

LEGION BIO CHEM / NUTRA-CROP COMPANY LAUNCH



Brand launch



Multi-tactic strategy



Farmer & dealer audience

Challenge

- + Legion Bio Chem newly opened its doors in August 2018. From corporate identity to product line messaging and branding, every component needed to be created. The challenge was that Legion wanted to launch in 30 days – yes, 30 days – at the Farm Progress Show

Goal

- + Overcome the tight timeline without sacrificing strategic, creative work
- + Create a brand that made our target audience feel that Legion Bio Chem understands this space and they provide clarity in a noisy market
- + Create reason for the audience to actively seek out more information and, ultimately, purchase the product

Approach

- + Define target audiences aligned with sales objectives
- + Develop messaging for brand and products
- + Develop creative concepts
- + Create editorial calendar to include owned and paid social, programmatic digital, farm targeting, direct mail, and PR
- + Develop e-mail marketing strategy
- + Design and launch website
- + Create independent dealer outreach program

Developed tagline, product family naming and branding to allow product expansion



Designed and launched MVP website in 20 days, full website launched in three months with over 2,000 unique visits in 45 days

Results

- + Launched 4 product families and 21 products within 60 days
- + Achieved over 2,000 unique website visits within first 45 days
- + Reached 41,675 farmers matching targeted profile in first 120 days
- + 12% pick-up on PR launch announcement

Tactics

- + Audience targeting
- + Editorial calendar
- + Creative concepting
- + Messaging
- + Website
- + Video
- + Logo development
- + Direct mail
- + Trade show display
- + Sales sheets
- + Product catalog
- + Digital and print ads
- + Social media management
- + Regulated label development

