



ENGINE | mhp

MHP + GRSB:

AUDIENCE ENGAGEMENT FRAMEWORK

Primary audiences: external

POLICYMAKERS

<p>Current position</p>	<p>Concerned about the impact of beef on climate change / the environment – and the views of their constituents / country on the issue.</p> <p>Equally aware of the importance of the beef industry in terms of jobs and investment in their region.</p> <p>Looking to the industry to reform itself.</p>
<p>GRSB communications objective</p>	<p>To turn audience into advocates for sustainable beef, speaking positively about the progress and potential of the industry</p>
<p>Top three messages</p>	<p>One of the biggest challenges facing the world today is climate change. Every continent, country, business and person must contribute to its solutions. The global beef industry is no different.</p> <p>The beef industry is a US\$330 billion industry that supports farmers, ranchers, families and communities in almost every country.</p> <p>There is growing momentum in the beef industry to protect and nurture the earth’s natural resources.</p>
<p>Top three messengers</p>	<p>Environmental partners / groups Local farmers / producers Global bodies (e.g. UN)</p>
<p>Top three channels</p>	<p>Twitter Email National media</p>

REGULATORS

<p>Current position</p>	<p>Want to see the sustainable beef industry delivering against the highest possible standards.</p> <p>Want to know and understand that there is a path forward / the potential for further progress.</p> <p>Looking to the industry to reform itself, so they don't have to do so.</p>
<p>GRSB communications objective</p>	<p>To improve recognition among audience of best practice going on within the industry, and to position GRSB as a resource for information on progress and potential.</p>
<p>Top three messages</p>	<p>There is growing momentum in the beef industry to protect and nurture the earth's natural resources.</p> <p>GRSB powers progress in sustainable beef by setting ambitious goals around reducing greenhouse gas emissions, improving land use and animal welfare.</p> <p>GRSB champions best practice, facilitates the exchange of knowledge and fosters a collaborative approach.</p>
<p>Top three messengers</p>	<p>Environmental partners / groups</p> <p>Industry bodies</p> <p>Consumer groups</p>
<p>Top three channels</p>	<p>Website</p> <p>National media</p> <p>Trade media / events</p>

INVESTORS

<p>Current position</p>	<p>Want to know / understand current return on investment.</p> <p>Want to know / understand that there is a path forward / the potential for further progress, and therefore even greater return on investment.</p> <p>Looking to the industry to reform itself.</p>
<p>GRSB communications objective</p>	<p>To generate increased interest and consideration among audience for investment in the sustainable beef industry.</p>
<p>Top three messages</p>	<p>The beef industry is a US\$330 billion industry that supports farmers, ranchers, families and communities in almost every country.</p> <p>The world relies on beef and the beef industry relies on a healthy world to produce it.</p> <p>There is growing momentum in the beef industry to protect and nurture the earth’s natural resources.</p>
<p>Top three messengers</p>	<p>Other investors Researchers / Academics Environmental partners / groups</p>
<p>Top three channels</p>	<p>Business media LinkedIn Website</p>

Primary audiences: internal

MEMBERS (CURRENT)

<p>Current position</p>	<p>Frustrated by the lack of balance in the story currently being told about the sustainable beef industry.</p> <p>Passionate about the ways in which the sustainable beef industry is protecting the planet and making progress.</p> <p>Think GRSB could be doing more to set the record straight / tell the story of sustainable beef.</p>
<p>GRSB communications objective</p>	<p>To help audience feel like they have the tools to achieve fairer representation and that GRSB is helping set the record straight.</p>
<p>Top three messages</p>	<p>The world relies on beef and the beef industry relies on a healthy world to produce it.</p> <p>There is growing momentum in the beef industry to protect and nurture the earth’s natural resources.</p> <p>There is opportunity to be more environmentally responsible, more economically resilient and more socially beneficial.</p>
<p>Top three messengers</p>	<p>Local farmers / producers Industry bodies Investors</p>
<p>Top three channels</p>	<p>Email Website Facebook</p>

MEMBERS (POTENTIAL)

<p>Current position</p>	<p>Frustrated by the lack of balance in the story currently being told about the sustainable beef industry.</p> <p>Passionate about the ways in which the sustainable beef industry is protecting the planet and making progress.</p> <p>Concerned about the impact the lack of balance could have on the industry including people and communities.</p>
<p>GRSB communications objective</p>	<p>To generate interest among audience in becoming members of GRSB, and understanding the role that the Roundtable plays in communicating information on sustainable beef.</p>
<p>Top three messages</p>	<p>The world relies on beef and the beef industry relies on a healthy world to produce it.</p> <p>There is growing momentum in the beef industry to protect and nurture the earth’s natural resources.</p> <p>GRSB sets ambitious goals, champions best practice, facilitates the exchange of knowledge and fosters a collaborative approach.</p>
<p>Top three messengers</p>	<p>Local farmers / producers Industry bodies Investors</p>
<p>Top three channels</p>	<p>Website Trade media Facebook</p>

Secondary audience

CONSUMERS

<p>Current position</p>	<p>Concerned about the impact of beef on climate change / the environment.</p> <p>Feel “guilty” about eating beef due to environmental and / or health reasons.</p> <p>Increasingly opting out of eating beef as alternative options become tastier, cheaper and more accessible.</p>
<p>GRSB communications objective</p>	<p>To help them feel <i>better</i> about eating beef (if not every day, then at least occasionally), and to be more aware of the ways in which the industry is protecting the planet and making progress.</p>
<p>Top three messages</p>	<p>One of the biggest challenges facing the world today is climate change. Every continent, country, business and person must contribute to its solutions. The global beef industry is no different.</p> <p>There is growing momentum in the beef industry to protect and nurture the earth’s natural resources.</p> <p>For people all over the world, beef is part of a vital food system. It is a natural and nutritious source of iron and protein, and is enjoyed by millions as steaks, burgers, stir fries, roasts and stews.</p>
<p>Top three messengers</p>	<p>Food influencers Local farmers / producers Environmental partners / groups</p>
<p>Top three channels</p>	<p>Facebook / Instagram Website Consumer media</p>