

Cal Poly Bull Test
AGED 539 Internship Report
California Polytechnic State University, San Luis Obispo



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Spring 2023

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Concept

The Cal Poly Bull Test has a long-standing history. It was started in 1956 and was one of the earliest performance bull tests in the country. Originally, only 60-two-year-old Hereford bulls were admitted to the test. Today the Cal Poly Bull Test admits on average 120 yearling Red Angus, Angus, and Hereford bulls to the test. These bulls arrive at the Cal Poly Bull Test facility at Escuela Ranch at the end of April and remain there until the sale on the first Sunday of October.

The Cal Poly Bull Test is a fully student-run program. Every Spring students sign up for the enterprise class led by advisors Aaron Lazanoff and Dr. Zachary McFarlane. Not only are the students in the enterprise responsible for raising the bulls and managing their health program, but they are also responsible for every aspect of running a bull test and sale including marketing. The enterprise-class is currently focused on teaching student's basics surrounding cattle; however, marketing is a big aspect of the success of the Cal Poly Bull Test and isn't currently built into the curriculum. This lack of curriculum regarding marketing coupled with the current marketing needing a rebrand is what led to my master's project. I have been working in collaboration with Dr. McFarlane to rebrand and update the Cal Poly Bull Test's current marketing practices, assist the new marketing manager, and create a curriculum specific to marketing and educating students on the Cal Poly Bull Test's marketing strategy.

Project Development

When it came to developing my project, I started by doing research on bull sales across California. I looked at their social media pages, websites, and sale catalogs to see what they are doing to market their bulls. I took notes on their tactics and made a plan to incorporate what they are doing well into our plan. I also looked into different publications such as Western Livestock

Journal, Best of the West, and California Cattleman's Association to see how often other bull sales are advertising leading up to their sales and what details and design elements they include in their advertisements.

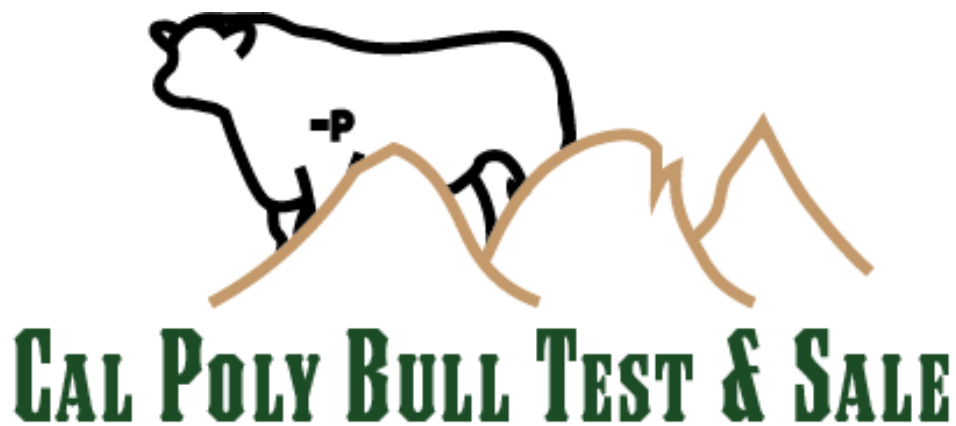
After completing some research on marketing, I dug into the curriculum side of things. I started by reading through the current syllabus for the ASCI 290 enterprise class and going through the canvas page to see what is being taught. Once that was completed, I started brainstorming what I thought was important to teach students when it comes to marketing the Cal Poly Bull Test and Sale. Originally, we thought about offering a mini course that would be taught by a guest lecturer that had experience in the topic of marketing. After further research, however, I realized that it would be easier to build lessons that can be taught asynchronously to students in order to avoid any issues with finding someone to teach the lesson and it allows more flexibility for students.

Once I had ideas developed it was time to start bringing my project to life. The first thing I started on was the marketing side of things. I knew that the rebrand needed to be completed in a timely manner because the current marketing manager needs time to design advertisements for our sale in October and I wanted to get the new logo, fonts, etc. to her in enough time for her to put forth her best effort in our marketing material for the year.

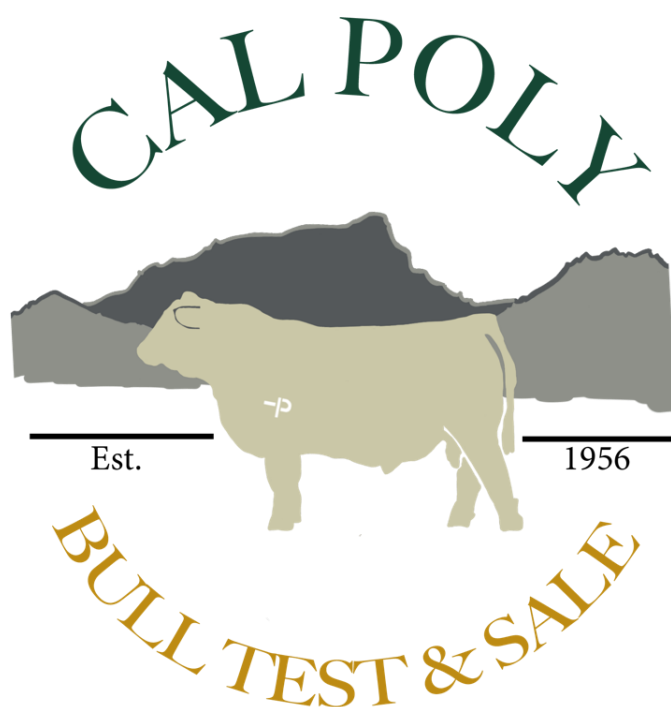
Marketing

Logo:

The first thing I did when rebranding the Cal Poly Bull Test's marketing was redesigning the logo. The current logo had some really great aspects, but it wasn't the direction that we wanted for the marketing.



When it came to designing the new logo, I went through a series of meetings with Dr. McFarlane and other members of the Bull Test Management team in order to get an idea of what direction they wanted to go for the new logo. The first notes made were that the fonts in the original logo no longer match the vision of the Cal Poly Bull Test. There were also notes made that they liked the concept of showcasing some of the mountains symbolic of San Luis Obispo into the logo, but the ones currently used did not have any details that made them stand out as being San Luis Obispo. The one aspect that needed to be included no matter what was a bull. After the initial meeting, I got started on the first draft of the new logo. The first draft was very rough and was used to get an idea of what Dr. McFarlane liked and didn't like.

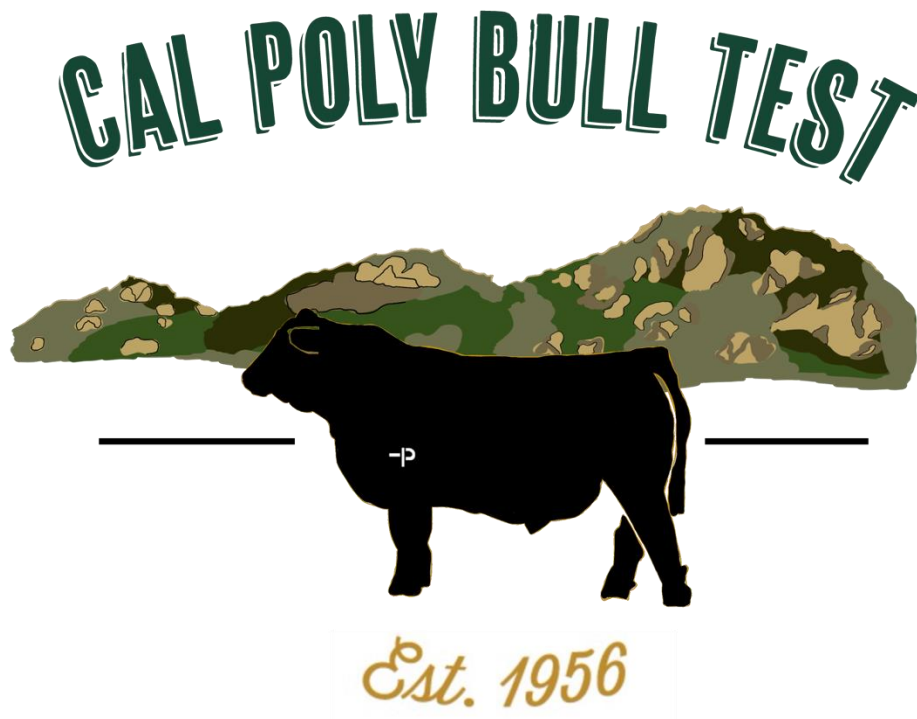


After seeing the first draft, Dr. McFarlane had some notes for me.

- He wasn't a fan of the circle design.
- He wanted the bull to be black.
- He didn't like the fonts used.
- He wanted the mountains to be more symbolic of the mountains in SLO.

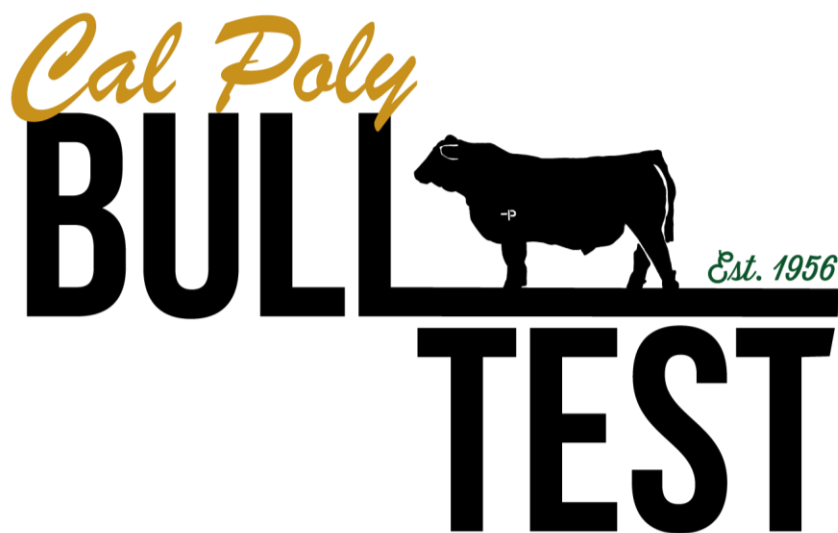
Working with those notes I started on the second draft of our logo. This second draft included new fonts, an elongated design, a black bull, and more detailed mountains. With this draft, Dr. McFarlane had new notes for me.

- He loved the new bull and detailed mountains.
- He also really liked the font used for the Est. 1956.
- He however did not like the font for Cal Poly Bull Test and didn't like that the words were curved.



With those notes, Dr. McFarlane showed the logo to one of our previous General Managers to ask his opinion. He really liked the logo but noted that it would be hard and costly to print such detailed mountains on merchandise and even some advertisements. With those notes and the fact that Dr. McFarlane wasn't a fan of the mountains when they didn't have the detail, we decided to completely do away with the mountains and came up with our final logo pictured below.

In this logo we really wanted it to look professional and be something that can be used across all marketing aspects of the Cal Poly Bull Test. We used Cal Poly colors as accents but made the majority of the logo black and bold to really stand out. Ultimately, both Dr. McFarlane and I were very happy with the final product and are excited to see it start appearing in our marketing for the year.

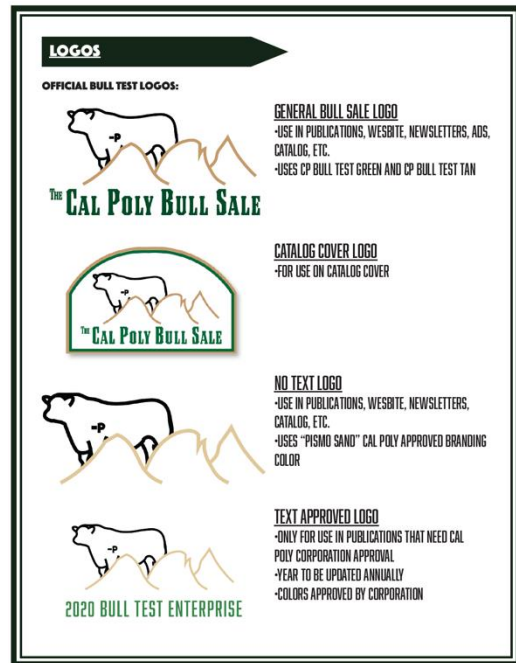
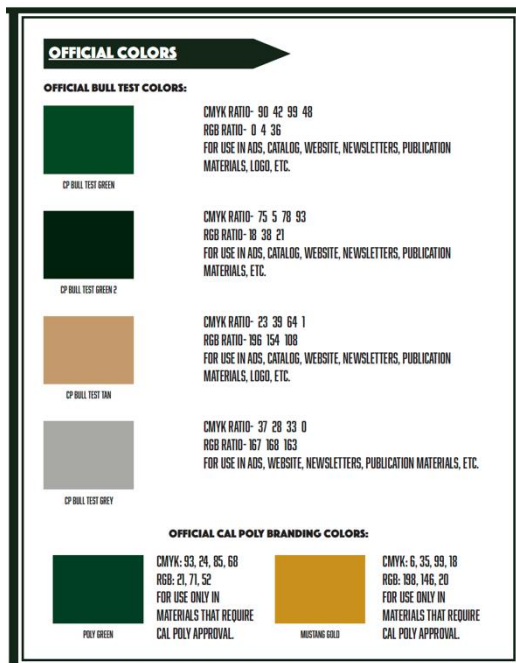
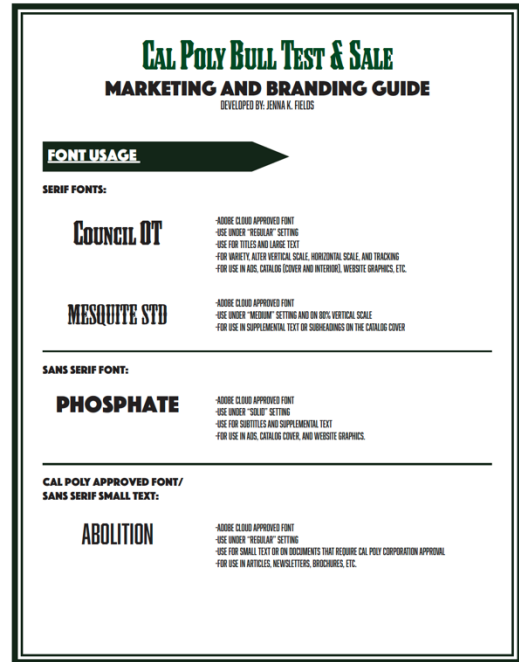
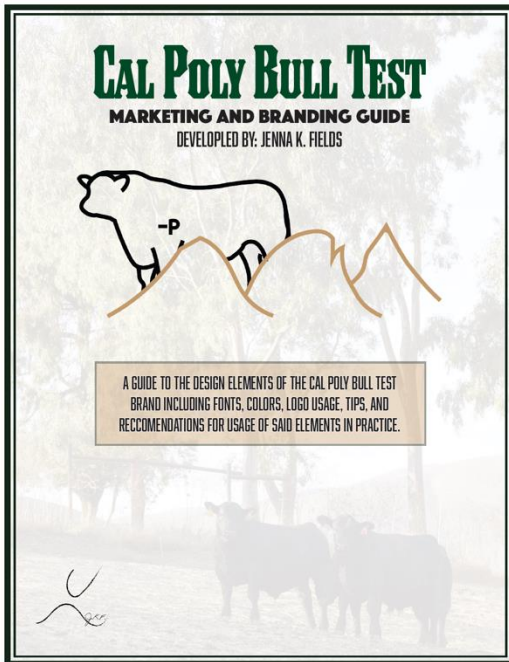


Brand and Marketing Guide:


With the logo finished I got started on revamping our brand and marketing guide. This is a guidebook to be used by the marketing team of the Cal Poly Bull Test to ensure that everything

from advertisements to social media is on brand and up to the standards that Dr. McFarlane expects from his students. In order to get the brand and marketing guide up to date with the changes I was making I had to completely revamp the whole brand guide portion of the document. This included updating fonts, colors, and logos.

(Original Brand & Marketing Guide)



(Updated Brand & Marketing Guide)



Cal Poly
BULL TEST Est. 1956


Brand & Marketing Guide

A guide to the design elements of the Cal Poly Bull Test brand including fonts, colors, logo usage, tips, and recommendations for usage of said elements in practice.

Developed By: Kayla Dubowsky





BRAND GUIDE

Primary Logo



- Use in Publications, website, newsletters, ads, catalog, merchandise, etc.
- Uses CP Bull Test Green and CP Bull Test Gold

Colors

| | | | |
|---|---|---|---|
|  |  |  |  |
| #142718 CMYK: 77, 55, 79, 74 RGB: 20, 39, 24 | #004023 CMYK: 93, 24, 85, 68 RGB: 21, 71, 52 | #C7911B CMYK: 6, 35, 99, 18 RGB: 198, 146, 20 | #C59B6C CMYK: 23, 39, 64, 1 RGB: 197, 155, 108 |

Fonts

| | | |
|------------------|-----------------------------|--------------|
| Headings: | Sub-Headings: | Body: |
| BEBAS NUE | <i>Brush Script Std</i> | Grad |
| | or <i>Thirsty Script</i> | |

Usage

| | | |
|---|---|--|
| <ul style="list-style-type: none"> -Use Bebas Nue under "Regular" Setting -For variety, alter vertical scale, horizontal scale, and tracking -For use in Ads, Catalog (cover and interior), Website graphics, etc. | <ul style="list-style-type: none"> -Use Brush Script Std under "Medium" Setting -Use Thirst Script under "Regular" Setting -For use in Ads, Catalog Cover, and Website Graphics. | <ul style="list-style-type: none"> -Use Grad under "Regular" Setting -For use in Ads, Catalog Cover, and Website Graphics. |
|---|---|--|

Images

High-Quality Images of Bulls, Bull Test Activities & the Bull Sale to be used in all marketing endeavors.





For the marketing portion of the brand and marketing guide, I started by reaching out to the different representatives for each publication that the Cal Poly Bull Test plans to advertise in for the year in order to make contact and get dates for deadlines. Once that had been completed, I updated the advertising timeline for the year and added a section in the brand guide that talks about bleed lines in print advertisements. This concept is something that I struggled with when I served as the marketing manager, so I wanted to make sure that any marketing manager that came after me had the resources they needed in order to create the advertisements with the correct bleed lines for printing. Next, I updated the section related to the creation of the sale catalog by adding a list of contacts from Angus Media, adding a timeline for production, and updating the catalog ladder and checklist to make sure all the information matched last year's plan for the year. I finished my updates by switching out the photos in the photography guidelines section to more recent shots and made sure that the fonts throughout the brand and marketing guide matched with the updated fonts chosen for the logo.

MARKETING GUIDE

Advertising Plan for the Year

Publications & Deadlines:

- Best of the West
TBD
- Western Livestock Journal
TBD
- California Cattleman Magazine
August Issue: Ad due by July 14th
September Issue: Ad due by August 15th
- Angus Journal
TBD


Advertising Notes

Advertising Contacts and Specs

Best of the West

Contact
Kelli Toledo
ktoledo@me.com



Specs
8" wide x 11.875" tall is the image area
9" wide x 12.875" tall is the trim
9.25" wide x 13.125" tall is the size needed that has the extra to bleed
Note: Press Quality PDF, CMYK Coded, no Compression



Western Livestock Journal


Contact
Jared Patterson
jaredpatterson77@gmail.com
Office: (303)722-7600

Specs
Commercial Cattle Issue
7.3125" x 10"
with bleed: 8.875" x 11.375"
Standard Issue
6.8125" x 10"
Note: Export as Press Quality PDF

California Cattleman Magazine

Contact
 Stevie Ipsen
 stevie.ipsen@gmail.com
 (208) 996-4922




Specs
 8.25" x 10.75" plus .125"
 on all sides for full bleed.

Standard Issue
 6.8125" x 10"
 Note: Export as Press Quality PDF

Angus Journal


Contact
 TBD

Specs
 TBD



Understanding Bleed

To achieve the desired bleed for each publication extend the background image to the bleed lines requested by each publication.



Scan QR code for details on how to add bleed in Adobe InDesign.

Advertising Timeline

- APRIL**
 - Bulls Arrive
 - Begin Planning and past Catalog Review
- MAY**
 - Continue to gather Photos/content
 - Schedule a take headshots
 - Determine which publications to advertise in
- JUNE**
 - Create the ad draft by mid June for approval by Dr. McFarlane
 - Start designing the Catalog cover
- JULY**
 - Ad proofs due to publications (see ad deadlines)
 - Begin compiling Catalog materials
 - Create Save the Dates to be distributed
- AUGUST**
 - Be prepared for materials to be due for the Catalog (see checklist)
 - Photo list/bull list sent to Angus Media
- SEPTEMBER**
 - Catalog Proofing wraps up
 - Catalog goes online and shipped out to mailing list
 - Prepare Proper Staff Invite Materials
- OCTOBER**
 - The Cal Poly Bull Sale

SALE CATALOG

Angus Media

Contacts

Sharon Mayes (Sr. Print Services Coordinator)
 smayes@angus.org
 Direct: (616)383-5221

Ashley Petty (Print Services Coordinator) - 2022
 apetty@angus.org
 Direct: (616)383-5262

Rachel Witt (Print Services Coordinator) - 2022
 rwitt@angus.org
 Direct: (616)383-5226
 Mobile: (402)245-8323

Brooke Vincent (Print Services Coordinator) -2023
 bvinvent@angus.org

Timeline

- 8 Weeks prior to sale date → Catalog begins production
- 5 Weeks prior to sale date → Catalog sent to printer
- 4 Weeks prior to sale date → Catalog mailed out

Catalog Guidelines

CATALOG LAYOUT (LADDER)

Ladders- A written, ordered list of content for a publication. Includes # of pages for each section, important section details, and any necessary specifications.

2022 CATALOG LADDER

1. Cover
2. Inside Cover – Management and Advisor Letters
3. Page 1 – General Info (Schedule, lodging, auctioneers, phone, etc.)
4. Page 2 – Management and Advisor Intro (Photos of Advisors, General Management, Secretaries, & Committee Managers)
5. Page 3 – About the Bulls/Terms and Conditions
6. Page 4 & 5 (Full Spread) – EPD Breakdown (How to interpret each key EPD, an explanation of the Divisions, and the Legend for the symbols used to show the champions and high-performing bulls)
7. Page 6 -Driving the Science of Better Breeding by AGI
8. Page 7 – Western Video Market Instructions & AllFlex Sponsorship Ad
9. Page 8 - Sale Averages for 2022
10. Page 9 & 10 – Sale Order
11. Page 11 through 22 – Sale Bulls (Bulls in order off Bull Test ID) (Each breed in their own section, filler photos of bulls only, not enterprise members or last year's sale. Keep ads in their own section, not in the catalog portion)
12. Page 23 – Consignor List (Includes their contact info)
13. Page 24 & 25 – 2021 Sale Recap (Champion bulls with pictures, sale averages, top selling bulls, 2021 enterprise, and sale photos)
14. Page 26 – 2022 Bull Test Summary (2022 Champions, 2022 High Performing, 2022 Enterprise photos)
15. Page 27 through 33 (Inside Back Cover) – Sponsor Ads
16. Back Cover – Mailing label and map

Catalog Check List


- PRELIMINARY MEETING WITH ANGUS MEDIA REP**
 - Establish relationship and expectations
 - Best method of communication, deadlines, etc.
- PREVIOUS YEAR PHOTOS**
 - Make sure to have a handful of photos from:
 - The Enterprise
 - Sale Day
 - Ensure you have them in a format that is accessible through the sharing avenues or methods that have been established with Angus Media.
- PREVIOUS YEAR CHAMPION AND SALE INFO**
 - It tends to be easiest to create a comprehensive document that outlines:
 - Champion Bull in each division
 - High performing bull in each division
 - Pictures of each bull (typically just for champions)
 - The high selling bulls (top 4-5)
 - The sale average as a whole and by breed
- ADVISOR LETTER AND GENERAL MANAGEMENT LETTER**
 - On the inside cover of the catalog, there will be both an advisor letter and a general manager letter. Both need to be made available to Angus Media.
- CURRENT YEAR PHOTOS**
 - The following kinds of photos need to be ready to be sent to Angus Media so they can be included in the catalog
 - Headshots of each member of the management team, the secretaries, and the advisors
 - General Bull Photos- Not official Sale Photos. Use filler bull photos
 - Enterprise Photos from weigh days, Semen testing, ultrasounding, etc.
 - Be sure to include the name of the person in the headshot in the file name of the photo so the media rep can identify which headshot to use for which name.

- CURRENT YEAR CHAMPION AND HIGH PERFORMING INFO**
 - It tends to be easiest to create a comprehensive document that outlines:
 - Champion Bull in each division
 - High performing bull in each division
 - Pictures of each bull (typically just for champions)
- PROVIDE A FULL LIST OF MANAGEMENT TEAM AND SECRETARIES**
 - Include a list with the full names and positions of the individuals on the management team (this includes secretaries) to be used as a reference for the "Management and advisor intro" page and for the "general info" page (page 1).
- REVIEW THE INFO ON THE GENERAL INFO PAGE**
 - Review the special recognitions, phone numbers, addresses, and other important info on the "General Info" Page.
- UPDATED CONSIGNOR LIST**
 - Ensure the finalized Consignor list for the catalog is up to date, including contact info
- FULL LIST OF SALE BULLS AND SALE ORDER**
 - Provide a list of bulls that will be featured in the catalog (specify which bulls are to be pictured)
 - Provide a full sale order to be featured at the beginning of the catalog.
- COVER DESIGN**
 - Provide a cover design that extends on to the back cover of the catalog.
 - Needs to Include:
 - Catalog Cover Logo (see Logos Section)
 - Eye Appealing Photo
 - Appropriate Brand Fonts (see Font Usage Section)
 - Date and Time of event
 - Near Marker (64th Annual, 65th Annual, etc.)
 - Address
 - Map to Sale Site

PHOTOGRAPHY GUIDELINES


General Bull Photos

- These are not official catalog and marketing bull photos, these are Catalog filler photos, social media photos, and ad photos.
- Should be visually appealing. While not being used as official marketing photos, we are still trying to show these bulls in a positive light.
- Use photography and design principles when capturing or choosing photos to use.
- High quality images Especially if they are going to print (catalog or ads)




Enterprise Photos

- The point of the enterprise is to provide hands-on experiences to students, so make sure this is portrayed in the photos that are captured and used.
- Make sure to diversify the shots used (try to include a wide variety of people, from general managers to first year members).
- Keep in mind the context of the photos used.
- Keep in mind, once again, the visual appeal of the utilized photos.



Sale Day Photos

- This is literally the culmination of all the work done throughout the rest of the year. Bulls look their best, People look their best, this is when to capture that in essence.
- This is an opportunity to feature not only enterprise members but consignors, buyers, auctioneers, etc.
- Try to capture all aspects of sale day-Bringing the bulls in, preview, lunch, the sale, loadout



Official Photos & Headshots

- These are needed for social media, print articles, and the catalog so make sure they get taken by at least the end of may.
- Need to look professional. This means professional attire and high quality photos.
- Both individual headshots and group photos are needed. The following should be captured:
 - Individual headshots of each member, management, enterprise, or advisor
 - Group photo of each committee
 - Group photo of General Managers, Secretaries, and Committee Chairs
 - Photo of General Managers
 - Group photo of General Managers with Advisors
 - Photo of both Advisors
 - Group photo - All Enterprise Members, Management Team, Advisors



Video in Collaboration with CAFES:

The next aspect of marketing that I worked on was getting in contact with the director of communications for CAFES, AnnMarie Cornejo, in order to pitch our idea for an informational video that showcases every aspect of the Cal Poly Bull Test from its history to its annual sale and everything in between. After meeting with AnnMarie and Dr. McFarlane she agreed that it was a project that her team could work on with us and I was tasked with storyboarding our idea. We are still in the beginning phases of planning the video, but we are hoping to shoot our first set of footage on June 23rd during one of the Cal Poly Bull Test weigh days and to gather the rest of our footage on October 1st during our annual sale. This video will be used to connect with industry stakeholders and showcase the Cal Poly Bull Test to prospective students.

Curriculum Development

Once I had finished the marketing side of my project, I started on the curriculum development. Even though the role of marketing the Cal Poly Bull Test is very specific to the marketing and social media committees there are aspects of the marketing strategy that are important for the whole enterprise class to understand. In the marketing module, I started out with an introduction lesson that goes over bull marketing basics. This lesson is required for all students enrolled in the enterprise-class and it is the hope that students will be able to fully understand what the Cal Poly Bull Test marketing strategy is and why we choose to advertise where we do. Once the basic lesson was completed, I started working on more specific lessons and assignments for students who are members of the marketing and social media committees. These assignments included lessons on Adobe InDesign, social media content creation, and photography.

Adobe InDesign

For this assignment students are required to watch a series of 5 videos produced by Adobe that give an overview of the basics for creating documents in InDesign. After they have completed the lessons, they are tasked with completing a Skills Practice with the following directions:

InDesign Skills Practice



Using the skills learned in the InDesign tutorial videos create an ad for the Cal Poly Bull Test using the following requirements/Information:

Size - 8.25" x 10.75" plus .125" on all sides for full bleed

Photos - Must include at least one high-quality image relating to the Cal Poly Bull Test.

Fonts - Must use the official fonts of the Cal Poly Bull Test (see brand guide).

Colors - Must use the official colors of the Cal Poly Bull Test (see brand guide).

Information that must be included:

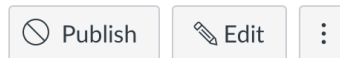
- The year (ex. 66th annual, 66 years, etc.)
- Cal Poly Bull Test Logo
- Date: October 1st, 2023
- Time: 1:00 pm
- Breeds offered (ex. Angus, Hereford, etc.)
- Location: Escuela Ranch and Bull Test Facility
- Contact Information: Direct inquiries and sale book requests to Aaron Lazanoff Beef Operations Manager (805)801-7058 alazanof@calpoly.edu or Zach McFarlane, PH.D. Beef Cattle Specialist (805)756-2685 zmcfarla@calpoly.edu
- Social Information: Facebook, Instagram, Website

Social Media Content Creation

For this assignment, I created a pre-recorded PowerPoint lesson that goes over content creation. Students will be required to watch the presentation before starting on an assignment.

Instructions for the assignment can be found below:

Social Media Content Creation



Using the information learned in the Social Media Content Creation Powerpoint and considering the audience difference between our Instagram and Facebook pages create 2 Instagram posts and 2 Facebook posts that can potentially be used on the Cal Poly Bull Test social media platforms.

Your posts should include the following:

- A photo, video, or infographic
- A caption
- Photo/Video credit

Also, include what time of the year you would recommend the post going live. (Before the bull sale, after the bull sale, or during "off-season")

Points 20

Submitting a file upload

Photography

For this assignment, I assigned students to watch a YouTube video created by the Rocky Mountain School of Photography that goes over photography basics and the exposure triangle. They then have to complete two assignments related to the video. The first assignment is a quiz based on the information in the video and the second assignment instructions are included below:

Photography Skills Practice

 Publish

 Edit



For this assignment, you will be required to test the skills you learned by watching the video on the exposure triangle.

You will need a DSLR camera for this assignment, if you do not have access to one you can check one out with Dr. Mike in the Agricultural Communications department

- Shutter Speed: Take one photo using the concept of motion blur.
- Aperture: Take one photo with a blurred background.
- ISO: Take one grainy photo.
- Take a series of photos telling a story. (3-5 images)

All your images should be relevant to the Cal Poly Bull Test and photos that could be used for social media or marketing purposes.

Results

Overall, my master's project was a success. I was able to help the Cal Poly Bull Test undergo a rebrand in terms of a new logo and fonts. This rebrand is going to help the Cal Poly Bull Test continue to stand out and showcase a professional image. Throughout the quarter I have also had the chance to help train the new marketing manager on what is required for the year and be there as a support for any questions or concerns she has regarding her position. Lastly, through curriculum development, I was able to create some great assignments for students. Not only will these assignments help students grow their skills in the field of marketing, but it is also the hope that Dr. McFarlane can use this module and assignments to narrow down a pool of students who have the required skill set to take on the roles of marketing and social media manager for future years.

Conclusion

Working with Dr. McFarlane and the Cal Poly Bull Test has been a great experience and I am thankful for all the skills I have gained while completing this project. By completing this master's project, I was able to help the Cal Poly Bull Test refine its marketing and work towards a more diverse curriculum for the enterprise class. It is my hope that Dr. McFarlane can implement the lessons I created and hopefully continue to create specialized assignments for each committee that makes up the Cal Poly Bull Test Enterprise class.

Photos I took at the 2022 Cal Poly Bull Sale

