



World Iron Week 22 – 28 August 2022

Meat & Livestock Australia
Report on activity outcomes

Collaborating across four key programs to leverage world iron awareness week

AUS GOOD MEAT

Infographics developed to support social media campaign (FB/IG)
Drive to new website content

NUTRITION

Health Professionals: Resources and advertorial
Consumers: Resources at EKKA

| Amount of iron absorbed by your body | Iron sources of the food |
|--|---------------------------|
| 100g lean beef | 100g lean lamb |
| 100g lean pork | 100g cooked corn, drained |
| 100g lean sardines | 100g lean sardines |
| 100g chicken breast | 100g chicken breast |
| 2 whole breakfast biscuits with added iron | 100g soft cheese |
| 100g soft cheese | 100g cooked spinach |
| 100g cooked spinach | 100g instant noodles |
| 100g instant noodles | 2 cooked eggs |
| 2 cooked eggs | 100g cooked lentils |

DOMESTIC MARKETING

TV & social media
"Iron for energy"
15sec advertisement



INTERNATIONAL MARKETING

Social media campaign (FB/IG)
Drive to True Aussie website
nutrition content

HOW TO GET ENOUGH IRON?

Having red meat every other day makes it easier to meet your daily iron needs.

Your choice of any other protein food

eg. Lamb eg. Beef

Adding a good source of vitamin C to vegetarian meals increases the amount of iron absorbed.

IRON-RICH VEGETARIAN FOOD + 1 CUP BEANS + 1 ORANGE + 1 MEDIUM TOMATO + 1 BROCCOLI FLORETTE = INCREASED IRON ABSORPTION

tired? irritable? feel the cold? lack of focus?

Australian Good Meat – community communications

Papercut animation

Infographics and animation developed to support social media campaign (FB/IG)
Drive to new website content



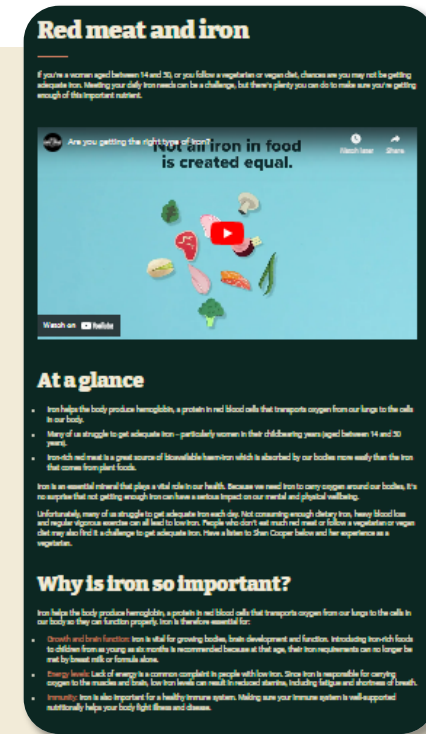
| | | | | |
|---|--|--|---|---|
| <p>Iron is used by the body to carry oxygen in the blood and is essential for...</p> | <p>Growth and Brain Function for babies, toddlers and children to grow and develop normally</p> | <p>Wellbeing for energy and vitality</p> | <p>Immunity for a healthy immune system</p> | <p>Eating red meat every second day can help boost your iron intake</p> |
| <p>Did you know approximately 30% of the world's population is suffering from iron deficiency?</p> | <p>Eating red meat every second day can help boost your iron intake</p> | <p>There is a variety of ways to enjoy...</p> | <p>...red meat in healthy balanced meals</p> | <p>Vitamin C rich fruit and veg increase the amount of iron absorbed from the meal</p> |
| <p>Are you getting enough?...or are you just too tired?</p> | <p>Lack of energy is a common complaint in women with low iron</p> | <p>And with up to 40% of Australian women aged 14 to 50 years not eating enough iron you're not alone</p> | <p>Iron is used by the body to carry oxygen and is important for wellbeing</p> | <p>Red meat is one of the richest sources of bioavailable iron</p> |

CTA to new webpage



CTA to new webpage

Web link



RESULTS:

Reach – 623K
Impressions – 977K
ThruPlays – 101K (animation only)

Engagement – 163K
Page Views – 3K

Health care professional campaign

GPs

eDM with link to iron-rich foods resource

- Reach 10,000 GPs
 - Open rate 37% (av eDM OR 22%)
 - Click rate 82% (av eDM CTR 2%)

Direct resource campaign

- 2,039 GPs ordered iron-rich food
 - equates to 81,560 patient contacts

DIETICIANS

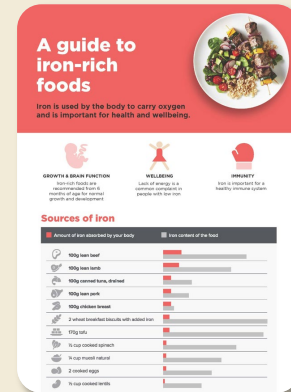
eDM with link to iron-rich foods resource

- Reach 12,000+ dietitians
 - Open rate 42%
 - (av eDM OR 35%)
 - Click rate 7%
 - (av eDM CTR 3%)

CONSUMERS

Iron-rich foods resource at Ekka

- 4 x pads of 40 pages
- 160 contacts



MLA HEALTHY MEALS WEBSITE

- Medical advertorial on the importance of iron for women profiled on homepage
- 3,191 unique page views MLA Healthy Meals web site during August
 - 2nd highest month
- 1,277 PDF downloads
 - 312 were iron-rich foods resource
 - highest number downloads

RESULTS:

eDM Reach – 22,000
Resource Reach – 83,000
Page views – 3,191

Australian Beef – Domestic marketing



[Beef at your Best - Importance of Iron 60 sec - YouTube](#)



RESULTS:

Reach – 559,744

Impressions – 1,079,141

Engagement – 520 engagements (107 + 312 link clicks on FB and 111 on IG)

International marketing

Aussie Beef & Lamb
August 27 at 2:13 AM · 🌐

Some straight talk for #WorldIronWeek – iron deficiency can show up in symptoms you don't expect...and could explain why you can't focus lately! Make a plan to get your levels checked, and make sure you're getting enough iron in your meals by eating your grassfed meats!

#AskForAustralian #HealthyEating #BeAussome #EatBetterFeelBetter

EAT MEAT AND VEGES TOGETHER

Eating meat with vegetables will help the body absorb 2-3 times more iron.

#WORLDIRONWEEK

heme iron, which is found in meat, fish and poultry, is absorbed by the body higher than non-heme iron from fruits, nuts and vegetables

#WORLDIRONWEEK
22-28 AUGUST 2022

tired?
irritable?
feel the cold?
lack of focus?

#WORLDIRONWEEK
22-28 AUGUST 2022

you could be suffering from iron deficiency

#WORLDIRONWEEK
22-28 AUGUST 2022

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Click www.trueussiebeefandlamb.com for Healthy, Balanced Meal Ideas

Information in this brochure is aimed at healthy individuals without specific dietary requirements and is intended as general information only. Use is also for general awareness and awareness of the differences between the various protein sources available. This information does not constitute medical advice or nutrition advice and you should consult a health professional before making any decisions regarding your health or nutrition requirements. September 2019

TRUE AUSSIE BEEF & LAMB

RESULTS: Facebook and Instagram campaign
Reach – 1394
Engagements – 52

Overall results:

Reach
1.3 MILLION

Impressions
2.1 MILLION

PageViews
6 THOUSAND

Engagements
164 THOUSAND

ThruPlays
101 THOUSAND

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