

## CASE STUDY: BUILDING & SUSTAINING YOUR BRAND

# Meat & Livestock Australia enjoys the smell of success



### Background

Meat and Livestock Australia's David Thomason says that lamb used to suffer from an old fashioned image. "This probably harks back to the days of chest freezers, when buying a side of lamb or a whole carcass was quite common. Price was the driver, and unfortunately quality was often pretty poor."

In the 1990's, to arrest a slide in lamb consumption, the industry set about improving its quality and began offering specialty cuts. This was supported by an image revamp with the "Trim Lamb" campaign.

In 1999, MLA moved on to "We Love Our Lamb" which focused on the traditional high volume cuts of lamb.

"Our lamb producers have put in a huge effort over many years to improve the quality of their product. And they expect that, as their marketing arm, MLA will put in just as big an effort to communicate how good it is," says Thomason.

### Objectives & Challenges

MLA's task with its more recent campaigns is to impact both consumer perceptions and their eating habits, on a relatively small budget. Their objectives are:

1. Sell more lamb.
2. Be noticed – help lamb look like a big and important brand.
3. Position lamb as our 'National Meat', one which all Australians would be proud to buy and serve.

### The Solution

Following on from the success of the Sam Kekovich "Australia Day" campaign, MLA and agency BMF created "Lamb – a fragrance for women". At first glance it looks like a Mills and Boon romance novel has come to life, but a closer look shows the gorgeous woman and her hunky male partner are actually selling lamb.

"Lâmb, pronounced 'lom' is a clever parody of women's perfume ads which we believe will appeal to a broad range of people, not just mothers.

"What better way than to get them thinking of the irresistible and mouth-watering aroma of lamb," Mr Thomason says.

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## Target Audience

MLA is trying to reach new audiences with its advertising including younger, 20 something women who are traditionally lighter lamb eaters. This push for new audiences is very important in cementing the place of lamb on dinner plates around the country.

## The Campaign

The “Lâmb” campaign was first introduced for Mother’s Day on 30 April 2006, with the launch of a television commercial and was supported by in-store point of sale and print advertising.

The campaign was so successful it has been re-invented for Spring to remind shoppers that spring is a traditional time for eating lamb.

The Spring campaign features a four week burst of television advertising in all major capital cities during September and October. This will be supported with magazine advertising and in-store point-of-sale in 3,300 butchers and 2,600 supermarkets across the country.

## The Results

The number of lamb servings increased by 6 per cent to an average of 28 million a week during the 2006 Mother’s Day lamb campaign period compared to the same period in 2005 according to tracking data from Roy Morgan Research.

“We had a hugely positive response to our Mother’s Day Lâmb campaign earlier this year so we’ve taken a similar approach for the Spring lamb campaign. We are certainly hoping to replicate that success with this latest campaign,” Mr Thomason said.

## The role of Free TV

The use of humour and television has always been part of MLA’s approach. “We’re disciples of Reg Bryson’s principle of using creativity to attract audiences rather than having to spend a fortune trying to find and chase them all.”

“TV has been an essential element in the strategy,” says Thomason.

## Who

Client:	Meat & Livestock Australia
Ad agency:	BMF
Media planning:	Bellamy Hayden
Media buying:	Universal McCann