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

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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)
BRAND GUIDE

Primary Logo

Cal Poly Bull Test

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

Colors

- #14272B
  CMYK: 77, 55, 70, 74
  RGB: 38, 38, 38

- #004633
  CMYK: 93, 95, 90
  RGB: 21, 71, 37

- #AF118A
  CMYK: 61, 90, 18
  RGB: 156, 146, 29

- #C000B8
  CMYK: 21, 85, 64, 1
  RGB: 197, 155, 130

Fonts

- Bebas Neue
- Brush Script Std
- Thirsty Script

Usage

- Use Bebas Neue under “Regular” Setting
- For various titles, vertical scale, horizontal scale, and tracking
- For use in Ads, Catalog (cover and interior), Website graphics, etc.

- Use Brush Script Std under “Medium” Setting
- Use Thirsty Script under “Regular” Setting
- For use in Ads, Catalog Cover, and Website Graphics.

- Use Grad under “Regular” Setting

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.
PHOTOGRAPHY GUIDELINES

General Bull Photos
- There are no official catalog marketing bull photos, there are Catalog Photo Photos, social media photos, etc.
- Should be visually appealing. While not being overly效果图, marketing photos, we are still trying to show off the bulls to their best advantage.
- High quality images Replacement if they are going to print catalog overly

Enterprise Photos
- Photos of the enterprise are to provide business experiences to include testimonials from customers or partners in the photos that are organized and presented.
- Must be visually appealing. While not being overly 图例, marketing photos, we are still trying to show off the bulls to their best advantage.
- High quality images Replacement if they are going to print catalog overly

Understanding Blood
To achieve the desired blend for each publication, attempt to include the percentage of each breed as requested by each publication.

Advertising Timeline
- **April**
  - Bulls Arrive
  - Begin Planning and post Catalog Review
  - Continue to gather (Photo) content
  - Schedule the sale information

- **May**
  - Determine which publication is to be used
  - Create the catalog for each publication

- **June**
  - Post Marketing on the web
  - Make up or catalog of materials
  - Create the catalog in a format

- **July**
  - Add photos to the catalog (Post deadline)
  - Post Marketing on the web
  - Create the catalog in a format

- **August**
  - Be prepared for materials to be due for the catalog
  - Proof the catalog

- **September**
  - Catalog Proofing wraps up
  - Catalog materials are streamlined to make the catalog
  - Post Proper Match EWS Strain Materials

- **October**
  - The Cat-Part Bull Sale

Catalog Check List
- **Preliminary Meeting with Angus Media Rep**
  - Establish relationship and expectations
  - Meet in person, cultivate, cultivate

- **Previous Year’s Photos**
  - Take care to have a handful of photos from each division
  - Show them how you can be a successful breeder

- **Previous Year’s Catalog**
  - It’s time to kick back and to retake a comprehensive document that outlines
  - The sale information
  - The sale’s catalog
  - The sale’s catalog

- **Current Year’s Photos**
  - The following traits of the catalog need to be ready to be sent to Angus Media, Inc.
  - In some cases, the catalog needs to be updated to include the latest information.

- **EObject and General Management Letter**
  - This is used to notify the enterprise to include in the catalog

- **Other Notes**
  - Must be visually appealing, marketing photos, etc.

SALE CATALOG

Angus Media

Contacts
- Sharon Mayes (Sr. Print Services Coordinator)
  - sharon@g突破
  - Direct: (518) 358-3282
- Ashley Petz (Print Services Coordinator)
  - apettz@g突破
  - Direct: (518) 358-3282
- Rachel Witt (Print Services Coordinator)
  - rwitt@g突破
  - Direct: (518) 358-3282

S!ñeazine (Print Services Coordinator)

Timeline
8 Weeks prior to sale date
Catalog begins production
5 Weeks prior to sale date
Catalog is sent to printer
4 Weeks prior to sale date
Catalog mailed out

- **Current Year’s Champion and High Performing Bull**
  - This is used to notify the enterprise to include in the catalog

- **Provide a Full List of Management Team and Secretaries**
  - Include the full list of management team and secretaries

- **Revert the Info to the General Info Page**
  - Review the general information for the catalog

- **Updated Catalog List**
  - Update the updated catalog list for the catalog

- **Full List of Sale Bills and Sale Order**
  - Provide a full list of sale bills for the catalog

- **Cover Design**
  - Provide a cover design for the catalog

Official Photos & Headshots
- These are used for social media, print articles, and the catalog

- Must be visually appealing, marketing photos, etc.

- To be visually appealing, marketing photos, etc.

- Keep the photo the best possible photos possible.

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**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.
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:
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