

CREATING A NATIONAL HOLIDAY AND 6.1 MILLION EARNED SOCIAL IMPRESSIONS TO BOOT

Agronomy Week



Agronomy Week

DETAILS



CHALLENGE

The DEKALB, Asgrow and Deltapine seed brands want their customers to see them as agronomic thought leaders. However, the distribution model challenges this goal with farmers first looking to their dealer or retailer for agronomic support. DEKALB, Asgrow and Deltapine needed an opportunity to show farmers how their expertise complements their current agronomic support system.

INSIGHTS

Look, White Space. Our research revealed social media conversations around seed brands were low in late March/early April.

Make It Relatable. Research identified NASCAR driver Clint Bowyer as a personality who indexed high with growers. He also owns a row-crop farm in North Carolina.

Celebrate the Industry. Champion growers and their agronomic gurus.

SOLUTION

OBP introduced National Agronomy Week — a weeklong celebration of agriculture and the importance of agronomic support. Agronomy Week was enhanced by a partnership with Clint Bowyer and a social contest reinforcing the brands' position as an agronomic thought leader.

KPIs / RESULTS

Improve Brand Health Monitor Scores Related to Agronomy

- DEKALB on a three-year positive trend

Drive Participation in the #AgronomyWeek Conversation

- 2,400 contest entries combined for 2017-2019

- 3,037 #AgronomyWeek mentions

- 6.1 million social impressions

- 200+ earned stories

ADDITIONAL

Video Engagement

-186,278 total video views

OUR SERVICES

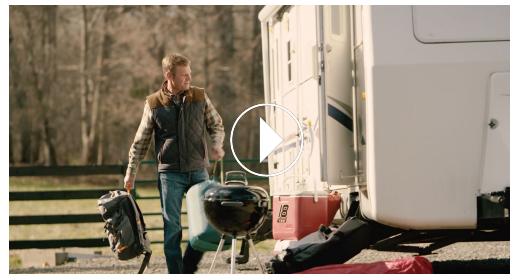
Strategy, Creative, Digital Media, Print Media, Social Media, Video, Content, PR

Agromony Week

HIGHLIGHTS



Click the thumbnails to view each anthem video.



Click below to watch the Agromony Week case study.

