

# 中国2019年推广阿根廷牛肉比赛 活动简要

**2019年4月至2020年4月推广活动**

# 总体目标

- 在贸易商和消费者层面形成对阿根廷牛肉品牌的认识。
- 在贸易商和消费者层面，将阿根廷牛肉品牌作为**优质、健康和天然**的产品定位于中国市场。
- 为了更好地认识和创建**阿根廷牛肉**意识，对进口商和分销链进行**战略性地推广和培训**，以便使他们了解阿根廷牛肉和阿根廷牛肉行业的益处。
- 产生新的切割部位和产品展示方式的需求（**冰鲜肉和带骨肉**），并将牛肉定位在**更高价值的市场细分中**。
- 在现代营销渠道（超市）以及**HORECA渠道中**，促进阿根廷牛肉**渗入到更高价值的市场细分中**。

# 阿根廷肉品牌的创建与定位

阿根廷牛肉品牌必须传递以下信息：

- 原产国（天然，无污染）。
- 质量（生产体系，可追溯性以及透明和严格的质量控制）。
- 有益健康（青草喂养，无激素和促生长剂，满足健康饮食的要求）。
- 以被认证的至臻品质作为一级质量、自然和采用天然生产体系生产而销售的阿根廷牛肉。

# 最低具体目标

## 在微信中的阿根廷牛肉平台

- 在阿根廷牛肉微信平台上维护、更新和开发新工具，重点关注B2B和B2C行动。
- 维护和更新微信平台的CRM数据库：阿根廷出口商数据库，中国进口商/分销商数据库，中国牛肉销售和消费点。
- 维护和更新阿根廷肉类微信平台的消息和新闻栏目。
- 在阿根廷牛肉的微信网站上发起培训活动。
- 使用微信将消费者引导到提供阿根廷牛肉的餐馆和食品服务销售点。
- 使用微信作为提供阿根廷肉类品尝和零售店的列表。
- 使用微信粉丝作为数据库并注册参与者作为微信粉丝及与其保持联系。

# 社交网络和媒体

使用社交网络开展推广活动和吸引社交网络中的粉丝

- 与中国媒体建立强大的互惠关系。
- 检查并识别从事食品和健康生活方式的关键媒体伙伴并与其合作。
- 确认美食的意见领袖（KOL）并就阿根廷牛肉发展关系，分享知识，媒体和信息。

# 2019年4月至2020年4月活动期间在1级和2级城市为进口商、分销商、批发和零售渠道举办4次研讨会/讲习班

- 在阿根廷的肉类生产系统中对他们进行培训。
- 指导进口商销售阿根廷牛肉的技巧。
- 推广对阿根廷牛肉益处的分析。
- 指导对阿根廷牛肉的加工和操作。
- 介绍阿根廷牛肉的新切割部位和产品展示方式（冰鲜肉和骨头肉）。
- 用阿根廷牛肉举办烹饪班和中西式菜肴品尝会，介绍不同类型的切割部位和烹饪方法。
- 与媒体一起组织新闻圆桌会议和发布会，同时与贸易商开展研讨会/讲习班。

# 2019年4月至2020年4月活动期间在1级和2级城市 为厨师、酒店、餐馆和美食学校举办4次 研讨会/讲习班

- 通过品味和个人经验增加对新切割部位和高质量切割部位的了解。
- 与厨师、餐馆、酒店和餐饮服务公司一起来举办阿根廷牛肉烹饪班、切割班和推广活动。
- 与厨师们在1级和2级城市组织聚会。
- 与餐馆连锁店组织聚会，展示如何使用阿根廷牛肉，以便推广牛肉的价值和风味。
- 为选定的食品服务连锁店的厨师组织内部烹饪示范。
- 在与厨师和HORECA部门一起开展研讨会 / 讲习班的同时，与媒体组织新闻圆桌会议和新闻发布会。



# 新闻圆桌会议

由于推广阿根廷牛肉上线和离线的行动，与印刷、电视和在线媒体举办新闻圆桌会议，以便在中国传播阿根廷牛肉的推广活动并使品牌出名。

对在中国所有在线和离线媒体上发表的新闻、报道和文章进行跟踪。

**执行活动日期：**

**2019年4月 - 2020年4月**

**活动预算：**

**三百万美元**

# 参加建议和价格比赛的具体条件

## 公司简介及经验

- 市场营销、传播和 / 或广告公司。
- 在中国市场必须具有不少于五（5）年的经验，并且在中国至少两（2）个城市设有办事处，并且在其它没有设置办事处的城市有承包能力。
- 必须提交在线和离线推广和 / 或宣传活动经验。在食品行业中的活动经验将被受到重视。
- 介绍以前在线和离线促销的成功经验。
- 介绍将任命的管理账户的专业团队及其专业背景。

# 参加建议和价格比赛的具体条件

## 建议书和报价

- 根据提出的每项最低具体目标，必须提出**2019年4月至2020年4月**推广阿根廷牛肉活动的战略性和创造性建议。
- 所述建议必须附有制定所列活动的**时间表和日程安排**。
- 每项活动必须有详细的费用预算，包括代理商薪水和 / 或公司回扣、创意成本、生产成本和契约服务、微信中的阿根廷牛肉平台的维护和更新成本、微信和社交网量度的介绍、组织新闻圆桌会议和新闻剪报等。
- 必须以美元报价。

# 提交建议书的日期和方式

- 2019年3月7日之前应将建议书寄到 [s.rey@ipcva.com.ar](mailto:s.rey@ipcva.com.ar) ;  
[a.bifaretti@ipcva.com.ar](mailto:a.bifaretti@ipcva.com.ar) 和 [a.scarano@ipcva.com.ar](mailto:a.scarano@ipcva.com.ar) 邮政信箱。
- 建议书必须以西班牙文和英文版本提交。
- 公司通过其所有人或正式授权的负责人代表，必须于3月11日和12日（提前通知以便作日程安排）在布宜诺斯艾利斯口头介绍建议书（用西班牙语或英语），并且IPCVA不承担任何费用。
- 为参加比赛必须符合在阿根廷布宜诺斯艾利斯提交建议书的条件。为此原因，我们将需要参赛者在**3月1日之前**向我们确认参加比赛，以便协调2019年3月11日和12日的日程安排。请发电子邮件到 [s.rey@ipcva.com.ar](mailto:s.rey@ipcva.com.ar) ;  
[a.bifaretti@ipcva.com.ar](mailto:a.bifaretti@ipcva.com.ar) ; [a.scarano@ipcva.com.ar](mailto:a.scarano@ipcva.com.ar) ; [ebrusca@ipcva.com.ar](mailto:ebrusca@ipcva.com.ar) ;

## 咨询

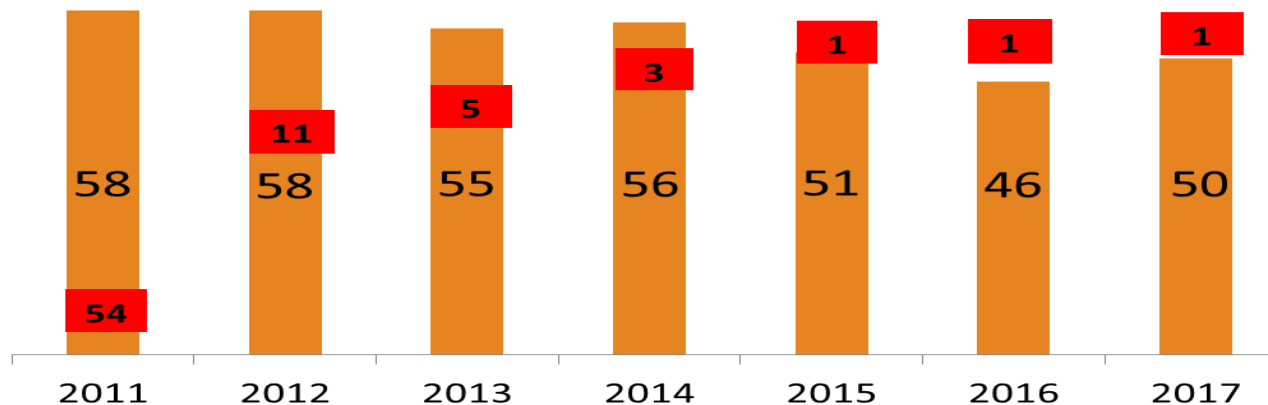
- 为了解更多信息，感兴趣的人请与塞尔吉奥·雷伊 [s.rey@ipcva.com.ar](mailto:s.rey@ipcva.com.ar) 和/或阿古斯蒂娜·斯卡拉诺 [a.scarano@ipcva.com.ar](mailto:a.scarano@ipcva.com.ar) 取得联系。

# MARKET BACKGROUND

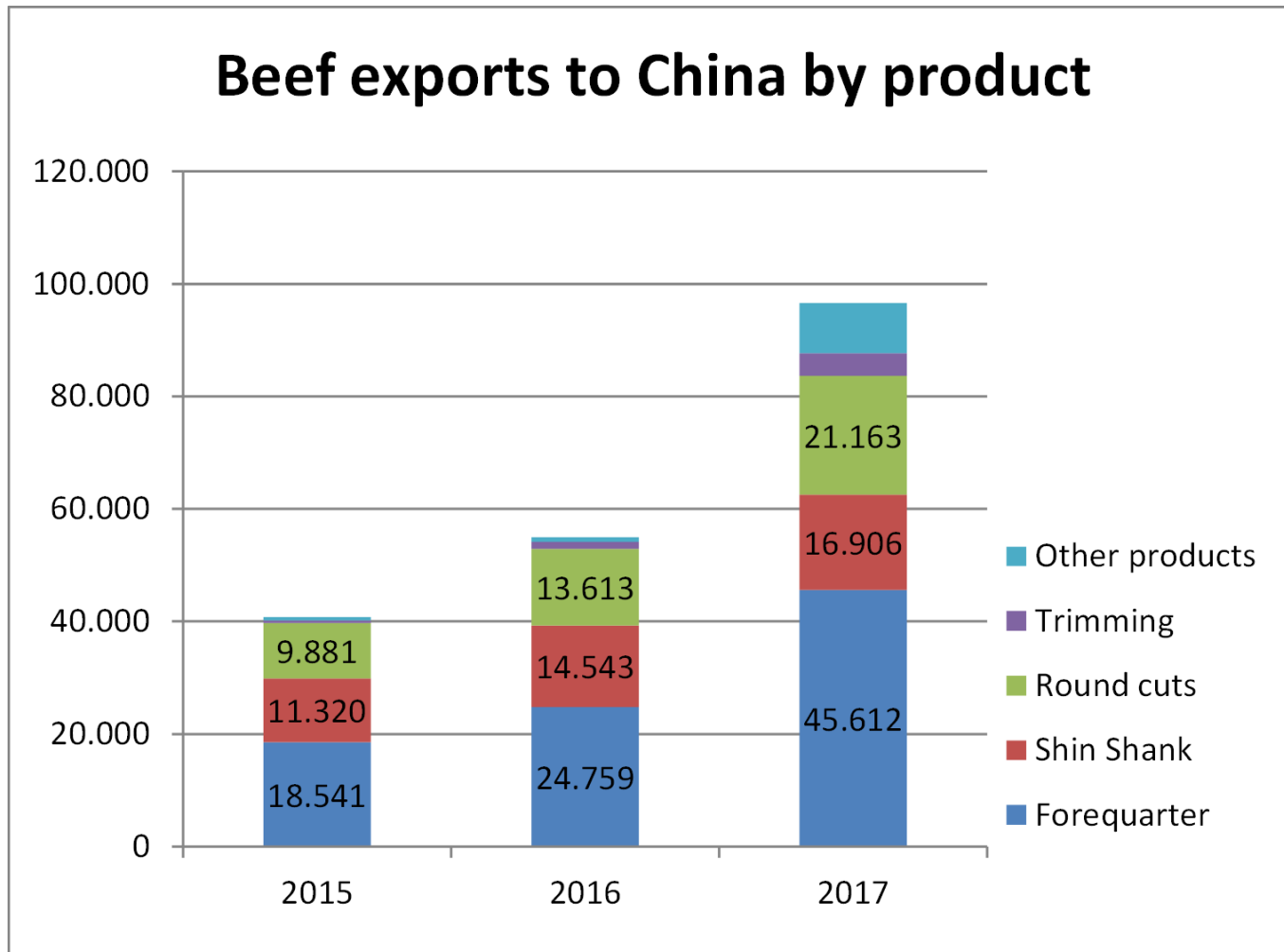
- In 2011, Argentina and China agreed on a health protocol that authorized the exports of boneless frozen beef to the Chinese market.
- Since that year, exports from Argentina to the Chinese market have grown continuously where China rapidly positions itself as the main destination market of Argentine beef exports, in terms of volume,.

## Argentina's main markets 2017

| MARKET      | TONNES | USD (thousands) | % VOLUME |
|-------------|--------|-----------------|----------|
| CHINA       | 95996  | 404984          | 46       |
| CHILE       | 27798  | 159275          | 13       |
| GERMANY     | 22345  | 269419          | 11       |
| ISRAEL      | 20551  | 129192          | 10       |
| NETHERLANDS | 10320  | 121376          | 5        |



Exports from Argentina to China are made up of frozen beef cuts intended mainly for the processing industry and fast-food service.

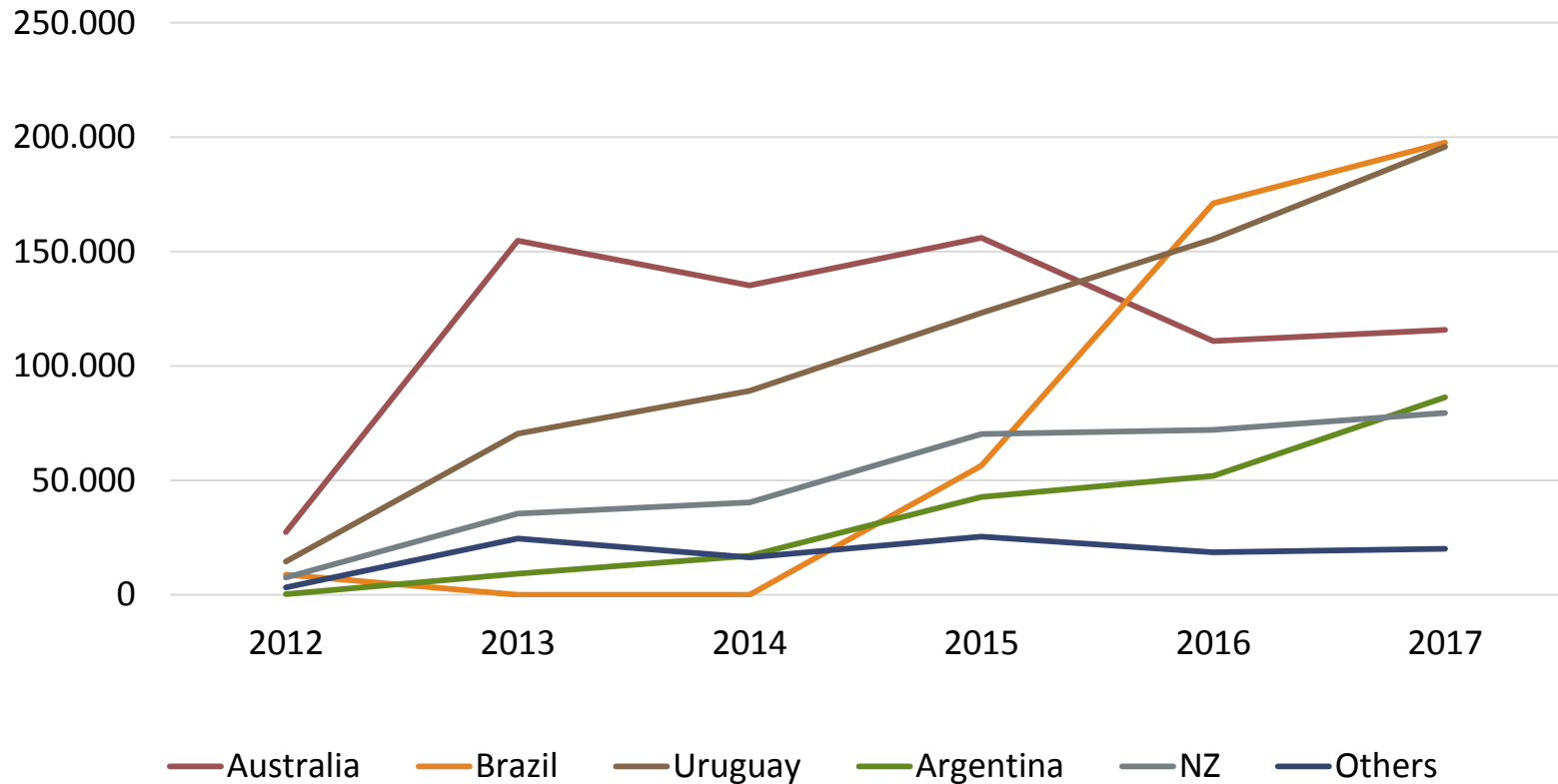




CHINESE IMPORTS OF BEEF FROM DIFFERENT ORIGINS INCREASED SIGNIFICANTLY IN THE SAME PERIOD.

IN 2018, TOTAL IMPORTS AMOUNTED TO 1.2 MILLION TONS (CARCASS WEIGHT), WHERE BRAZIL, URUGUAY, AUSTRALIA, NEW ZEALAND AND ARGENTINA WERE THE MAIN SUPPLIER COUNTRIES.

**Beef import growth**



99% of Chinese beef imports are made up of frozen beef, where only 1% accounts for chilled beef imported mainly from Australia

## Frozen beef import volumes 2017

| Origin           | Import volume (Tonne) | Import value (Million USD) | Average price (USD/Tonne) | Share (%) |
|------------------|-----------------------|----------------------------|---------------------------|-----------|
| Brazil           | 197,565               | 872                        | 4,414                     | 29        |
| Uruguay          | 195,874               | 641                        | 3,273                     | 21        |
| Australia        | 109,840               | 593                        | 5,399                     | 20        |
| New Zealand      | 79,107                | 382                        | 4,829                     | 13        |
| <b>Argentina</b> | <b>86,334</b>         | <b>370</b>                 | <b>4,286</b>              | <b>12</b> |
| Canada           | 8,977                 | 79                         | 8,800                     | 2.64      |
| U.S.             | 1,937                 | 20                         | 10,325                    | 0.67      |
| Costa Rica       | 3,754                 | 14.9                       | 3,969                     | 0.50      |
| Chile            | 4,113                 | 14.6                       | 3,550                     | 0.49      |
| South Africa     | 967                   | 4.3                        | 4,447                     | 0.14      |
| Mexico           | 33                    | 0.2                        | 6,061                     | 0.01      |
| Ukraine          | 27                    | 0.13                       | 4,815                     | 0.004     |
| Hungary          | 2                     | 0.009                      | 4,500                     | 0.0003    |
| <b>Total</b>     | <b>688,530</b>        | <b>2,991</b>               |                           |           |

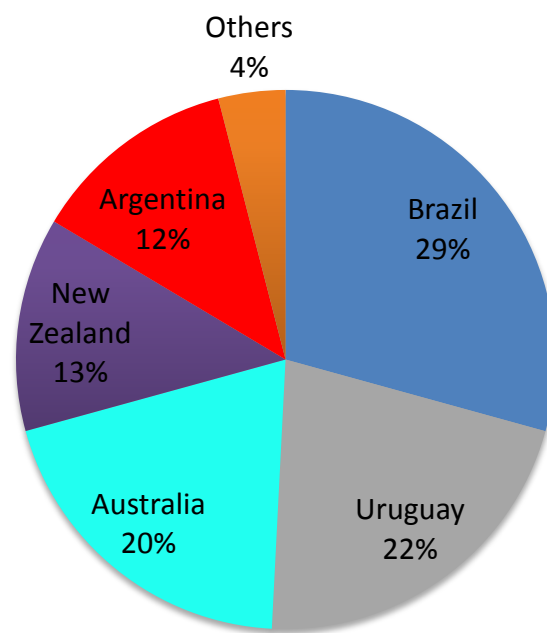
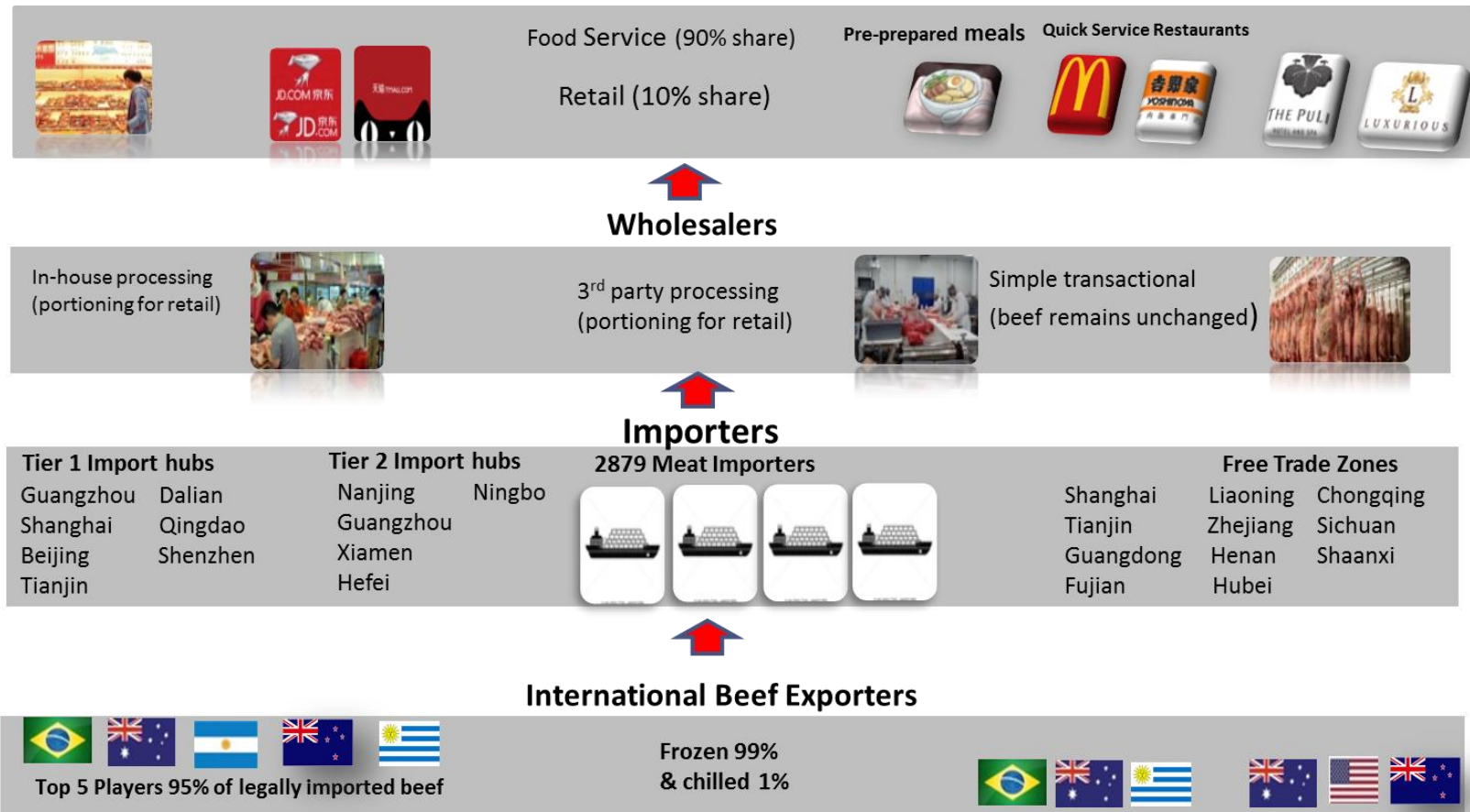


Figure: Frozen beef imports by origin

Food service sector (almost 90%) is the main destination of Chinese beef imports, while the rest is intended for the retail sector, supermarkets and to a lesser extent e-commerce.

Beef from Australia, USA and Canada, has greater penetration, at consumer level, than beef from South America (Brazil, Uruguay, Argentina).



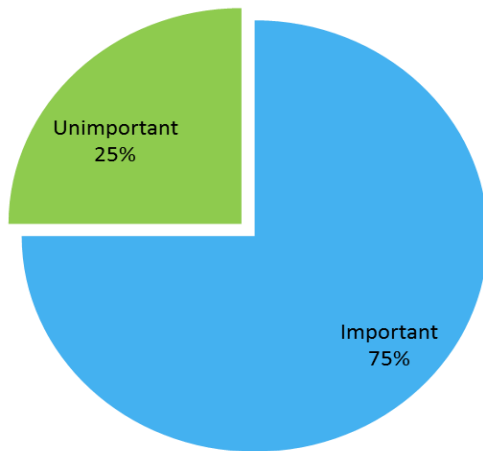
# MARKET RESEARCH FOR ARGENTINE BEEF IN CHINA

In 2018, in the framework of a Beef Market Research in China, IPCVA conducted a survey of beef buyers. Face to face interviews were carried out in modern distribution channels (supermarkets).

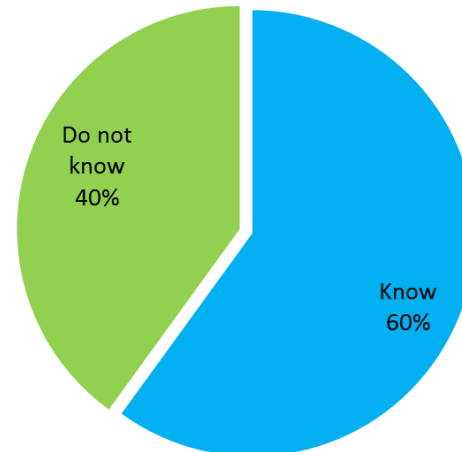
The survey shows the importance of the Country of Origin of beef for this type of buyers as well as the level of knowledge stated by buyers regarding the origin of the beef they purchase.

## Country of origin

Country of origin is important but still a large percent do not know

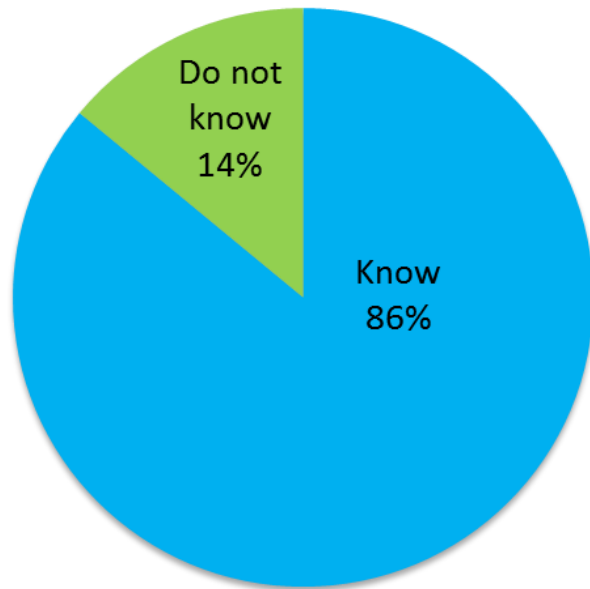


Important of country origin

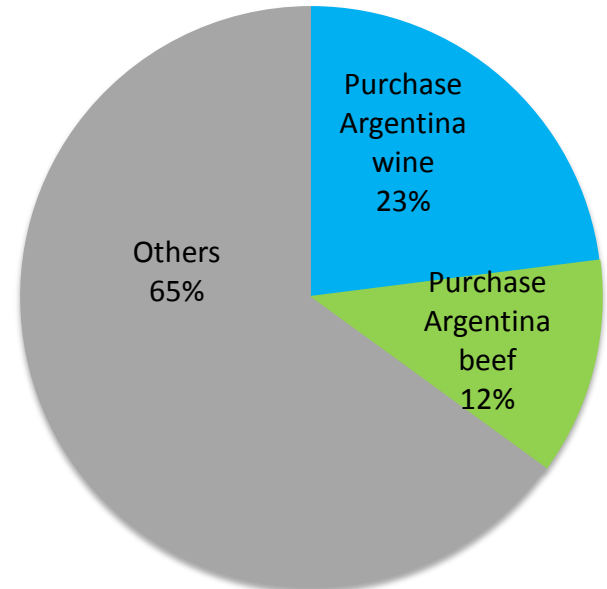


Awareness of country origin

86% of those surveyed mainly on Argentina and Argentine beef, said they have knowledge about Argentina, while only 12% of respondents said they have bought Argentine beef once



Awareness of Argentina



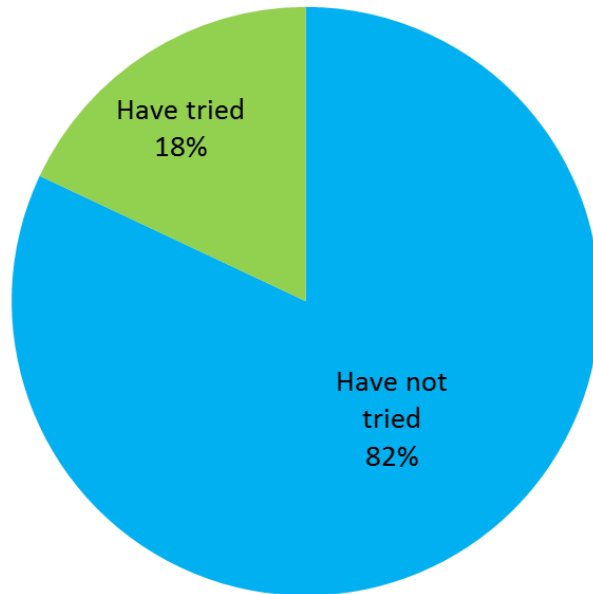
Association with Argentina

When asked if they had ever tried Argentine beef, only 18% said they tasted Argentine beef, while 64% of respondents reported to be interested in tasting Argentine beef

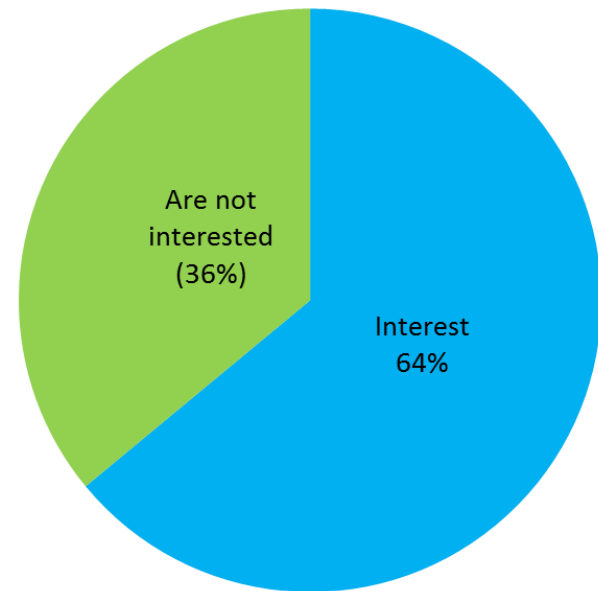
### Experience with Argentine beef

#### Have consumers tried Argentina beef and are consumers interested in trying Argentine beef?

- 18% of respondents have tried Argentine beef
- There is a good interest to try Argentine beef as 64% of respondents would like to try
- Some of the respondents mentioned that they may have tried Argentina beef at restaurants without their knowledge, since some of the restaurants only said it is imported beef



Experience with eating Argentina beef



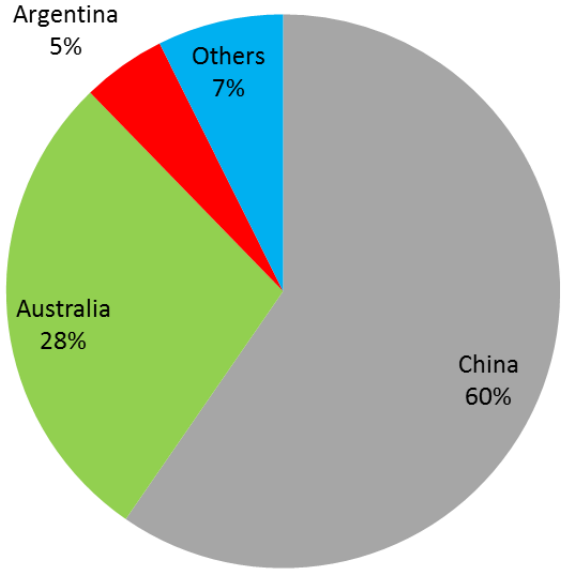
Interest in Argentina beef

When asked about the preferred country of origin to purchase beef, there is a strong preference for local beef (60% of respondents) followed by Australia (28%) and only 5% mentions Argentine beef.

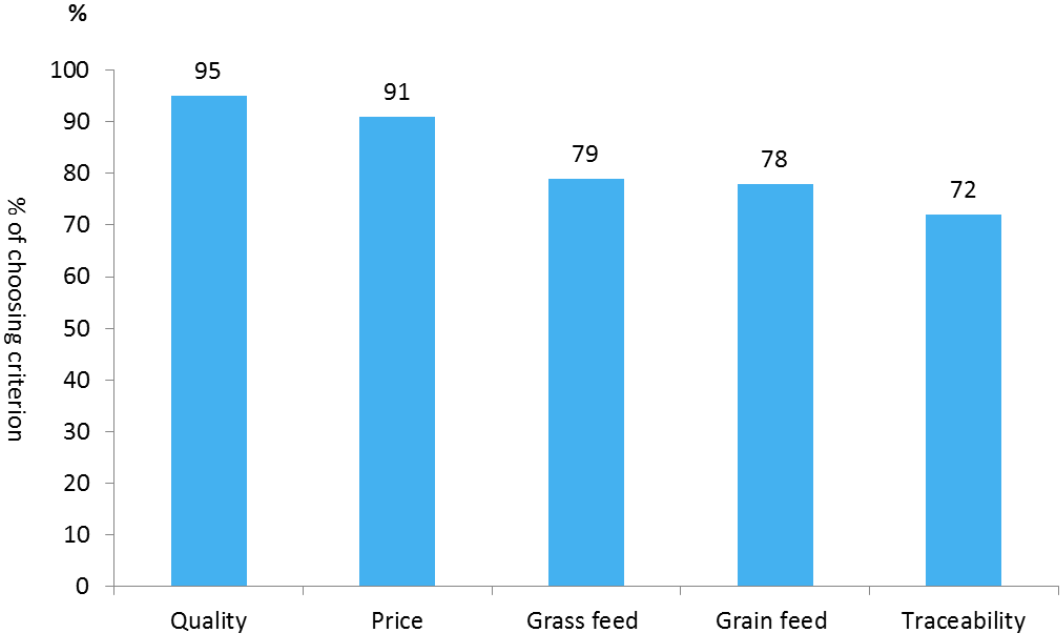
Regarding the variables for which a certain origin is chosen, quality is mentioned in the first place, then price, production system ( grass / grain ) and traceability.

### Country preference

Preferred country origin when purchase beef and the reason to choose that country



Beef purchase country preference



Beef purchasing country preference

Results taken from 517 face to face interviews and online survey completed in BJ, SH, GZ, CD, Central, North East, Huadong and Huanan

# PROMOTION ACTIONS BACKGROUND



# PROMOTION ACTIONS FOR ARGENTINE BEEF IN CHINA

## **Institutional presence:**

IPCVA has participated in different Commercial and Presidential Missions organized by the Argentine State to China, and has sponsored the Argentine Pavilion at SHANGHAI EXPO. It has developed promotion actions together with the Argentine Embassy and the Agricultural Attaché in Beijing and Consulate of Shanghai and Guangzhou.

## **IPCVA has signed Cooperation Agreements with the following institutions:**

CHINA MEAT ASSOCIATION

CHINA CHAMBER OF COMMERCE OF FOODSTUFF AND NATIVE PRODUCE ( CFNA)

CHINA CUISINE ASSOCIATION (CCA)

## **Conferences and Seminars:**

IPCVA has attended several editions of the China International Meat Conference,

## **International fairs:**

Since then and especially since 2011 (when the market is opened) presence of Argentine companies at this fair has grown considerably, amounting to 26 companies in 2018 and a total surface area of 800 m<sup>2</sup>

It also participated in ANUFOOD FAIR in 2015, 2016 y 2017 and in the first edition of CIIE FAIR in 2018.

Promotion actions: business meetings between Argentine companies and Chinese buyers, Argentine beef tasting sector, agenda of meetings between IPCVA and Argentine officials, Chinese Chambers and local Press

**APRIL 2018-APRIL 2019 CAMPAIGN**

# May 2018

On the occasion of the participation in SIAL China 2018, IPCVA developed promotion actions in the City of Shanghai and in Social Media

## OFF LINE

- BILLBOARD
- LED
- BUSES
- AURORA BUILDING
- SIAL CHINA:

## ON LINE

- DOUYIN VIDEO
- WECHAT APP
- WEIBO MEDIA
- KOL: SOCIAL MEDIA AND TV

# Billboard

1 Billboard  
Xintiandi, in Taicang Road



# 3 LED SCREENS





10 buses in main business/shopping area  
8 single layer, and two double decks



# Social Media

- RECIPES & TIPS SHARING VIA WECHAT & WEIBO
- KOL LIVE-STREAM BROADCASTING AT TRADE SHOWS (SIAL CHINA 2018)
- VIDEOS ( ARGENTINE BEEF & RECIPES)
- CREATIVE H5 DESIGN / INTERACTIVE
- KOL ADVERTISEMENT VIA WECHAT, WEIBO & OTHER SOCIAL MEDIA (MAINLY COMBINED WITH OFFLINE CAMPAIGN)

# SOCIAL MEDIA: VIDEOS IN DOUYIN

投放截图

Screen shot



抖音开屏



抖音信息流



# SOCIAL MEDIA: WEIBO

## Live show in SIAL China 2018



## 直播展示 / Display of Live Show



饭饭  

5月17日 10:08 来自 一直播

西式牛肉中式做法，饭饭带你领略阿根廷牛肉的魅力，干货满满，送牛肉！快上车！  饭饭的一直播 (下载App->  网页链接)  上海



☆ 收藏

 5

 462

 71



一直播入口截图

直播回放地址 / Link:

<https://www.yizhibo.com/67e73aec-3562-453b-8211-b697b4437b1c>

# WeChat Platform

- IPCVA has developed its Platform in WeChat for the promotion of Argentine Beef.
- In its first stage, it was a basically an information platform on Argentine Beef.
- In a second stage, it sought to provide better tools for B2B & B2C actions, including sectors that would allow B2B & B2C interaction.

# Argentina beef WeChat platform

## Emphasis on education and production systems

### Home



- Has 3 sections under it: brand story, recipe and contact us

### Brand



- Talks about the environment and beef producing and processing systems to present the image of high quality and safe beef

### Recipe



- Provides different recipes

### Recommendation



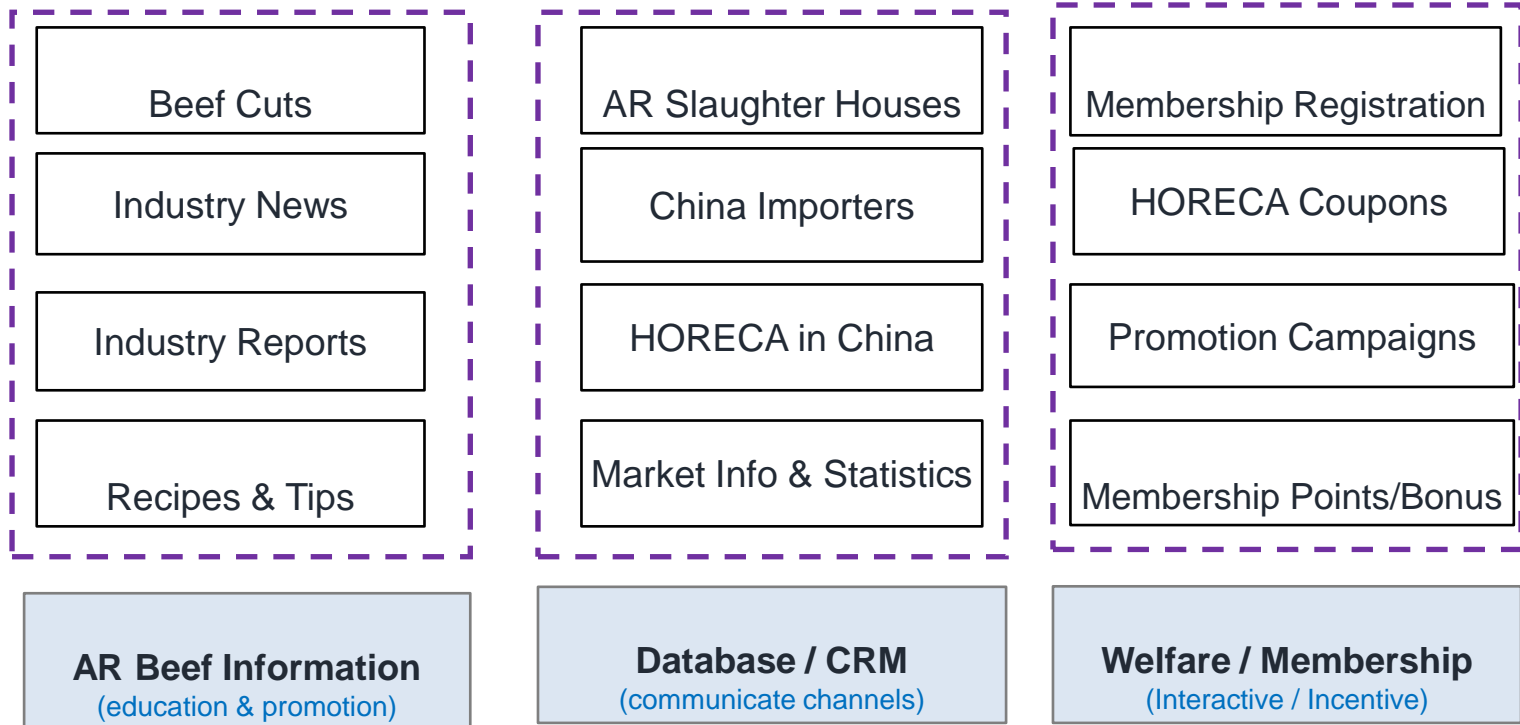
- Recommendation video of different beef dishes

# September - December 2018

- During the second stage of the campaign, on line and off line actions were defined:
- **On line Promotion:**
  - Social Media: WeChat, Argentine Beef Website and social networks
  - Digital Marketing: CRM Data Base, E-News, etc.
- **Off line Promotion:**
  - Trade Seminars : Importers and distributors
  - Seminars with Chefs and Schools of Gastronomy

# WeChat Platform B2B & B2C

Redefinition of WeChat Platform for Argentine beef with focus on B2B and B2C Communication, including the following sections:





# (CRM / Database)



Producer/Exporter List Page

Importer List Page

HORECA List Page



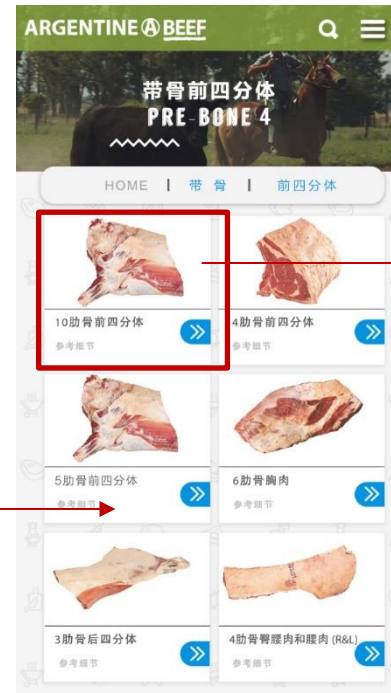
# (Beef Cuts)



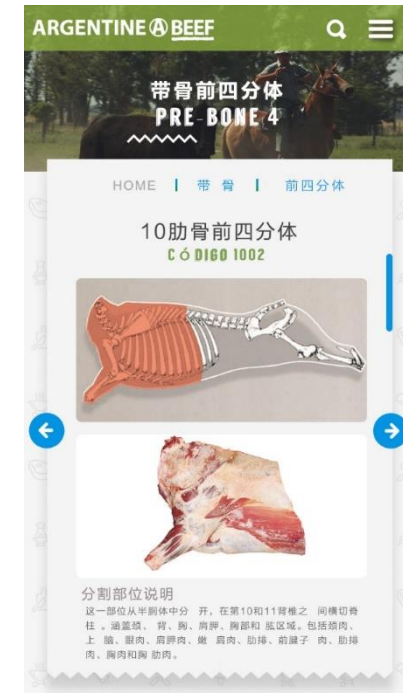
Beef Cuts Home Page



Beef Cuts List Page



Beef Cuts Detail Page





# Trade Seminars

## Guangzhou , Beijing, Shanghai

3 Seminars for Importers and Distributors were organized in the following Cities:

Guangzhou: October 11, 2018

Hilton Hotel

Beijing : October 15, 2018

Peninsula Hotel

Shanghai: November 6, 2018

POP Restaurant

# Trade Seminars

## Guangzhou, Beijing, Shanghai

- ▶ Importers, distributors, supermarkets.
- ▶ Training and Tasting Event.
- ▶ Introduction of Argentine Beef : production system, breeds of cattle, sanitary conditions, beef industry, export to China, etc.
- ▶ Introduction of Argentine Beef cuts: Handbook of Argentine Beef, classification system, presentation & packaging, labelling, etc.
- ▶ Official Launch : CRM / We Chat Platform
- ▶ Brand Video Launch

# Chef Trainee

## Guangzhou, Beijing and Shanghai

**Guangzhou:** October 12, 2018

GEEKITCHEN

**Beijing:** October 16, 2018

Beijing Industry and Trade Technician College

**Shanghai:** October 31, 2018

EFUN Culinary Arts School

# Chef Trainee

## Guangzhou, Beijing and Shanghai

Chef seminar: 3-4 hours:

Introduction of Argentina Beef: production system, breeds of cattle, sanitary conditions, beef industry etc.

Introduction of Argentine Beef cuts. Different ways of cooking: western dishes, Chinese dishes

Cooking Practice + Tasting of different cuts, Dinner

# PRESS AND MEDIA

**During SIAL China, CIIE Fair and Trade and Trainee Seminars with chefs, press conferences were carried out with online media, print media and TV, in order to raise awareness and disseminate information in the local media .**

**LINK TO DOWNLOAD PRESS CLIPPINGS**

# COOPERATION AGREEMENTS

**IPCVA HAS SIGNED COOPERATION AGREEMENTS WITH THE FOLLOWING CHAMBERS IN CHINA:**

**-CHINA MEAT ASSOCIATION ( CMA)**

**-CHINA CHAMBER OF COMMERCE OF FOODSTUFF AND NATIVE PRODUCE (CFNA)**

**-CHINA CUISINE ASSOCIATION (CCA)**