

Brief Competition  
Campaign for the Promotion of  
Argentine Beef in China 2019

April 2019– April 2020 Campaign

# General Objectives

- Building Argentine Beef brand at consumer and trade levels.
- Positioning Argentine Beef Brand in the Chinese market at trade and consumer level as a quality, healthy and natural product.
- Strategically promote and educate importers and the supply chain on the benefit of Argentine beef and the Argentine beef industry to improve knowledge and build awareness of premium quality beef
- Build demand for new cuts and types of presentation (chilled beef and bone-in beef) and position the beef in higher value segments of the market
- Promote the penetration of Argentine beef in higher value segments of the market, both in modern marketing channels (supermarkets) as well as in HORECA channel

# Brand building and positioning for Argentine Beef

The Argentine beef brand needs to communicate the following message:

- Country of origin (natural, free from contamination)
- Quality (production system, traceability and strict transparent quality control)
- Health benefits (grass fed, free from hormones and growth promoters, satisfies healthy eating requirements)
- Premium quality certified to be sold as premium, natural Argentine produced under natural production systems

# Minimum Specific Objectives

## **WeChat Platform for Argentine Beef**

- Keep, update and develop new tools in WeChat platform for Argentine Beef focused on B2B and B2C actions
- Keep and update CRM databases in WeChat Platform: Argentine Exporters, Chinese Importers / distributors database, Points of Sale and Consumption of beef in China.
- Keep and update the news and news sections on Argentine beef in WeChat Platform.
- Build training actions in WeChat site for Argentine beef
- Use WeChat to direct consumers to restaurants and food service outlets that serve Argentine beef.
- Use WeChat as a directory retail outlets that have Argentine beef tasting and beef for sale
- Use WeChat followers as a database and register attendees as WeChat followers and keep in touch

## **Social networks and the media**

Use social media to run promotion campaigns and increase followers on social media

- Develop strong win-win relationships with Chinese media partners
- Screen and identify key food and lifestyle media partners to work with
- Identify KOL in gourmet food to develop relationships, share knowledge, media and information about Argentine beef

## **Conduct seminars / workshops for importers, distributors, retailers and wholesalers in 1 and 2 TIER cities, 4 times during April 2019 – April 2020 Campaign**

- Educate them on the beef production system in Argentina
- Educate importers on selling skills to sell Argentine beef
- Promote analysis on the benefits of Argentine beef
- Educate on handling Argentine beef
- Introduce new cuts and ways to display Argentine beef ( chilled beef and bone-in beef)
- Conduct cooking classes and tastings of Chinese and Western dishes prepared with Argentine beef, introducing different types of cuts and cooking methods.
- Organize tables and press conferences with the media in simultaneous to the development of Seminars / Workshops with the Trade sector.

## **Conduct seminars / Workshops for Chefs, Hotels, Restaurants and School of Gastronomy in 1 and 2 TIER cities, 4 times during April 2019 – April 2020 Campaign**

- Increase awareness of new premium cuts through first hand taste and experiences
- Conduct cooking classes, cutting classes and promote Argentine beef with chefs to restaurants, hotels and food service companies
- Organize chef tables in 1 and 2 TIER cities
- Organize tables with restaurant chains to demonstrate how Argentine beef can be used to promote value and taste
- Organize in-house cooking demonstration for chefs in selected food service chains
- Organize tables and press conferences with the media in simultaneous to the development of Seminars / Workshops with chefs and HORECA sector.



## **PRESS CONFERENCES**

ON THE OCCASION OF OFFLINE AND ONLINE PROMOTION ACTIONS FOR ARGENTINE BEEF PERFORM PRESS CONFERENCES WITH ONLINE MEDIA, TV AND PRINT MEDIA TO COMMUNICATE PROMOTION ACTIONS FOR ARGENTINE BEEF IN CHINA AND GROW BRAND AWARENESS

FOLLOW-UP NEWS, PRESS NOTES AND ARTICLES PUBLISHED IN ALL MEANS OF COMMUNICATIONS BOTH ON LINE AND OFF LINE IN CHINA.

# **IMPLEMENTATION PERIOD OF THE CAMPAIGN:**

APRIL 2019 – APRIL 2020

# **BUDGET FOR THE CAMPAIGN:**

U\$S 3.000.000

## **Specific conditions to participate in the selection process of Proposals and Prices**

### **Company profile and background**

- Marketing, Communication and / or Advertising Agencies.
- The company must be at least 5 (five) years in the Chinese market and own offices in at least 2 (two) cities in China, and have the capacity to subcontract in other cities where it is not physically present.
- The company must submit a background folder in Promotion and / or Communication Campaigns. both online and offline. Previous experience in campaigns for the food sector will be taken into account.
- Submit background of successful cases in previous promotions, both on line and off line
- Present the team of professionals that would be assigned to manage the account together with their professional background.

## **Specific conditions to participate in the selection process of Proposals and Prices**

### **Proposal and quotation**

- Based on each of the Minimum Specific Objectives above mentioned, a strategic and creative proposal for the Campaign to Promote Argentine Beef April 2019- April 2020 must be presented.
- Said proposal must be accompanied by a schedule and time line for the development of the presented activities.
- Each activity must have a detailed budget of professional fees and / or agency fees, creativity costs, production costs and contracted services, maintenance cost and updating of the Argentina Beef platform in WeChat, presentation of WeChat metrics and social networks, organization of Press Conferences, Press Clipping etc.
- Quotation must be made in American dollars.

## Date and proposal mode of presentation

- Proposals must be sent to [s.rey@ipcva.com.ar](mailto:s.rey@ipcva.com.ar) y [a.scarano@ipcva.com.ar](mailto:a.scarano@ipcva.com.ar) before 07/03/2019
- Proposals must be submitted in Spanish and English
- Companies must submit mandatorily their proposals in Buenos Aires (Companies should submit their proposals, mandatory either in English or Spanish), on 11, 12 March, represented by their holders or duly authorized officers, and on no cost to IPCVA.
- IN ORDER TO PARTICIPATE IN THE COMPETITION, IT IS MANDATORY TO MAKE THE PRESENTATION IN BUENOS AIRES, ARGENTINA. FOR THIS REASON, WE NEED YOU TO CONFIRM YOUR PARTICIPATION BEFORE MARCH 1 IN ORDER TO ORGANIZE THE AGENDA WITH PRESENTATIONS FOR MARCH 11 AND 12, 2019. PLEASE WRITE TO [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);

## Queries

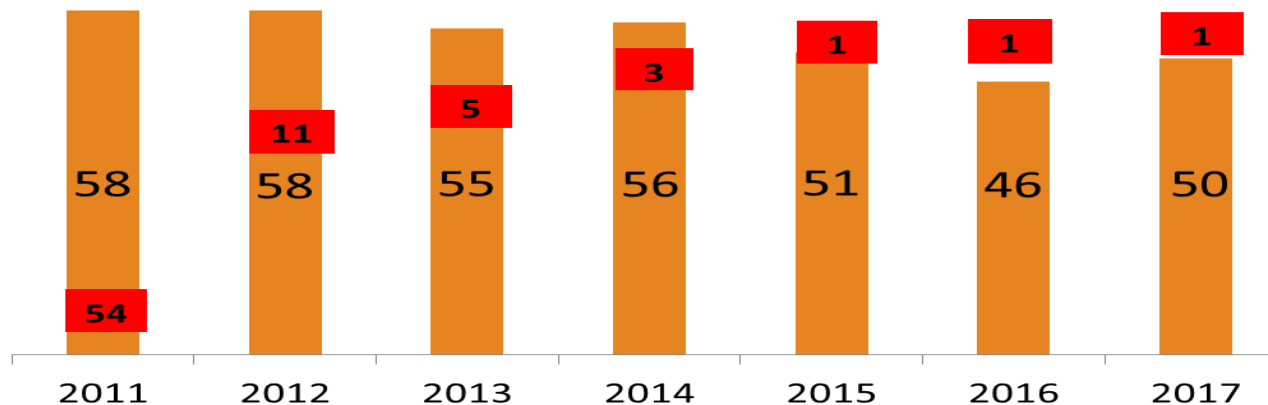
- For further information, interested parties should contact Sergio Rey [s.rey@ipcva.com.ar](mailto:s.rey@ipcva.com.ar) and/or Agustina Scarano [a.scarano@ipcva.com.ar](mailto:a.scarano@ipcva.com.ar)

# MARKET BACKGROUND

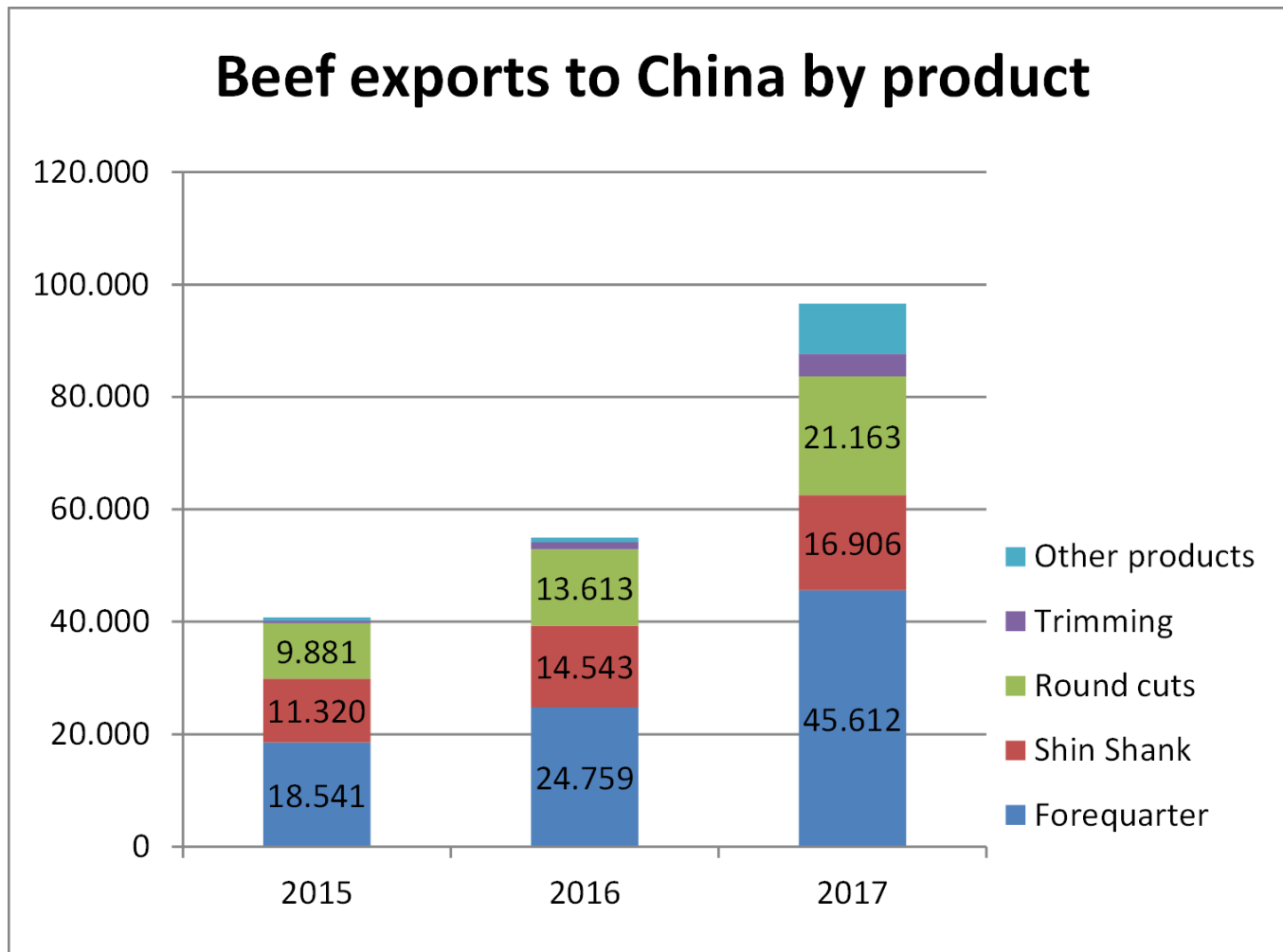
- In 2011, Argentina and China agreed on a health protocol that authorized the exports of boneless frozen beef to the Chinese market.
- Since that year, exports from Argentina to the Chinese market have grown continuously where China rapidly positions itself as the main destination market of Argentine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

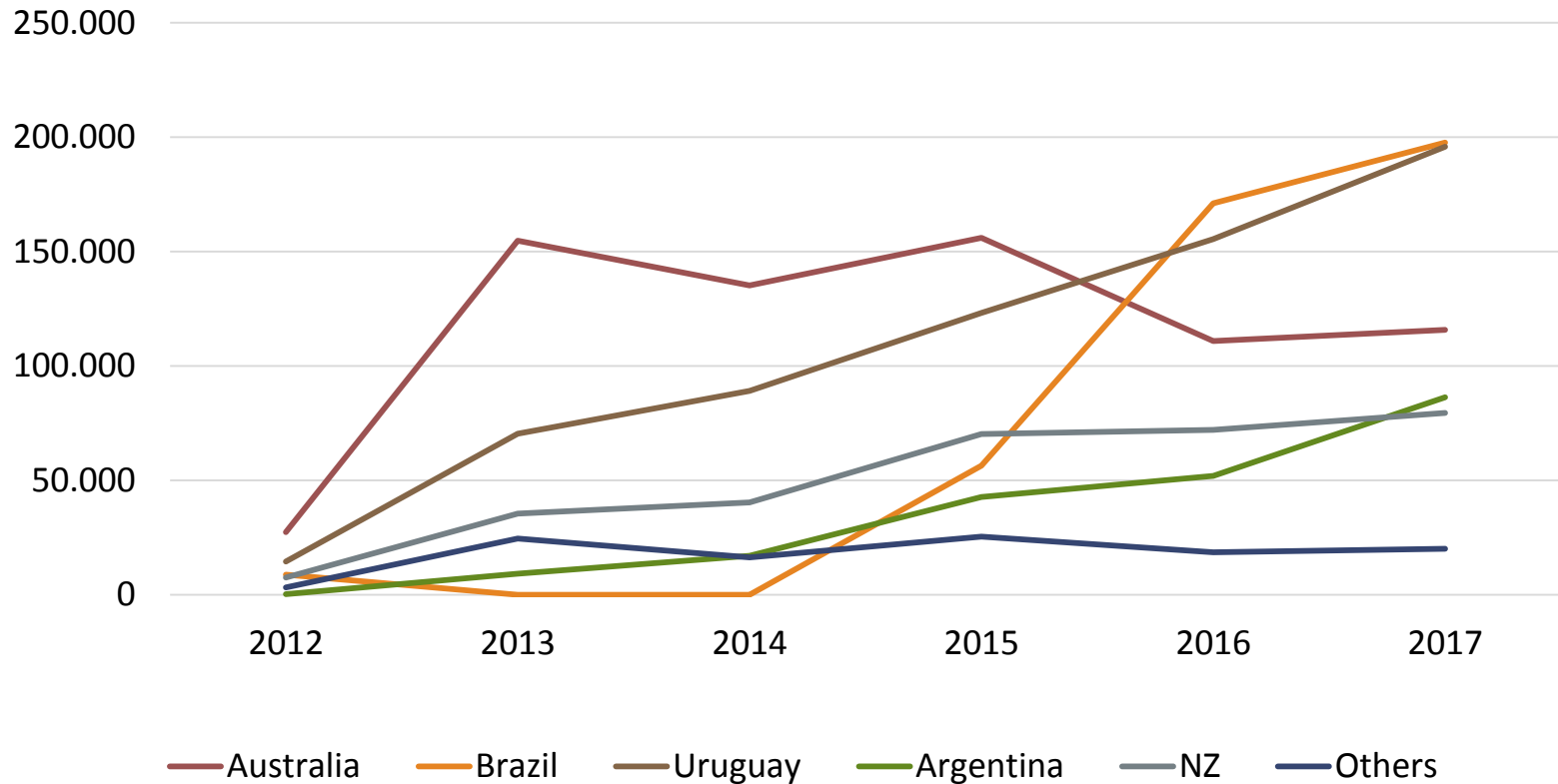




CHINESE IMPORTS OF BEEF FROM DIFFERENT ORIGINS INCREASED SIGNIFICANTLY IN THE SAME PERIOD.

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>		

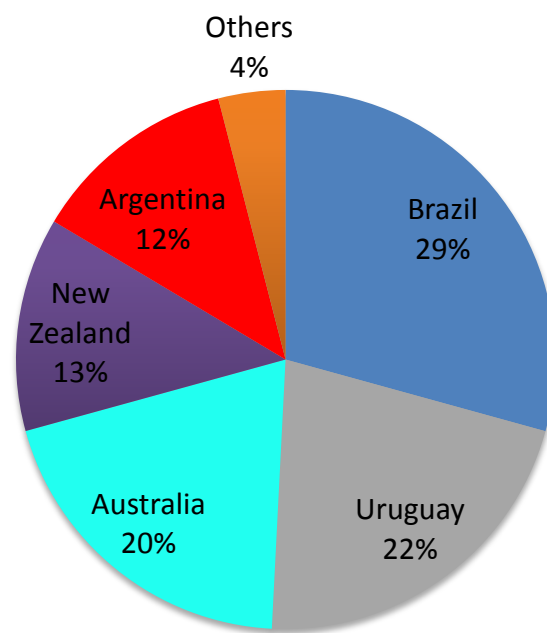
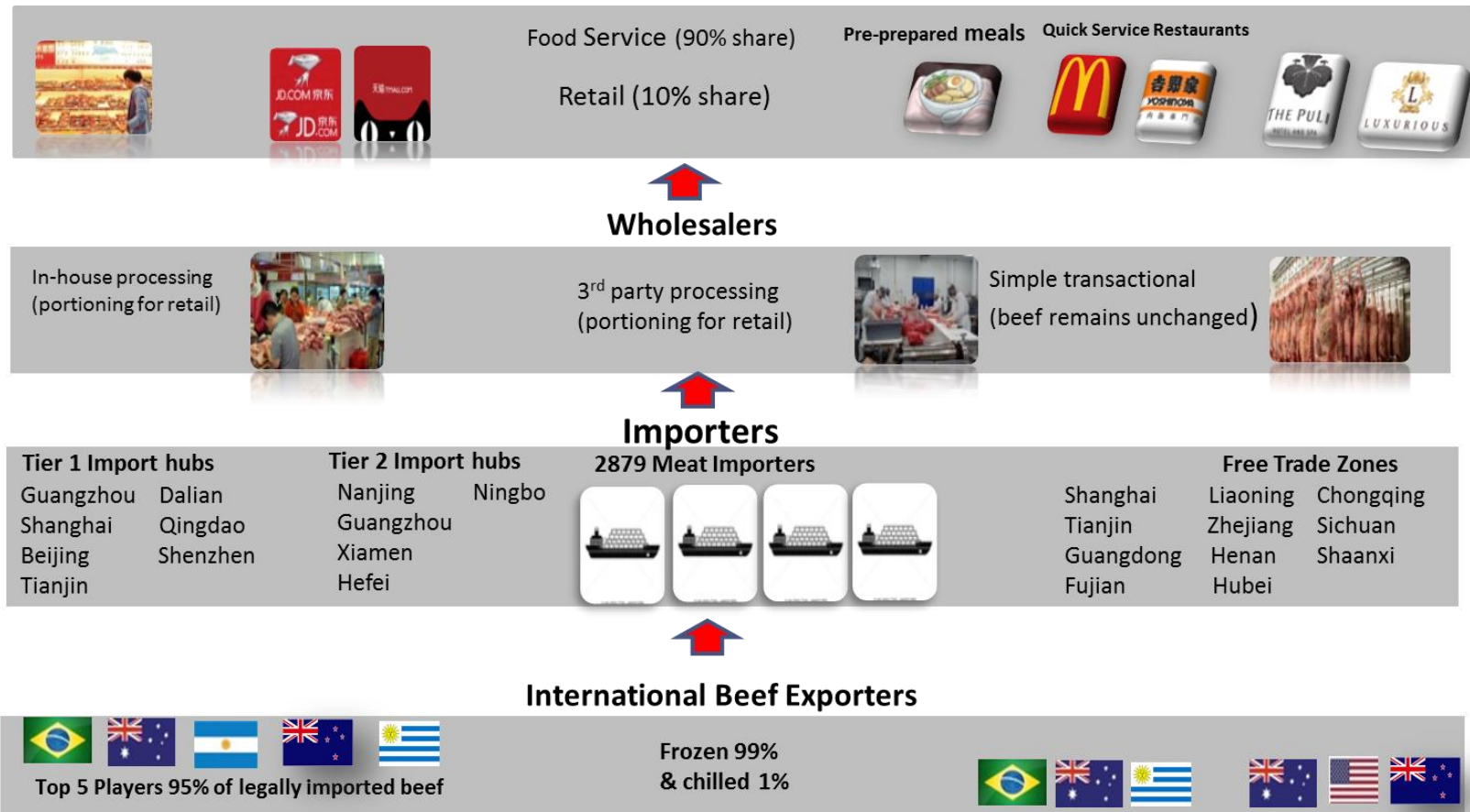


Figure: Frozen beef imports by origin

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).



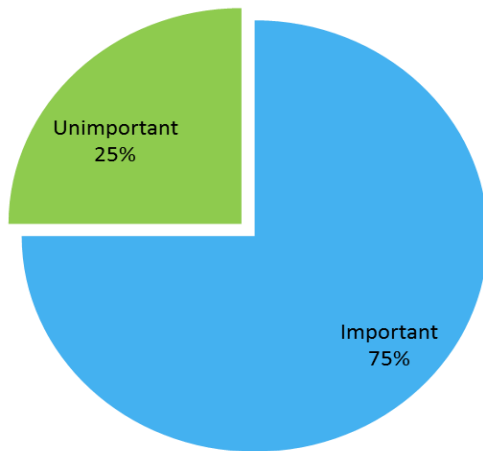
# MARKET RESEARCH FOR ARGENTINE BEEF IN CHINA

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).

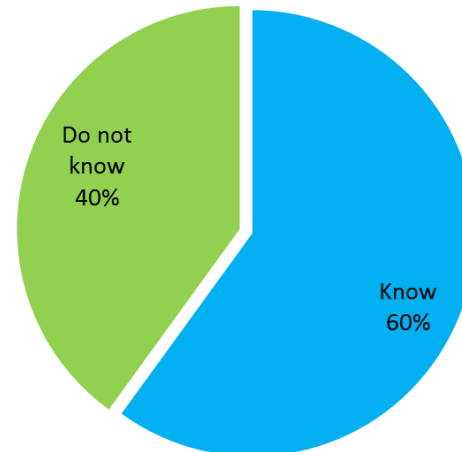
The survey shows the importance of the Country of Origin of beef for this type of buyers as well as the level of knowledge stated by buyers regarding the origin of the beef they purchase.

## Country of origin

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

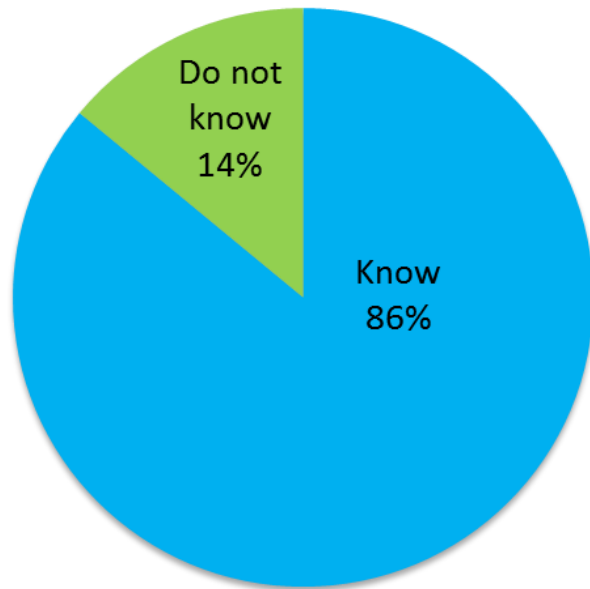


Important of country origin

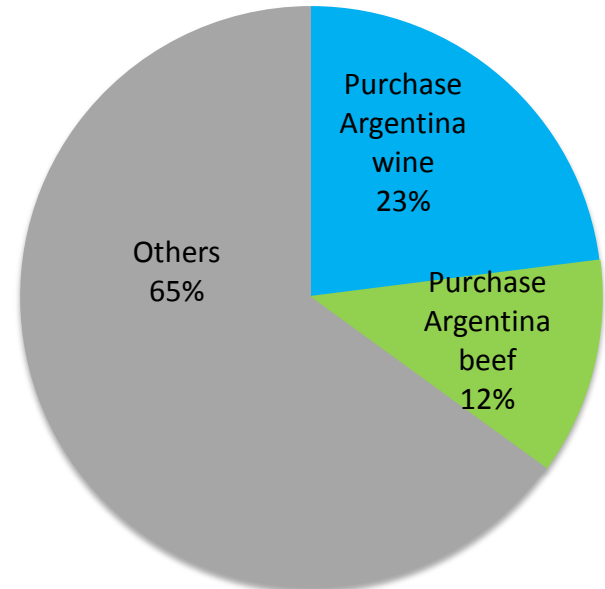


Awareness of country origin

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



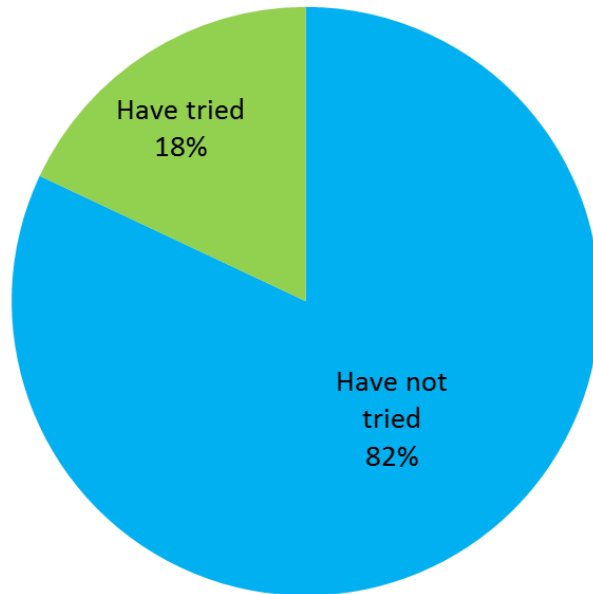
Association with Argentina

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

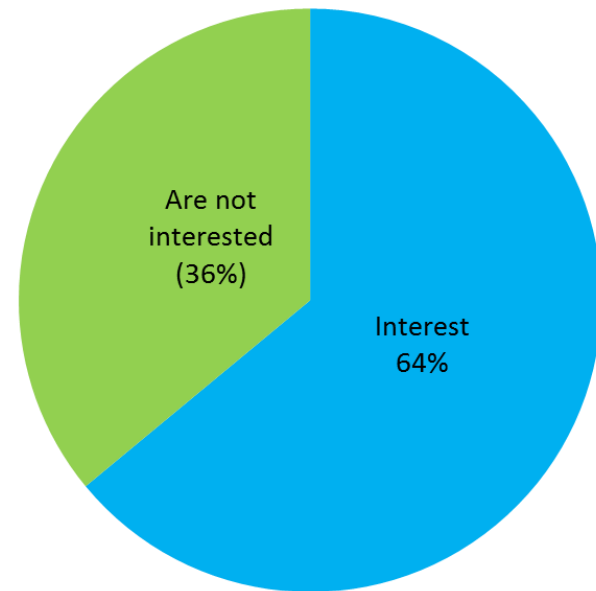
### Experience with Argentine beef

#### 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



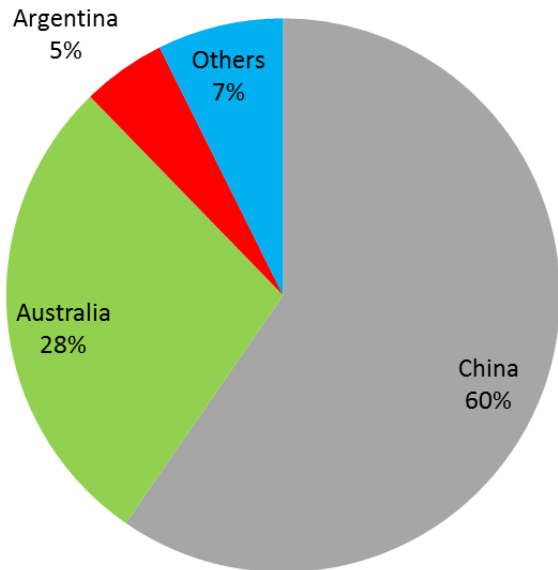
Interest in Argentina beef

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.

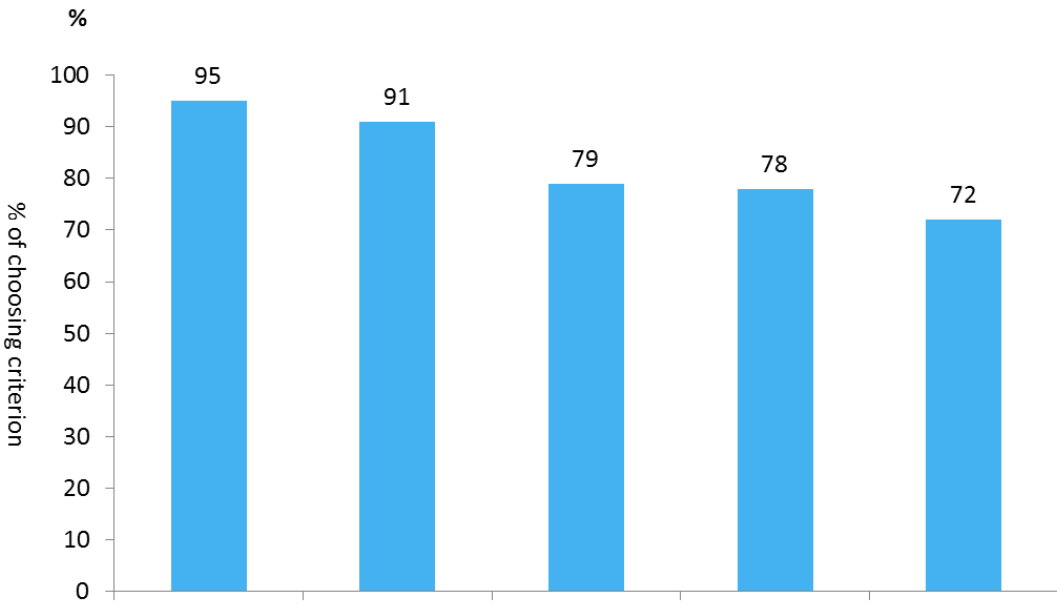
Regarding the variables for which a certain origin is chosen, quality is mentioned in the first place, then price, production system ( grass / grain ) and traceability.

### 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



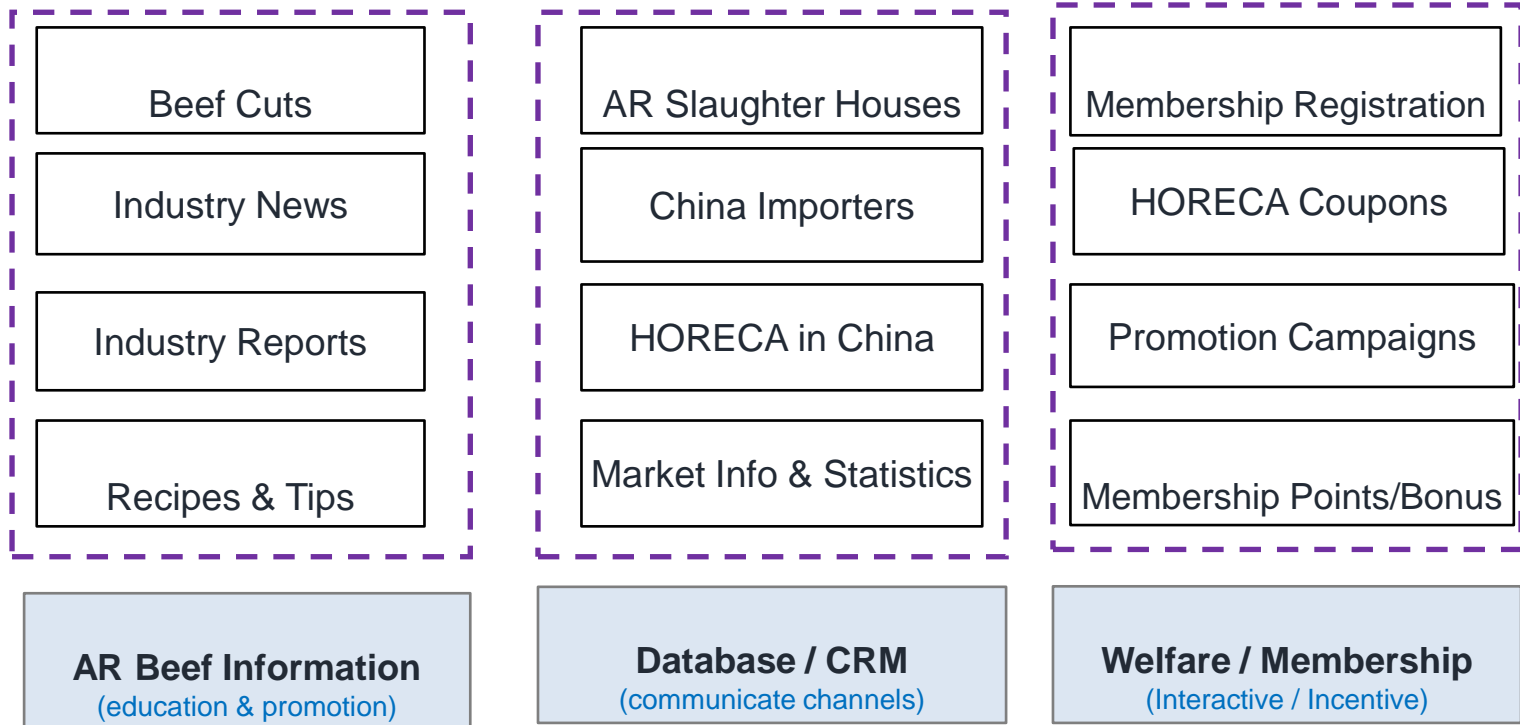
- Recommendation video of different beef dishes

# 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



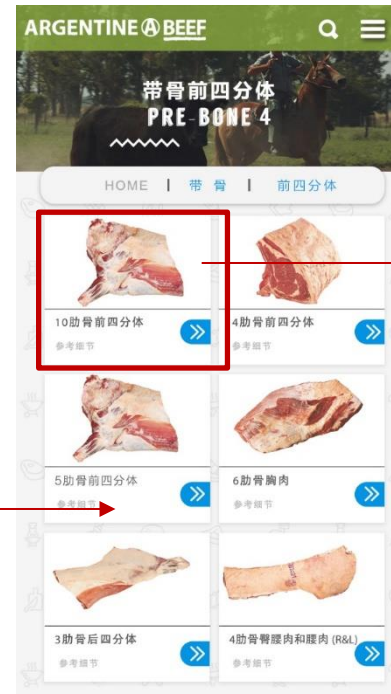
# (Beef Cuts)



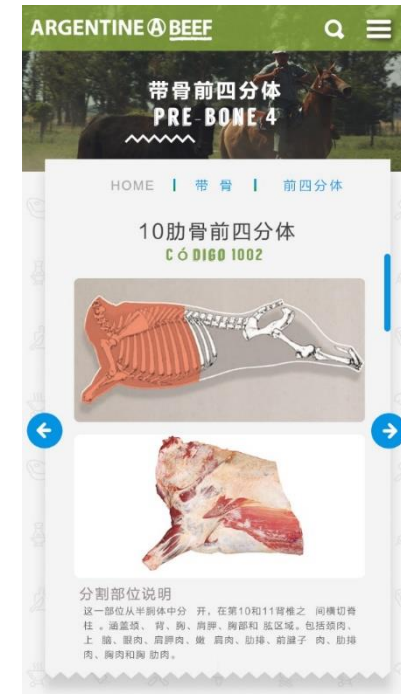
Beef Cuts Home Page



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)**