FEED YOUR Adventurous SIDE
NEW CAMPAIGN: Adventurous yet approachable content inspiring increased lamb usage beyond the traditional holidays

FEED YOUR Adventurous SIDE

Grab A SLICE OF Happy

Delicious Date Night

Bite INTO A Lamburger!
New Campaign

• Differentiates American Lamb from other proteins
• Promotes American Lamb for year-around use
• Promotes the FLAVOR, culinary versatility and approachability of American Lamb
• Targets millennials and adventurous eaters
• Thoughtful use of your checkoff resources
  – Digital delivery
  – Focus resources in target markets
Why Millennials?

- 80 Million Consumers (¼ of the population)
- 200 billion in annual buying power
- Nearly half consider themselves foodies
  - Value healthy, high quality foods and unique flavors
- No biases towards lamb & adventurous eaters!
Why Digital Marketing | Social Media

1. CONSUMPTION OF SOCIAL MEDIA IS GROWING RAPIDLY
2. COST EFFECTIVE WAY TO BUILD AWARENESS AND REACH MILLENNIALS

2 Billion active social media users worldwide
5 Million images uploaded daily on Instagram
500+ Million tweets sent per day
Getting it Right | Reaching Consumers in the Right Markets with the Right Messages

Primary Market Targets

- Seattle, WA
- San Francisco, CA
- Austin, TX
- Boston, MA
- Washington DC
Our Marketing Programs

SOCIAL MEDIA (Facebook, Instagram, Pinterest, Twitter)

1. Ongoing engagement with Fans
   - Inspirational content – recipes, photos, videos

2. Seasonal Contests
   - Friendsgiving
   - Lamb Lovers Month
   - Summer Lambventures
Our Marketing Programs

• Partnerships to expand reach and build awareness
  – Local and national meal kit delivery companies
  – Media – Tasting Table
    • 1.5 Million Facebook Fans and 800 K Instagram followers
  – Blogger and Chef Lambassadors
Our Marketing Programs

• Networks of Lambassadors
  – Chefs from each target market
    • Develop Recipes
    • Host Education Events
  – Bloggers
    • Recipes, photography, how-to videos
    • Share content with their followers
      – Total Reach of Blogger Network =
        • More than 1.5 Million Consumers
Our Marketing Programs

- Educational Events – Building Awareness
  - Farm/ranch tours for bloggers/media
  - Educational events for nutritionists and dieticians
Our Marketing Programs

• Educational Events in Target Markets
  – Party Workshops For Consumers – Easy Appetizers
  – Baaa-runch series for Chefs hosted by Lambassadors
  – Brews and Ewes series partnering with food trucks and breweries
Our Marketing Programs

• Educational Events in Target Markets
  – Supper Clubs
  – Activations at local festivals
  – Lamb Jam tour!
American Lamb

Research & Education

American Lamb
Research and Education | Supports Consumer and Industry Needs

• Lamb Quality Audit
• Sustainability Assessment
• New Flavor Research
• Cost of Fat Study
• Demand Study
• Nutrient Data Updates
• Support for NSIP
• Best Practice Toolkit (in conjunction with ASI)
Industry Collaboration & Resources

American Lamb
The American Lamb Board funds local industry events and programs across the U.S. reaching thousands of consumers.
Industry Collaboration | Industry Resources

- Branded programs with Suppliers leverage more $$ for promoting American Lamb
- Free promotional materials for the industry
- Track ROI, lamb sales and market trends – reports available for the industry

LambResourceCenter.com
LambResourceCenter.com
Facebook.com/LambCheckoff