



the
INCREDIBLE EGG

Leveraging WHEER in 2024 to Tell the Farmer Story

AMERICAN EGG BOARD ON BEHALF OF AMERICA'S EGG FARMERS

It's not Easter without eggs! As a legacy partner of the 2024 White House Easter EGGucation Roll, the American Egg Board – on behalf of America's egg farmers – were proud to help bring this special tradition to life with real eggs.

ATTENDANCE SOARED...

with more than **40,000** guests, including the **356** guests proudly hosted by AEB.

102 volunteers – producers and their families, staff and partners – dedicated time to assist with the AEB activities on the lawn.

EVENT SPONSORS

Seven companies committed nearly **\$150,000** to support various events and activities.

PLATINUM



SILVER



WELCOME DINNER



COPPER



BRONZE



IN-KIND DONOR



EGG FARMER GENEROSITY CONTINUES!

More than 64,000 real eggs were generously donated for WHEER activities – the egg hunt, egg decorating and the iconic egg roll – and served to guests in a selection of Easter and Passover-inspired sweet and savory egg-based food items.

An additional **54,000** eggs were donated to the Capital Area Food Bank.

Egg donations made by:



LAWN
ACTIVITIES



FOOD BANK
DONATION



CATERING
DONATION

“I want to thank [...] especially the American Egg Board and the American egg farmers, you’ve done a great job! [...] thank you for making this special tradition possible.”

Remarks made by President Joe Biden, White House Easter Egg Roll, April 1, 2024



FIRST LADY COMMEMORATIVE EGG

Tradition continues with the presentation of the 47th Annual Commemorative Egg

For the past 47 years, the American Egg Board – on behalf of America’s egg farmers – has been honored to present a Commemorative Easter Egg to the First Lady of the United States. Every year, this special egg is customized to reflect the interests and passions of America’s First Ladies.



COLONNADE OF EGGS

White House “Colonnade of Eggs” exhibit: ‘Celebrating Military Families’

This special exhibit featured eggs designed by National Guard children – inspired by their unique experiences and stories – from all 50 states, the District of Columbia, Guam, Puerto Rico and the U.S. Virgin Islands. The designs were intricately brought to life by 16 different egg artists on real hen eggs.



EGG EXPERIENCE: FESTIVITIES BROUGHT TO YOU BY AMERICA'S EGG FARMERS

HEN TO HOME



READING NOOK



EGG HUNT



ART TENT



EGG-BASED FOODS



2024 EASTER MEDIA CAMPAIGN



2,870 articles *RESULTING IN*

2+ BILLION IMPRESSIONS

EASTER DIY DECORATING TRENDS STORY



Sent **18 custom mailers** to top-tier media

46 total articles and social posts

22,578,390 total impressions

FIRST LADY'S COMMEMORATIVE EGG AND FARM-TO-LAWN MEDIA

183 articles
860,353,465 total impressions

Media coverage highlights:
Featuring quotes from Emily Metz, President and CEO, The American Egg Board, and mentions of the egg donations.



FARMER AMBASSADOR INTERVIEWS

PRIOR TO THE EVENT

6 interviews across 4 markets resulted in **13 pieces of online and broadcast coverage**

Outward Farms to represent area egg farmers at White House Easter Egg Roll

by Good Day Columbus | Wed, March 27th 2024 at 11:16 AM



SATELLITE MEDIA TOUR RESULTED IN 29 INTERVIEWS



FROM THE LAWN

A total of **8 media outlets interviewed 5 egg farmers**, resulting in **425 articles/segments**



MULTI-MEDIA NEWS RELEASE

RESULTED IN **353 ARTICLES**



COLONNADE OF EGGS NEWS RELEASE

RESULTED IN **543 ARTICLES**



EGG DONATION

Egg Donation at Capital Area Food Bank resulting in **544 articles and TV segments**



SOCIAL MEDIA ACTIVATION ACHIEVED INCREASED ENGAGEMENT



Our social media activation leveraging WHEER to tell the farmer story resulted in our most robust activation to date.

Successfully engaged audiences across social platforms with more than **50 posts**, including **12 owned posts**, live from the lawn.

Reached more than 100,000 people and achieved an engagement rate of 3.6%. Engagement increased across all social channels year-over-year.

SOCIAL MEDIA ACTIVATIONS

CAPITAL FOOD BANK DONATION EVENT



COMMEMORATIVE EGG



COLONNADE OF EGGS



FROM THE LAWN



“In my 50+ years being part of the Egg Industry, I do not think I’ve ever been prouder of being part of it! Despite the bad weather, the AEB Team did a marvelous job dealing with every issue so professionally. The plan came together, and the Staff, Volunteers and visitors had a wonderful time. I think this was a record attendance for this event. This was a 5 Egg event!”

Michael I. Sencer, Senior Vice President
Luberski Inc. dba Hidden Villa Ranch | NestFresh Eggs | New Barn Organics