

Journey from awareness to buy-in

This expansive omnichannel partnership with Pivot Bio displays the journey from a relatively new brand launching a new product to one of the most well-known brands in biologicals.

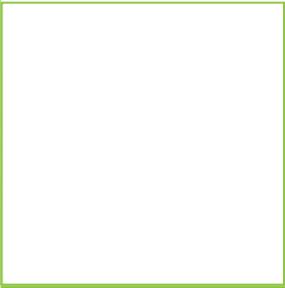
Challenge

A Smarter Product Launch. Use customer and industry insights to build a unique go-to-market strategy. Use an integrated mix of engaging touchpoints to drive awareness and customer acquisition through the voice of a trusted journalist and real-life Pivot Bio customer, Andrew McCrea.



Solution

Developed customer and prospect maps based on Farm Journal's Trusted Intelligence platform and conducted qualitative and quantitative research to develop audience insights and creative inputs. Developed several creative approaches through Farm Journal Studios, including original creative platforms with Andrew McCrea as host, and deployed an omnimedia promotional approach, including print, broadcast, digital and programmatic activations.



Omnichannel Campaign Increased Product Awareness from 7% to 64%

Outcome
Over two years, product awareness increased among the target audience from 7% to 64%. By the end of year three, 15% of all customer acquisitions were attributable to Farm Journal executions.



Proof of Pivot Bio PROVEN™

1

Meet The Nitrogen That Won't Leave You — Rain or Shine.

2

Evaluating Pivot Bio PROVEN™

3

Putting Pivot Bio PROVEN™ to the Test

PIVOT BIO PROVE N

Pivot Bio PROVEN™ is backed by research and science. When it comes to withstanding extremely wet and rainy seasons, Pivot Bio PROVEN™ is what you want as your right-hand nutrient application.

Why? This innovative application takes nitrogen out of the air and, through the use of microbes, makes ammonia. Microbes live on the roots of corn and apply a daily dose of ammonia equivalent to about 25 pounds of nitrogen per acre.

It's science because it's proven

Find out all you need to know

AGWEB Daily

May 7, 2020 | View in Browser

SPONSORED SECTION
Proven nitrogen source

You want a partner in the field that works, weather or not. Rain or shine, it works. Bring on the rain. There's a nitrogen application that can battle through.

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President Donald Trump told reporters

PIVOT BIO PROVEN THE RESULTS

EVALUATING PIVOT BIO PROVEN

THE RESULTS

The plants were able to perform at a higher level for a longer period, which gave them a chance to grow more bushels of corn.

On average, corn yields were 10% higher in the PROVEN treatment compared to the control. This was true for both years of the study. The PROVEN treatment also showed a significant increase in nitrogen use efficiency (NUE) compared to the control. This means that the plants were able to use nitrogen more effectively, resulting in higher yields and lower fertilizer costs.

The results of the study show that Pivot Bio PROVEN is a highly effective nitrogen source that can help farmers increase their yields and reduce their fertilizer costs. This is especially important in areas with high rainfall, where nitrogen loss is a major concern. Pivot Bio PROVEN is a game-changer for farmers looking to improve their bottom line and protect their investment in their land.