

Cargill unveils new Excel campaign

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A revamped information campaign to promote Cargill Meat Solutions' Excel brand is underway.

Featuring the tag line "Genuinely Better" and a corresponding Web site, the campaign focuses on how the Excel brand strives to be better. Toward that end, the Web site, genuinelybetter.com, each week through March 2007 is highlighting new ways that Excel works in the consumer's best interest. Examples include "Count the Ways #7: Technology Aimed at Reducing Microbial Load" and "Count the Ways #8: We Invest in Safety and Quality."

The campaign also will include a customer communications campaign, starting later this year. The Excel brand represents 85 percent of the Wichita, Kan.-based company's beef and pork products.