

# Digital 3D sales and marketing tool

Project Code  
2022-1188

Prepared by  
Sean Cunial

Date Submitted  
13/12/22

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## Project Description

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 technologies might have on marketing Australian beef overseas.

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

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.
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.

## Project Content

The Project will involve four phases:

### 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

### Build phase:

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

## Deployment phase

- On completing the applications deploy with the partner processors.
- 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.

## Project Outcome

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

### 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.

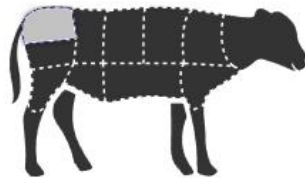
## The Northern Rivers Veal

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@nrmeats.com.au](mailto:csfco@nrmeats.com.au)  
Phone: 02 6662 2044

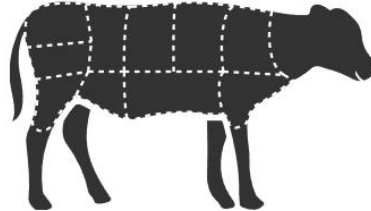
Products page



[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](#)



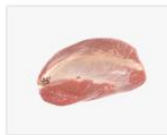
**Heel Muscle**  
[View more](#)



**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](#)



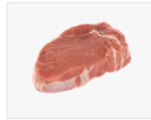
**Brisket NE**  
[View more](#)



**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

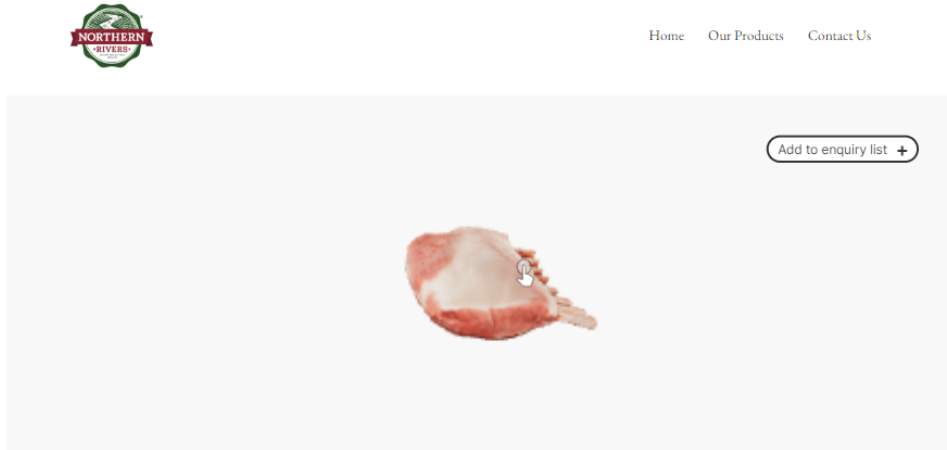
**Send**

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

**Contact**  
Email: [sales@nrsmeats.com.au](mailto: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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**Contact**  
Email: [sales@nrmmeats.com.au](mailto:sales@nrmmeats.com.au)  
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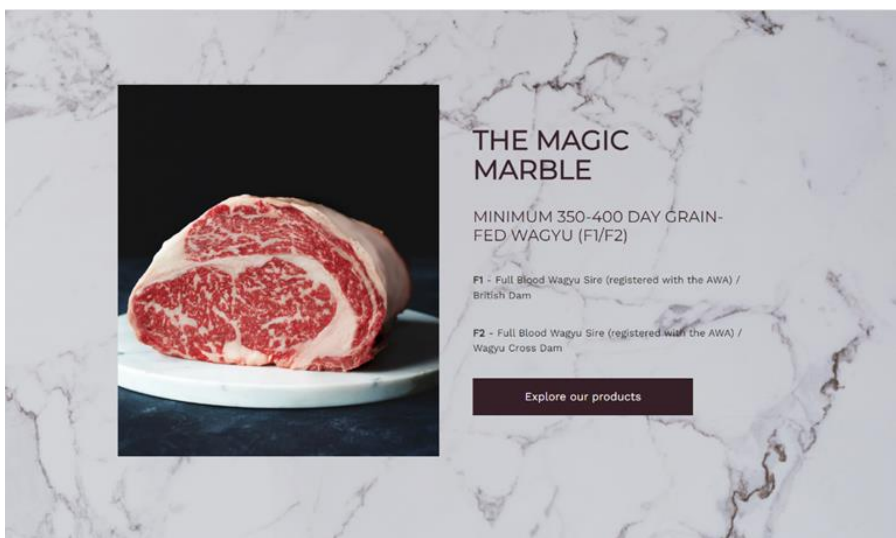
## Carrara

### 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.





ENJOYED ACROSS THE GLOBE



### KILCOY GLOBAL FOODS

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**

SEND

**KILCOY GLOBAL FOODS AUSTRALIA**

**Corporate Office:**  
Level 2/ 36 Innovation Parkway, Birtinya Queensland  
Australia 4575

**Facility Location:**  
4830 D'Agular Highway, Winya Queensland  
Australia 4515

**Email:** [info@kilcoyglobalfoods.com](mailto:info@kilcoyglobalfoods.com)  
**Phone:** +61 7 5487 1277

Cerrara 640 Wagyu, Ebony Black Angus and Blue Diamond are products of Kilcoy Global Foods. Copyright 2019 Kilcoy Global Foods.

Products page

HOME OUR PRODUCTS CONTACT US
العربية

### DISCOVER OUR PRODUCTS

<ul style="list-style-type: none"> <li>Chuck and Blade <span style="float: right;">▼</span></li> <li>Rib <span style="float: right;">▼</span></li> <li>Striploin <span style="float: right;">▼</span></li> <li>Rump <span style="float: right;">▼</span></li> <li>Outside <span style="float: right;">▼</span></li> <li>Inside <span style="float: right;">▼</span></li> <li>Skin Shank <span style="float: right;">▼</span></li> <li>F flank/Flap <span style="float: right;">▼</span></li> <li>Brisket NE <span style="float: right;">▼</span></li> </ul>	<p><b>Blade</b> <a href="#" style="color: #3498db; font-size: small;">View more</a></p>	<p><b>Chuck Roll</b> <a href="#" style="color: #3498db; font-size: small;">View more</a></p>	<p><b>Chuck Tender</b> <a href="#" style="color: #3498db; font-size: small;">View more</a></p>
	<p><b>Ribs</b> <a href="#" style="color: #3498db; font-size: small;">View more</a></p>	<p><b>OP Rib</b> <a href="#" style="color: #3498db; font-size: small;">View more</a></p>	<p><b>Cube Roll Steak</b> <a href="#" style="color: #3498db; font-size: small;">View more</a></p>

Brisket PE   
Other



Long Backstrap  
[View more](#)



Tenderloin Strap / On  
[View more](#)



Straploin  
[View more](#)



Tenderloin Steak  
[View more](#)



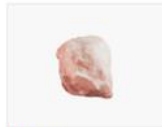
Tri Tip  
[View more](#)



D Rump  
[View more](#)



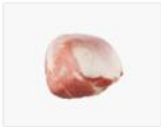
Heel Muscle  
[View more](#)



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  
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Brisket NE  
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Mince  
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Portion Cuts  
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### Product detail pages

HOME OUR PRODUCTS CONTACT US
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Add to enquiry list

#### Blade


Fairlight Red Veal, Fairlight Red Yearling Beef, Fairlight Black MSA Beef, Manning Foods OF EQO Beef, Northern Rivers Beef,

Grill
 Roast
 Thin Slice
 Braise
 Stir-Fry
 SousVide


Blade is prepared from a forequarter by following the natural seams between the ribs and the scapular (M. latissimu dorsi) and overlying muscle (M. trapezius) and the underlying muscle (M.serratus ventralis). The blade lies caudal to the humerus and below the spine of the scapula and comprises of a large portion of the triceps group of muscles. Point requiring specification Specify length of tail from tip of scapular cartilage, undercut (M. subscapularis) attached, tendons at shoulder joint end removed

Packaging Specifications	Technical Specifications	Storage Instructions
<b>Bag type</b> CH30J 375mm x 550mm <b>Soaker Pad</b> Yes <b>Label Inserts</b> Yes <b>Carton Size</b> 1758L53 148 small base <b>Carton Tare</b> 640 gram <b>Packaging requirement</b> N/Wbc	<b>Origin</b> Australia <b>Denitition</b> 0 <b>AUSMEAT #</b> 3850, 2300 <b>Internal Cypher</b> <b>Breed</b> Composite <b>Halal</b> Yes <b>Trade Description</b> *****G***** <b>NRM #</b>	<b>Temperature</b> Chfoc 0-2 degrees Frozon +18 degrees <b>Shelf life</b> 120 days


#### Similar Products



**Blade**  
[View more](#)



**Chuck Roll**  
[View more](#)



**Chuck Tender**  
[View more](#)

Load More

### Contact page

**KILCOY GLOBAL FOODS**  
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**CUTS OF INTEREST**

**SEND**

**KILCOY GLOBAL FOODS AUSTRALIA**

Corporate Office:  
Level 2/ 36 Innovation Parkway, Birtinya Queensland  
Australia 4575

Facility Location:  
4830 D'Aguilar Highway, Winya Queensland  
Australia 4515

Email: [info@kilcoyglobalfoods.com](mailto:info@kilcoyglobalfoods.com)  
Phone: +61 7 5497 1277

### Benefit for Industry

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)

### Useful resources

NA