



SOUTH KOREA – NEWS SCAN

Australia Fights Back in Korea – 2009/01

With US beef making huge gains in the marketplace, The Australian meat marketing agency, Meat and Livestock Australia, is set to launch two key campaigns in the coming weeks. One will be aimed at generating long-term loyalty to Australian beef and the other will focus on families with children. MLA has partnered with Korea's largest supermarket chain, E-Mart, to provide free 2009 calendars to customers who purchase Australian beef in its stores. The calendars will include coupons which will allow customers to purchase discounted Australian beef for two weeks of every month during 2009, and will also feature recipes for Australian beef.

The partnership between MLA and E-Mart is aimed at generating long-term loyalty towards Australian beef, and will be carried out in all 118 E-Mart supermarkets across Korea, with a total of 42,000 calendars distributed to customers.

Also kicking off in Korea early in 2009 will be a new Hoju Chungjung Woo 'Kids love beef' marketing campaign, a direct copy of the successful "Kids love beef" marketing campaign which MLA conducted in Australia. The new 'Kids love beef' campaign will include advertisements in Korea's leading magazines and newspapers, online advertising, and in-store promotions, and will reinforce the safety and nutritional qualities of Australian beef.

Albertan beef processors and exporters must be aware of this campaign and the increased difficulty that we will have getting listings with E-Mart and the other major grocery chains once the Korean market is open to Canadian beef.

As American and Australian marketing agencies put more and more money into their respective campaigns, Canadians must be willing to spend as well, or be left out.

Source: Stock & Land, December 19, 2008.