

YOU'RE BETTER  
ON BEEF



# BEEF RELAUNCH 2015 CAMPAIGN RESULTS

# \$2.91

RETURN FOR EACH \$1 SPENT



## MEAN SERVES



## VALUE RESULTS



## INCREASE IN MEAN SERVES

PER WEEK AMONGST OUR TARGET AUDIENCE OF AUSTRALIAN MUMS DURING THE CAMPAIGN PERIOD

## 6.3% SALES INCREASE

# 98,597,175

CUMULATIVE REACH (MEDIA + PR)



A MILLWARD BROWN STUDY SHOWED THAT THE CAMPAIGN WAS SUCCESSFUL IN LEADING TO A **13% DECREASE** IN MUMS STATING THEY ARE 'LIMITING THEIR CONSUMPTION OF BEEF DUE TO HEALTH CONCERNS'.

