

Building Retailer Excitement

In early February, our ongoing prospecting campaign began targeting key retail end users and distributors across the U.S.

- Generates actionable lists of customers to pursue for additional program business by:
 - Driving awareness of National Beef as a preferred partner that delivers programs and support that build value.
 - Building interest and consideration for our product complexes and brands.
 - Currently focusing on Value-Added Brands, Partner Programs, and Ground Beef.

***The Big Idea:
Partnership with
National Beef can grow
your business.***



How It Works: Basic Ad Click-Through

Targeted audience will receive various ads that click through to a series of landing pages based on the ads' communication strategy. Basic Retargeting Ads will be served when no action is taken from there.

Origination Ad



Click

Partner Programs Campaign Page



No Click

Basic Retargeting Ad



How It Works: Program Engagement

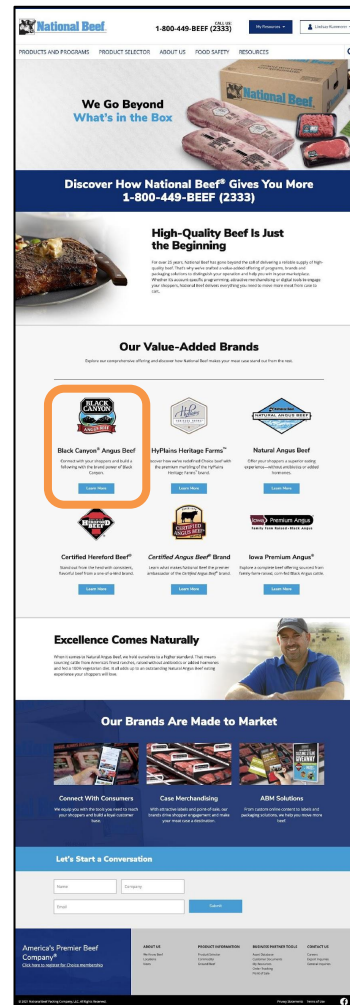
When users interact with a section of the landing page, they will get Program Specific Retargeting Ads based on the content they clicked. For example, a user will receive Black Canyon ads if they click the Learn More button under Black Canyon.

Origination Ad



Click

Value Added Campaign Page



Click

Click-Driven Retargeting Ad



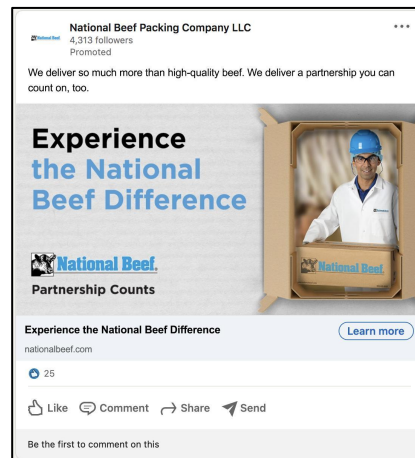
Key Campaign Tactics

Animated and Static Banner Ads, Pre-Roll Video Ads, LinkedIn Ads & Landing Pages

Animated + Static Banner Ads

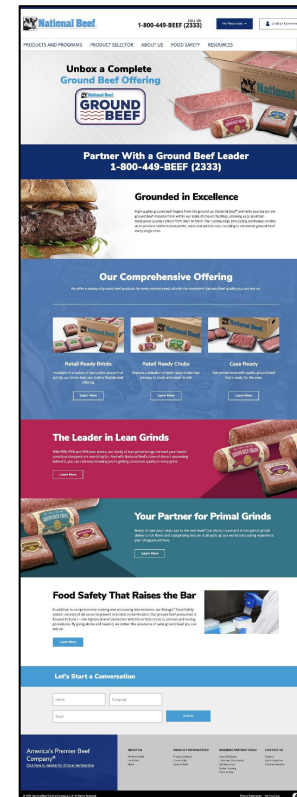


Pre-Roll Video Ads



LinkedIn Ads

Landing Pages



[Partner Programs Page](#)

[Value Added Page](#)

[Ground Beef Page](#)

[Black Canyon Page](#)



Ad Examples: NBP Partnership

A tradition of excellence inside every box.

PARTNER WITH US →



 **National Beef.**
Partnership Counts

Meat case ready, right out of the box.

LEARN MORE →



 **National Beef.**
Partnership Counts

Packed with the power to help you win.

PARTNER WITH US →



 **National Beef.**
Partnership Counts

THE ONLY BOX FOR BOXED BEEF

LEARN MORE →



 **National Beef.** Partnership Counts

A Prime experience in every box

LEARN MORE →



 **National Beef.** Partnership Counts

Reach New Customers with every box

SEE VARIETY MEATS →



 **National Beef.** Partnership Counts

Ad Examples: Value-Added

**Unbox a
beef brand
for every
shopper.**

SEE OUR BRANDS →




 **National Beef.**
Partnership Counts

**Open up
a box of
stopping
power.**

SELL WITH US →



 **National Beef.**
Partnership Counts

**Unbox
great beef
and the
marketing
to sell it.**

SEE HOW →



 **National Beef.**
Partnership Counts

**PACKED
WITH
★
CERTIFIED
SELLING
POWER**

LEARN MORE →



 **National Beef.** Partnership Counts

**THE ONLY
BOX FOR**



 **National Beef.** Partnership Counts

Certisan Beef
IN EVERY BOX

LEARN MORE →




 **National Beef.** Partnership Counts

Ad Examples: Ground Beef

The total package for ground beef.

SEE MORE →



National Beef.
Partnership Counts

Unpack the difference our processing makes.

LEARN MORE →



National Beef.
Partnership Counts

Unbox quality and taste you can count on.

LEARN MORE →



National Beef.
Partnership Counts

A BETTER BEEF CASE IN EVERY BOX

GET RETAIL READY →



National Beef.
Partnership Counts

RETAIL READY, RIGHT OUT OF THE BOX

LEARN MORE →



National Beef.
Partnership Counts

A BOLDER, RICHER GRIND IN EVERY BOX

SEE PRIMAL GRINDS →



National Beef.
Partnership Counts