

Veal Retail Marketing Plan 2010

Level 1 = fully integrated campaign

Level 2 = multiple tactics

Level 3 = web/online only



| Campaign Activities | Oct-Dec 2009 | Jan-March 2010 | Apr-June 2010 | July-Sept 2010 | Oct-Dec 2010 |
|--------------------------------|--------------|----------------|---------------|----------------|--------------|
| Consumer Initiatives | | | | | |
| Columbus Day (level 3) | ■ | | | | |
| Holiday (level 3) | ■ | | | | |
| Diet/Health (level 1) | | ■ | | | |
| Valentines Day (level 2) | | ■ | | | |
| Spring/Mother's Day (level 3) | | | ■ | | |
| Father's Day (level 2) | | | ■ | | |
| Summer/Grilling (level 2) | | | ■ | ■ | |
| Italian/Columbus Day (level 1) | | | | | ■ |
| Holiday entertaining (level 3) | | | | | ■ |
| E-Blasts to customer list | ■ | ■ | ■ | ■ | ■ |

Contact: Dean H. Conklin, NCBA (303) 850-3387 Chris Marcocci, Streetmarc (203) 341-8527 Tom Houlton, Thomas Marketing, (386)690-0344





Marketing Calendar Overview



Q1-2010

- Health & Nutrition Promotion
 - Timing: January-February
 - Position Veal as part of a healthy lifestyle
 - Elements
 - Veal Made Easy website updates
 - TV Campaign in NE & SE markets
 - Web/social campaign nationwide
 - Recipe contest for Free Groceries
 - On-pack recipe labels
 - Art/graphics for retailer
- Valentine's Day
 - Timing: February
 - Position Veal is for lovers
 - Elements
 - Veal Made Easy website updates
 - Art/graphics for retailer

Q2-2010

- Springtime
 - Timing: March-April
 - Position Veal for spring cooking
 - Elements
 - Veal Made Easy website updates with recipes
 - Art/graphics for retailer
- Mother's Day
 - Timing: May
 - Position Veal as treating Mom special
 - Elements
 - Veal Made Easy website updates
 - Mother's Day theme
 - Recipes on line
 - Art/graphics for retailer

Q3-2010

- Father's Day
 - Timing: June
 - Position Veal for Father's Day cook-outs
 - Elements
 - Veal Made Easy website updates
 - Possible contest to win father-themed gifts
 - Art/graphics for retailer
- Summer Grilling
 - June-September
 - Position Veal as an alternative for summer grilling
 - Elements
 - Veal Made Easy website updates
 - New summer grilling recipes
 - On-pack recipe labels
 - Art/graphics for retailer

Q4-2010

- Columbus Day/Italian-Themed Event
 - Timing: September-October
 - Position Veal as the right choice for all Italian cooking recipes
 - Elements
 - Veal Made Easy website updates
 - TV Campaign in NE & SE markets
 - Web/social campaign nationwide
 - Sweepstakes
 - On-pack recipe labels
 - Art/graphics for retail
- Holiday
 - Timing: December
 - Position Veal as perfect for dinners and parties
 - Elements
 - Veal Made Easy website updates
 - Recipes for Holiday entertaining