

Ohio Beef youth Council Beef Marketing Challenge Outline

Purpose

The Ohio Beef Youth Council Beef Marketing Challenge encourages youth to become advocates for the beef industry by creating an original marketing advertisement that promotes beef to today's consumers. Participants will use creativity, communication, and marketing skills to develop an advertisement that effectively shares a positive beef message.

The contest is designed to help youth understand consumer outreach, branding, advertising, and the importance of promoting beef in a positive, accurate, and engaging way.

Objectives

Participants will:

- Learn the fundamentals of agricultural marketing.
 - Promote beef using factual, positive messaging.
 - Develop communication and advertising skills.
 - Apply creativity while understanding a target audience.
 - Build advocacy skills that can be used throughout the beef industry.
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Eligibility

Open to Ohio Beef Youth Council members.

Age Divisions

- Beginner (8-10)
- Junior (11-13)
- Intermediate (14-16)
- Senior (17-21)

(Age as of January 1.)

Contest Format

Participants will create **one original advertisement** promoting beef.

Advertisements may be designed using:

- Canva
- Adobe programs
- PowerPoint
- Google Slides
- Hand-drawn artwork (scanned or photographed)
- Other graphic design software

All work must be created by the participant.

Advertisement Specifications

Participants may submit one of the following:

- Social media graphic
- Magazine advertisement
- Poster
- Billboard concept
- Flyer
- Digital advertisement

Requirements:

- Single-page design
- Portrait or landscape
- Entries should be clear and high quality when viewed or printed
- JPG, PNG, or PDF format

- Maximum file size is 10 MB
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Marketing Focus

Participants have the freedom to determine the focus of their advertisement. Entries should promote beef, a beef product, beef consumption, or a positive aspect of the beef industry. Participants should consider their intended target audience and develop a marketing message specifically designed to reach that audience. Participants are also encouraged to tie this advertisement to the salesmanship contest as well. Examples include:

- Beef nutrition
 - Affordable meals with beef
 - Beef for athletes
 - Quick and easy beef meals
 - Understanding beef cuts
 - Local beef
 - Meet the beef farmer
 - Animal care and well-being
 - Sustainability in beef production
 - Beef myths vs. facts
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Required Elements

Each advertisement must include:

1. A clear headline or slogan
2. A call to action
 - a. Examples:
 - i. Visit a website
 - ii. Purchase beef
 - iii. Try a new recipe
 - iv. Learn more about beef
3. At least one accurate beef industry fact
 - a. Examples:
 - i. Beef provides high-quality protein.
 - ii. Beef contains iron, zinc and B vitamins.
 - iii. Beef comes from family farms.

4. Appropriate audience identified through the advertisement

a. Examples:

- i. Families
- ii. Athletes
- iii. Busy professionals
- iv. Consumers
- v. Producers
- vi. Young adults
- vii. Kids

Rules

- One entry per participant.
- Entries must be the participant's original work.
- Artificial Intelligence may be used **only as a brainstorming tool**. AI-generated images, logos, or advertisements are **not permitted**.
- Copyrighted images, logos, or graphics may not be used without permission.
- Any statistics or nutrition claims must be accurate and from reputable sources.
- OBYC reserves the right to use submitted advertisements for educational or promotional purposes with participant credit.
- Entries containing inappropriate or misleading content may be disqualified.
- All decisions of the judges are final.

Submission Requirements

Participants must submit:

- Completed advertisement
- Contest entry form
- Short Marketing Summary (100–250 words) explaining:
 - What product, idea, or aspect of beef are you marketing, and why did you choose it?

- Target audience
- Marketing goal
- Why they chose their design
- How they hope their advertisement will influence your target audience