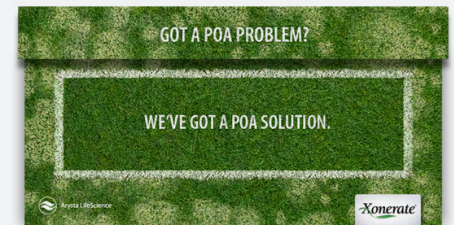


DON'T JUST MANAGE POA.
ELIMINATE IT.



CLIENT
ARYSTA LIFESCIENCE

PROJECT
XONERATE® 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, 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.

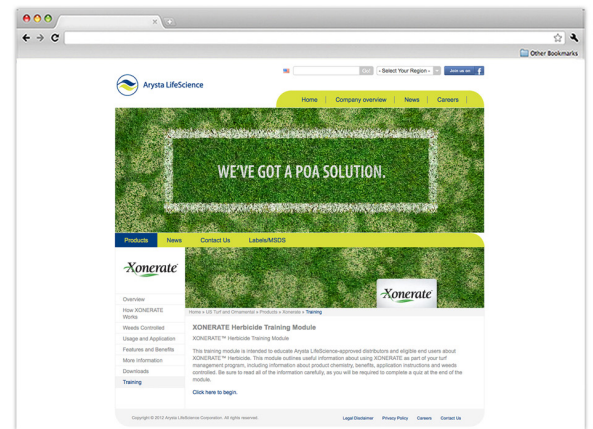
CHALLENGE

Launch XONERATE® herbicide in the turf market for *Poa annua* elimination, a market that has only had treatment options in the past. In 2012, Arysta LifeScience received approval from the Environmental Protection Agency for XONERATE, the first herbicide that eliminates *Poa annua*. XONERATE is a post-emergent herbicide and represents new turfgrass chemistry for golf courses. Before 2012, golf course superintendents had only the option to manage, never eliminate, *Poa annua*. The most common management strategies included cultural practices (frequent mowing), plant growth regulators and other post-emergent herbicides, all of which only suppressed *Poa annua* and led to higher labor costs and pesticide usage.



APPROACH

Golf course superintendents had to sell XONERATE to their greens committees – with the possibility of temporary yellowing of the turf, superintendents needed to show the benefit of cost savings with the elimination of *Poa annua*. Through unique event marketing, video, print and digital mediums, Arysta LifeScience developed a campaign that utilized a multi-media approach to help in these efforts. The campaign consisted of two phases – pre-registration and post-registration. In the pre-registration phase, Arysta LifeScience worked to build awareness of how XONERATE eliminates *Poa annua* and gain excitement about the pending approval among its target audience – golf course superintendents. Post-registration was focused on launching the product in the market and giving superintendents the opportunity to experience using the herbicide.



RESULTS

The campaign launched on Feb. 1, 2012, and sales were initiated on April 12. Within the first month, the Arysta LifeScience sales team had achieved 100 percent of their collective sales goal. Even with a narrow window between EPA approval and the end of the application season, sales illustrated the influence the campaign had on choices made by superintendents. Arysta LifeScience reached 115 percent of their overall sales goal. The campaign also has created editorial awareness among media outlets. In less than three weeks, XONERATE was included in eight stories.

