements

TOTEM



Michelle Soto I can't get enough of these cartoons!!!! I love them

Like · Reply · March 30 at 9:02pm



Julie Karantzouli Your so funny Andrew ! You make me laugh! I think u need your own show lol

Like · Reply · Message · 2 · March 23 at 8:44pm



Keith Brown Andrew your a funny guy. enjoyed watching this. Hard to tell where your heart lies Life Guarding or working with animals. You do such a great job. Keep it up and always stay safe.

Like · Reply · Message · 3 · March 23 at 7:18pm

**Tonje Tærum Eklund** 😄😄 Hilarious!! 😄😄

Like · Reply · Message · January 28 at 7:47pm

**deequu** 2 months ago

This was hilarious! And ad that I actually watched haha

Reply · 1 👍 🗨️

**James Tweedy** Razor! Your a celeb!! **Raymond Cranney**

Unlike · Reply · Message · 2 👍 · January 28 at 4:44pm

**Raymond Cranney** Good bit of fun Tweed

Unlike · Reply · Message · 1 👍 · January 28 at 8:45pm

**Brendan J Leach** Is he still wearing the store tag on his hat

Unlike · Reply · Message · 5 👍 · February 10 at 7:19pm

**Becci Brabin** Not sure how much time you've spent yourself inside Australian processing plants but given your comments I question if it's any. As a vet that has spent time and advocates for animal welfare as a profession... I can tell you it's not only ignorant to call it barbaric but actually complies with the best welfare standard seen across the world

Unlike · Reply · Message · 6 👍 · April 2 at 10:46pm · Edited

**Elle Shannon** Haha this is great, such an accessible video for both farmer and consumer.

Like · Reply · Message · 2 👍 · March 23 at 9:37pm

Jodie Maudsley U can borrow mine his a border collie cross kelpie (hope I spelt it right) he rounds up our cattle or u can borrow my dad some of our cows got out once he started yelling come on and they just followed him back to our place 😊

Like · Reply · Message · February 24 at 8:42pm

**Jodie Maudsley**

Unlike · Reply · Message · 1 👍 · February 24 at

**Greg Beak** This is just normal modern grazing practice although we have larger paddocks and move each 2 to 3 months

Unlike · Reply · Message · 1 👍 · March 10 at 1:37pm

**Target 100** That's right **Greg Beak!** A very common practice, that can be easily adapted to different farm sizes and types.

Like · Reply · Commented on by Georgie Fraser [?] · March 10 at 3:02pm

**Andrew "Reidy" Reid** Moving cattle is hard work. Its easier to move swimmers at Bondi

Unlike · Reply · Message · 8 👍 · March 9 at 9:44pm

**Bek Franklin** Not 100% true about dairy cows not being farmed for meat. That's veal everyone 😊

Like · Reply · Message · 1 👍 · February 3 at 9:40pm

**Melanie Wicks** Not necessarily. Vealers don't have to be from dairy cows, it's more about age. But traditionally they are, though very few producers in Australia. 😊

Like · Reply · Message · February 5 at 9:59am · Edited

**Jacqueline Bunce** 1 month ago

Holistic management and Rcs have been doing this for over 20 years in Australia. Good to see that its finally being recognised.

Reply · 1 👍 🗨️

Low Stress Stock Handling



Become a Cattle Zen Master with a Bondi Lifeguard



Views



Likes



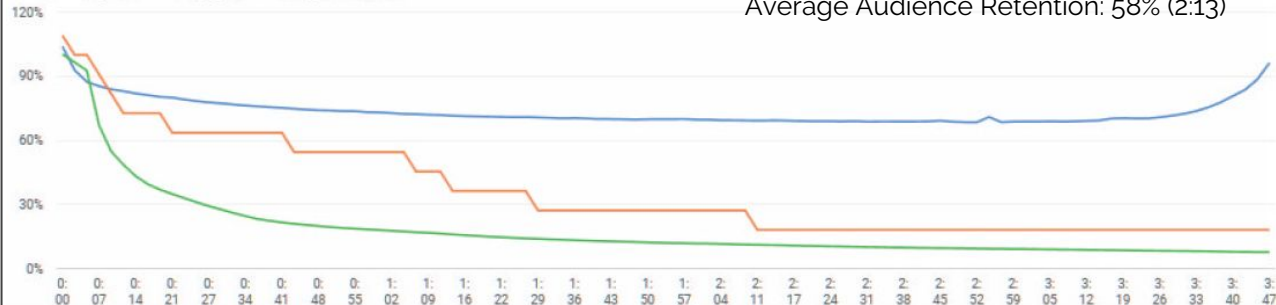
Comments



Shares

Facebook	35,605	942	104	173
YouTube	26,210	88	2	28
Total:	61,815	1030	106	201
Total Engagements:		1337		

— Organic — Display ad — Skippable video ad



ANNOTATIONS:

23 clicks

WATCHTIME:

78,005 minutes
(54 days!)

Target 100
Published by Georgie Fraser [?] · January 28 · 🌐

Farmers do much more than just manage their livestock, their job extends to conserving their environment.







22,069 people reached

Boosted

Like Comment Share

Target 100, Steve Crombie, Catherine Todd and 553 others

150 shares 23 comments

Results	
 Likes	676
 Post Clicks	530
 Comments	23
 Shares	150

David Trees Hey I found some more studies..super easy to find - land clearing and pasture development has an effect on landscape ecological values (McIntyre, 2002; Woinarski and Fisher 2003) and soil function (Kaur, 2007). Grazing reduces cover and increases sediment losses (Bartley, 2010); reduces total soil nitrogen and organic carbon (Beyer, 2011); interrupts natural fire cycles (e.g. Hodgkinson, 1984); and reduces the abundance of bird species (Martin, 2005) and small mammals (Woinarski and Fisher 2003). ..but great graphic anyways.
Like · Reply · Message · 🍌 4 · January 28 at 8:55pm

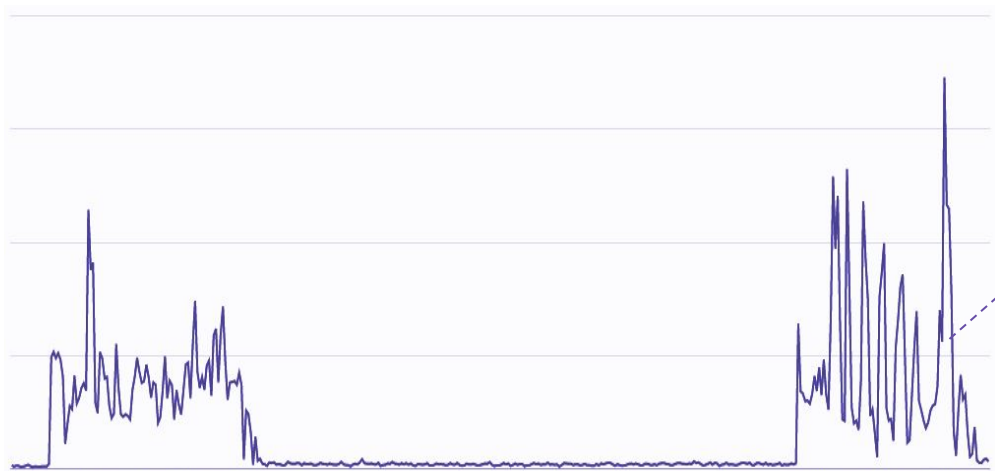
Target 100 Hi David Trees - We understand that cattle and sheep farming has an impact on the environment, which is why Australian farmers invest in research and development projects focused on improving the environmental sustainability of the industry. You can view 100 of our research projects here - <http://www.target100.com.au/100-Initiatives>. These include projects that focus on maintaining biodiversity, improving soil health and groundcover and studying the impact of grazing on wildlife abundance.

TARGET 100
Target100.com.au - 100 initiatives
The cattle and sheep industry are undertaking 100 research, development and extension...
TARGET100.COM.AU
Like · Reply · Remove Preview · 🍌 2 · Commented on by Georgie Fraser [?] · January 29 at 9:39am

Heather Stuart Farmers today havd inherited land th hat has needed regeneration and have licked parts away for conservation and to protect badly eroded landscapes. Hats off to the new genetation of farmers that have been studying and working at this for a few decades now.
Like · Reply · Message · 🍌 2 · February 5 at 8:36am

LOOKING AHEAD

GOODMEAT 2.0



GOOD MEAT 1.0

GOOD
MEAT 2.0

GOOD MEAT 3.0

TOTEM

Steve Crombie

CEO

+61 (0)402 211 842

steve@watchtotem.com

Rennae Long

General Manager

rennae@watchtotem.com

Omar Samad

Production & Network Manager

omar@watchtotem.com

Amelia Darmawan

Channel & Content Strategist

amelia@watchtotem.com

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