

The campaign that the california milk advisory board marketing essay



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The Campaign that the California Milk Advisory Board (CMBA) came up with is pure marketing genius. They took the source that their product comes from and made them into stars; cows and they used it to their advantage by putting a face with their name. The slogan they came up with was "Great Cheese comes from Happy Cows and Happy Cows come from California". The Real California Cheese Happy Cows campaign, launched in 2000, has won several awards and boosted California Cheese visibility throughout the United States. Every Happy Cow ad finishes with the voiceover, "Great cheese comes from happy cows. Happy Cows come from California. Real California Cheese". What made this campaign so successful was that people could watch their commercials and related to them in a human way. "The Humorous ads feature cows that talk and seem to think and process the world just as people do as they enjoy California's best known features such as sunny skies, a lack of snow (in contrast to their Midwestern counterparts), beautiful scenery, and even earthquakes (which are portrayed as foot massages) Their dialogue has been described as "being at home in a Woody Allen movie".

Case pg. 1 People around the country fell for these cows, I think mainly because they are funny, they have character, and they are harmless, and now when you walk into a grocery store and see that black and gold seal that represents California cheese, you have a face to go with the product Happy Cows. This is especially important considering their target group is women ages 24 to 55, married with kids, and slightly higher income than the national average. A Brave heart-like ram rallies the flock. "Take a good look at them cows, lads. They live their happy perspiration-free lives but we've got character". A sheep calls out, "No we're miserable!".

Exactly! The very badge of honour worn by generations who passed on the <https://assignbuster.com/the-campaign-that-the-california-milk-advisory-board-marketing-essay/>

pride of eking out a hot sweaty itchy existence! Who wants to give them a piece of our mind? Are you with me?" To the sounds of bagpipes the sheep charge down the hill towards the waiting cows. The sheep arrive at the bottom of the hill, met by a border collie sheep dog. " So... ah where do you guys think you're going? " " Er... no place boss. Just off for a strrrroll". " That's what I thought." The sheep melt away. The two cows comment... " Huh! Almost made it that time." " So I'll see you same time tomorrow?" " Absolutely" [www. theinspiration room. com](http://www.theinspirationroom.com). This is the type of commercials they put out, and they hit though and did a great job marketing and promoting this product.

The role and the importance of the Real California Cheese brand plays in this is huge, because they already have their stars in line, the cows, and now they need a " seal" so everyone knows what the cheese looks like when they go to buy it. " The Real California Cheese seal was adopted in 1984 as part of a strategic promotion effort for the California cheese industry. The Real California Cheese seal depicts the image of California with a rising sun and rolling plains on a golden, Cheddar cheese-colored background. It is a certification mark that assures consumers they are purchasing natural cheese, made in California exclusively with California milk. With the seal, the CMAB has been able to consistently and effectively promote many styles and varieties of cheese from California cheese makers who qualify for and use it on their packaging." [www. realcaliforniamilk. com](http://www.realcaliforniamilk.com). I think that this program made a significant amount of difference in their sales and overall wellbeing of the company, because it gave people something to look for when they went into stores.

The CMBA spent 7 million dollars on a consumer promotion program, to create and maintain awareness and generate trial and repeat purchases for all cheese bearing the RCC seal. “ Three primary tactics are used to accomplish these objectives including cross-promotions in-store that utilize instant redeemable coupons, in-store product sampling, and self-liquidating premium offers. As with the advertising, all promotional efforts must equally support all California cheese’s.” case pg. 5. This is the role that advertising is playing for the full line of RCC products. The personality that the CMAB created is great; they almost created the perfect personality to their product. Everyone in their line is happy, and as a consumer when you see that it makes you happy to buy their product. I think there are far more pros than cons, the only con I can really see is that maybe people will get sick of their advertisements, or giving cheese away could hurt their profits. The pro and number one pro is that people are seeing the brand and getting to know the brand. That is the most important thing is that consumers see and know your brand so they’ll buy your brand. Can this campaign continue indefinitely? Well there is two ways to look at this, the first yes it can because the cows are a hit people in the United States love the characters they have created with the cows. It is pretty amazing when you go to their website and the cows have their own names, they are almost famous. On the other hand it takes a lot of finances to shoot these commercials, so the company is moving to New Zealand to shoot commercials because it is cheaper. I don’t think you can change anything with this going forward, I believe they have a rock solid foundation for advertising.

What role does consumer promotion play in generating trial awareness of Real California cheese? The consumer plays a big role, because we are the ones who lock onto a concept, and with the way the world is today something's simple as cows talking become big icons for the company. The internet has changed marketing drastically, take for instances you tube, you can go on that internet site and watch the commercials for " Happy Cows" and how many people watch that a day. That's why we as consumers play important roles in generating awareness without really knowing it. How do the consumer promotion tactics reinforce or supplement other marketing elements such as advertising, trade promotion, or public relations? It helps because they all are working towards one common goal and that is too increasing sales in their company. It also makes it easier to promote your product as well as advertise your product and helps the public relate to your product, by using the " Happy Cows" people know who they are dealing with.

The CMAB's role in public relations in the integrated marketing communications program was to associate California cheese with high end stores, culinary professionals, and " Food Influential's". " A variety of media are targeted with different public relations angels according to each outlet's target audience interests. One of the most successful initiatives, implemented under the public relations program, has been the program it created to nature the state's nascent artisan and farmstead cheese industries." Case pg. 6