

Real Food For Real People Commercials

CHICAGO, IL. — Filming of a new series of Beef Industry Council/Beef Board commercials featuring "Real People, eating Real Food, in Real Places" is complete and resulting footage now is being edited for mid-October release.

While the new ads continue the "Real Food for Real People" theme, this third stage of the campaign employs a different approach by using communities with unique names to support key

campaign marketing messages.

Each town is used to convey a different message: It makes no difference if you are in New York or in Manhattan (Montana) people know and appreciate excellent taste. Beef lovers in Utopia (Texas) can feel good about eating beef. Folks in Yale (Washington) educate consumers on the nutritional value of beef. You are in Luck (Wisconsin), because the calorie levels in beef are lower than previously thought.

As with previous commercials, the new ads were pre-tasted during research involving 1,100 consumers. Of six new commercial concepts tested, four scripts did exceptionally well and advanced to production stages.

"The commercials not only convey our messages, they capture the essence of the towns and the character of the residents. No actors were used in the filming," says Jeanne Sowa, Beef Industry Council vice president for promo-

tion and advertising. "These 'real' people welcomed our production crews with open arms and we are extremely happy with the footage now being edited."

About eight hours of film will be cut into two 30-sec commercials featuring Manhattan, Montana and Utopia, Texas, and two 15-sec commercials featuring Luck, Wisconsin and Yale, Washington.

Rollout of the commercials will be during a 16-week period from

mid-October to May. The ads will air during prime time and news programs, and appear on cable.



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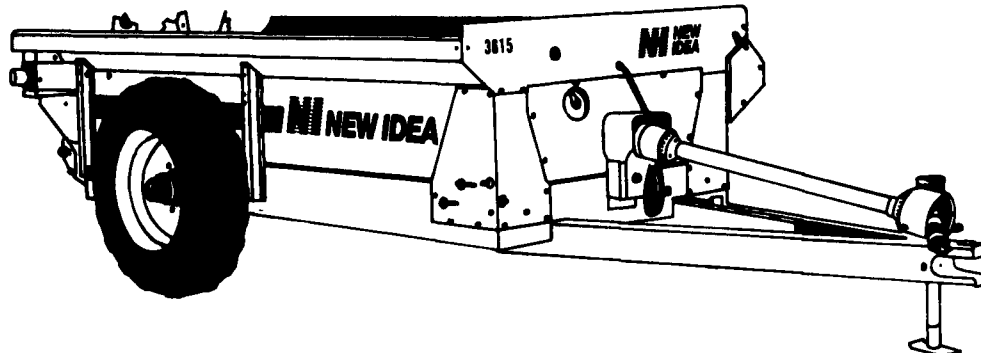
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