

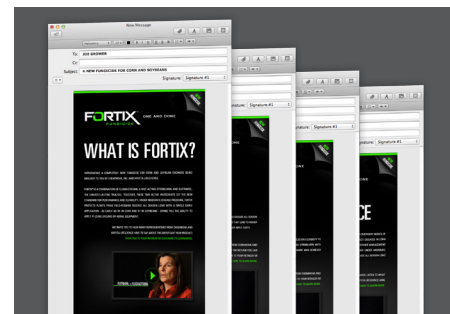
FORTIX[®]

FUNGICIDE



CLIENT
ARYSTA LIFESCIENCE

PROJECT
FORTIX[®] FUNGICIDE



CLIENT

Arysta LifeScience is a leading crop protection and life science company that manages a portfolio of more than 200 active ingredients. Operating in more than 125 countries, 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 & nutrition science marketplace.

CHALLENGE

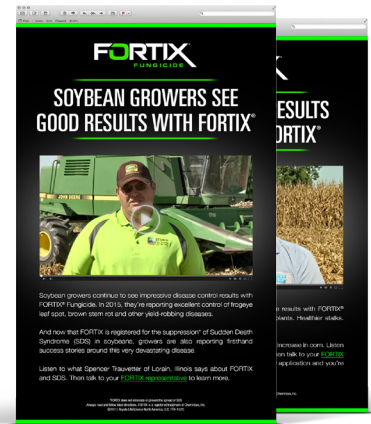
FORTIX[®] was a new combination fungicide created by Arysta LifeScience in partnership with Cheminova. With other large multinational companies already in the fungicide market, Arysta LifeScience needed to break through the clutter in order to effectively compete. The new product required a creative product launch to gain awareness with national soybean and corn producers.



APPROACH

Woodruff Sweitzer created a plan to target select states in the U.S. based on corn and soybean production. With messaging positioned toward bringing awareness to application flexibility with the fast-acting and long-lasting properties of FORTIX®, a pull/push strategy was executed using the several tactics to create grower demand. These tactics included:

- developing and producing four videos focusing on the four unique benefits of the product
- creating a landing page to introduce FORTIX® and serve as a resource when the press announcement occurred
- implementing a multi-media campaign consisting of print, digital and radio advertising for target geographies
- producing a direct mail kit for crop protection retailers introducing FORTIX®, including product brochures and promotion insert
- sending four e-blasts to growers introducing FORTIX® and promoting its features and benefits
- sponsoring Commodity Update, a text messaging service that brings commodity alerts straight to growers' mobile devices, for three months that included video, direct website links and poll messages
- launching a full microsite introducing the "FORTIX® Challenge," which allowed growers and retailers the chance to receive a free customized Carhartt jacket for trying the product and a \$20 Cabela's gift card for watching the promotional videos.



RESULTS

The launch efforts succeeded in bringing awareness to the new product, FORTIX® Fungicide. Within the first few weeks of the launch, Arysta Lifescience saw notable results from the campaign.

The online executions were well received by the target audience, and the efforts resulted in:

- More than 1,890 unique visitors to the new FORTIX® Fungicide website (www.FORTIXfungicide.com) in the first three weeks. These visits resulted in an average of just under four pages/visit with an average visit duration of more than four minutes.
- 2,100 video views in the first three weeks after the launch.

The retail mailer including promotional offers exceeded expectations with:

- 10 percent response rate in only two weeks (in comparison to the common response rate of 5 percent or below for retail mailings)
- 100 participants signing up for the "FORTIX® Challenge" in only three weeks
- Cabela's FORTIX® promotion ending two weeks prior to deadline because of high demand.

2,100+ VIDEO VIEWS

2,100+ MINUTES WATCHED



Woodruff Sweitzer