

# Documentary Series Celebrated Farmers

**This Farm Journal Studios branded content campaign, sponsored by Nutrien Ag Solutions, tracks the fascinating journey from seed to shelf. Along the way, we engage growers and consumers with the Nutrien brand.**

## Challenge

Celebrate Farmers. Create content that connects growers to growers and growers to consumers about where food and grown products come from and the people behind them. Celebrate the producer's ingenuity, effort and pride, and deliver a unique storytelling format to the market.



**Nutrien™**

## Solution

Produced a digital-first travel documentary series featuring operations across the U.S. and Canada. Promoted the series across a connected blend of on- and off-line activations, including owned digital channels, print, broadcast, social media and programmatic. QR promotions were incorporated on connected TV and broadcasted to allow viewers to explore more.



Nearly doubled the 1.89% AgWeb social CTR to deliver 2.81%



## Outcome

Nearly doubled the 1.89% AgWeb social CTR to deliver 2.81% and inspire broader executions across the company, including annual corporate gifts, sales presentations and series extensions in subsequent seasons.