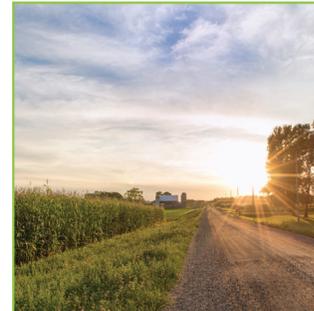


Beck's Day Ever Highlights Giving Back

Beck's Hybrids wanted to expand awareness of the company's dedication to giving back to farmers. Farm Journal created a dramatic series of 10-minute episodes focused on families facing difficult challenges.

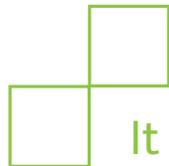
Challenge

Celebrate family and the human need to help others. Present (without preaching) how farm communities and ag companies can join together to ensure that farming as a way of life can endure and prosper no matter the challenges.



Solution

Each episode told the story of a family's struggle and how Beck's employees provided relief — a moment of joy and community. Farm Journal's narrative and production expertise brought these stories to life in emotionally powerful ways that connected with viewers.



It performed well above the benchmark with a .93% average CTR compared to the .54% benchmark



Outcome

AgWeb Facebook performed well above the benchmark with a 0.93% average CTR compared to the 0.54% benchmark (the most popular video performed at a 2.59% CTR). Beck's Hybrids was so pleased with the production that a second season was quickly commissioned and created. In 2024, this approach continues under a new title.