



YOUR STORY STARTS HERE

BLNKPG 



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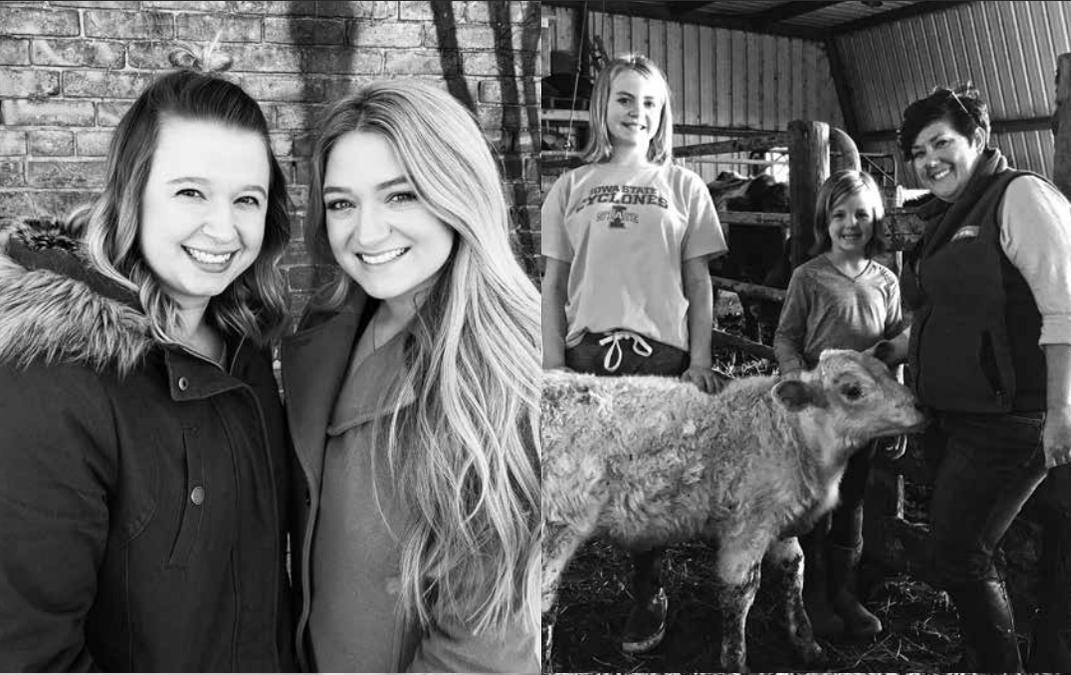
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“

Blank Page Marketing, LLC is an all-agriculture agency based in Indianapolis. With a team of ag-centric agency veterans, BLNKPG has a passion for all-things rural and sharing the stories that help support both its legacy and growth. Developed with a client-partnership mentality, BLNKPG is dedicated to driving results based on fresh ideas.

”

THINGS AREN'T ALWAYS #000000 AND #FFFFFF

But we prefer them that way.

THE days of Mad Men have come and gone and now the agency world is harder to navigate than ever. Do you need a *fully-integrated* agency, a *specialty-first* agency, a *creative* agency or a *strategic* agency? At the end of the day we've found that the core of what every client needs is the same: to get really good work, done. It really should be that simple, that black and white.

You hire an agency as a partner, someone that will sit, listen, understand and work with you to ask the hard questions, push the boundaries and, at the end of the day, get "stuff" done.

But, sometimes, you can't push the boundaries that far. Sometimes you don't have a budget to change the world. Sometimes, you just need to be effective with those 250 people that will determine the success of your entire year. So, sometimes it makes sense to think less epic and more strategic.

We work to understand what you want, what you can actually do and then find the best option to make that happen. Practicality? Yes. Strategically creative solutions? Yes.



End of day, let's worry about getting the job done. On time. On budget. With results. We stopped worrying about the *right* agency buzzword and focused on doing great work. Wouldn't you like to do the same?

Thanks for considering BLNKPG in your review. We've got your blank page ready.

A handwritten signature in black ink that reads "Tiffany Obrecht-Johnson". The signature is fluid and cursive, with the first name being the most prominent.

Tiffany Obrecht-Johnson
President
BLNKPG

BLNKPG is a 100% woman-owned business.

SOMETIMES, IT REALLY IS ALL IN THE NAME...

BLNKPG came about after years in the marketing / advertising agency world and seeing time and time again, clients receiving work that looked the same as the company down the road. Tired of seeing templates instead of true ideation, BLNKPG was born. Being a BLNKPGer is all about three things:

Always start with a blank page.

- + No done-before big ideas.
- + No templates.
- + No previous work copycatted with a new logo inserted.
- + Blank pages insinuate that we're starting at the beginning with fresh ideas, an open forum of ideation and creativity. This leads us to think about your objective as a new challenge ready for unique solutions.

Never lose your passion.

Aggies by choice, not by trend, our BLNKPGers are believers in all things agriculture. Focused on legacy or expansion, local or global — we want to stay close to what we believe in and showcase agriculture in the best possible way. We do ag, because we are ag.

Think bigger, by staying small.

Agriculture, like so many other businesses, is in a constant state of flux with mergers and acquisitions. Economies of scale drive big business to get bigger, and niche business to get smarter. In the agency world, we're no different. BLNKPG brings big ideas without the overhead. Staying small means we stay nimble and focused on you.

MAKE IT HAPPEN MAKE IT EPIC

(Within the practical budget and timing, of course.)

WHAT WE DO

We can list agency services a mile long, call ourselves “fully integrated” and talk about being able to do it all. But, what we do comes down to two questions:

1

What's your objective?

2

What's the best way to make that happen?

Our strategy is built on your goals. Then, we make that happen. On budget, on time, on target.

WHY IT MATTERS TO YOU

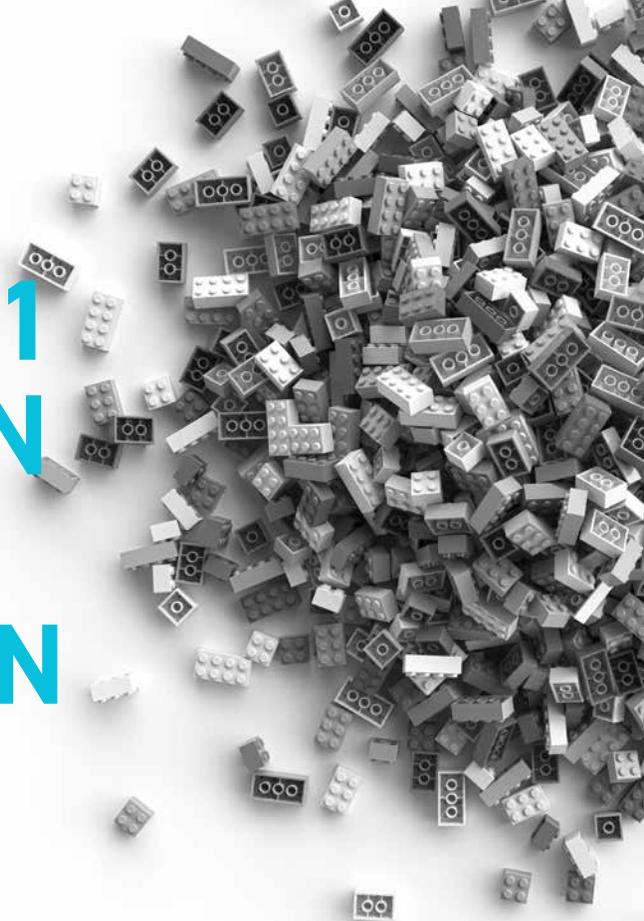
- + If you're looking for a partner, a true extension of your team, then BLNKPG is for you.
- + If you want someone that gets to know your product / offering as well as your sales team, then BLNKPG is for you.
- + If you're ready to segment your audience and meet them where they are, then BLNKPG is for you.
- + If you've got an objective in need of a unique solution, then BLNKPG is for you.
- + If you understand that great success comes from well-thought-out strategy, then BLNKPG... well, you get the idea.



WE LIKE US.
BUT, OTHER
PEOPLE DO, TOO

See what people who work with us have to say @ blnkpg.com/your-blnkpg

ON A SCALE OF 1 TO STEPPING ON A LEGO, HOW MUCH PAIN ARE YOU IN?



THE amount of time you spend with a strategic marketing partner (or should spend) is a lot. You spend a lot of hours working side-by-side to make sure what you take to market is the best it can be. So to say that you want to “like” the team you’ve chosen is kind-of a given. But, even more than that, it should be as close to enjoyable as possible.

At BLNKPG, we think marketing partnerships are exactly that, partnerships. That means it’s a two way street. We work with companies, organizations and teams that are just as invested as us in getting the best possible work accomplished. So, why would we want to work with Farm Credit?

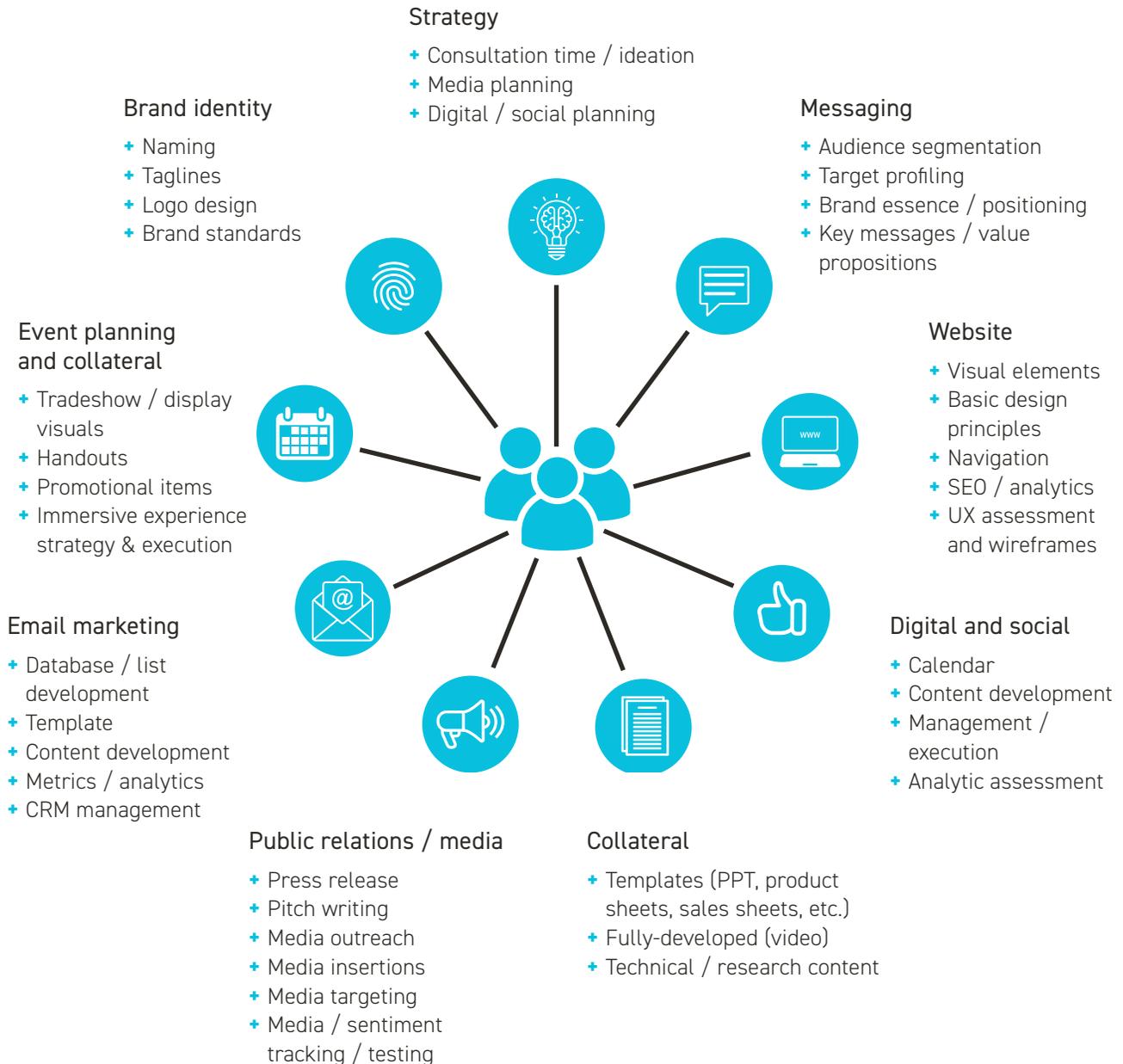
Our team is made up of aggies that have a deep understanding of the ag space. When it comes to agriculture, it’s not just our passion, it’s our family, our friends and our background. Some of us still go home to the farm every night! Because of this, we believe telling the story is not only important, it’s critical to the success of this industry we are part of.

We enjoy working with people that have the same calling. From team members on our customer’s teams that feel the same passion we do, to engaging with the farmers and ranchers across America, we enjoy working every day with people that feel the same tug to be a part of this thing called ag.

Lastly, we really enjoy finding new ways to share those stories. It’s more than a job, it truly is what we love to do.

Strategy to execution, we can help take your brand to the next level. What's missing on your page?

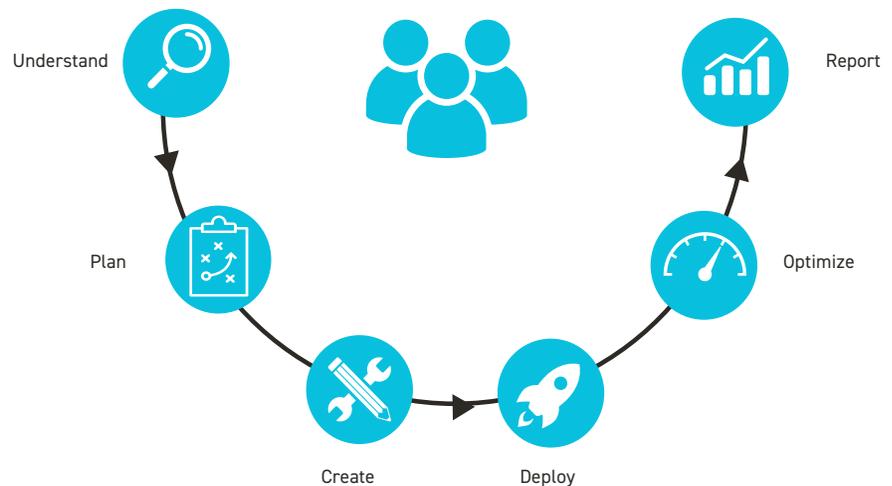
WHAT WE DO



Yes, we do a little bit of everything because it's what's needed to meet your objective. If we don't have it listed, we have a cadre of 20+ years of experts on our short list.

MEETING YOUR MARKETING GOALS

Our approach: Start with a blank page, write your objective at the top and make something significant happen.



AT BLNKPG, we always want your page to start with a clearly identified objective at the top. But, we know that truly taking time to understand the need can get lost in a “get something done” world. Our approach isn’t a rigorous process, it’s a guide based on experience. Each step should only take as long as needed to accomplish your objective.

This step-by-step guide keeps us on track to deliver on your objective, every time. However, launching a new campaign requires more time in each phase than placing already executed creative into media. We also understand that you have a process. We plan every timeline with your process front-of-mind and align our steps alongside yours.

Our approach

- + **Understand** - dig into your objective and into the heart of who we’re influencing
- + **Plan** - critically assess the best way to accomplish your goals
- + **Create** - take a strategy to fruition (channels, content and creative) cohesively
- + **Deploy** - maximize reach with every component
- + **Optimize** - constant analysis for consistent results
- + **Report** - create baselines, show progress, illustrate success - with real data

Wanna see it in action? Pages 10-32 showcase each step IRL (in real life).



UNDERSTANDING YOUR OBJECTIVE

WHILE this seems self-explanatory, it's often overlooked. All strategic marketing must begin with an objective that everyone agrees upon. Otherwise your assumed objectives take over and you begin "doing" without a clear trajectory, identified milestones and no buy-in from the team necessary to make it happen.

What's that mean?



Understanding audience insights

Digging into the heart of the audience through insight research is central to our strategic process. Direct interviews with customers and influencers is always the best way to understand the strategic need. However, audience insights can be found in a number of places. Sometimes, those with boots-on-the-ground interaction with the audience know more than they even realize. Eliciting this through a strategic process helps to capture and synthesize insights.

What's that mean?



REAL

LIFE

What do you know about your audience?

Identifying audience insights

Utilizing over 75 phone interviews with varying members of the industry, we were able to identify seven potential customer groups. Identifying each customer group with a name and profile allowed us to make our customer tangible. Then, aligned with the buying cycle, we mapped each customer's thoughts, impressions and sentiments about the overarching challenge in the market. Then we mapped the same customer with the assumption that our product has entered the market.

This allowed us to align where our product and the market challenge coincided or veered away from each other. These signaled opportunities to evaluate for market influence. Where we were able to find overlap between the potential customer groups, we were able to align consistent messaging to the value prop that would resonate. This provided us an opportunity to narrow the number of messages necessary to meet several target audiences.

We then prioritized items for the highest ROI for our market spend: the audience we have the most potential influence / opportunity with, the sentiment and time when they are most open to influence, the value prop that will resonate with that target.

Building on these priorities, we were able to define a messaging hierarchy that provided marketing messaging to launch the product.

1



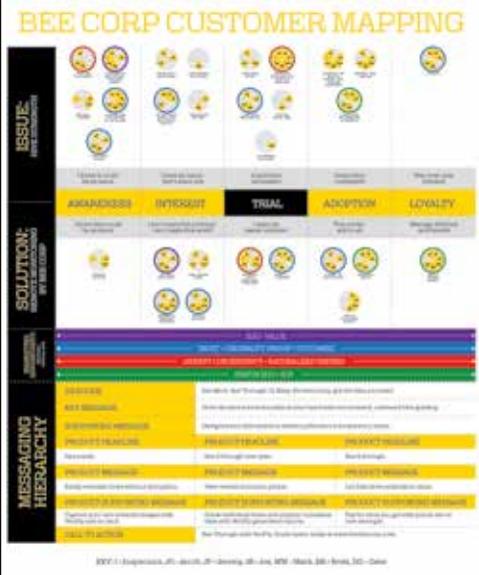
Customer sentiment around challenge identified

2



Value prop identified by customer

3

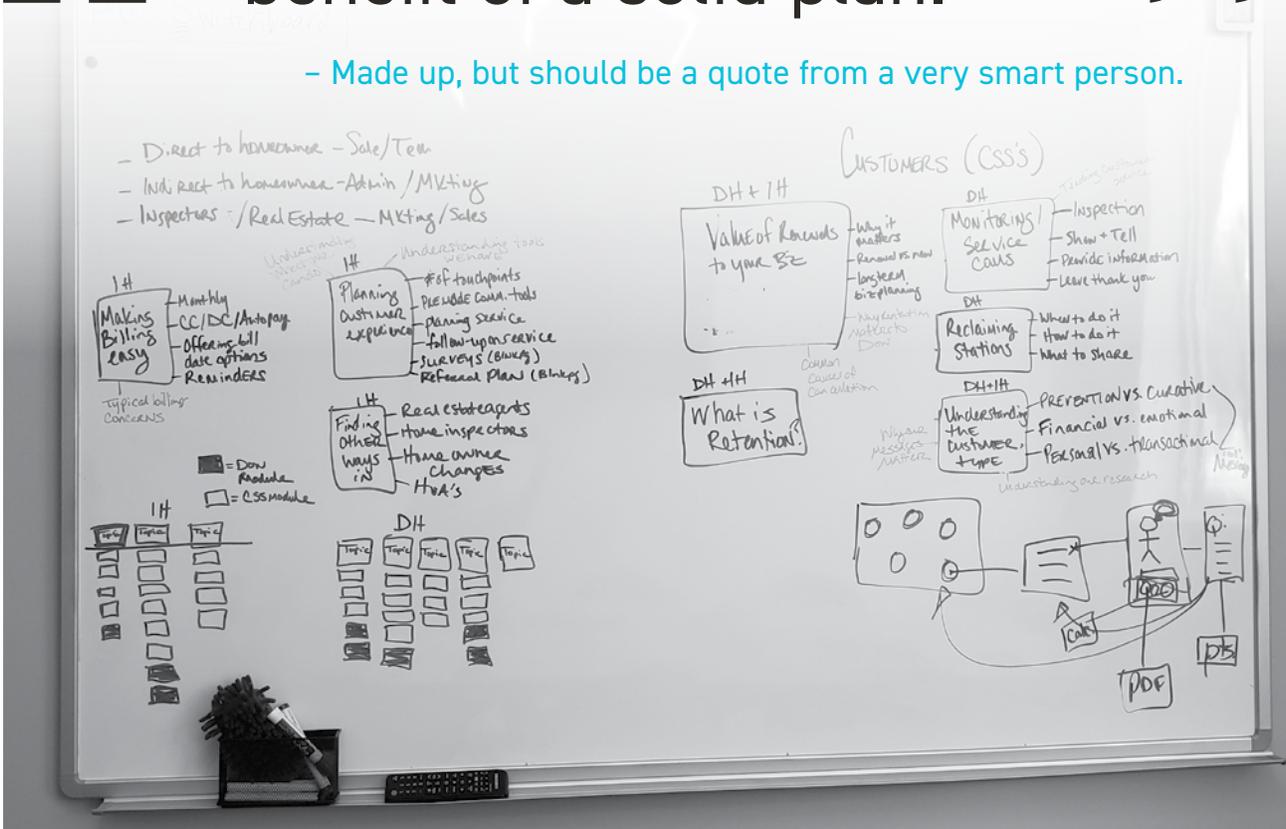


Messaging aligned with challenge and value



“ Never underestimate the benefit of a solid plan. ”

- Made up, but should be a quote from a very smart person.



PLANNING

based on audience understanding and a clearly defined objective is a necessity. But, what's in the plan? Answer: Depends on the need. A strategic plan should be more than a list of tactics to execute.

Aligning execution steps, key performance indicators and milestones and / or metrics makes a strategic plan implementable. We believe the plan should mirror the objectives' depth and breadth.

At BLNKPG, we believe a solid strategic plan requires three key components:

- 1 Identify the challenge.
- 2 Identify the objective.
- 3 Identify the strategies to meet both.

REAL

LIFE

How do we want to meet this objective?

Marketing Goal
Our approach to meeting our goals

Strategy
How we plan to reach our goals

What
Advantages that we seek for targets

Where / How
Locations and methods to reach our targets

C-suite strategic marketing plan



Internal strategic marketing plan

Individual strategies per marketing goal

Strategic planning

Developing a strategic plan for a rebrand launch, we took our market research, customer insight mapping and sales goals and outlined the necessary strategic steps to meet our challenge and objectives. To create buy-in with leadership and the sales team, we developed a secondary, streamlined outline of the strategic plan. This allowed us to identify the high-level strategy without providing the depth of the internal marketing team strategy. Just because it's a strategic plan doesn't mean it can't be visually appealing. A designed piece has more of a chance of being utilized as a reminder and checkpoint along the way than a binder or PowerPoint deck that's too bulky to keep on-hand for reference.

Soy Aquaculture Alliance - Strategic summary



MESSAGE MANAGEMENT



COPYWRITING, concepting and tactical execution are the “fun” parts. After all the effort to dig deep, understand and plan, this is the opportunity to build a tangible deliverable. Three key components are necessary to drive success at this stage:



We believe deeply in developing a message hierarchy that allows us to align key and supporting messages and then deliver them consistently. A hierarchy provides a checkback for every communication tactic — are we on message? Are we delivering on the brand promise? Are we meeting the overall objective by maintaining consistency?

Creative copywriting that still delivers on the message hierarchy is where a brand comes to life.

But, sometimes, you don't get to be creative. Sometimes you have to develop technical components that deliver on your objective. The ability to deliver both creative and technical assets is an important component of what BLNKPG offers.

Creative starts with a solid brief. As, well, boring as a brief might be, it's a necessity to make sure you and your marketing agency are aligned on what your brand identity is. Providing creative concepting is next. With a new brand,

In summary: Write the copy, create the visual, deliver it to the right channel.

a new campaign or a new product, we are able to take it several directions and provide new, exciting ideation. If it's not ready for a brand overhaul, our role is to make sure it follows the set standards and each piece delivers on its intended use.

Channels mean a variety of things. Channels can be print pieces, PR, media placement, digital assets, etc. Channel simply means where do we plan to deliver these messages? Identifying the best placements needs to harken back to the original understanding of the audience and objectives and should be high-level outlined in the strategic planning process. This is where execution happens. Where the idea becomes real.

REAL

LIFE

Keeping it running

COPYWRITING
Verify Messaging Hierarchy

AgriGold MESSAGE HIERARCHY

TARGET

Dealer Elite: Independent operator farmer dealer looking for a strong brand to hitch wagon to. Focused on putting everything in, and being supported by the brand. Want to be part of the grower's operations, part of their decisions and part of their team. Either want to hand it over to the next generation, or is the new generation building on an established, known brand. Their growth orientation is very high, business fit is above average and financial health is above average. They tend to be more optimistic. They are long-term, business-focused planners, tending to be financially sound. They can afford and are earlier adopters of technology. They believe they can profit no matter what the commodity prices or what the government may throw at them. They tend to be pretty independent. They are consistent and reliable and at the top of their game.

Dealer Classic: Want to grow and be successful, but they tend to have a regional lock or other actual or perceived limitation to growth. They tend to be more traditional, and prefer to work with someone they know, remaining very loyal. They lack some of the business fit to get to the next level. They are slower to adopt technology. They tend to focus on the "what you did for me" versus the "what you can do for me" as all business decisions are relationship-based.

Independent Elite: Relationship-orientated and oriented and "have growth orientation health is above average and they don't see programs. They are expanded their crop. This group tends to adopters of tech. commodity prices tend to be pretty independent of their game.

Classic Practitioner: This group, represent to grow and be successful, but they tend to be somewhat negative. They tend to be more traditional, and prefer to work with someone they know, remaining very loyal. They lack some of the business fit to get to the next level. They are slower to adopt technology. They tend to focus on the "what you did for me" versus the "what you can do for me" as all business decisions are relationship-based.

At AgriGold, we've built the genetic portfolio, invested in the research and cultivated a team to advance yields — for you.

We believe high-performance seed comes from a relentless pursuit of greatness.

Genetics built to match your field
AgriGold Field DNA hybrids are classified by genetic background and agronomic characteristics for simplified selection and maximized results.

Traits to enhance the hybrid
AgriGold offers a simple approach to the complicated trait offerings in the industry, ranging from time-tested conventional to the latest technologies. Input traits or output traits, we've developed high-yielding hybrids to match your field.

Seed treatments to protect it
Every AgriGold bag is treated with a superior fungicide and insecticide package. Add additional treatment protections to match your fields. Multi-year studies confirm improved plant protection produces increased yields.

Mix it up to minimize your risk
Match your growing season, yield targets and field characteristics this year with the right hybrid. Next year, we'll help you select what's next.

Yield Masters
Obsession at its best: yields that win.

ESSENCE
INGRAINED

KEY MESSAGING
Trust is earned. And we will continue doing what's right — for your yield and for you. For 85 years, we've grown with you. Hard-fought know-how and a steadfast dedication continues to deliver a solid seed portfolio.

CTA
Let's talk seed.

BRAND ATTRIBUTES

- Collaborate
- Cares
- Expertise
- Longevity
- Consistency
- Helpful
- Trustworthy
- Ally
- Knowledgeable
- Professional

PRODUCT MESSAGING



CREATE



Douglas Products
DOUS refresh.
Branding updates, technical literature, trade show and print collateral.



Soy Aquaculture Alliance

Campaign strategy. Strategic planning, creative conceiving, print collateral, and website.

Corteva Pest Management

Research dissemination. Technical assessment, technical literature and training decks.



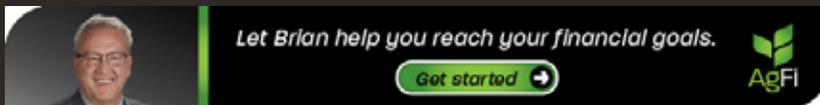
AgriFinancial

Rebrand. Customer journey, creative concepting and user experience mapping. Digital, print, programmatic and social ads. Print collateral, video and trade show.



AgriFinancial

BLNPKG created custom marketing approaches for 11 regional AgriFinancial sales reps, based on their answers to a marketing and sales questionnaire that revealed their preferred marketing tactics and budgets. The individual marketing plans included billboards, direct mail postcards, digital ads, social media, and email marketing with each sales rep's headshot and direct contact information.



REAL

LIFE

Fields of Opportunity — Checkoff Event

Purpose: Sharing a consumer message while celebrating investments with checkoff-paying farmers to showcase how dollars are utilized.

Experience creation. Event management. 2,000+ attendees. Experience map, theme and creative ideation, execution. Media, vendor and site management.

Our challenge was to create an experience that brought awareness to state soybean farmers about the investments that the state soybean checkoff makes that ultimately drive the demand of soybeans. We started by creating a master blueprint and plan based on our ideal attendee experience. Then we moved into developing an agenda and experience touchpoints — everything from invitations through volunteer coordination, mascots to registration scripting. Next, we developed an execution plan necessary to deliver on our experience including signage, tickets, promotional items, advertising, printed materials and collateral. Both earned and owned media plans were also created.



+ Multiple media outlets picked up post-event press release.



+ 100% of attendees responded that they would attend another ISA new uses event in the future.



+ Over 88% of event attendees rated the event an 8 or higher (on a scale of 1 to 10).



+ Approximately 74% of attendees learned something new about the Indiana soybean checkoff.



+ Over 2,000 soybean farmers invited to experience soybean oil-based sports fields at The Children's Museum of Indianapolis.



+ Over 90% of farmer attendees learned something new about soybean uses.



CREATE



Indiana Soybean Alliance

Event management. 2,000+ attendees. Theme, creative ideation and execution. Media, vendor and site management.



AgReliant Genetics

Vision Mission Values brand creation, re-brand



Corteva Agriscience

Event theme creation and management



LG Seeds
Office re-brand



H4 Genetics
Logo / brand redesign



Janzen Ag Law
Sales collateral



CornPro Trailers
Brand update, campaign launch

Indiana Soybean Alliance / Indiana Corn Marketing Council
Export market
legislative email and
social media marketing



REAL

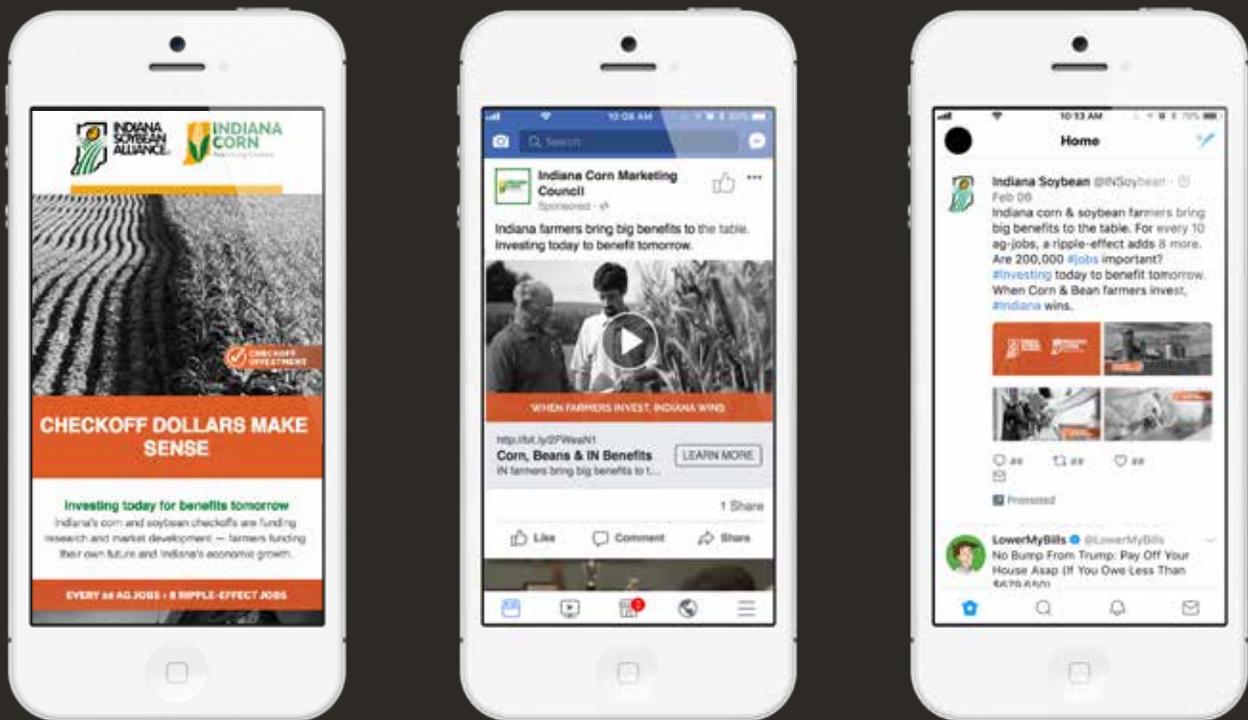
LIFE

Local Official Influence Campaign

Purpose: Share how checkoff investments benefit farmers and the state with impactful state and local players.

Email marketing. Social media. Multi-year campaign. Content creation and creative execution.

Our challenge was to create an awareness campaign to educate local leaders, including state legislators, economic development officials, county elected officials and allied industry – first point of purchase locations – on the investments of the corn and soybean checkoffs. We started by developing a content calendar focused on checkoff areas including: exports, production research, rural infrastructure and livestock. We utilized email marketing and social media channels to share the checkoff story to our non-agriculture audience.



+ Combination of Facebook single-image, slideshow and canvas ads resulted in 1,375 impressions during legislative session for an audience of 563 local officials

+ Paid single- and multi-image Twitter ads resulted in impressions totaling 5,200 during legislative session

CRM & Email Marketing & Landing Pages

Email marketing and management of lists through various CRM systems such as Salesforce, Marketo, Mailchimp, Zinrelo, Constant Contact, Hubspot are part of our daily efforts. You name it, we've worked within the system to execute and manage customers and targets from building, implementation, metric and list management. We are adept at navigating systems with a media team that is designated to confirm goals, targets and manage opt-ins and outs as necessary for campaigns.

EXPORTING TO IMPROVE INDIANA

A CHECKOFF IS AN INVESTMENT BY FARMERS, FOR FARMERS – AND ALL OF INDIANA

WHAT'S A CHECKOFF GOT TO DO WITH ME?
 The goal of the Indiana soybean and corn checkoffs is to increase the value of Indiana's corn and soybeans. Efforts to expand existing, and open new, opportunities in export markets does just that — and has a significant positive ripple effect throughout Indiana's economy.

Economic impacts of exports¹

\$3.4 billion Value of exports (commodities and processed) in 2016 (10% of all state exports)	\$2.2 billion Value of additional economic activity in the state
18,100 Direct jobs on farms or in food-processing	16,700 Additional jobs from purchases in the ag supply chain / household spending of farm and other industry workers

SHARE ME ON SOCIAL!

Whether it's raw, processed or through grain-fed livestock, developing new markets across the globe leads to economic growth and increased international competitiveness. With high levels of production and a consistent product, Indiana's farmers are reliable suppliers of corn and soybeans to the world market.

Over the last decade, U.S. corn and soybean exports have hit record levels and today more than half of the annual crop is exported.

Soybeans, corn and related products account for more than half of every dollar of Indiana's agricultural exports.¹

SHARE ME ON SOCIAL!

Did You Know...

Indiana Soybean Alliance and Indiana Corn Marketing Council partner with multiple national organizations that focus on livestock exports including **US Meat Export Federation** and **U.S. Meat Export Federation**. Checkoff funds are used in partnership with these organizations to fund research, value-added products, like pork chops and beef roast, add additional value to the input products used to make them. In this case — the inputs are corn and soybeans grown by Indiana farmers.

Amount of consumption attributable to red meat exports:^{2,3}

355 million bushels of corn \$5.3 billion in value to corn	40.1 million tons of soybean meal \$13.6 billion in value to soybean industry ⁴	1.48 million tons of DDGs⁵ \$205.4 million in value to DDGs
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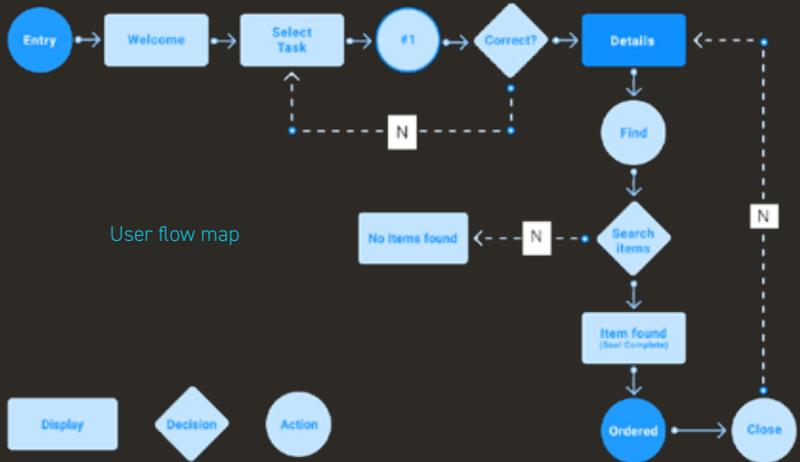
SHARE ME ON SOCIAL!

Email Results	Year 1	Year 2	Industry Avg.
Avg. open rate	22%	23.7%	16%
Avg. click-thru rate (CTR)	2.6%	4%	2.3%

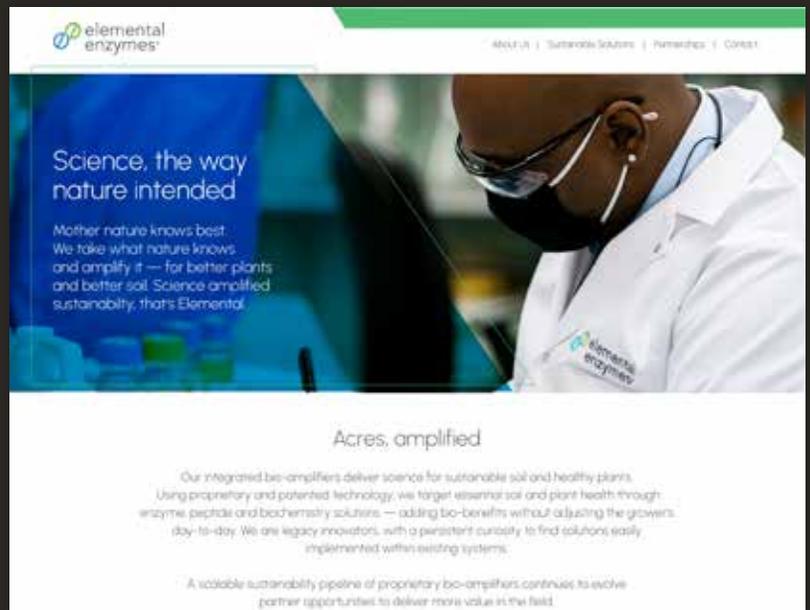
Web & UX/UI

Depending on needs, we have developed everything from short-term landing pages to full sites. Our approach varies based on objective but always starts with the user front of mind.

Understanding the business objectives is step one in any project. Designing a website to deliver on those objectives requires a deep dive into the needs and requirements to meet the ideal user experience. This means both internal and external users.



Website prototype



Web & UX/UI

THE BEE CORP

IMPROVE YOUR POLLINATION. PROTECT YOUR YIELDS.

OUR SOLUTION

YIELD YOUR WISDOM

ULTIMATE GROWING PLAYBOOK

POLLINATION CONTRACTS

VERIFICATION AT YOUR FINGERTIPS

THE BEE CORP IS ABOUT INNOVATION

CONTACT US

CISCHEERS

YOUR PURPOSE COMES FROM PASSION

PASSION

SUSTAINABILITY

FARMERS FIRST

CISCHEERS

KUEHNERT DAIRY

Celebrating 100 years of leading excellence in Kuehnert Dairy

Keep In Touch!

CONTACT US

NAME

EMAIL

PHONE

ADDRESS

STATE

CITY

ZIP

SEND

Kuehnert Dairy

LCA

A PROMISE TO DELIVER.

We are linking America's heartland with global markets.

What Can We Deliver For You?

Contribute, Grow, Belong

OUR BUSINESS

Let us get to work for you.

CONTACT US

NAME

EMAIL

PHONE

ADDRESS

CITY

STATE

ZIP

SEND

FARM-RAISED.

ON LAND & WATER

OUR MISSION

Scytlow Industry + Agricultural Industry

CONTACT US

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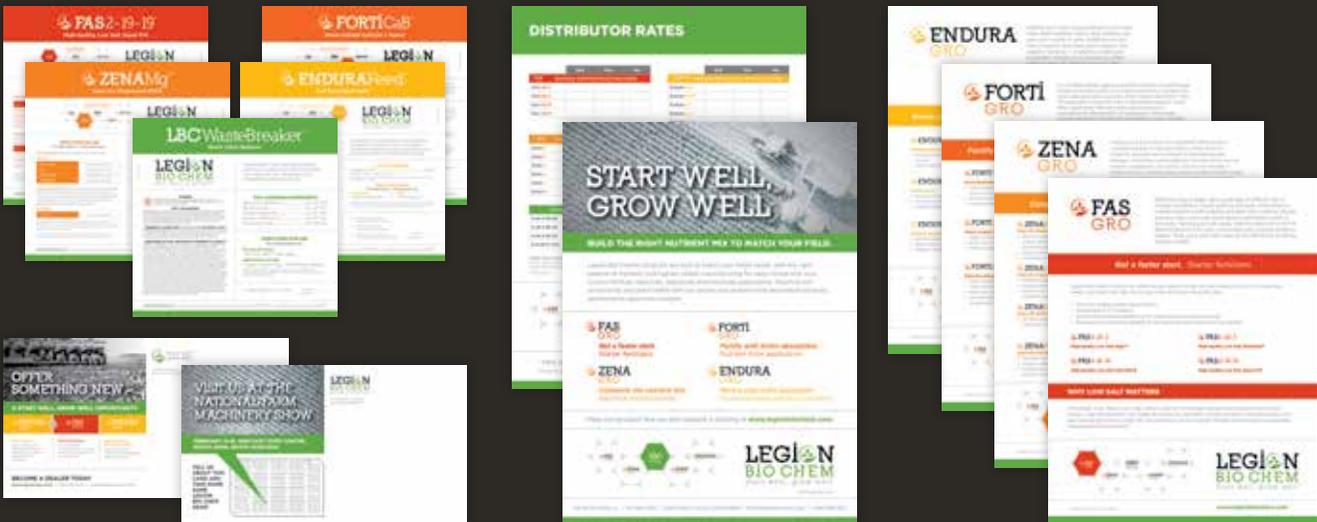
SEND



CREATE



Legion Bio Chem
 Multi-product launch.
 Digital, print and
 programmatic ads.
 Print collateral,
 website creation,
 video, trade show,
 technical literature and
 registered labels.







PUTTING “IT” OUT THERE

WHEN it's time to put that fresh creative and brilliant copywriting in play, you can't overlook the details. Managing the process and path for delivering everything from sales team kits to insertion orders, you have to trust that your team not only has a plan but is aware of every detail. Resizing the same ad to place in varying national pubs with different conversion trackers? Done. A / B creative testing with 345 digital ads in six regional markets with individual conversion trackers? Done. Mailing 4 ft. x 6 ft. launch boards to Puerto Rico? Done.



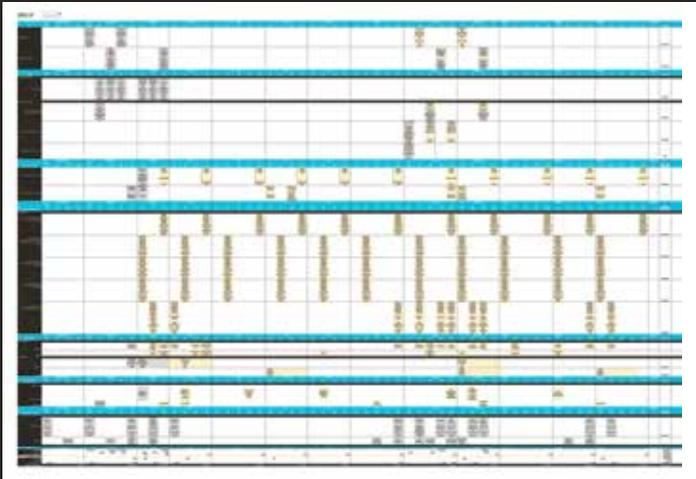
Often overlooked, and rarely appreciated until it isn't done right, this step requires a team that treats your brand like it's their own. At BLNKPG, we treat every project with detail-oriented due diligence to get it done, and done right.

REAL LIFE

When does the rubber meet the road?

To deliver on the objective of raising brand awareness, we built a plan around digital programmatic marketing focused on farm-targeting, search retargeting and site retargeting. To maximize reach with a potential customer base, farm-targeting of farmers that matched the identified "ideal customer" were targeted by acreage, location, crop type and then cross-referenced with sales team member. Search keywords that aligned with products and competitors were developed, bucketed and aligned with prioritized geographies.

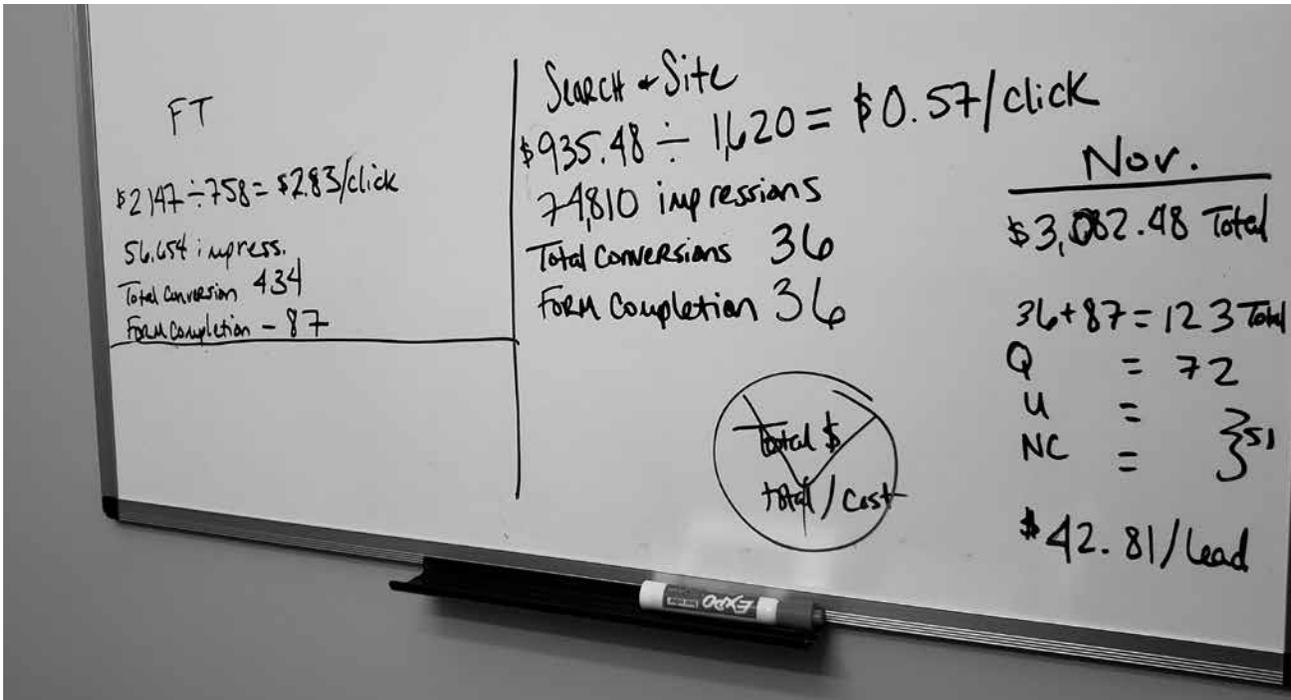
Digital ads were developed with a creative set to deliver based on state and typical commodity in that geography. Animated and static ads were created and served in six sizes to maximize deliverable locations across digital channels. Individual pixels were matched with five conversion trackers within the partner website to track and evaluate creative success.



Editorial calendar, all channels



Email marketing strategy and digital ad set management



A/B testing allows us to maximize digital performance ROI

HERE A TWEAK, THERE A TWEAK

MAKING sure that the efforts up to this point aren't in vain is critical to the overall success of meeting your objective. Collecting metrics and spending dedicated time evaluating those metrics isn't an afterthought at BLNKPG. We believe that understanding your success isn't an end-of-the-year process, it's an all-year necessity.

In today's world, you can actually get too much information, too much data. Taking the time to layer the data, synthesize what it means and then make meaningful tweaks shouldn't happen when things "don't seem to be working." It should be part of the plan and an identified KPI in the strategic process.

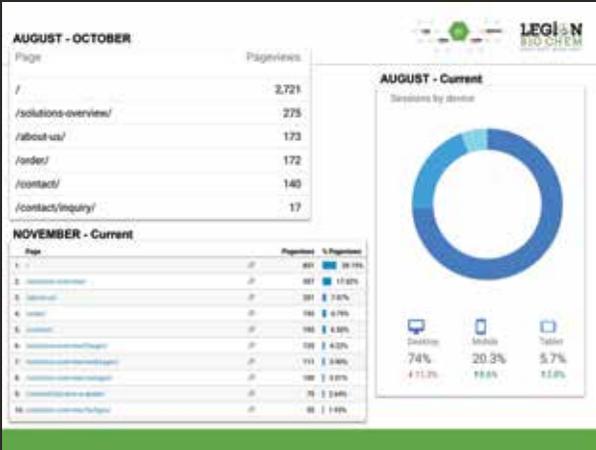
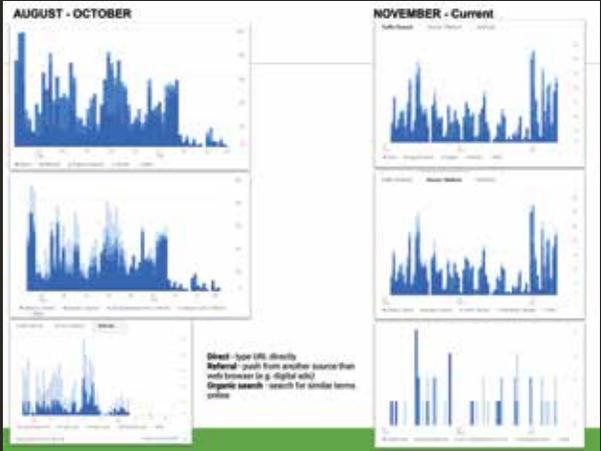
REAL LIFE

How do I know if it's working?

Creative A / B testing allowed optimization of our placed digital ads. Conversion tracking overlaid with Google Analytics allowed us to evaluate the creative that was delivering the highest ROI. Within the campaign process, creative was tweaked with updated images, narrowed messaging and additional calls-to-action to increase conversion rates. Delivering the updated creative allowed for additional metric tracking and optimization.



Digital ads



Metric tracking



REAL LIFE

Who's it matter to?

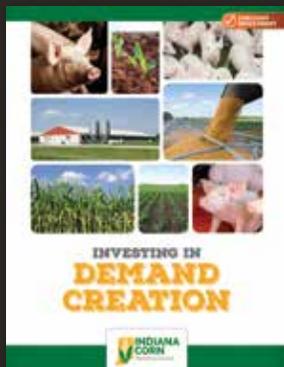
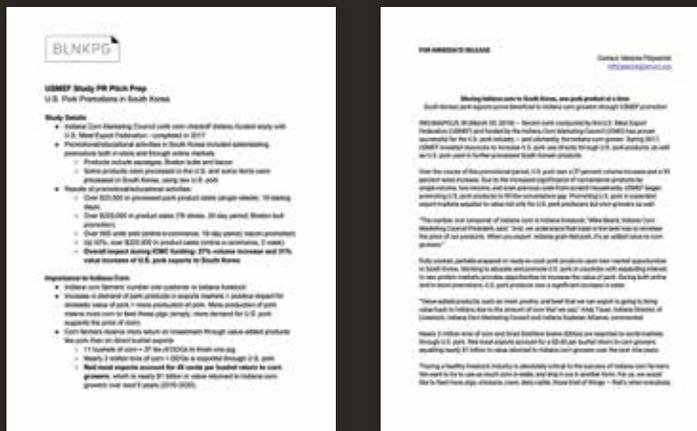
Ability to shape public perception & emerging issues

During the initial trade shutdown between the Asian markets and the U.S., we utilized research done about value-added export markets to drive a public relations campaign. We analyzed research to derive collateral pieces that explained domestic market impact when value-added meat exports were promoted. Designing collateral that shared market-research outcomes in an easily understood format was key.

Utilizing the collateral as a base, a public relations campaign was developed. Press releases and media pitches were created and delivered to news outlets within the ag and non-ag markets. Spokesmen were identified and prepped to deliver media-ready interviews and support the content of the research.



USMEF Export Study PR





KNOW WHAT HAPPENED

WE HAVE A 97% ON-BUDGET RECORD

THIS is self-explanatory. Track data, create baselines, show progress, illustrate success and share it. Collecting data isn't just for optimization, it's an opportunity to share status and successes with leadership, sales team members and even customers depending on the metric. Showing results is just as important as a strong plan.

Otherwise, what's the ROI? Why did we do what we did? Was it worth it? Reporting on success and delivering value on investment is critical and something we take seriously at BLNKPG.



Part of ROI for us is sticking with the estimated budget as well. We pride ourselves on accurate estimating. We can do this because we spend the right amount of upfront work to understand the project. And while we report at the end, we also manage this throughout a project — with complete transparency.





DELIVERING ON YOUR OBJECTIVE

BLNKPG 



DIDN'T READ ALL THAT? HERE'S THE SUMMARY:

- + We always start with a clear objective.
- + We never do anything without a plan.
- + We get wordy, because we love being creative.
- + We're fastidious about details and delivering on the plan.
- + ROI isn't a buzzword in our book.
- + We're in this for the right reasons: we're aggies, we're passionate about our industry, and we're ready to get started.

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