New advertising launches

The American Egg Board is launching a new ad campaign for The incredible edible egg™ on February 2. And for the first time, the main message focuses on not only the physical benefits eggs provide, but also the mental energy.

An evolution of the “Cracked Egg” campaign that launched in September 2007, the new advertising centers around a single, iconic prop—a 1960’s egg chair. The egg chair highlights the “Incredible People,” shown in the ads and their unique mental and physical energy feats. Combining the simple, memorable egg chair visual with these stories, AEB shows how eating a healthy egg breakfast provides sustained energy.

“This campaign is based on insights from various consumer research we’ve conducted over the last two years,” says Kevin Burkum, AEB’s senior vice president of marketing. “Moms told us that when it’s an important day for their kids in school, such as a test day, they make it a point to serve their kids eggs for breakfast. We want everyone to know that eggs can help you perform your best every day, mentally and physically, because of the all-natural, high-quality protein they provide,” he says.

AEB conducted an extensive search for two “incredible” stories that best communicate physical and mental energy feats and found Luke and Luci.

A huge fan of scrambled eggs, Luke Myers is a World Record holder in the relatively new sport of speed stacking or cup stacking. The goal is to stack specialized cups in a series of set formations while racing against the clock. Luke’s story exemplifies how eating a good breakfast with eggs can help people stay focused and energized.

Luci Romberg’s resumé speaks for itself. She is a stuntwoman, free runner, martial artist and a national champion gymnast, not to mention an avid egg lover. Luci’s talents appear in some of today’s major motion pictures, and she spends a lot of her time free running, which involves running over everyday urban obstacles. Physically fit, multi-talented and a healthy role model, Luci’s story is ideal to reach moms.

As part of the campaign, AEB has developed two television spots, two print ads, three radio spots and a variety of online elements.
AEB’s 2008 accomplishments

AEB won the International Egg Commission’s Golden Egg Award, which recognizes the world’s best marketing program for the year.

AEB kicked off a new partnership with the popular “Rachael Ray Show,” sponsoring 14 “Incredible People” segments. Daily 2.2 million+ watch the show.

To extend “Incredible People” and the “Rachael Ray Show” partnership, AEB leveraged Gather.com to build a mom community called “Incredible People,” attracting 440 moms to share and discuss.

We’ve also reached 787,667 people through Gather.com’s member newsletter.

More than 303.5 million people were reached through 10 e-blasts about recent nutrition research, supporting the positive health benefits of eating eggs. Efforts garnered more than 600 million impressions.

AEB’s integrated marketing efforts are working. November 2008 research results show that consumer agreement with positive nutritional messages tops 80 percent, up from 2007.

Retail meetings represented nearly 11,000 grocery stores, increasing awareness of egg category’s potential and informing retailers of AEB’s efforts to increase consumer demand.

For World Egg Day, Howard Helmer participated in 15 satellite media interviews and appeared on a Mr. Food segment, increasing awareness about eggs’ versatility, affordability and nutritional benefits.

Enclosed in monthly publications with a total circulation over 161,000, three supplements integrated ENC’s nutrition messages and emphasized eggs’ benefits to food manufacturers.

Two new brochures were translated into Spanish to meet states’ increasingly frequent requests.

The Foodservice Research program was established. In 2008, restaurant egg entrees incidence increased from 2.8 to 3.2 percent.

The Choline Coalition, a group of nutrition science experts, was assembled to raise awareness about choline and promote eggs as an excellent source of choline.

Funded research projects reinforced the positive benefits of egg products in food formulations. USDA Southeast Poultry Research Laboratory’s Dr. Swayne completed research on High Path AI in dried egg whites, substantiating current U.S. pasteurization methods.

The Get Scramblin’ promotional program for retail supermarkets launched, which included rail-strips, recipe pads and shelf danglers.

AEB sponsored a 90-minute panel discussion, addressing the role of high-quality protein in human health, and a second session explored eggs’ composition at the 2008 IFT Expo.

Titled “Re-Dayparting of America,” AEB’s first Webinar examined eating behavior and new opportunities for food formulators and highlighted AEB’s trend information and development knowledge.

Four Eggscellent Chef Ambassadors were appointed to develop recipes, work with national accounts, demo at culinary schools and more.

The Retail Egg Producers Seminar highlighted today’s business challenges, providing real-world solutions and insights for 27 attendees.

AEB distributed 35,000 DVDs of the award-winning “Eggs 101: A Video Project” to high schools and public libraries, as well as 3,000 to university foodservice professors and retailers.

Targeting breakfast at QSRs, AEB’s national accounts program saw the volume of eggs and egg products increase by 23 percent in foodservice.

For more detailed information on any program, please contact AEB.
“Incredible People” highlighted online

In order to bring the new ad campaign to life online, incredibleegg.org will host a new “Incredible People” section that mirrors this advertising concept.

Welcomed by the iconic egg chair, site visitors will have the opportunity to learn more about Luke and Luci by viewing the ads, reading their profiles and even watching behind the scenes footage from the TV production.

In addition, AEB will spotlight five more “Incredible People,” including a five-year-old boy, who can count into the billions; a woman, who has skied many of the world’s highest peaks; and a 12-year-old karate master. Along with viewing the featured stories, visitors to the website can share their own incredible stories of physical and mental feats, and they can view and comment on other user-generated stories.

The site will also offer egg nutrition and cooking tips along with quick and easy-to-prepare egg recipes. The interactive site will encourage users to engage with the AEB brand while generating awareness about “Incredible People” and the body and mind energy benefits of eating eggs.

Boomers and health

AEB is partnering with Prepared Foods magazine to produce a special insert on formulating foods with egg products for the baby boomer population to appear within the magazine’s April issue. To be successful with product innovations for this group, it’s essential to understand that this diverse group of Americans seeks out food products that cater to their specific needs.

Many boomers are exploring life with their recently acquired empty-nest disposable income, and they’re willing to invest in high-end, gourmet and ethnic foods, as well as “superfoods” that make promises of health and longevity.

This supplement will detail egg products’ impressive macronutrient composition and their contribution to satiety effect, mental energy, brain and eye health and their positive impact on food products’ labels.

By increasing awareness about egg products’ benefits of eggs, AEB helps food formulators better meet consumers’ demands.

Egg promotions around the world

Thanks to AEB-sponsored USA Poultry & Egg Export Council seminars in Egypt, Golden State Foods Egypt is increasing its imports from two U.S. egg product companies.

Volumes imported lately reached about 3 containers (20 feet each), priced at an average of $3,880 per metric ton. Dried yolks are filled in 13 kg plastic buckets. The company’s general manager Mohammed Zakaria promises an increase of 20 percent of imports from the same product and source, since they are now supplying McDonald’s restaurants with mayonnaise all around the Middle East. Golden State Foods Egypt also supplies Hardee’s restaurants throughout Egypt.

USAPEEC was also one of several sponsors at the recent Taste of America reception in the Dominican Republic, an event organized by USDA’s Agricultural Trade Office (ATO) in Santo Domingo to promote U.S. agriculture.

Over 700 representatives from the largest distributors and importers from the region attended the reception. In conjunction with the reception, USAPEEC, along with the US Meat Export Federation (USMEF), organized a joint seminar targeting the Hotel & Restaurant Institutions industry.
Eggs featured in top-tier magazines

This year is already shaping up to be another fantastic year for eggs in top consumer magazines! The health section of January’s Ladies’ Home Journal (above) features the ENC-funded study showing the weight loss benefits of eating an egg breakfast over a bagel breakfast, noting that “the egg protein and the yolks’ mix of fats seem to be better at reducing hunger.”

Woman's Day kicked off a year-long series called “Eat Healthy America” in its January issue, which features 52 “super foods,” with eggs listed as #1! The January issue of Sunset magazine includes eggs in an “A to Z guide to feel-good foods,” saying that eggs “got a bad rap a while back for being high in cholesterol, but recent research shows that for most people, eggs don’t contribute to heart disease and may actually be good for heart health.”

New Protein resource

To promote the incredible, high-quality protein research on eggs, ENC will develop a practitioner and patient education toolkit about protein in 2009.

Slated for distribution in May, the toolkit will provide the latest research and information on the benefits of high-quality protein to healthcare professionals, along with tools to help educate moms and adults.

ENC’s own Scientific Advisory Panelists and Egg Ambassadors will provide expert reviews of the toolkit’s content.

ENC plans to distribute hard copies of the toolkit, via targeted mailings to healthcare professionals, and the toolkit will also be available online at ENC’s website.

Breakfast growth continues

Breakfast Menuing Trend Data is being utilized as a benchmark in the measurement of AEB’s foodservice programs. Highlights of recently released breakfast data from Datassentials research include:

• More foodservice operators continue to add breakfast items to their menus. The percentage of restaurants offering breakfast has grown an impressive 14.6 percent over the last three years.
• Specifically in the quick-service segment, breakfast has grown by 5 percent over the past year.
• This growth of breakfast extends across every region of the United States.
• Omelets are the most penetrated breakfast menu item by 63 percent, followed by breakfast sandwiches and pancakes by 49 percent each.
• Breakfast sandwiches are included on the menu at one in three restaurants. As a point of comparison, this makes them nearly as common as hamburgers.
• Breakfast sandwiches are menued most often in quick-service and midscale restaurants.
• Eggs are a defining characteristic of hot breakfast sandwiches.

For further information or a copy of the executive summary of the research report, contact AEB’s Alice Heinze.

Eggscellent Chef Ambassadors

Four new Eggscellent Chef Ambassadors were recently appointed. Late last year, the chefs prepared innovative egg menu items for Nation’s Restaurant News’ editors in New York City. With varied backgrounds, these chefs are from Washington D.C., Chicago, IL; Louisville, KY; and Minneapolis, MN.

Publicity information about the event will appear in this publication in early 2009. The chefs are currently working on recipe development and will also be available in the coming year for national account concept development, culinary school programs, publicity features and other special events.
### AEB’s media plan for 2009

Similar to 2008, AEB’s 2009 media plan features a 360-degree approach that attempts to surround moms and families with egg messaging, utilizing a variety of media.

AEB is focusing its media efforts to maximize impact, especially in TV. This means that AEB will have a strong presence during the weeks that ads are running. AEB television advertising will continue to focus on the early morning, running on shows like “Today,” “Good Morning America,” “The Early Show,” “Fox News” and on cable networks, such as the Food Network and Weather Channel.

The “Incredible People” print campaign will appear throughout the year in a variety of lifestyle and parenting publications, including People, Working Mother, Woman’s Day, Weight Watchers, Parenting, Family Fun, Parents and Reader’s Digest.

An extensive online campaign will promote quick-and-easy egg recipes, news about eggs, egg games and information on eggs’ physical-and-mental energy benefits.

AEB will be partnering with sites such as Foodnetwork.com, Weightratchers.com, Yahoo, Scholastic.com and Wild Tangent, a gaming site. Additionally, extensive Google and Yahoo! search programs will ensure that eggs remain at the top of search results for those seeking more information online.

AEB is extremely pleased to be continuing its sponsorship of the “Rachael Ray Show” in 2009, based on this partnership’s success last year. In at least eight episodes that will air from January to July, Rachael will highlight “Incredible People,” who are helping Americans live more healthfully. During each of these eight segments, she will demonstrate an egg-friendly recipe.

To support the launch of the new advertising campaign, AEB will distribute press materials to consumer and trade media nationwide, spotlighting the new campaign, highlighting Luke and Luci, announcing year two of AEB’s brand integration on the “Rachael Ray Show” and emphasizing the mental-and-physical benefits of eggs.

### New Egg Ambassador named

AEB and ENC are pleased to introduce a new Egg Ambassador Amy Campbell, MS, RD, LDN, CDE. As the Diabetes and Nutrition Educator at the Joslin Diabetes Center in Boston, Amy’s diabetes expertise will certainly be a valuable asset to the group. Along with Amy, 10 Egg Ambassadors from last year will be joining us again for the 2009 program. We look forward to another year with these egg advocates!
Egg cooking program set to launch

This year, AEB will conduct a year-long cooking education program, designed to raise awareness among moms about eggs as an easy, affordable and healthful meal solution. The program, kicking off in February with blogger outreach, will heat up in the spring to spotlight Easter. AEB will educate consumers about how easy it is to hard-cook eggs, offering recipe ideas for Easter and Egg Salad Week, via press materials, radio outreach, blogger engagement and appearances by Howard Helmer. The cooking program will continue throughout the year with regular media and blogger outreach, along with the continuation of AEB’s “Incredible!” group on Gather.com.

Science Olympiad partnership

AEB is excited to announce its 2009 partnership with Science Olympiad. As the premiere K-12 national science competition in the United States, Science Olympiad is dedicated to improving the quality of science education for students. Science Olympiad’s mission aligns with AEB’s goals to further educate people about the benefits of eating a healthy breakfast.

Research fellowship

AEB funds a three-year $75,000 dissertation fellowship program to support students’ doctoral research in food science or related field, specifically working with egg products. Letter of intent is due to Dr. Glenn Froning, AEB’s Food Technology Advisor, by February 1, 2009, and proposal is due by March 1, 2009. For more information, visit aeb.org.

AEB’s staff gives back

AEB’s staff participated in the spirit of giving this holiday season through a toy drive for Chicago’s Children’s Memorial Hospital and a food drive for Park Ridge’s Food Pantry. “Mulligan” money from November’s golf tournament was used to purchase over $300 worth of additional food that was delivered before Thanksgiving.