



UNITED STATES DEPARTMENT OF AGRICULTURE  
 FOOD SAFETY & INSPECTION SERVICE  
 FOOD SAFETY EDUCATION STAFF

*Food Thermometer Education Campaign*  
 SOCIAL MARKETING STRATEGY

COMMUNICATIONS GUIDE *for*  
 BOOMBURBS FAMILIES

***“Is it done yet?”***  
**You can’t tell by the color.**

USDA approved temperatures for:

- burger 160°
- poultry 180°
- steak & roast 145°
- pork 160°

***1 out of every 4 hamburgers turns brown BEFORE it has reached a safe internal temperature.***

You know how important good nutrition and delicious meals are for your family. But did you know there’s a way to be sure your meats are safely cooked and delicious every time?

Using a food thermometer means you can cook to perfection and safety. If you cook your burgers to 160°F you can be sure that you have destroyed harmful bacteria that can cause illness, especially in young children.

By using the precision food thermometers that professional chefs rely on, you know you are preparing safe burgers and meats, without overcooking.

For more information on food thermometers and food safety visit us on the web to make safe and delicious meats, every time.

**Always use a food thermometer when you cook meats for your family.**

**[www.fsis.usda.gov/thermometer](http://www.fsis.usda.gov/thermometer)**

Buy a modern food thermometer today from your favorite retailer. Use it every day for safe, great-tasting food for your family!

**USDA** Food Safety & Inspection Service  
 Meat & Poultry Hotline: 1-877-FSISInfo

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NOTE: Brand names listed in this document are used for instructional and cultural reference purposes only, and do not imply an endorsement of any kind.

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## Section 1: Applying a Social Marketing Approach

This section briefly reviews key elements of previous research that has shaped the development of this Communications Guide. For more information, see the research reports:

*Applying the Theory of Social Marketing To the Challenge of Food Thermometer Education*, December 2001; On the Internet at:  
[www.fsis.usda.gov/oa/research/thermom\\_edu.pdf](http://www.fsis.usda.gov/oa/research/thermom_edu.pdf)

*Boomburbs Communications Concept Testing* March 2003. On the Internet at:  
[www.fsis.usda.gov/oa/research/concept\\_test.pdf](http://www.fsis.usda.gov/oa/research/concept_test.pdf)

Among the USDA's Food Safety Education Staff's objectives is to increase the use of food thermometers, a key element to improving food safety and reducing the incidents of food-borne illnesses. Prior to 2001, the USDA completed research with populations that were at higher risk for food-borne illnesses in order to prioritize these populations for concentrated education efforts. The audience of parents with children under the age of 10 was chosen for, among other reasons, their receptiveness to change and willingness to address safety matters relating to their children. The Food Thermometer Education Campaign was launched to bring new educational materials to this audience. In 2001, the USDA began to apply a methodical social marketing approach to the challenge of food thermometer education.

At the core of social marketing is an ultra-focus on behavior change, through a systematic process of proven steps. A thorough process of listening to the target audience enables the development of relevant and compelling outreach specific to the target audience. A challenge of social marketing is its requirement for sustained, long-term efforts and implementing proper evaluation measures of actual progress in changing behavior.

There are four key elements of the first two phases of FTEC's social marketing strategy that were fundamental to the development of this Communications Guide:

- A. Get the most mileage from limited resources
- B. Remember the Stages of Behavior Change
- C. Focus efforts on a defined, specific target audience
- D. Create splash, buzz and evangelism

### **A. Get the most mileage from limited resources**

Existing resources at USDA have played a keystone role in the FTEC from the very beginning. As itemized in previous FTEC Social Marketing publications, they have defined the available options and shaped the development of chosen activities. As the campaign progresses into a phase of target audience communications, a number of these USDA strengths will play a vital role in the success of the campaign. They include USDA's:

- A press "machine," with the power to orchestrate widespread press releases and generate local media interests from a national, credible source of desirable content
- Education resources that can develop and review supportive, accurate, relevant tie-in materials, including via web-available curriculum and printed information sheets

- Design & communication resources that can polish supportive, appealing and memorable tie-in web and printed materials that are consistent with existing USDA style, where appropriate
- A substantial Internet presence, which makes access to an eager, web-savvy target audience extraordinarily cost effective and essential
- A favorable federal agency credibility among many within the target audience, strengthening the believability and poignancy of the message
- Numerous industry contacts, from meat producer associations to the grocery association and food temperature indicator association, there are widespread and viable channels to cooperate towards a common goal of increased food safety.

While all of these assets provide substantial opportunities for the FTEC, a few limitations related to the USDA’s capabilities must also be considered when choosing and engaging specific communications tactics. These tempering forces include:

- The USDA cannot sell or promote specific products, limiting the ability to make a “sale” of a product at the crucial moment when a target member has gathered information and is ready to move “Trial,” the third Stage of Behavior Change; this “loss of a sale” when a buyer is ready to buy must be addressed as it will frustrate the target audience into inaction if not addressed deftly
- The USDA cannot explicitly endorse other specific vendors of thermometers, creating a “link gap” on web site visits and within other channels of communications.
- The USDA has no budget for an upscale media advertising campaign to spread the FTEC brand visibility quickly
- The USDA has very limited staffing for organizing "footwork" on the implementation of any individual communications tactic, which is made increasingly challenging when multiple tactics are overlapping in their demands for time.

**B. Remember the stages of behavior change**

When promoting a behavior change, remember that people adopt new behaviors via a methodical process. They experience the following stages in sequence:

#	STAGE	CHARACTERISTIC	TO MOTIVATE CHANGE
1	Pre-contemplation	Unaware	Provide awareness
2	Contemplation	Consideration	Support information gathering
3	Action	Trial	Facilitate “purchase” and
4	Maintenance	Fulltime adoption of habit	Experimenting repeat and evangelize to others

Some people move more quickly through these changes. Some are slow to move from one stage to another, if at all. The selection of an initial target audience included this consideration.

With the development of every communications tactic, these stages must be considered relevant to the specific target that is being addressed and the stages which this target is being moved from and to by the tactic. No stage can be skipped. No assumption can be made that advancement to the next stage will create a momentum of automatic advancement until the final stage. At every stage change, resistance must be overcome and new information and motivation must be offered, all while respecting the overarching campaign brand elements.

### **C. Focus efforts on a defined, specific target audience**

To achieve measurable progress, it is important to be as specific as possible with the targeting of communications. A highly specific target audience enables the development and placement of audience-appropriate messages placed in optimal channels to raise awareness and stimulate experimentation

The overall FTEC goal is to increase the rate of food thermometer use in at-risk populations. The campaign currently focuses on households with parents of children under age 10. The broad group of tens of millions of households has been further divided into specific, distinct targets:

- Home cooks in Boomburbs families
- Home cooks in Heartlanders families
- Home cooks in Single Moms families
- Home cooks in Rural Town families

The USDA defined these four distinct target audiences in detail in the study “*Applying the Theory of Social Marketing To the Challenge of Food Thermometer Education*,” published in 2001. ([www.fsis.usda.gov/oa/research/thermom\\_edu.pdf](http://www.fsis.usda.gov/oa/research/thermom_edu.pdf)). The Boomburbs audience was selected for the initial focus of resources for a variety of reasons, including their documented high-risk behavior, as well as their best likelihood of all the targets to spread the food thermometer use message the most quickly to the widest number and variety of at-risk households.

### **D. Create splash, buzz and evangelism**

An innovative and energized approach to creating public awareness makes optimal use of limited resources. The careful selection and implementation of cost-effective tactics can create results beyond what might be expected from available funds.

First, grabbing the target audience’s attention is crucial, or no progress will be recorded. Tactics must be developed to move members of the target audience from Stage 1 to Stage 2. This is a complex task, competing with the tremendous noise of information and advertising stream that surrounds the gigantic selection of education and entertainment choices.

Next, getting compelling information into the hands of the target audience is critical. This information should motivate advancement from Stage 2 into Stage 3. While a great web site and excellent supporting printed materials are essential, a strategic and concentrated effort needs to be applied to drive traffic to those information sources.

The selection of the *Boomburbs* audience was partly motivated by the opportunity it presents to create splash, buzz and evangelism. As a well-educated and trend-setting audience, it influences the development of a wide range of education and entertainment channels. The initial tactics of the campaign can make a big splash—a highly visible and widely watched event. With its prominent role in trend-setting, this audience creates a buzz that could widely influential in the spread of the FTEC message. Their enthusiastic adoption of the use of food thermometers could evangelistically spread the word and create behavior change far beyond those touched directly by FTEC tactics.

## Section 2: FTEC's First Target Audience: Boomburbs Parents

This phase of the FTEC will be communicating with a specific audience called, "Boomburbs, one of four distinct target audiences defined in detail in the study *"Applying the Theory of Social Marketing To the Challenge of Food Thermometer Education"* published in 2001.

Demographically, Boomburbs are a powerful group. They are located all across the country in major metros and smaller cities in the suburbs and high-growth exurban communities. They are highly educated and vigorous consumers of information. They value high quality in their product preferences, and are earning incomes substantial enough to afford a plethora of gadgets and luxury goods. They are often active in the PTA and similar community organizations, giving them access to setting agendas and disseminating new ideas.

### Key Boomburbs Demographics:

- 18 million US households, 17.4 % of all US Households (US HH approx 104 million)
- More than 12 million households with incomes over \$50,000 per year
- 44% of all US households with income over \$125,000
- 57% of all US households with children under age 6
- 56% of all US households with children age 6-10
- Above US averages for Hispanic, Asian and Other Race households
- Over 2 million Hispanic households (20% of all US Hispanic Households)
- 12% of all US African American households

### Boomburbs are:

- Upscale suburban & exurban households
- Well-educated
- Media savvy
- Eager information consumers
- Heavy Internet users
- Frequent gadget buyers

### Boomburbs media preferences:

- News magazines
- Shelter and lifestyle magazines
- Cable TV such as news, sports, home improvement, food, travel, history, nature
- Internet users

### Boomburbs shopping habits:

- Upscale brands
- Spend liberally on kids
- Home furnishings and improvement
- High-end appliances
- Electronic gadgets
- Minivans and SUVs

## Section 3: Creating an Audience-focused Brand & Message

### Building the Brand

The primary testing with the Boomburbs audience suggest the following:

- Use consistent brand identity font and colors
- Use signature custom photos featuring representatives of the target audience
- Show thermometer use as easy and routine in the target audience's hectic lives
- Repeat temperature information in iconic form wherever possible

To successfully communicate with a target audience, especially a consumer savvy target like the Boomburbs, it is necessary to "speak their language." In competing with all the media and information that bombard this audience every day, a solid identity or "brand," carried in the photos, fonts, colors and graphics and repeated consistently, is necessary to create memorable impressions on this audience. The campaign needs to establish a brand identity and repeat it consistently. The campaign style, carried by font, color, imagery, etc., needs to fit within a style that Boomburbs will recognize as their own.

Boomburbs responded favorably to colors and styles similar to those found in contemporary home-centered media & design (lifestyle magazines, kitchen designs)

- Use light, warm and natural colors and tones: sage greens, khaki, tans, salmon, rust, cream, lighter colonial blues and sophisticated grays
- Select colors from natural surfaces and materials: light warm or cherry woods, stainless steel, granite and slate
- Scenes showing family interaction in upscale home/deck & patio environments
- Ethnic diversity, especially Asian and Hispanic

Here is a color palette derived from Boomburbs home design preferences:



This audience also needs to recognize itself in the message. This can be achieved with images of happy family moments in appropriate upscale suburban/exurban surroundings. High quality custom photography is necessary to create compelling images of thermometer use this audiences can identify with. The creation of still photography and video of Boomburbs using a variety of thermometers is strongly recommended.

Memorable graphics of proper temperatures by type of meat are of great importance. It is necessary to rise above the clutter of the media universe. Repeated use of strongly graphic and familiar symbols is a proven method for teaching new facts and rules. Think of stop signs or speed limit signs; they are bold, simple and repeated everywhere. The variety of correct meat-cooking temperatures presents an education challenge. There are many specific facts to impart, and a memorable system of icons can simplify and reinforce these important facts, and teach the audience how to use temperature as the means to determine doneness. This icon concept tested well with the Boomburbs audience.

### **Developing and testing the Boomburbs' message**

Two levels of research have been completed with the Boomburbs audience. The first was observational research, the findings from which were used to develop FTEC campaign themes and focal points. Potential message and style concepts were developed and then tested with a carefully selected Boomburbs audience. The study examined the Boomburbs parents responses to the specific content and themes that emerged from the observational research. These concepts were depicted as "ad slicks," or concept page designs, to visually portray the proposed directions of the Boomburbs communications.

The results of that test showed preferences for family scenes, demonstration of thermometer use techniques, clear, memorable temperature icons, a USDA endorsement and a prominent web address. For more details, refer to the report *USDA FSIS FSES FTEC "Boomburbs" Communications Concept Testing*, March 2003.

This research recorded Boomburbs subjects' detailed responses to these "ad slicks" which were used to refine and modify the campaign themes and focal points. In this segment, four major message themes were tested with the Boomburbs audience:

- *Family Cooking/Doneness*
- *Factual Warning*
- *Child Safety Appeal*
- *Taste & Quality*

## The composite slick combining the tested elements

**“Is it done yet?”**  
You can't tell by the color.

USDA approved temperatures for:

- burger 160°
- poultry 180°
- steak & roast 145°
- pork 160°

**1 out of every 4 hamburgers turns brown BEFORE it has reached a safe internal temperature.**

You know how important good nutrition and delicious meals are for your family. But did you know there's a way to be sure your meats are safely cooked and delicious every time?

Using a food thermometer means you can cook to perfection and safety. If you cook your burgers to 160°F you can be sure that you have destroyed harmful bacteria that can cause illness, especially in young children.

By using the precision food thermometers that professional chefs rely on, you know you are preparing safe burgers and meats, without overcooking.

For more information on food thermometers and food safety visit us on the web to make safe and delicious meats, every time.

**Always use a food thermometer when you cook meats for your family.**

[www.fsis.usda.gov/thermometer](http://www.fsis.usda.gov/thermometer)

**USDA** Food Safety & Inspection Service  
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Buy a modern food thermometer today from your favorite retailer. Use it every day for safe, great-tasting food for your family!

This composite design combines the most effective and memorable messages tested in the second Boomburbs test event. Test results indicated that the most compelling message is the *Family Cooking/Doneness* theme and the portion of the *Factual Warning* message that includes iconic representations of proper cooking temperatures. In addition, numerous test subjects asked for more information on thermometer types and how to properly use them.

The *Child Safety* message tended to imply that hamburgers and meat were dangerous, and also suggested fast food and restaurant meals, distracting from the home cooking message. The *Taste & Quality* message had weak responses in recall and comprehension.

(This slick is not intended to imply that a print ad of this type is a priority marketing tactic; rather it distills important elements that guide campaign development.)

**Key areas for enhanced education**

The two phases of research revealed the following key areas for message focus in the Boomburbs-focused efforts of the Food Thermometer Education Campaign.

<b><i>CRITICAL AREAS FOR ENHANCED EDUCATION</i></b>	<b><i>SUGGEST MEDIA TACTICS</i></b>
Education of the correct cooking temperatures	Make this a primary campaign visual. Repeat memorable icons on product packaging, web site, fact sheets, magnets, t-shirts, etc., and encourage press attention in this new approach.
Demonstration of thermometer use on small meat items , in point-of-purchase demonstrations and in web site videos	Create web site content videos and photo, point-of-purchase demonstrations and family cooking events. Encourage press attention, especially food and cooking-oriented TV. Create substantial web site information and support with fact sheets.
Display of a variety of thermometer devices and their uses	Create point-of-purchase promotions, extensive web site information and supporting fact sheets. Provide ideas and encouragement to wholesalers, manufacturers, retailers.
Inform clearly on the health risks to children related to undercooking of meats	Create substantial web site detail, fact sheets for parents, children and child health information sources like pediatricians.

***NEXT STEPS FOR BRANDING & IDENTITY***

- Activate a Boomburbs web portal designed for well-educated parents
- Produce original high quality photography of Boomburbs' family cooking with thermometers
- Produce original high quality videos demonstrating thermometer use for the web site and other media
- Enable ubiquitous placement of temperature icons

## Section 4: Media Recommendations

The best media to reach Boomburbs with were identified by segmentation data and then confirmed and refined with the observational and content testing research. This learned audience consumes news in many formats—from daily papers, to news magazines, to news television and radio. They are avid information seekers, and even more avid Internet users.

Lifestyle magazines and cable TV also feature prominently in the Boomburbs media universe. Home decor, food, and travel magazines are very widely read, and special interest cable like the Food Network were frequently cited. Below is a detailed approach that research indicates would have the best influence.

### ***The Internet: use for the primary content base***

The Internet is an integral part of the Boomburbs' media universe and the best way to deliver detailed information to this technically savvy and "wired" audience. Children and adults use the Internet frequently, and testing revealed that a search engine inquiry on the web was a common way to get more information about food, cooking, and consumer purchases.

The USDA has a powerful web presence – rich in detail. An inviting "front-end" is needed to appeal to well-educated parents and help them find the relevant information within the elaborate universe of Internet resources. Therefore a Boomburbs-friendly web portal should be created.

Shown below are "sketches" of a Boomburbs home page and a linking page that will connect Boomburbs parents and kids to new and existing web content.

This web site needs to be developed by the FSES team and implemented as the central knowledge base for the Food Thermometer Education campaign. It will provide the source of information and materials for all audiences, and provide an attractive campaign to potential partners and press as they evaluate how much they will invest in this initiative.

### **Design web site "front-end" to appeal to Boomburbs**

The web site front-end must provide detailed, consumer-oriented and technical information that Boomburbs need as they gather information and attempt trial behavior:

- Highlight correct meat cooking temperature with memorable icons
- Show how to use food thermometers (produce video demonstration)
- Share cooking with and for kids:
  - Fun recipes
  - Activities for kids

cooking temps    thermometers    cooking for kids    fun for kids    foodborne illness



Food Safety & Inspection Service  
Meat & Poultry  
Hotline: 1-877-FSISInfo

## The Informed Parent's Food Thermometer Page

**Always use a food thermometer when you cook meats for your family.**

You know how important good nutrition and delicious meals are for your family. But did you know there's a way to be sure your **meats are safely cooked** and delicious every time?

Using a food thermometer means you can cook to perfection and safety. If you cook your burgers to 160°F you can be sure that you have **destroyed harmful bacteria** that can cause **illness**, especially in young children.

By using the precision **food thermometers** that professional chefs rely on, you know you are preparing safe burgers and meats, without overcooking.

For more information on food thermometers and food safety, enjoy your visit to this website and make safe and delicious meats, every time.

**FACT: 1 out of every 4 hamburgers turns brown *BEFORE* it has reached a safe internal temperature.**



**Temperature, NOT color determines food safety, studies show.**

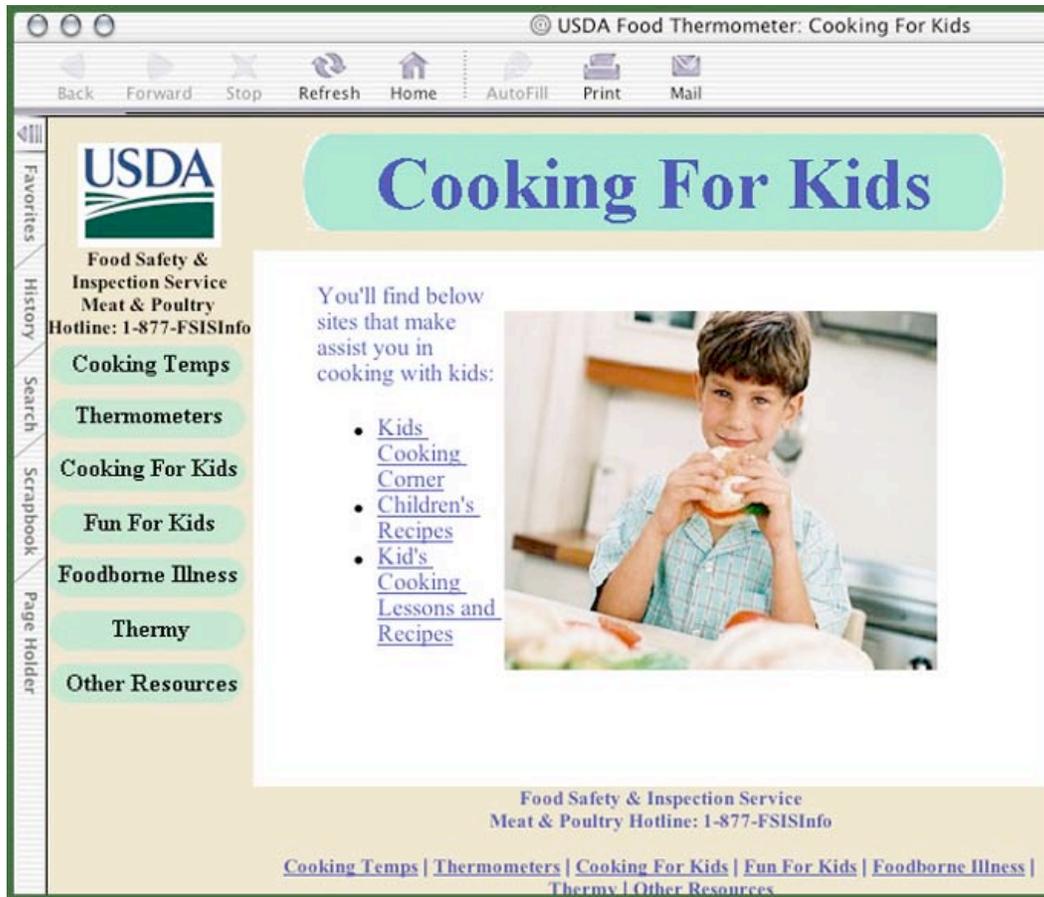
poultry <b>180°</b>	burger <b>160°</b>
pork <b>160°</b>	steak & roast <b>145°</b>

Food Safety & Inspection Service  
Meat & Poultry Hotline: 1-877-FSISInfo

[Cooking Temps](#) | [Thermometers](#) | [Cooking For Kids](#) | [Fun For Kids](#) | [Foodborne Illness](#) | [Thermy](#) | [Other Resources](#)

*A sketch for a Boomburbs home page*

- Feature a detailed thermometer buying guide:
  - Provide information on where to buy, including where in food stores to look for thermometers
  - Other food safety gear
  - Include free stuff, Thermy™ magnets, etc.
- Promote fun events with food retailers, educators, media and manufacturer participation:
  - Produce special promotion/contest-type events
- Provide web links to thermometer-related and other USDA food safety web sites
- Provide web links to appropriate partner sites as the Grocery Manufacturers Association, Food Temperature Indicators Association, etc.



*A page linking from the Boomburbs home page to additional resources already available on USDA and partner sites*

### **Internet “look & feel”**

Comply with brand identity in color, font, and all other respects. Look at Martha Stewart, Cooking Light, Southern Living and other similar sites to derive contemporary style and color.

Show images of parents and children of appropriate age and style:

- Shopping for enticing food
- Cooking in the kitchen where kids are helping to prepare food
- Grilling on the family deck
- Using food thermometers in all scenes
- Eating together

**Use press, partners & events to drive Boomburbs to the web site**

The most comprehensive and beautifully-designed web site will, by itself, provide little or no benefit if the target audience is not incentivized to visit the site by some other marketing channel.

When searching for information and ideas, Boomburbs extensively use Internet search engines. They very frequently watch news media, read lifestyle magazines and parenting resources, and visit food retailers. Therefore, it is important to develop a strategy that will successfully guide Boomburbs to the web site. In order to take the greatest advantage of this:

- Survey web sites that Boomburbs already frequently visit
- Establish reciprocal links
- Enable web site visitors to register for contests and collect responses for future data analysis

***NEXT STEPS FOR INTERNET***

- Convene a web site team and develop web content plan and interface design
- Construct "portal" web page for Boomburbs
- Link to existing USDA food thermometer resources
- Design contest/data collection program to get Boomburbs linking and registering at web site
- Create custom photography and video demonstrating proper food thermometer use by Boomburbs
- Research linking and listing opportunities:
- Determine how easily the web site can be found from search engines and make improvements
- Determine how to get links on other sites and take action
- Determine what non-web media can refer Boomburbs parents to the site

## ***Graphics, Photography & Video***

### **Put Boomburbs “In the Picture” and show how to properly use thermometers**

The right design elements show an audience something that is familiar and welcoming. The right imagery, color, style and tone will invite them in and speak their language. Audience-focused media habits and lifestyle elements of the target audience must be used to craft a look and feel, style, color and tone that will appeal to the target's sensibilities. Place the audience entirely in the picture, make them feel right at home and, therefore, receptive to the message. The Boomburbs, with their specific life experiences, will not respond to the same approaches taken for other audiences such as the FTEC's Heartlanders or Single Moms.

- Custom photography of a Boomburbs-friendly environments is necessary to create the exact images that will visually demonstrate thermometer use to this audience.
- Custom video demonstrations of proper thermometer use and other safe food handling techniques should be placed on the web site and in any Boomburbs-targeted video media wherever possible.
- A variety of different food thermometers should be shown in the cooking of small meat items in photographs and video demonstrations.
- These custom photographs and videos should be made readily available and promoted to educators and the media to use.
- Graphic design for all photos and videos of Boomburbs should follow the Boomburbs brand—a style of sophistication and friendly upscale home comfort as depicted in "shelter" magazines like *Martha Stewart Living*, *Southern Living*, and *Kitchens & Baths*. Beautiful surfaces like light or cherry woods, stainless steel, granite counters, tile floors, appeal to this group, and should be prominently featured.



*This image represents the direction and themes to be captured in custom photography and videos.*



*These images represent the direction and themes to be captured in custom photography and videos.*

### **NEXT STEPS for GRAPHICS**

- Schedule still photography and video shoots to take place in Boomburbs kitchens
- Hire models with the Boomburbs family “look”
- Include scenes of outdoor grilling
- Include moms and dads cooking safely
- Include scenes of preparing foods with children learning home cooking safety
- Develop a series of printed “fact sheets” that echo the web information, carrying the same design themes

## ***Leveraging Partner Opportunities in the Food Thermometer Business***

### **Inform Partners that USDA is promoting their products and engage their support**

The array of organizations that have a stake in promoting food thermometers is substantial: manufacturers and wholesalers who want to sell thermometers, retailers who need new ideas and events to entice customers and food safety professionals and educators who have passions for educating the public. There is an army of support that must be coordinated and harnessed for the common goal: to promote food thermometer use.

By targeting the large and affluent group of Boomburbs, the USDA enables significant partner marketing opportunities by offering retailers and wholesalers real numbers and information that describe enormous untapped market potential. Significant efforts should be focused on partner program development opportunities, possibly by creating a job position for interns or additional FSES staff, if possible.

### ***NEXT STEPS WITH PARTNERS:***

- Create Boomburbs-oriented product enhancements:
- Develop a fact sheet to inspire manufacturers to use the Boomburbs' style in package design and point-of-purchase advertising
- Promote inclusion of temperature icons on thermometers in food product packaging and advertising
- Collaborate with manufacturers on the design of thermometer information materials to be in styles conforming to the Boomburbs' brand
- Collaborate on the design of thermometers made with materials and finishes found in other high-end gadgets that appeal to Boomburbs buyers
- Collaborate on the design of thermometer holders made with materials and finishes found in other high-end gadgets that appeal to Boomburbs buyers to be used on refrigerator and oven fronts
- Get active participation of thermometer manufacturers and wholesalers:
- Develop a fact sheet to show manufacturers and wholesalers the enormous Boomburbs potential of sales
- Investigate possibilities of industry-funded advertising (parallel to "Beef: It's What's for Dinner" campaign)
- Implement a program that inserts "t-sticks" in magazines and include a contest with web site registration and/or contest participation
- Develop promotions with wholesalers that would install thermometer displays and promotions at key retailers
- Implement a campaign of thermometer give-always at Boomburbs-oriented locations

- Promote active participation of meat, grocery and home/lifestyle retailers:
- Develop a fact sheet to show retailers the enormous potential of the Boomburbs for sales
- Investigate what would incentivize retailers to feature and promote thermometer sales and take action
- Provide assistance and support to specialty meat retailers who conduct demonstrations of proper food thermometer use for safety & quality that will attract Boomburbs
- Investigate and promote ideal thermometer point-of-purchase tactics
- Promote in-store demonstrations at grocers and cooking supplies retailers that will attract Boomburbs
- Co-host family cooking events that will attract Boomburbs
- Use the Food Safety Mobile to attract crowds at Boomburbs retail shopping habitats (*This list offers examples not as endorsements of these specific companies*) such as:
  - GROCERS
    - Whole Foods
    - Wegman's
    - Trader Joe's
    - Mejiors
    - Independent upscale butchers
  - RETAILERS
    - Upscale cookware stores like "Sur la Table"
    - Williams-Sonoma
    - Target
    - Linens n Things
    - Barbeques Galore

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## ***Achieving Press Attention***

Achieving the attention of the Boomburbs-oriented press is both a local and a national undertaking.

For both local and national attention, the challenge will be creating an interesting "buzz" or compelling story that encourages the media to spread the message to the Boomburbs. While new photography and video must be made available and promoted to the media, in itself, this step is insufficient.

### **Provide editorial content**

A well-placed "story" or two needs to be crafted around the themes of family, food and kids. Magazines, news media are always looking for "the angle" and are hungry for new content. Press kits should be developed for the media to easily craft a story for their outlets.

### **Suggested story angles:**

- A technical-themed story showcasing the latest in food thermometer technology that portrays thermometers as reliable, easy-to-use and a fun way to involve kids in deciding "Is it done yet?"
- A health and safety-themed story, stressing how only thermometers can tell when food is safe to eat
- A family activity story, with the focus on fun things to do with kids while cooking everyday meals and outdoor grilling, featuring the role of thermometers in the cooking process

### **Create community events**

For local media, there is an additional strategy: a community event program that would create an opportunity for favorable press. To develop this plan, a medium-sized metro area with high concentrations of Boomburbs (e.g. Raleigh, NC, Pittsburgh, PA, Ann Arbor, MI) would be selected to test a fun community event forum that includes educators, retailers and Boomburbs families and promotes the proper use of food thermometers.

The objectives of the community event would be to increase Boomburbs' awareness of the need to use food thermometers, to educate the proper use of thermometers among Boomburbs home cooks, to increase the "trial" of thermometer use among Boomburbs, and to gain significant press and public visibility for the event. Components would include:

- Providing instruction demonstration of food thermometer types and uses
- Involving parents and children in a safe food thermometer use experience
- Creating activities for kids using t-sticks
- Timing could be Mothers Day, Fathers Day, The 4<sup>th</sup> of July, and/or in Autumn to encompass the tailgate parties, particularly

Events could incorporate:

- Retail partners
- BBQ Grill manufacturers and retailers
- Grocery stores
- Lifestyle/house wares retailer

- USDA extension offices
- Local Schools
- Local media and Food press
- Use media channels to produce and disseminate op ed/information in the event region
- Use retail partners to advertise and promote the event
- Use local educators and extensions as allies to assist with recruiting the community to the event
- Include a giveaway of food thermometers at the event
- Bundle t-sticks with meat packaging featured at the event
- Bundle high-end thermometers with grills purchased at the event
- Involve local educators including college marketing and public health programs
- Don't overlook kids pages in local papers

Media tactics:

Print article placements in:

- Food and home magazines like Cooking Light, Gourmet, Martha Stewart Living, Southern Living
- Newspaper food sections in media markets with high concentrations of Boomburbs
- National and local parenting magazines with high concentrations of Boomburbs readers

Television and radio exposure

- Family/home/lifestyle-oriented cable TV such as The Food Channel and HGTV
- NPR (National Public Radio)
- Network morning news programs (e.g. *The Today Show*)
- Cable news networks (e.g. CNN)

Additional press opportunities to include:

- Health and family news web sites, such as Medscape and WebMD, parentsplace, and others
- Health related TV such as CNN Health, Discovery Health
- Industry & professional publications: insurance, health and airline magazines
- Local family-centered publications (e.g. *Washington Parent*)
- Other government web sites, such as the CDC, and state/city/county health agencies

### **NEXT STEPS FOR PRESS:**

- Conduct pilot community event projects and engage press attention surrounding the events
- Develop tip sheets of story suggestions for newspapers & magazines, and furnish draft possible stories
- Implement a comprehensive web linking program
- Aggressively communicate with the popular food press and TV media that constantly disseminate and discredit USDA misinformation.
- Develop materials with the theme of "Myths of Cooking Temperatures" and include the new icons to indicate proper temperatures.

## ***Leveraging Boomburbs Passion for Education***

The Boomburbs families are continuously looking for events and programs to engage their families in educational and entertaining ways. High rates of involvement in PTA and similar organizations show Boomburbs value education and make it a priority in their family life. To the extent FSES can work with PTAs to bring food thermometers into school curriculum which is an excellent method to reach parents and kids with one combined effort.

FSES has already developed excellent materials with Thermy™ to reach into elementary education for all types of families. A Boomburbs-oriented approach would stress the science and math aspects, positioning food thermometers as a scientific device for health and quality. Build on existing school connections and continuing to support educators with additional materials using the new icons and demonstration materials will be a supportive and complementary way to further the Boomburbs FTEC brand.

### ***NEXT STEPS FOR EDUCATION:***

- Work with manufacturers to donate thermometers to the schools
- Engage Fight BAC® and Thermy™ to actively promote math and science projects with food and bacteria
- Develop small computer games for kids to use on the Internet and learn about food safety
- Develop after-school program activities educating about food safety and food thermometer use
- Develop materials and programs for school fairs that highlight food safety and food thermometer use
- Coordinate with youth organizations such as Boy and Girl Scouts
- Develop appropriate sports events tie-ins featuring food thermometer use
- Coordinate with USDA's FNS to develop a school cooks appreciation day that feature thermometer demonstrations and food safety techniques

# Action Checklist

*Schedule these activities over the next year*

<b>BRANDING &amp; IDENTITY</b>	SCHEDULED COMPLETION DATE
<input type="checkbox"/> Activate a Boomburbs web portal designed for well educated parents	_____
<input type="checkbox"/> Produce original high quality photography of Boomburbs' family cooking with thermometers	_____
<input type="checkbox"/> Produce a video demonstration of thermometer use for web and other media	_____
<input type="checkbox"/> Enable ubiquitous placement of temperature icons	_____
<b>INTERNET</b>	
<input type="checkbox"/> Create custom photography and video demonstrating proper food thermometer use to Boomburbs	_____
<input type="checkbox"/> Research linking and listing opportunities:	_____
<input type="checkbox"/> Determine how easily the web site can be found from search engines and make improvements	_____
<input type="checkbox"/> Determine how to get links on other sites and take action	_____
<input type="checkbox"/> Determine what non-web media can refer Boomburbs parents to our site	_____
<input type="checkbox"/> Construct "home" web page for Boomburbs and the essential thermometer education pages	_____
<input type="checkbox"/> Link to existing USDA food thermometer resources	_____
<input type="checkbox"/> Design contest/data collection program to get Boomburbs linking and registering at web site	_____

<input type="checkbox"/> <b>GRAPHICS</b>	SCHEDULED COMPLETION DATE
<input type="checkbox"/> Schedule still photography and video shoots to take place in Boomburbs kitchens	_____
<input type="checkbox"/> Hire models with the Boomburbs family “look”	_____
<input type="checkbox"/> Include scenes of outdoor grilling	_____
<input type="checkbox"/> Include moms and dads cooking safely	_____
<input type="checkbox"/> Include scenes of preparing foods with children learning home cooking safety	_____
<input type="checkbox"/> Develop a series of printed “fact sheets” that echo the web information, carrying the same design themes	_____
 <b>PARTNERS</b>	
Get active participation of thermometer manufacturers and wholesalers	
<input type="checkbox"/> Develop a fact sheet to show manufacturers and wholesalers the enormous Boomburbs product potential	_____
<input type="checkbox"/> Investigate possibilities of industry-funded advertising (like "Beef: It's What's for Dinner")	_____
<input type="checkbox"/> Develop a program that inserts “t-sticks” in magazines and include a contest with web registration	_____
<input type="checkbox"/> Investigate the role that wholesalers could take in promoting thermometer displays and promotions at key retailers	_____
<input type="checkbox"/> Encourage a campaign of thermometer give-always at Boomburbs-oriented locations	_____
Encourage Boomburbs-oriented product enhancements	
<input type="checkbox"/> Develop a fact sheet to inspire manufactures to use the Boomburbs’ style in package design and point of purchase advertising	_____
<input type="checkbox"/> Promote inclusion of temperature icons on thermometer and food product packaging and advertising	_____
<input type="checkbox"/> Encourage the design of thermometers information in styles conforming to the Boomburbs’ campaign	_____
<input type="checkbox"/> Encourage design of thermometers made with materials and finishes found in other high-end gadgets that appeal to Boomburbs buyers	_____

<b><i>PARTNERS, continued</i></b>	SCHEDULED COMPLETION DATE
<b>Promote active participation of meat, grocery and home/lifestyle retailers:</b>	
<input type="checkbox"/> Develop a fact sheet to show retailers the enormous Boomburbs product potential	_____
<input type="checkbox"/> Investigate what would incentivize retailers to feature and promote thermometer sales	_____
<input type="checkbox"/> Help meat retailers conduct demonstrations of food thermometer use for safety & quality	_____
<input type="checkbox"/> Investigate and promote ideal thermometers' point-of-purchase tactics	_____
<input type="checkbox"/> Promote in-store demonstrations that will attract Boomburbs	_____
<input type="checkbox"/> Co-host family cooking events that will attract Boomburbs	_____
<input type="checkbox"/> Use Food Safety Mobile to attract crowds at Boomburbs retail shopping habitats	_____
<b><i>PRESS</i></b>	
<input type="checkbox"/> Initiate pilot community event project and push for press attention surrounding event	_____
<input type="checkbox"/> Develop tip sheets of story suggestions for newspapers & magazines	_____
<input type="checkbox"/> Implement a web linking and article placement plan	_____
<input type="checkbox"/> Influence the popular food press and TV media, who constantly disseminate disinformation. Try something like "the Myths of Cooking Temperatures" - use the new icons.	_____