

**Case Study:
Directed Discovery
Awareness & Effectiveness Tracking**

Agribusiness



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Boundless DiscoverySM

Background

- The client aspired to methodically and comprehensively evaluate the communications campaign for its primary turf maintenance market.
- The client conducted this research post-campaign. The campaign ran for two consecutive years.

Objectives

- The primary objective of this research was to evaluate the client's progress since the campaign launch year in communicating their key branch and/or corporate messages.
- The following issues were addressed:
 - Was the campaign still effective or was it approaching "wear out" status?
 - Did the current campaign effort portray distinct "brand personalities?"
 - Did the campaign effectively convey the intended message(s)?
 - Was the volume of media placement adequate?

Methodology

- The following screening criteria was used:
 - Golf Course Superintendents (GCS):
 - Be a golf course superintendent or involved in the decision making process regarding turf products purchased
 - At least 18 holes on course
 - Annual budget over \$15,000
 - Use of products preventatively, curatively, or both
 - Lawn Care Operators (LCO):
 - Decision maker or involved in the decision making process for products purchased and used
 - Spent at least \$15,000 on products used in the operation in 2005
 - Licensed applicator
 - At least two employees in the operation apply products as part of their typical job responsibilities



Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none">The campaign has not reached “wear out status”.	<ul style="list-style-type: none">Client continued to use its campaign to increase recognition.
<ul style="list-style-type: none">The client’s products were the most widely recognized products.The client’s top selling product had 85% awareness.	<ul style="list-style-type: none">Sales team continued to effectively market the products to maintain customer awareness.
<ul style="list-style-type: none">One of the client’s brands was the most widely used, while another was one of the least frequently used.Revealed that cross selling across product categories was not occurring.	<ul style="list-style-type: none">Client was made aware of critical pest pressures.Client developed strategies for better advertising of less used product and adjusted volume of media placement to increase use of less popular brand.
<ul style="list-style-type: none">Participants were able to adequately distinguish the brands, due in part to the campaign efforts.A certain ad used by the client was recognized by almost 90% of participants.	<ul style="list-style-type: none">Marketing efforts focused on further differentiating the client’s brands, while still maintaining the positive view of the company as a whole.Additional funding went to continuing to use the recognizable advertisement.

For more information, contact:

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