

Everest[®] 2.0



CLIENT
ARYSTA LIFESCIENCE

PROJECT
THE EVOLUTION OF EVEREST[®]
INTO EVEREST[®] 2.0



CLIENT

Arysta LifeScience is a leading crop protection and life science company managing a portfolio of more than 200 active ingredients. Operating in more than 125 countries worldwide, Arysta LifeScience is focused on helping customers cultivate business growth through the development, marketing and distribution of innovative chemical solutions for the agrosience and health and nutrition science marketplace.

CHALLENGE

EVEREST[®] was a key herbicide product within the Arysta LifeScience portfolio. Featuring flucarbazone, a cornerstone active ingredient, EVEREST[®] had garnered strong perception issues with its formulation which negatively impacted market share. With a new product formulation — EVEREST[®] 2.0 — Arysta wanted to rebrand and rebuild its reputation.

NEW EVEREST[®] 2.0. RELENTLESS ON WEEDS. EASY ON WHEAT.

New EVEREST 2.0 has an advanced formulation with safener technology that makes it super selective for unsurpassed crop safety while giving you long-lasting control of green foxtail, wild oats, cheatgrass and other tough weeds regardless of conditions. It's highly concentrated, so you'll use less product. And with a wider crop window of application, nothing is easier to use. EVEREST 2.0. What a difference one generation can make.

NEWSPRING: How are your fields looking during harvest this fall?
WUNDERLICH: This year was a strange year to apply a chemical and say that it worked real well. Where the ground stayed fairly dry, it worked excellent. Where we got more water, and ponding water — we got a lot of rain this summer — it didn't work so well. That was probably the case with all those chemicals. Too much water is just too much water.

HUMANN: Well, we had like 4 inches of rain about the 1st of August, so it was not looking good. Every weed came (in a big flash).

NEWSPRING: What did you use as your weed management program last year?
REBEL: We did a lot of Everest 2.0. We used some other things with it.

WUNDERLICH: I used a tank mix of Harlan[®] and Everest 2.0. Then I also used Affinity[®] BroadSpec to there to enhance that Everest 2.0 to get some more control out of the grasses. Then I'd throw in a source of fomesidic, and that's pretty much the tank mix. That's all just on cereals. We didn't plant any beans this year. We had canola, which is Roundup Ready[®]. We only got half our farm seeded this year.

HUMANN: I used a tank mix of Everest 2.0, Affinity BroadSpec and MCPA Ester on 2,000 acres of wheat.

NEWSPRING: How did Everest 2.0 deal with your biggest weed control challenge?
REBEL: These are probably the clearest visible fields that we have seen, post harvest, in several years. I think we were starting to develop some resistance issues, especially with rigous grass. If we missed anything in the field with the

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Arysta LifeScience Everest 2.0

APPROACH

The EVEREST® brand was a known entity with Arysta, dating back to the company's inception as Arvesta. Rather than abandoning the brand entirely, Woodruff Sweitzer recommended capitalizing on its equity by boldly remarketing the product in such a way as to engage early adopters as well as convert lapsed users.

Woodruff Sweitzer developed a creative campaign to speak to a new standard for the “next generation of weed control.” By focusing heavily on agronomic benefits, the campaign engaged the audience by speaking efficiently to the evolution of the product.

An unforgettable multi-channel, multi-media campaign was launched, starting with a teaser campaign. Featuring sleek, clean, and simple creative, the campaign created buzz and excitement in the marketplace by highlighting the strong advantages of the new formulation with hard-hitting agronomic benefits and an angle of innovation.



RESULTS

The new brand of EVEREST® 2.0 and its accompanying campaign was met with positive feedback from the field, internal Arysta LifeScience staff, retailers and agronomists, and most importantly growers.

The unique approach in the marketplace cut through the clutter of traditional advertising campaigns and generated interest. Spikes in visits to the EVEREST® 2.0 product page on the Arysta LifeScience North American website proved that growers were paying attention and researching the product. Independent bloggers in agriculture spoke to the strength of a “strong agronomically focused campaign,” and media channels through out the United States picked up the story of EVEREST® 2.0.

Stratus research revealed that EVEREST® 2.0 (flucarbazone) saw a substantial gain in market share, moving EVEREST® 2.0 from the number 23 position to number 3 – suggesting that the messaging combined with the strength of the new formulation was impactful in achieving target sales.

