

**Case Study:  
Directed Discovery  
Concept Evaluation**

**Agribusiness Market**



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**Boundless Discovery<sup>SM</sup>**

## Background

- Client was preparing new advertising executions for its corn herbicide.
- The executions depicted the product in different ways and the client wished to determine the most effective execution.

## Objectives

- The primary objectives were to answer the following questions:
  - Which of these ad concepts most effectively communicated the desired message?
  - Which of these ad concepts would grab and engage the target?
  - Which ad concept best conveyed the product to the target market?

## Methodology

- 100 growers participated in web-based data collection.
- Growers evaluated two advertising concepts.
- The following criteria was used:
  - Decision maker regarding the corn herbicides used
  - Planted at least 250 acres of corn
  - Applied a corn herbicide

## Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none"><li>• Both effectively communicate the key messages, are memorable compared to popular advertisements, and are understandable.</li><li>• One concept, however, was more effective at generating a positive feeling about the product and was more informative and believable. The client would have more success with this product concept.</li></ul>	<ul style="list-style-type: none"><li>• Advertisement funding went to the development and implementation of the more informative and believable concept.</li><li>• The concept theme was throughout all marketing tactics including point of purchase displays, trade show booth design, direct mail, etc.</li></ul>

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