

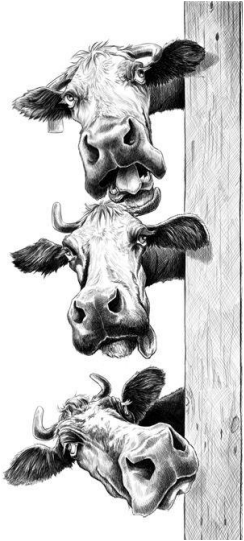


TARGET  
100

T O T E M

GOODMEAT 2.5 | FINAL REPORT

Reporting Period: Apr 1 - July 18



- The Brief
- The Results
- Campaign Learnings
- Key Highlights
- Looking Ahead

# THE BRIEF

GOODMEAT 2.5

## The Challenge

Community perceptions of the Australian beef industry are negatively influenced by global issues - that do not accurately reflect national circumstances.

## The Objective

Continue to deliver key Target 100 messages in an authentic, transparent and engaging way to address misconceptions and share the facts of Australian beef production with socially conscious consumers through sharing and trimmed content of the Good Meat 2.0 campaign.

## AUDIENCE

In-depth understanding of the target audience

## CONTENT

Highly engaging story-driven content that is designed for specific social platforms

## DISTRIBUTION

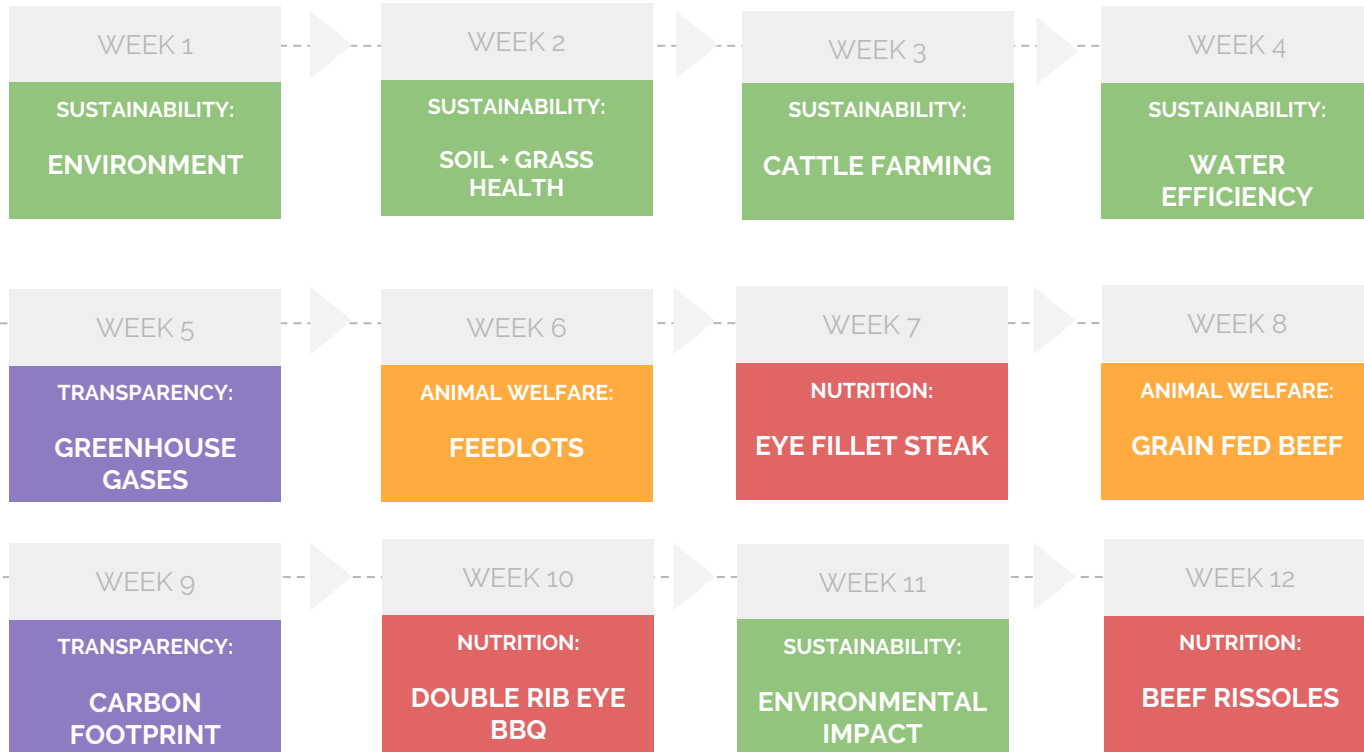
An owned, earned and paid distribution approach that establishes Target 100 as the influencer



Video Content - Repurpose Good Meat 1.0 and 2.0 content and upload natively Facebook every week.  
- Shared, commented and liked by Influencers.



Social Content - Created by Totem and published on Facebook throughout the campaign.



# THE RESULTS

GOODMEAT 2.5

**GOODMEAT 2.5 Results (Facebook Only)**



## GOODMEAT 2.0 + 2.5 Results



\*Minutes watched available only for Good Meat 2.5 Campaign

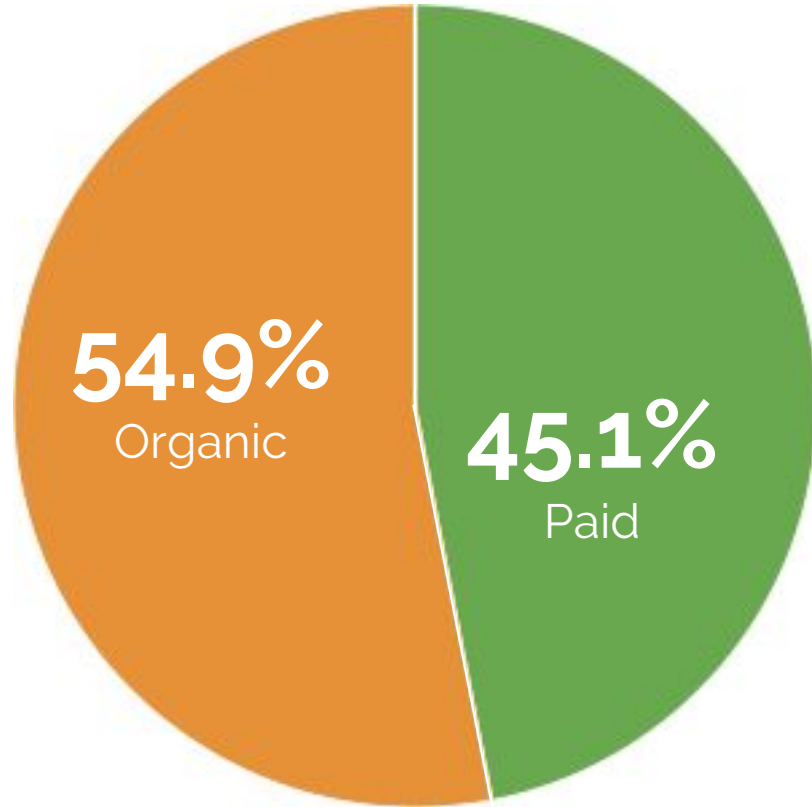
# CAMPAIGN LEARNINGS

GOODMEAT 2.5

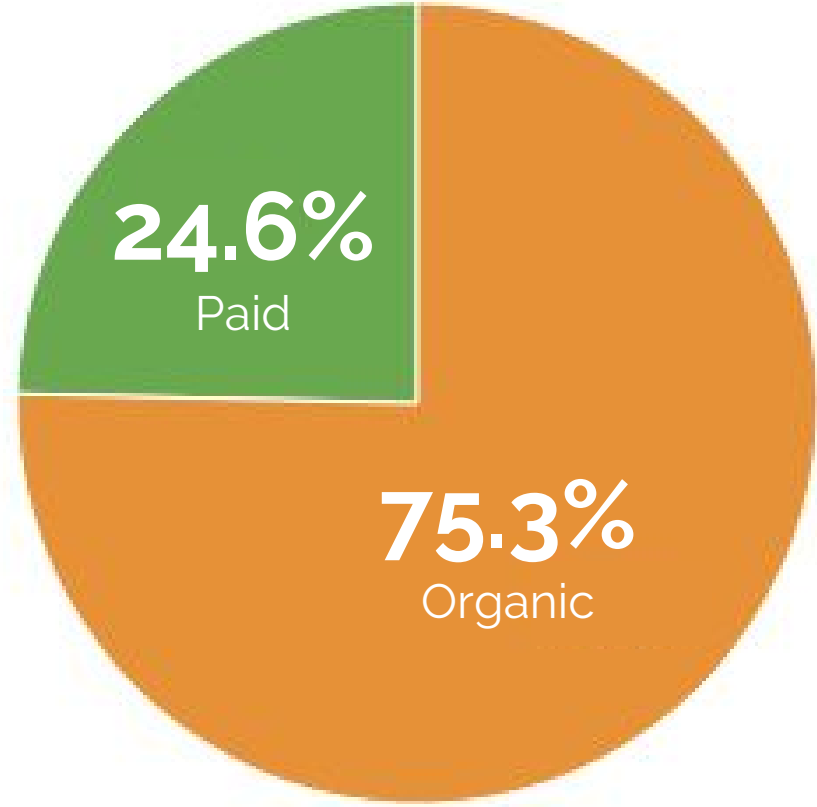
# 47.1 DAYS

Watched on  
Facebook

*\*Video campaign results (Facebook)*



TOTAL - VIEWS



TOTAL - IMPRESSIONS



**4,894**  
LIKES



**470**  
COMMENTS



**1,024**  
SHARES

*\*Entire campaign results (Facebook)*

Environmental  
Sustainability

Animal Welfare

Nutrition

Transparency

**AVG VIEWS  
(Video)**

67%

11%

10%

12%

**AVG WATCHTIME  
(Minutes of Video)**

52%

19%

17%

12%

**AVG ENGAGEMENTS**

65%

10%

9%

16%

98%\*

## Positive Sentiment

Environmental  
Sustainability

22 : 1

positive negative

**POSITIVE**

Entertaining and incredibly shot footage that resonated well with the audience..

**NEGATIVE**

Viewers (Incl. those with a vegan agenda) were sceptical of data, facts and sources provided.

Animal Welfare

25 : 1

positive negative

**POSITIVE**

Audience were entertained by accessible live action content that provided an insight into farm practices.

**NEGATIVE**

Some viewers sceptical about of some of the animal welfare facts presented in the animation.

Nutrition

13 : 1

positive negative

**POSITIVE**

High viewer retention and positive sentiment. Engaged audience highly receptive to influencers.

**NEGATIVE**

Viewers (incl. those with a vegan agenda) sceptical about nutrition facts presented in animation.

Transparency

15 : 1

positive negative

**POSITIVE**

High viewer retention and positive sentiment provide evidence for a receptive and engaged audience.

**NEGATIVE**

Some viewers sceptical about how the animations addressed some issues e.g. greenhouse gases

\*Sentiment calculated from likes, positive/negative comments, hide posts, shares and reactions (e.g. wow, angry)

36%



### Persona 1

**Age:** 25 - 44

**Gender:** Female

**Occupation:** Professionals/Creatives/Teachers

**Marital Status:** Single/Married (with kids)

**Location:** Urban/Inner suburbs

**Relevant Interests:** Food/Animal Welfare/ The Environment

**Meat Consumption:** Eats beef less than 2/week.

19%



### Persona 2

**Age:** 25 - 44

**Gender:** Male

**Occupation:** Broad - Services, Trades & Creatives

**Marital Status:** Single (no kids)

**Location:** Urban/ Inner suburbs/ Rural

**Relevant Interests:** Food/ Animal Welfare

**Meat Consumption:** Broad - More than 3 times a week and Vegetarian (non strict).

14%



### Persona 3

**Age:** 45 - 54

**Gender:** Female

**Marital Status:** Married

**Household:** Mix age kids

**Location:** Inner suburbs / Rural

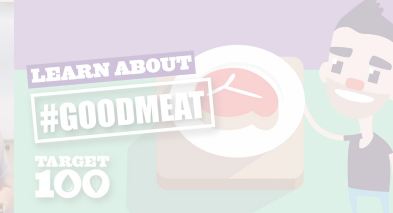
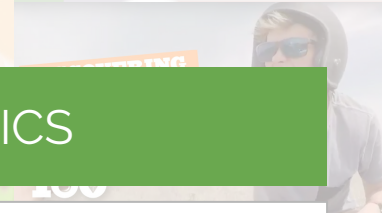
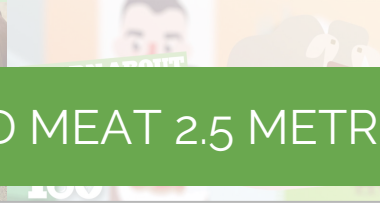
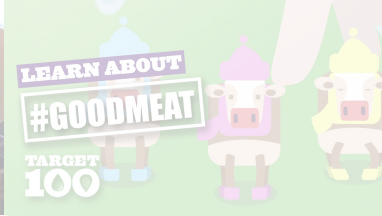
**Relevant Interests:** Food/ Travel/ Health/ Animal Welfare/ Environment.

**Meat Consumption:** Broad - Eats primarily white meat 3 - 4 times a week. Non strict vegetarian..



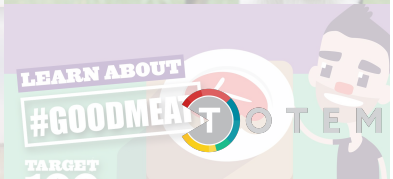
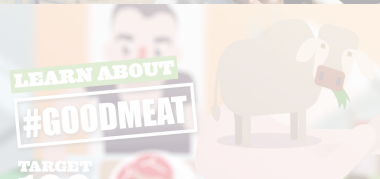
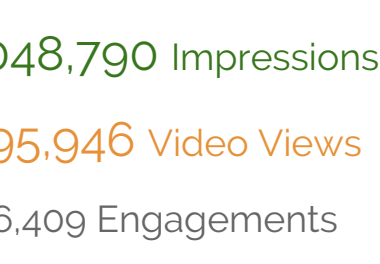
# KEY HIGHLIGHTS

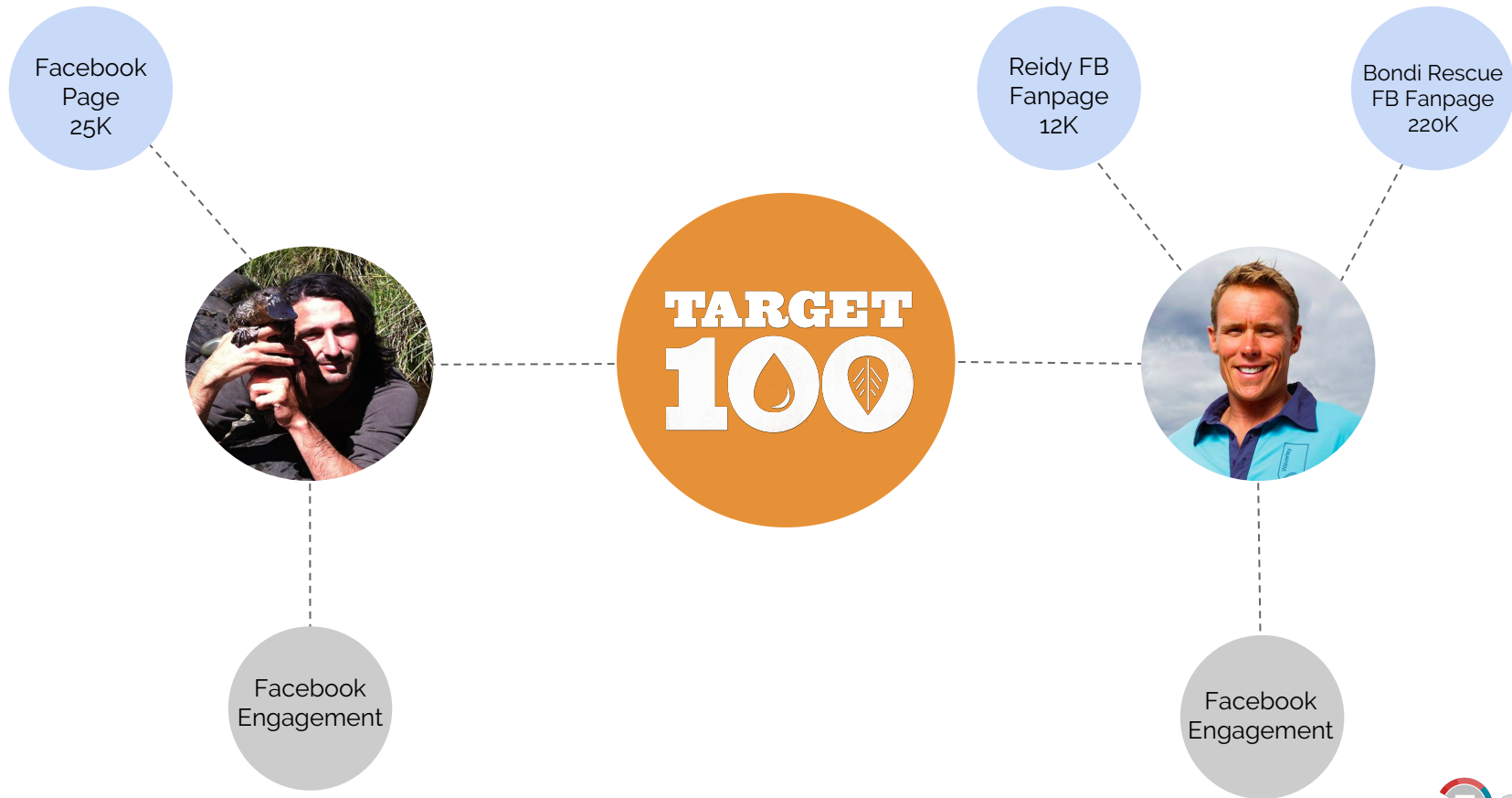
GOODMEAT 2.5



# GOOD MEAT 2.5 METRICS

1,048,790 Impressions  
195,946 Video Views  
6,409 Engagements







**Andrew Ucles**



**Andrew Reid (Bondi Rescue Lifeguards)**

- 

**Ben Lawton** Ever considered teaming up with Russell Coight?  
Like · Reply · 👍 3 · June 16 at 3:02pm
- 

**Demise Kavanagh** You need to get your own tv show andrew 👍  
Like · Reply · 👍 1 · June 16 at 7:20pm
- 

**Kieran O'Donnell** Love it mate !!! Making me hungry 🤤👍👍  
Like · Reply · 👍 1 · June 16 at 11:15pm
- 

**Thomas Kærgaard** Haha looks delicious 🤤❤️  
Like · Reply · 👍 1 · June 16 at 9:07pm
- 

**Tye Allin Roush** Yum!!!!  
Like · Reply · 👍 1 · June 16 at 3:21pm
- 

**Egon Speneder** Gordon Ramsay (Hell's Kitchen) could learn a few things here. Actually I was expecting Andrew Ucles to go and kill something as the fire was turning into coals; some of that looked "Store Bought!"  
Like · Reply · June 17 at 9:54am
- 

**Tye Allin Roush** After watching this great and educational video I'm going to go out and make my own. better then the barbi.  
Like · Reply · June 18 at 3:36am

- 

**Barbara Herbert** are you married yet Reidy..make a lovely husband.....love this but don't give up your day job xx  
Like · Reply · 👍 2 · June 24 at 11:41pm
- 

**Gary Mooney** You are a legend Reidy...love the Avo  
Like · Reply · 👍 2 · June 25 at 5:23am
- 

**Ellen Porter** bloody hell reidy you're a crack up  
Like · Reply · June 25 at 12:26pm
- 

**Shirley Dunn** Tom Dunn...even you could make this 😊x  
Like · Reply · 👍 1 · June 25 at 8:07am
- 

**Keith Brown** Always moving forward with food produce also great going guys. Cow PAT on the back lol..  
Like · Reply · June 20 at 10:00pm
- 

**Lifestyle** anyone like this post as much as i do  
Like · Reply · July 1 at 1:00pm



**Maureen Salter** What a clever idea for our Farmers. Well done people. Had your thinkin' caps on.

Like · Reply · April 18 at 7:55pm



**Sarah Sammon** Awesome video **Ray Vella!!**

Like · Reply · April 12 at 6:14pm



**Matthew Sirett** I think that's called ' living the dream ' Ray Vella.

Like · Reply · April 12 at 9:33pm



**Justin Louis Dyer** Sweet!

Like · Reply · April 12 at 9:43pm



**James Keeley** Caitlin this is living 😊

Like · Reply · 👍 1 · April 10 at 10:40pm

↳ 1 Reply



**Monica Cumming** They need to be honoured these guys. The backbone of Australia.

Like · Reply · 👍 1 · April 11 at 12:26am



**Virginia Watson** Perfect timing! Thanks **Target 100**, these looks like excellent resources! 😊

Like · Reply · 👍 1 · May 15 at 9:08pm



**Trish Black** Looks fantastic, wouldn't think they were sheep from that height 💕



Like · Reply · May 18 at 5:02pm



**David Jimenez** Andrew Ucles is a legend!!!! Keep an eye out for this local legend

Like · Reply · June 17 at 7:24pm



**Ryan Alexander** Hey John - nice work on the conservation! Well done

Curious though how many trees do you guys plant at Anna Plains Station to absorb the equivalent GHGs of the methane produced from each cow and bull?

Is this something that is being built into cattle farming? The need to plant trees to absorb CO2?

If yes, what kind of trees are most effective in absorbing CO2?

If no, curious to know why this strategy is not being used?

Thanks and again well done

Like · Reply · June 21 at 9:46pm · Edited



**Dominique Maree** Love this video series!

Like · Reply · May 28 at 1:43pm



**Robert Debicki** don't need to research if your a farmer I know what my cattle need



Like · Reply · June 9 at 9:49pm



**Carmen Dorothy Abdilla Saliba** Nothing wrong with grass fed beef! There is far too much waste here in Australia, whether it's Supermarkets Restaurants & people in general so much waste could feed a third world country!!

Like · Reply · 👍 1 · June 24 at 8:53am

## Low Stress Stock Handling



*Sustainable Cattle and Sheep Farming*



Views



Likes

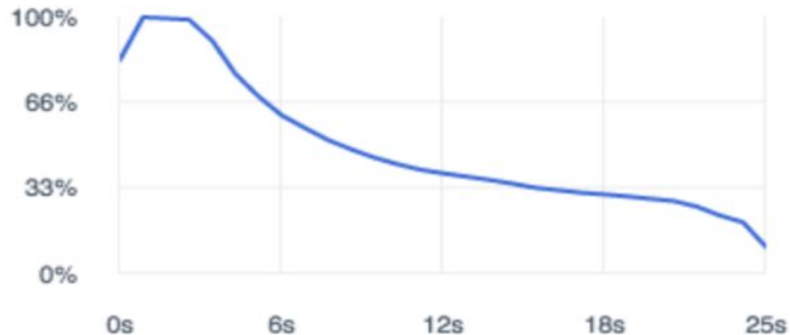


Comments



Shares

Facebook	Views	Likes	Comments	Shares
	46,916	1,798	141	364
<b>Total Engagements:</b>			2303	



Audience Retention: 56% (0:14)

**IMPRESSIONS:**

112,160

**WATCHTIME:**

**11,056** minutes

(7.67 days!)

**Target 100**  
Published by Georgie Fraser (?) · April 1 · 🌐

DID YOU KNOW there are more than 74,000 cattle properties in Australia? Learn all the facts about the beef supply chain in our latest #GoodMeat video.



**Beef: From the Farm to Nicko's Kitchen**

The beef supply chain. A complex system that the average Joe might not know too much about. So if you're interested in finding out how the average piece of steak makes it onto your plate - from paddock right through to processing - then you're in...

TARGET100.COM.AU

28,916 people reached





View Results

Like Comment Share

266

Chronological

73 shares

Results	
 <i>Likes</i>	266
 <i>Post Clicks</i>	162
 <i>Comments</i>	16
 <i>Shares</i>	74

 **Louise Black** How many are Australian owned  
Like · Reply · 👍 1 · April 2 at 10:52am

 **Tony Williams** Over 90% are Australian owned and operated.  
Like · Reply · 👍 1 · April 2 at 2:45pm

 **Louise Black** Have you got a link for those figures I would like to see more info  
Like · Reply · April 2 at 2:59pm

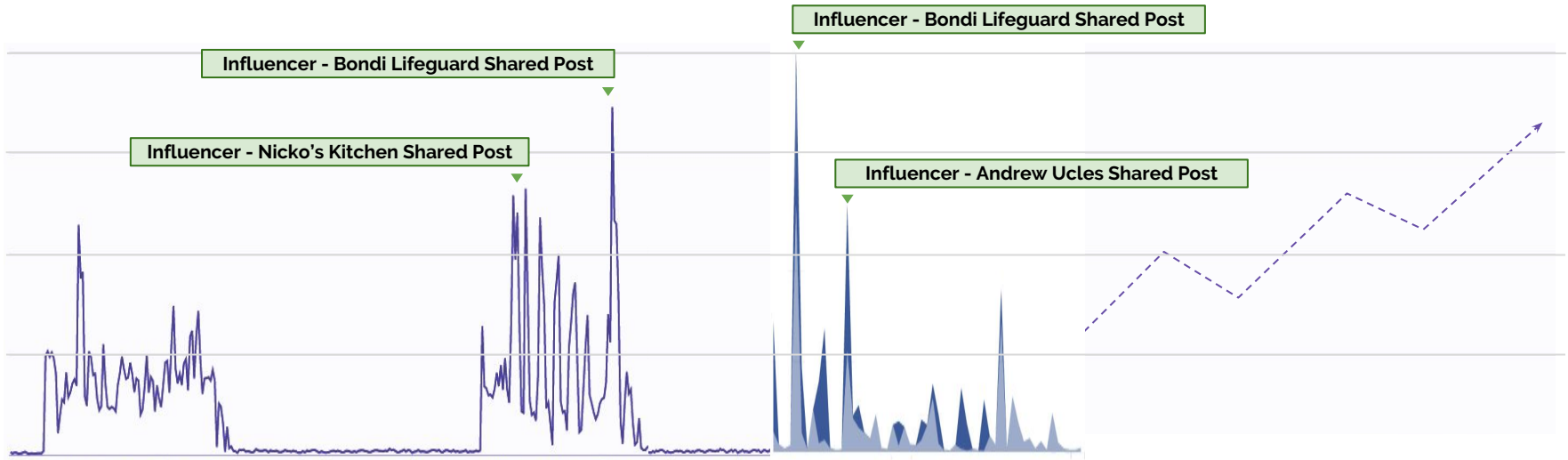
 **Tony Williams** Search the ABS website. The info is easy to find  
Like · Reply · April 2 at 8:52pm

 **Tracey Hill** Love aussie beef ! I hope the slaughter is done humanly !  
Like · Reply · April 3 at 4:03am

# LOOKING AHEAD

GOODMEAT 2.5





GOOD MEAT  
1.0  
(YouTube  
Facebook)

GOOD MEAT  
2.0  
(YouTube  
Facebook)

GOOD MEAT  
2.5  
(Facebook)

GOOD MEAT 3.0



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