RED ANGUS ASSOCIATION



CURRENT STATE

\+ Strong Red Angus Focus

Niche in Industry

\- Recognition Gaps

Poor Program Communication

Limited Meat Program Visibility

Competitor Edge



KEY CHALLENGE

The organization struggles to compete with Angus in market share and recognition due to poor communication of key programs like CAB and limited visibility of its feedlot cattle and meat products.

REDS RISING

Opportunity:

- **Increase producer engagement**
- **Promote Red Angus Research**
- **Boost CAB Certification to enhance market visibility and industry recognization**



3 OBJECTIVES

INCREASE MEMBERSHIP

Grow the number of red angus producers within the association.

PROMOTE RESEARCH

Encourage more research on red angus genetics to showcase the breed's benefits.

BOOST CAB CERTIFICATION

Increase the number of red angus cattle being certified through the CAB program.









TARGET AUDIENCE

- All producers
- Research institutions
- Growers to finishers



PR STRATEGIES

STRATEGIC PARTNERSHIPS

Strengthen partnerships with breed associations, influencers, and research institutions to boost awareness of red angus genetics.

CORPORATE COMMUNICATIONS

Use owned media to better communicate the benefits of Red Angus genetics and the CAB program, improving producer engagement and recognition.

EVENTS/ EXPERIENCES

Host immersive tours of red angus operations and meat production, marketed to sale barns, colleges, and local communities, to showcase the breed's advantages and competitive edge.



EVALUATION



COMPARE OUTCOMES

Measure success against the Red Angus Strategic Plan and track pre- vs. post-campaign metrics.

WEBSITE TRAFFIC

Track increases in visits and engagement on Red Angus-related pages.

MEDIA PERFORMANCE

Measure reach and engagement across owned platforms (social media, website, email).

BRAND AWARENESS

Track media mentions, sentiment, and Red Angus cattle certifications

CONCLUSION

PR STRATEGY FOCUS

Strengthen partnerships, enhance the Red Angus brand, and offer targeted events/experiences to elevate awareness and adoption of Red Angus cattle.

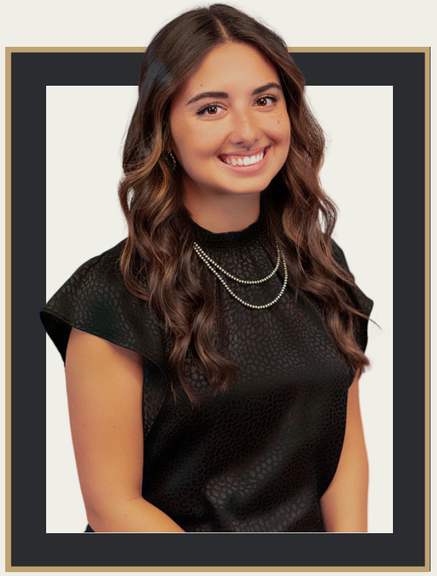
CAMPAIGN GOALS & EVALUATION

Increase Red Angus producers, drive more research, and boost CAB certification; track KPIs to assess campaign success and its impact on growth and market positioning.

OUR TEAM



CAPPI
HOETING



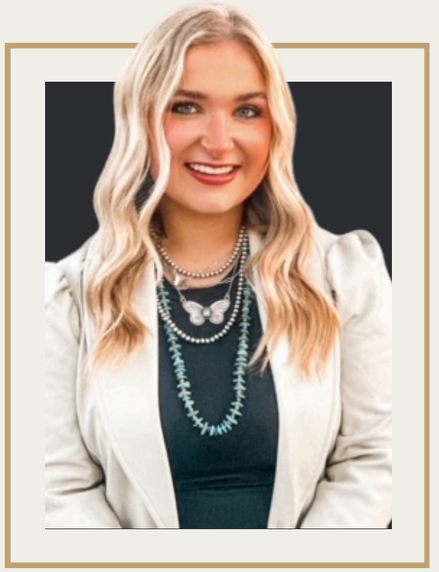
PERI
ANDRAS



MADELINE
DRAKE



AVERY
ECKHOFF



ELIZABETH
CHAMBERS