The American Egg Board launched its new national advertising campaign, “Wake Up to Eggs” this month. The campaign includes magazine ads, online banners, radio spots and in-store signage.

The advertising effort is the result of a comprehensive strategic development process. When the referendum failed in the fall of 2010, it was clear that AEB had to forge a new path in order to optimize declining marketing budgets. Egg producers asked AEB to take a fresh look at its entire marketing program from the target audiences, to the messages and to the media used to deliver them.

AEB conducted a thorough review of existing research, as well as a host of new qualitative and quantitative consumer studies to identify the best opportunities to increase demand. Weekday breakfast, where less than one in five featured eggs, was recognized as a key growth area. Consumers are on autopilot in the morning, reaching for familiar foods such as cold cereal, frozen waffles or skipping breakfast altogether. While eggs are a household staple (94 percent household penetration), they are not considered often enough on weekdays because people are often rushing to get themselves and their families out the door to begin their days.

AEB also learned that while consumers have positive feelings about the healthfulness of eggs, they are not very aware of the many nutritional benefits of eggs; however, people who know more about eggs are significantly larger purchasers and consumers of eggs. Simply put, those that know more about eggs, buy more eggs.

As a result, the new marketing strategy aims to leverage “new news” to keep eggs top-of-mind and drive purchases. Consumer message testing found that the fact that eggs are lower in cholesterol and higher in vitamin D than previously thought is both motivating and newsworthy as is the news that eggs can help you maintain a healthy weight and give your brain a boost.

Continued inside...

in this issue...

- “Wake Up to Eggs” infographic
- Teacher Exchange
- Growth of breakfast at QSRs
- Functional egg info reaches students
- Walmart’s Great for You Program
- Jeffrey’s cookbook
- State Support Program Spotlight
The “Wake up to Eggs” campaign challenges Americans to think outside the cereal box and to shine a light on the benefits of starting their weekdays with eggs. This year, AEB aims to wake up consumers to the many benefits of eggs by surrounding them with new information about eggs and encouraging them to choose eggs as their preferred weekday breakfast. Because nearly everyone eats eggs, AEB’s consumer target was expanded to include men and women ages 18-49.

Throughout the various elements of the campaign, AEB asks consumers to think again about their breakfast choices. The question “Can your breakfast…?” headlines the advertising, challenging consumers to think about eggs in a brand new way.

The advertising features five print ads that will appear in more than 25 different magazine, including Cooking Light, ESPN The Magazine, Food Network Magazine, Men’s Health, Parade and Shape. Each ad features the egg as the hero. In fact, miniature sets were created for the main character, the egg, to demonstrate its benefits. Intricately illustrated headlines accompany the images of the miniature sets, giving the creative a playful personality and a unique look and feel. For example, to demonstrate the satiety benefit of eating eggs, an egg in a bathroom setting stands on a scale, while the headline “Can your breakfast help you maintain a healthy weight?” is written on the mirror behind him. In another, the egg poses as a teacher in a science classroom, with “Can your breakfast give your brain a boost?” written on the chalkboard. In the third full-page ad, an egg is jogging on a path through rolling hills, while a plane carries a banner reading, “Can your breakfast give you energy all day long?”

AEB has also developed two half-page executions, which have been adapted for in-store signage. They focus on the news that eggs have 64 percent more vitamin D, and are 14 percent lower in cholesterol. In these ads, an egg dressed as an old fashioned newsboy stands on a street corner with a newspaper announcing the report about eggs’ latest nutritional information. A billboard behind him asks the consumer: “Is your breakfast a naturally good source of vitamin D?” and “Does your breakfast have even less cholesterol than you thought?” respectively.

Magazines replace television in AEB’s media mix this year because magazine advertising increases purchase intent five times as much as television commercials do. Additionally, the most cost-efficient combination of advertising always includes magazines. Together with online, AEB advertising will reach almost 90 percent of adults, ages 18-49, 10 times in 2012—significant increase in both reach and frequency than in 2011.

As with most AEB programs, the impact of the “Wake up to Eggs” advertising will be carefully measured, and the results will be used to strengthen efforts moving forward.
What is an infographic? An information graphic or infographic for short is a representation of information in a graphic format designed to make the data easily understandable at a glance. AEB has designed two infographs to date, one on the Good Egg Project and one on the “Wake Up to Eggs” campaign and consumer marketing efforts.

This way of conveying information does so in a simple, easy-to-read format that helps readers understand a lot of information without investing a lot of time.

AEB developed both infographs inhouse and has already repurposed the Good Egg Project one in several ways. First, it was posted on AmericanEggBoardBlog.org and appeared within the December News from AEB. Then it was reworked to appear as AEB’s Hotline in the January 30 issue of Poultry Times and the January News from AEB. The infograph was also submitted with an article to Umer Berry’s Reporter. Plans are underway to maximize the reach of the infographic below. Foodservice information will be utilized next.

The “Wake up to Eggs” campaign asks Americans to think outside the cereal box and to shine a light on the benefits of starting their weekdays with eggs.

90% of adults ages 18 - 49 will be reached 10 times by AEB advertising—an increase in reach & frequency vs. ‘11.

Eggs are the #1 most popular weekend breakfast & #2 most popular weekday breakfast behind cereal.

The Incredible Edible Egg on Facebook has 250,000 fans.

The “Wake Up to Eggs” campaign includes magazine ads, online banners, radio spots, in-store signage and retailer direct mail.

81% of Americans agree that eggs are good for you.

AEB successfully launched the news around eggs being lower in cholesterol and higher in vitamin D than thought previously.

MAGAZINE ADS INCREASE PURCHASE INTENT

5 times as much

AS TV ADS DO

83% OF AMERICANS AGREE THAT EGGS ARE A NUTRITIOUS CHOICE FOR BREAKFAST

CONSUMERS WHO KNOW MORE ABOUT EGGS BUY MORE EGGS

SOURCE: AMERICAN EGG BOARD

How print ads will appear in more than 25 magazines including Cooking Light, ESPN The Magazine, Food Network Magazine and more.
Datassentials is an AEB research supplier that analyzes trends based upon a data base of menus from more than 6,000 U.S. restaurants. Following are year-end 2011 highlights from their recently released “Egg Menuing: Breakfast and Beyond” report.

- Breakfast item penetration growth rate, the percent change in restaurants that offer breakfast, has increased across all restaurant segments over the past four years. In the Quick Service Restaurant (QSR) segment, the 4-Year Penetration Growth Rate has increased by 5 percent (from 2007 to 2011).
- The percent of restaurants that offer breakfast in the QSR segment has increased by 3 percent over the last year.
- With consideration for the number of units in chain restaurants, breakfast penetration in the QSR segment has increased by 45 percent from 33.3 in 2007 to 48.3 Year End 2011.
- The QSR segment maintains the largest share of breakfast overall, and this segment has shown a growth of 11 percent over the past four years from 76 percent in 2007 to 84 percent Year End 2011. In the last year alone, this number has increased by 1 percentage point.
- Over the past four years, the incidence of hot Breakfast Sandwiches at QSRs has increased by 13 percent from 16 percent in 2007 to 18 percent for Year End 2011.
- Hot breakfast sandwiches are the top breakfast item menued at QSRs, comprising an 18 percent share of breakfast items in this segment.

For further information on the Datassentials egg menu trend report, contact Alice Heinze at AEB’s Foodservice Department.

Teacher Exchange

Mid-December marked the launch of ENC’s Teacher Exchange Program to teachers in the American Association and Family and Consumer Sciences. More than 330 educators from 30 states have joined the group.

Three videos have been released on ENCTeacher.org/Teacher_Exchange.html. Experts appear in three videos on the site to explain the program, discuss the obesity epidemic and highlight a successful Fit-Nut program combining a nutrition and physical activity class to teach students more about nutrition. A press release was also distributed. ENC will provide updates as the program continues to expand.

Functional egg info reaches students

Striving to extend the reach of its egg product educational resources, AEB continued its relationship with American Institute of Baking (AIB) that started last year. During AIB’s 16-week Baking Science & Technology resident course, AEB staff presented “Eggs Can Do That, Too” and explained how eggs are produced and processed into egg products. Egg product nutritional information, functional advantages and basic application formulas were also presented to the 29 students enrolled in the session.

This is the only course of its kind in the United States that immerses students in an intensive education in commercial bakery science. Students spend four hours in the classroom, four hours in the labs and four hours working on homework daily to gain the science necessary to produce various types of bakery products. Classes are designed to develop production, problem solving and management skills within the commercial baking industry.

Successful completion of the course earns each student recognition as a baking technologist and eligibility to earn 14 college credit hours through Kansas State University. AEB looks forward to participating in other AIB curriculum opportunities throughout 2012 and beyond.
Walmart’s Great for You Program

Walmart’s Great for You icon officially launched this month. Due in part to ENC’s efforts, this front-of-packaging (FOP) program includes all types of whole eggs.

In November, ENC met with Walmart officials in Washington, D.C., to discuss the impending program and to see whether eggs would be included in the Walmart program as a healthy food.

At the invitation of Walmart, ENC subsequently submitted a letter to Walmart outlining recent research regarding eggs and health, as well as information indicating the affordability of eggs as a great, high-quality protein source. The information that ENC provided to Walmart undoubtedly played a role in its accepting eggs in this FOP program as a healthy, desirable food choice.

Eggs were not called out within Walmart’s press release but have been a lead in much of the coverage.

A sample of this coverage included:
• Reuters article lead with “After a lengthy debate, Walmart decided that eggs are indeed healthy,” and included a quote from Walmart Executive Andrea Thomas about the decision to include eggs despite cholesterol because they are an affordable source of protein.
• Associated Press mentioned eggs as a food that was up for debate but ultimately passed due to being a “low cost source of protein.”
• MSNBC highlighted eggs in the same way.

Eggs are mentioned in the forefront of coverage as a food that qualified for the icon after some debate due to their cholesterol content, making the list because they’re a low-cost protein source.

In addition to online articles, the news was picked up by several broadcast outlets across the nation, including markets such as Chicago and Los Angeles. The morning shows did not specifically mention eggs. Chatter on Twitter included users amplifying Tweets from Reuters Health and Associated Press. AEB posted this news on the Incredible Edible Egg Facebook page to share the excitement with fans and also Tweeted the news.

Walmart Says Eggs Are “Great For You”

Retailer includes eggs in new healthy front-of-pack labeling system

ENC Urges Walmart to Include Eggs

Integrated team effort:
• Oman one-on-one meeting between Dr. Fitchk Kent and key Walmart executive at Partnership for a Healthier America
• Created and delivered egg “nationale” ballot to key Walmart executive
• Eggs included as key part of new labeling system announcement

Eggs Featured in Majority of Coverage

“Eggs are not only healthy, but also affordable, making them a great choice for consumers.”
—Andrea Thomas, Walmart Service Vice President of Sustainability

The New York Times
Chicago Tribune
USA Today

Egg consumption is on the rise due to their nutritional value and versatility. According to the American Egg Board, egg consumption has increased by 11% in recent years, with a particular spike in plant-based eggs. Eggs are a great source of protein, vitamin D, and choline, which is essential for brain health.

In addition to these benefits, eggs are also a cost-effective way to add protein to one’s diet. A single egg provides 6 grams of protein at only 78 calories, making it an excellent choice for those looking to reduce their overall calorie intake without sacrificing protein.

Egg consumption has also been linked to lower risk of chronic diseases such as heart disease and type 2 diabetes. In fact, a study published in the Journal of the American Heart Association found that egg consumption was associated with a lower risk of heart disease in both men and women.

Overall, eggs are a great addition to any healthy diet. They are easy to incorporate into meals, are cost-effective, and provide a variety of nutritional benefits. By including eggs in the FOP program, Walmart is helping consumers make healthy choices and offering a nutritious and affordable protein source.
Jeffrey’s cookbook

Available for pre-order on Amazon now, Jeffrey Saad’s Global Kitchen, Recipes Without Borders is scheduled for release on March 20. This cookbook from AEB’s celebrity chef includes more than 100 recipes inspired by his tasting, cooking and traveling adventures around the world. There is also an entire chapter dedicated to eggs.

State Support Program Spotlight

Each year, AEB allocates funding, based on a population/layer formula, for the state promotional organizations to carry out AEB’s national message to consumers on a local level through the State Support Program. The leaders of these groups have connections that help AEB extend its reach and maximize this investment. Without these local leaders, AEB would miss a vital opportunity to reach these audiences in such a targeted and, often, hands-on way. Going forward, the News from AEB will spotlight one event showcasing the incredible results of this program each month. Information and pictures of approved events that used AEB funding should be sent to Jacinta LeDonne, jledonne@aeb.org, for consideration.

Spotlight On: FL

January 2012—Held at the University of Central Florida’s Arena in Orlando, Light Up UCF spans 50 nights of the holiday season. The Florida Poultry Federation was on-site for eight specific themed nights including teen night, country night, a two-for-Tuesday and others. At these specialized nights, Florida Poultry Federation hosted cup stacking contests, played incredible egg trivia, offered pictures in the egg chair and provided giveaways of branded thermoses, coolers and nap sacks.

Additionally, Florida Poultry Federation was branded on the ice rink wall, LightUpUCF.com, five Cox Media Group radio station websites, Cox Media Group radio promotion and outdoor movie screen that played free holiday-themed movies throughout the 50 nights of Light Up UCF.

The event has averaged 1,000 people a night, with some of those specialized nights seeing 3,000-5,000 people due to extra, targeted promotions.