

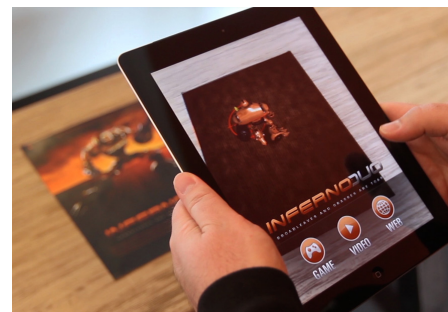
# INFERNO DUO™

BROADLEAVES AND GRASSES ARE TOAST



**CLIENT**  
ARYSTA LIFESCIENCE

**PROJECT**  
INFERNO DUO™ HERBICIDE



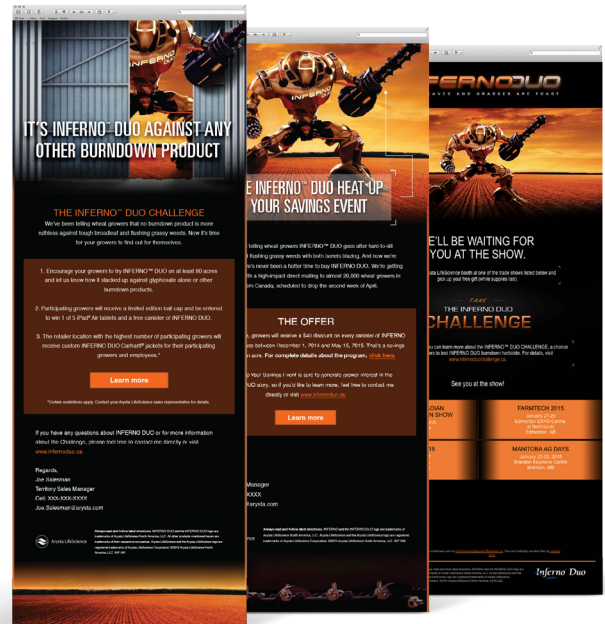
## CLIENT

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

Our challenge was to launch new Inferno DUO™ Herbicide into the burndown marketplace. Inferno DUO provides wheat growers a resistance-fighting, cross-spectrum solution that offers lasting control of critical grass and broadleaf weeds.

It was imperative that we launched the product to highlight the strength of Inferno DUO's formulation, selling features and benefits. Inferno DUO is competitively priced in the marketplace, so we knew it would put some serious pressure on the opposition.



## APPROACH

With this in mind, we went through a few different incarnations for the product until we determined the perfect fit. As a cross-spectrum herbicide with unique attributes and a strong portfolio of weeds controlled, we found the Inferno DUO robot achieved the attention that Inferno DUO so richly deserved with elegance and impact.



## RESULTS

The Inferno DUO robot and the overarching campaign are some of the strongest work produced to date for Arysta LifeScience. The response to the creative has been very positive, and the elements lend themselves very nicely to multiple tactical executions not only for this year but also for year 2 of the launch campaign.



Woodruff Switzer