

cwt



CLIENT
AMVAC

PROJECT
cwt MAGAZINE



CLIENT

AMVAC Chemical Corporation serves a healthy, demand-driven global agricultural market by developing and manufacturing agricultural and commercial products for crop protection, non-agricultural and public health applications. From planting to harvest, AMVAC provides effective and diverse crop enhancement products.

CHALLENGE

Starting in 2012, the potato market became a significant business segment to AMVAC, thanks to the introduction of new sprout control chemistry and a partnership with the United Potato Growers Association (UPGA) and the Potato Marketing Association of North America (PMANA). AMVAC had established itself with industry leadership as a business partner, not just a supplier. The problem? The majority of potato growers had no idea. AMVAC needed a platform to showcase their support of the industry in a tone that matched their market approach.



APPROACH

With a goal of reinforcing AMVAC’s commitment without being overly self-promoting, a content-driven publication was born. *Cwt*, named after the unit of measure potato growers use to gauge yield and profitability, is crafted to aid growers in the business side of growing potatoes. Woodruff Sweitzer developed this bi-annual publication loaded with rich content covering a variety of business topics often overlooked in industry verticals typically focused on production tips. To further set it apart, compelling original photography that beautifies the potato industry is showcased in an extra-large format, executed with premium paper stock to provide a publication comparable to a gallery-feel coffee table book. This balance of engaging photography combined with hard-hitting business stories grasps every aspect of the readers’ attention, setting the stage for a relationship with AMVAC that bleeds into the growers’ decision-making process.



RESULTS

Initially distributed to only those growers who were members of UPGA and PMANA, circulation now far exceeds that list with a circulation growth of 40 percent in just the first two years. Moreover, success has been identified in a blind study commissioned during 2015 to publication recipients.



ACKNOWLEDGEMENT

The quality of *cwt* has been recognized not only by potato growers and industry professionals but also marketing professionals, and it has won multiple marketing industry awards:

National AgriMarketing Association Best of NAMA – 2015, 2016

American Advertising Federation Awards ADDYs – 2015, 2016

International Association of Business Communications Gold Quill – 2015, 2016



Woodruff Sweitzer