AEB Forms Major Partnership with “Rachael Ray Show”

American Egg Board forms alliance with Emmy Award-winning star to share the incredible stories of everyday people.

The American Egg Board (AEB) is kicking off 2008 with a new strategic partnership with the extremely popular “Rachael Ray Show.” The host, Rachael Ray, is an Emmy Award-winning television personality and author whose successful national TV talk show combines celebrity guest interviews, audience participation and, of course, cooking segments.

Beginning this month, AEB will sponsor 14 “Incredible People” segments on the “Rachael Ray Show.” Rachael Ray and AEB will search for everyday viewers who have done incredible things. Viewers will post their stories on the rachaelrayshow.com Web site and 14 will be selected to share their stories and join Rachael at her tasting table.

AEB will receive strong visual and verbal branding for The incredible edible egg™ in the segment. In addition to the TV exposure, AEB will have a year-round presence on the rachaelrayshow.com Web site via a section featuring viewers’ submissions, highlights from the winners, recipes and fun egg facts.

Ray’s down-to-earth, upbeat personality resonates across America, making her a great fit for a wholesome product like eggs.

“Partnering with the ‘Rachel Ray Show,’ the #1 talk show, is an extraordinary opportunity for the egg industry,” says AEB President Joanne Ivy. “You can’t get much better visibility and promotion for The incredible edible egg™.”

In addition, the egg industry may partner with Ray’s non-profit organization, Yum-O!, which empowers kids and their families to develop healthy relationships with food and cooking.

The first “Incredible People” segment aired Friday, January 18.

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For the first time, AEB is testing keyword search as part of its online advertising campaign in 2008. Through this keyword search, AEB has a goal of generating a high volume of impressions, awareness and traffic to its incredibleegg.org Web site.

Keyword search can be very effective because marketers reach only people who are actively looking for specific product or program information. This style of search also can be efficient because pay-per-click pricing means you only pay for those who show interest.

When one of more than 250 key search words, such as “egg recipes,” “eggs,” “incredible” etc., are typed into Google, AEB’s new consumer Web site, incredibleegg.org, will be returned as a result in either the first, second or third position.

AEB will keep producers informed on progress of this new program.
New Foodservice Ads Target Quick-Service Chains

According to Nation’s Restaurant News, the breakfast daypart grew 44 percent since 2001. While 2007 was one of the most successful years for breakfast at the foodservice level, particularly at quick-service chains, it is anticipated that breakfast will experience even greater growth during 2008.

To take advantage of the growing momentum of breakfast at quick-service chains, AEB’s Foodservice advertising program will shift its focus toward this segment. A new breakfast-focused ad for this market segment debuts this month in Nation’s Restaurants News. Featuring the headline “Every day you’re not in the breakfast business somebody else is,” this ad targets key decision makers at chain headquarters. The ad will appear in this publication 12 times in 2008. Ad research information from the publication will help to determine how the ads are being received.

Running in conjunction with the AEB Foodservice print campaign, is a new online advertising program. Working with Nation’s Restaurant News Online (and their www.nrn.com Web site), this campaign will run throughout 2008. The campaign includes a package of online recipe/product features, weekly and monthly e-newsletters, and “Special Communiqués” to site subscribers. These placements will provide a variety of places and different ways to communicate AEB’s breakfast message. Like the print campaign, tracking information will also be gathered and analyzed for this new online effort to determine program success.

The remaining portion of the foodservice advertising program will focus on the emerging trend of breakfast all day, targeting midscale/family and casual restaurants, as well as hotels. Ten ad insertions will appear in Restaurant Hospitality during 2008 that will provide over 4 million impressions. The ad features an egg-rich recipe for “Eggs & Ricotta Rustica” that was developed by AEB Eggscellent Chef Ambassador Cindy Pawlcyn.

Lilly Scores Big in Media Effort

AEB is pleased to report that Kristine Lilly’s audio news release (ANR) and radio media tour (RMT) have reached more than 9 million Americans this holiday season, exceeding AEB’s goal by more than 1 million impressions.

The generic ANR recording was broadcast 944 times and has reached more than 5 million listeners. The RMT also has experienced great success with 12 of the 16 interviews already aired, reaching nearly 4 million listeners. The other four stations may run their taped interviews at a later date, including next holiday season.

Lilly’s RMT Interviews

• National “Good News Broadcast” – aired
• National “Metro Networks” – aired
• Atlanta (WYYZ-AM) – aired
• Bismarck, ND (KFYR-AM) – aired
• Boston (WDIS-AM) – aired
• Chicago (WSRB-FM) – aired
• Cleveland (WWOW-AM) – aired
• Cleveland (WCPZ-AM) – aired
• Durant, OK (KLBC-FM) – to air later
• Kansas City (KCWJ-AM) – aired
• Michigan (Michigan Talk Radio) – aired
• Mississippi (South Urban Net) – to air later
• Roanoke, VA (WAMB-AM) – aired
• Roanoke, VA (WBTM-AM) – to air later
• Sacramento (KFBK-FM) – aired
• Salisbury, MD (WICO-AM) – to air later

In other news, AEB would like to congratulate Kristine and her husband, David Heavey, who are expecting their first child. Good thing Kristine eats a lot of eggs, which provide an adequate supply of choline. Studies show that choline is an essential for brain and memory development in the fetus.
Looking Back with an Eye Toward the Future

A look back at some of American Egg Board’s major accomplishments during 2007

AEB develops a new integrated advertising campaign to re-launch The incredible edible egg™. The campaign targets moms with kids at home via a variety of media touchpoints, including television, radio, magazines, billboards/truck signage and the Internet. Among other high praise, The New York Times notes that the campaign is branching out to new media such as foodtv.com, weightwatchers.com and yahoo.com.

As part of its “Crack 300” effort to reduce or remove nutrition guidance barriers to egg recommendations and consumption, and de-emphasize dietary cholesterol, AEB and the Egg Nutrition Center host an interactive workshop. This workshop provides a forum for leading nutrition scientists and educators to discuss ways to improve consumer compliance with dietary recommendations. The workshop attracts the best in nutrition thought leadership, including Dr. Brian Wansink, who is responsible for leading the 2010 Dietary Guidelines.

AEB launches a new consumer Web site, www.incredibleegg.org, which includes cooking demonstration videos, recipes, health and nutrition information, interactive games, and a blog from “Omelet King” Howard Helmer.

AEB-funded research reveals just how healthy eggs are and the benefits they provide in a diet. Among many other positive findings, research shows that eating eggs increases serum lutein in older adults. Lutein is an important natural antioxidant which helps keep eyes healthy. Eggs also are shown to help with weight loss.

Kristine Lilly, captain of the U.S. Women’s Soccer Team, continues to be a strong spokesperson for eggs before, during and after the Women’s World Cup. Public relations tactics featuring Lilly include editor and health professional events, broadcast packages, training table press materials, targeted media pitching, Web videos, audio news releases and a radio media tour.

AEB helps redefine the breakfast business in 2007. Serving as a catalyst for new breakfast programs at highly visible national chains, such as Wendy’s, Taco Bell, Subway and Burger King, AEB helps increase the presence of eggs on their menus and enhances the overall demand for eggs.

Media large and small promote the positive benefits of egg nutrition. Thanks to AEB’s health news bureau, dietitian ambassadors and ongoing media relations efforts, the media pipeline is filled with positive stories about eggs. All told, media coverage topped more than 1 billion impressions.

To teach consumers basic egg cooking skills, AEB launches “The Search for America’s Worst Cook” contest. The contest launch includes a satellite media tour, resulting in numerous TV stations from around the country airing interviews with Howard Helmer, who demonstrated omelet preparation.

AEB co-sponsors the “2007 Grocery Superstudy” conducted by Willard Bishop Consulting. Findings from the study show that the egg category is still one of the “economic engines” of the entire store, with eggs out-performing nearly every other category in the dairy case.

AEB creates a National Retail Account Communication Program designed to increase awareness of the egg category’s potential. This program will provide an ongoing mechanism for elevating the awareness of the many marketing advantages eggs offer to retailers.

AEB celebrates 30 years at the White House by continuing its longstanding commitment to sponsor the annual White House Easter Egg Roll. In addition, AEB presents a Commemorative Easter Egg to First Lady Laura Bush and submits a decorated egg from each state, plus D.C., for display in the White House Visitor Center.

An egg production DVD kit is produced, which presents egg industry production and processing from hen to home. The DVD will be packaged with a teacher’s guide and will be distributed to high schools and public libraries during the first quarter of 2008.
Eggs Go Over Easy with Media

With eggs featured in top publications, including Good Housekeeping, Time, Health, The Washington Post, Reuters and the Los Angeles Times, 2007 was a banner year for eggs in the media.

AEB worked throughout the year to promote the nutritional benefits of eggs, securing more than 183 million media impressions, exceeding its annual health and nutrition media goal by an incredible 200 percent.

In 2007, press releases on a variety of egg nutrition topics – from the latest research on weight loss, choline and eye health to the benefits of eggs for baby boomers and athletes – were distributed to health and food editor at newspapers, magazines and websites across the country. In addition, the Egg Nutrition Media Hotline continued to serve as a resource for media looking for egg information and helped secure positive egg stories in publications, including The Washington Post, Health, American Baby and Cooking Light.

The industry got important face-to-face time with media at “Unscrambling the Science: The Latest in Egg Nutrition,” an event held in June in New York City. Here, 27 editors from top women’s, health, parenting and men’s magazines came to learn about the latest egg nutrition research and trends from Dr. Don McNamara and Howard Helmer, as well as top ENC-funded researchers and Egg Ambassadors.

If this wasn’t enough, AEB’s Egg Ambassadors shined in 2007 by discussing the benefits of eggs with media across the country, securing 102 million additional media impressions.

Eggs are featured in a story called “Foods that are actually great for your waist” in the December 2007 issue of Health magazine. The story includes the latest AEB-funded egg weight loss research from Dr. Nikhil Dhurandhar at the Pennington Biomedical Research Center.

In its endorsement of eggs for weight loss, the story notes that “the protein in eggs increases satiety and decreases hunger, helping women eat fewer calories throughout the day” and that “recent research debunks the idea that they have adverse effects on the heart.”

This story has also been featured on CNN.com, WebMD.com, the Dallas Morning News Web site and several blogs.

AEB recently distributed a press release which highlights several nutrients in eggs that can help boost immunity, including selenium, high-quality protein, zinc and vitamins A and B12. In addition to discussing how these egg nutrients can help Americans protect themselves from wintertime illness, the release offers additional tips from Egg Ambassador Bridget Swinney, R.D., as well as a link to the AEB recipe for “Hash Brown Quiche.”

The press release was delivered to health and food editors at the top 500 newspapers, as well as magazines and Web sites. The release was also sent to state promotion directors and trade publications.

Monthly Eggspression

"Do what you can, with what you have, where you are."
- Theodore Roosevelt
The Food Technology Advisory Council expert advisors from various segments of the egg product industry, universities, egg product suppliers, trade press, and food companies, including Sara Lee, General Mills and Unilever.