

**Case Study:
Discovered Opportunities
Competitive Assessment**

Agribusiness Market



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Boundless DiscoverySM

Background

- Client developed a message campaign expressing the need for preventative spraying.
- Though the message seemed to be successful, management feared all the benefits of the category message were not being linked with its specific product.

Objectives

- Management wanted to take a deeper look at the corn and soybean markets in order to further develop its marketing strategy for the product.
- The primary objectives of this study were:
 - To determine how corn and soybean growers perceived the product in relation to the competition
 - To determine any important needs that were not currently being met in the market
 - To determine any potential opportunities for marketing and positioning the product

Methodology

- 290 growers participated in web-based data collection
- The following screening criteria was used:
 - Midwest Fungicide User:
 - Must grow 200+ acres of soybeans and 100+ acres of corn
 - Must be the decision maker regarding fungicides
 - Must utilize fungicides in their farming operation
 - Midwest Fungicide Non-User:
 - Must grow 200+ acres of soybeans and 100+ acres of corn
 - Does not use fungicides in their farming operation

Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none">Some growers choose not to use a client's product, because they do not perceive a need or the perceived benefits do not justify the cost.However, growers could be persuaded to use client's product if client creates a case for a better return on investment. The ROI message is dependent on growers perceiving prevention of a specific disease outbreak is warranted.	<ul style="list-style-type: none">Marketing team developed strategies for placing more value on its product.Sales representatives reinforced the potential improvements in crop yield due to the product.
<ul style="list-style-type: none">Awareness of the client's product meets or exceeds that of its competitors'.The client's message is linked with enhanced quality, yield and maximum potential.Growers correctly associate the client's message with the client's product.	<ul style="list-style-type: none">Client decided to continue marketing campaign.Advertisements emphasized the product's benefits on crops.
<ul style="list-style-type: none">Growers believed a "consistent return on investment" and having "yield boosting benefits" were the most important product attributes.63% of growers were willing to adopt a new technology that provided a \$10/acre return on investment. If the technology provided a \$20/acre return on investment, 92% of growers would adopt the new technology.	<ul style="list-style-type: none">Marketing efforts were used to strengthen growers' opinion of the client's product and highlighted the product's ability to increase the growers' return on investment, along with other key attributes.

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