

**Case Study:  
Directed Discovery  
Message Development**

**Agribusiness Market**



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

## Background

- Client intended to develop a specialized message communicating the need for preventative product applications.
- Management was searching for a single message that would resonate with growers of various crops.

## Objectives

- The primary objective of this research was to gauge the viability of the message and explore the following questions regarding the message:
  - Is it believable?
  - Is it relevant?
  - How can the message be qualified?
  - How can the client own it?
  - How should the client communicate the concept?
  - What does the message mean to growers?

## Methodology

- Qualitative research was completed in the form of three focus groups with 35 soybean growers total
- A non-directed moderating style was utilized allowing growers to participate in a conversation rather than a structured, scripted interview, and afforded the moderator the flexibility to explore ad hoc ideas as broached by the respondent.

## Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none"><li>• Discovered client should consider the intended message as an umbrella concept with numerous supporting avenues for products and messages.</li><li>• An important avenue for client consideration is peer-to-peer marketing.</li></ul>	<ul style="list-style-type: none"><li>• Client used the overall concept to include multiple markets and/or products.</li><li>• Marketing team created sales events to bring growers together and encourage communication.</li></ul>
<ul style="list-style-type: none"><li>• Growers want to be provided with data to demonstrate the results that are expected from a product.</li><li>• The most desired attributes are increased yield and profitability.</li></ul>	<ul style="list-style-type: none"><li>• Marketing team further developed the messages and highlighted the important attributes in the client's product.</li></ul>
<ul style="list-style-type: none"><li>• Growers want to perceive their relationship with the company/manufacturer as a partnership.</li></ul>	<ul style="list-style-type: none"><li>• Sales representatives developed stronger relationships with growers and fostered feelings of equality among them.</li></ul>
<ul style="list-style-type: none"><li>• For the message to be successful, the client must include messages that give value to the product, while avoiding cumbersome and hard to read verbiage.</li><li>• Economic factors are the main drivers for the growers' decision to adopt the product.</li></ul>	<ul style="list-style-type: none"><li>• Client refined their messages in order to emphasize their product's value to growers in language growers understand.</li></ul>

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