

Digital 3D sales and marketing tool

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Contents

Contents	2
1.0 Executive Summary	3
2.0 Introduction	3
3.0 Project Objectives	3
4.0 Methodology	4
5.0 Project Outcomes	4
6.0 Discussion	5
7.0 Conclusions / Recommendations	14
8.0 Bibliography	14
9.0 Appendices	14

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1.0 Executive Summary

The beef industry is highly oriented to overseas markets, with more than 70% of total production exported.

International markets are highly competitive, with major producers from the USA, Canada, Brazil, Argentina and Europe all vying for lucrative export contracts.

As a result, Australian producers are continually developing new strategies and innovating to differentiate their product versus their competitors.

The Digital 3D Sales and Marketing Tool project was commissioned to research the impact that immersive and interactive marketing approaches might have on marketing Australian beef domestically and overseas.

In designing the project, the team identified two specific problems that could be addressed with this innovative technology:

- 1.1 **Leading edge marketing:** processors need to continually position themselves and their products in an innovative and high quality way. The current use of flat images and general specs do not present product to potential customers in the optimum way. The use of interactive 3D tools can enhance customer experience, potentially delivering higher customer engagement and better sales outcomes.
- 1.2 **Improved lead qualification and sales process efficiency:** processor sales teams spend a significant amount of time responding to sales enquiries that may or may not result sales / revenue. This is compounded by the commodity nature of the red meat industry, resulting in information not always being on hand or up to date. As a result, sales teams are looking for solutions that can quickly and effectively address initial sales enquiries from potential customers and refer better prequalified enquiries to the team for follow up.

2.0 Introduction

The Digital 3D Sales and Marketing tool project was commissioned to evaluate the impact that an interactive platform might have on marketing Australian beef to customers domestically and overseas.

The platform allows potential customers to review different meat cuts in high definition 3D, along with their various specifications and then make an initial sales enquiry all in one smooth integrated process. Interactivity allows customers to see the meat cuts from all angles and in its optimum form versus traditional photos. This innovative approach generates higher levels of interest and engagement in the products as customers have a better shopping experience, potentially driving higher conversion of enquiries to sales.

Potential applications for the platform include deployment as an online sales brochure integrated with company web sites and an interactive sales display for use in trade shows and exhibitions.

Three brochures have been completed and are in process of being deployed. Data will be collected to determine their impact over time

3.0 Project Objectives

The project aims to achieve the following:

- Create an engaging and differentiated marketing platform to assist processors to market their product and deal with product enquiries (web based and VR)
- Increase cut through and engagement for processors at trade shows to assist in sales and marketing of their product
- Reduce the amount of administrative workload on processor sales and marketing staff so they can dedicate more time to genuine enquiries
- Create a library of processor specific 3D models for use in other applications (i.e. specific processor cuts and specs that could be used in training extensions)

4.0 Methodology

The Project will involve four phases:

4.1 Design phase:

- Hold project kick off meeting to define key elements, steps and milestones for the project (i.e. target markets, specific cuts, content capture, etc)
- Capture the content: cuts, specs, other marketing information
- Develop an outline of environment and UX to be built and get signed off by AMPC

4.2 Build phase:

- Build the web based marketing site:
 - Introduction: Company details and markets covered
 - Product range: 3D image of product and product description / spec
 - Enquiry / contact: link back to corporate website / contact form

4.3 Deployment phase

- On completing the the applications with the partner processors and capture data around traffic, sales enquiries and conversion.
- Work with AMPC field team to demonstrate the platforms to members across the industry.
- Identify partner processors who would like to utilize the platforms and develop a plan to adapt and deploy tailored solutions.

5.0 Project Outcomes

The following outcomes were delivered at the end of the project:

The following outcomes were delivered at the end of the project:

5.1 Northern Rivers Meats

Landing Page



The Northern Rivers Meat Company

The perfect pastures and ideal weather conditions of the New England Tablelands, the Darling Downs and the North Coast of NSW, allow us to rear our animals in the best possible environment, ensuring they're healthy, happy and stress free. Their welfare is our top priority, and it's what we believe makes all the difference to creating exceptional meat.



The Northern Rivers Yearling

The Northern Rivers yearling is a grain finished yearling steak, produced in Casino, northern New South Wales. Young cattle are carefully graded and prepared to consistently deliver a high quality, tender steak eating experience.

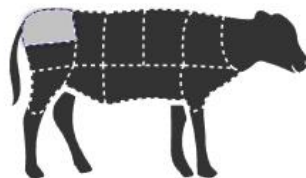
The Northern Rivers Veal

Unlike the veal often experience in European markets, our calves are left to roam free in open pastures with access to grass for grazing, as well as their mother's milk and grain to support their natural growth. This diet and environment produces veal that is light pink in color, with a delicious flavour and melt in mouth tenderness, every time.



Explore our products

Select a veal cut



Heel Muscle



Outside

[See all cuts](#)

The Northern Rivers Meat Company
Thank you for your interest. Please complete the form below with your company and we will be in touch with you shortly.

NAME

COMPANY NAME

COMPANY WEBSITE

EMAIL

PHONE

CUTS OF INTEREST

Address
Northern Co-Operative Meat Company Ltd
10615 Summerland Way, Casino NSW 2470

Contact
Email: csfco@nrmcoats.com.au
Phone: 02 6662 2044

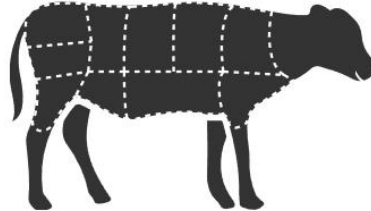
Products page



[Home](#) [Our Products](#) [Contact Us](#)

Explore our products

Select a veal cut



Blade
[View more](#)



Chuck Roll
[View more](#)



Chuck Tender
[View more](#)



Ribs
[View more](#)



OB Rib
[View more](#)



Cube Roll Steak
[View more](#)



Long Backstrap
[View more](#)



Tenderloin Strap / On
[View more](#)



Striploin
[View more](#)



Tenderloin Steak
[View more](#)



Tri Tip
[View more](#)



D Rump
[View more](#)



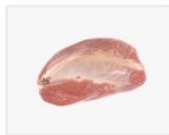
Heel Muscle
[View more](#)



Outside
[View more](#)



Topside / Inside
[View more](#)



Knuckle
[View more](#)



Sizzle
[View more](#)



Shank HQ
[View more](#)



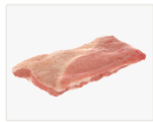
Shank FQ
[View more](#)



Flap Meat
[View more](#)



Flank Steak
[View more](#)



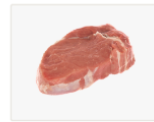
Brisket NE
[View more](#)



Brisket PE
[View more](#)



Mince
[View more](#)



Portion Cuts
[View more](#)

Show Less

The Northern Rivers Meat Company
Thank you for your interest. Please complete the form below with your enquiry and we will be in touch with you shortly.

NAME
ENTER NAME

COMPANY NAME
ENTER COMPANY NAME

COMPANY WEBSITE
ENTER COMPANY WEBSITE

EMAIL
ENTER EMAIL

PHONE
ENTER PHONE NUMBER

CUTS OF INTEREST
CUTS OF INTEREST

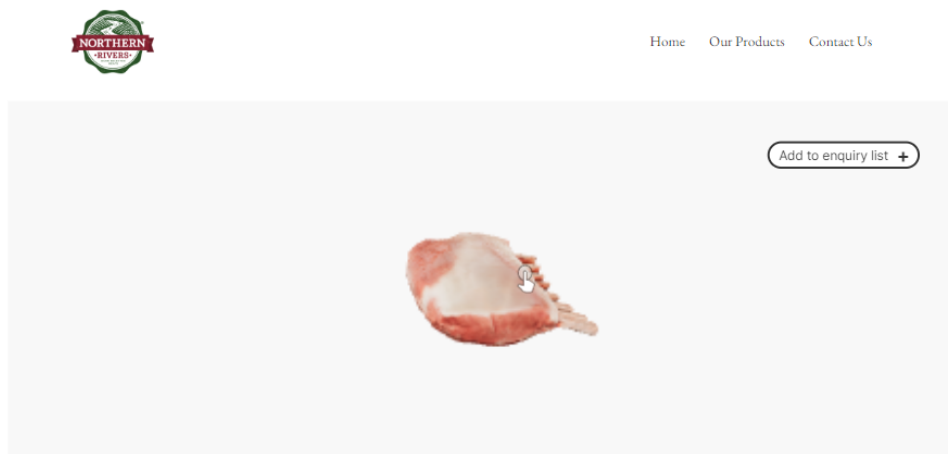
Send

Address
Northern Co-Operative Meat Company Ltd
10615 Summerland Way, Casino NSW 2470

Contact
Email: sales@nrsmeats.com.au
Phone: 02 6662 2044

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Product detail pages



OB Rib

Fairlight Red Veal, Fairlight Red Yearling Beef, Fairlight Black MSA Beef, Manning Foods GF EQG Beef, Northern Rivers Beef Grass Fed,

- Grill
- Roast
- Thin Slice
- Braise
- Stir-Fry
- Corn
- SousVide

Ribs prepared is prepared from a forequarter after the removal of the Brisket and chuck. Short ribs portion is removed at a distance of 75mm from the eye muscle (M. longissimus dorsi) and the loin (caudal) end, parallel with the vertebrae (Chine) is removed exposing the lean meat down the ribs and back bone. Points requiring specification: Rib Number, tip of scapular and rib cap removed

Packaging Specifications

Bag type
CNS30 375mm x 550mm

Soaker Pad
Yes

Label Inserts
Yes

Carton Size
17598.1.5 M/E small base

Carton Tare
640 gram

Packaging requirement
IW/Vac

Technical Specifications

Origin
Australia

Denitition
0 - 8

AUSMEAT #
3607, 1601

Internal Cypher

Breed
Composite

Halal
Yes

Trade Description
*V*Y*YG*P*S*S/Ox*C

NRM #

Storage Instructions

Temperature
Chilled 0-2 degrees

Frozen -18 degrees

Shelf life
120 days

Contact page

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NAME

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EMAIL

PHONE

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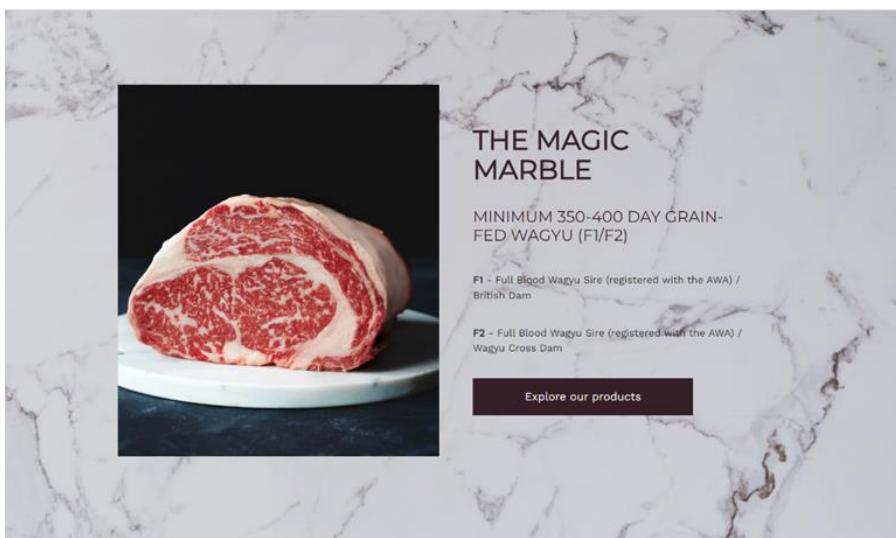
Carrara

Landing Page



AN EXPERIENCE TO SAVOUR

Every cut of Carrara 640 Wagyu meets exacting standards. That is how we consistently deliver on our promise of genetic mastery and culinary excellence with every piece we put our name to. Decadence has arrived.



Brisket PE
Other



Long Backstrap
[View more](#)



Tenderloin Strap / On
[View more](#)



Straploin
[View more](#)



Tenderloin Steak
[View more](#)



Tri Tip
[View more](#)



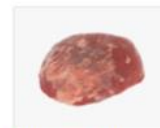
D Rump
[View more](#)



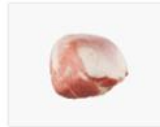
Heel Muscle
[View more](#)



Outside
[View more](#)



Topside / Inside
[View more](#)



Knuckle
[View more](#)



Sizzle
[View more](#)



Shank HQ
[View more](#)



Shank FQ
[View more](#)



Flap Meat
[View more](#)



Flank Steak
[View more](#)



Brisket NE
[View more](#)



Brisket PE
[View more](#)



Mince
[View more](#)



Portion Cuts
[View more](#)

Show Less

6.0 Discussion

The project provides industry members with a platform that can be customised for specific processor brands and products to assist with marketing and sales of beef domestically and internationally.

Specific applications could include

1. Creating engaging and differentiated marketing platform to assist processors to market their product and deal with product enquiries
2. Increase cut through and engagement for processors at trade shows to assist in sales and marketing of their product
3. Reduce the amount of administrative workload on processor sales and marketing staff so they can dedicate more time to genuine enquiries
4. Create a library of processor specific 3D models for use in other applications (i.e. specific processor cuts and specs that could be used in training extensions)

The platform is now being deployed with two participating processors. Data will be captured over the coming months and shared with industry to validate the impact this tool can have on sales and productivity.

7.0 Conclusions / Recommendations

The Digital 3D Sales and Marketing tool project was commissioned to evaluate the impact that an interactive platform might have on marketing Australian beef to customers domestically and overseas

Potential applications for the platform include deployment as an online sales brochure integrated with company web sites and an interactive sales display for use in trade shows and exhibitions.

Three brochures have been completed and are in process of being deployed. Data will be collected to determine their impact over time

Once data is available, Virtually There will work with AMPC's co-innovation managers to demonstrate the Digital Brochure to members and assess the level of interest in scaling it across interested processors.

8.0 Bibliography

N/A

9.0 Appendices