

## **Cargill launches new Excel brand campaign**

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Meatingplace.com

by Ann Bagel

Cargill Meat Solutions has launched a new information campaign to promote its Excel brand, which represents 85 percent of the Wichita, Kan.-based company's beef and pork products.

The campaign's tag line is "Genuinely Better," corresponding with a Web site, [genuinelybetter.com](http://genuinelybetter.com). The site showcases various ways the Excel brand strives to be genuinely better, with a new way featured each week. Employees are encouraged to submit suggestions for featured facts on the Web site. New ways will run on the site through March 2007.

The campaign is also set to include a customer communications campaign, set to begin later this year.