

Acuity

Research to Drive Performance

One of the reasons for the success Acuity has had in the industry is our ability to identify the best genetic traits and combine them into a single package. Our goal is to help you improve your production and profitability by providing you with the best genetic package for your operation.

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Justin F.

"What insights have you found and what research are you hoping to continue doing on boar fertility and semen quality?"

Justin F. is a boar breeder and Acuity Swine representative who is currently working on a project to improve boar fertility and semen quality.

Linking fertility and performance

How can we eliminate subfertile boars and leverage the highly fertile?

Our approach allows us the ability to identify our elite individuals — ensuring that all of our sires are highly fertile and productive.

Read the offer

No data point too small

Our approach allows us the ability to identify our elite individuals — ensuring that all of our sires are highly fertile and productive.

Read the offer

Acuity

THE FOUNDATION OF OUR PARTNERSHIP

Acuity

THE MASCHHOFFS
Prestigious Farming Family Since 1926

Clint Schwab, Ph.D.

Bradley Wolter, Ph.D.

There is considerable room for improvement in defining fertility outcomes of individual boars.

Linking fertility and performance

Acuity

Amanda Minton
Assoc. Dir. of Reproductive Technology

Acuity

Genetics ready for your operation

- Extensively tested.
- Confidently confirmed.

See the offer

Does boar fertility data create value?

DRIVE PERFORMANCE WITH DATA.

Read more now

Acuity

Mobility and morphology are only a starting point. See what's next.

Acuity Swine
750 followers

Acuity Swine
750 followers

View full page

"With Acuity's approach to genetic improvement through our Commercial Test Herd, there is an opportunity to gather individual boar fertility data — outside of the baseline mobility and morphology parameters."

Read more from **Amanda Minton** on how we select sires best suited for a commercial production environment.
<https://lnkd.in/eM3vFRk>

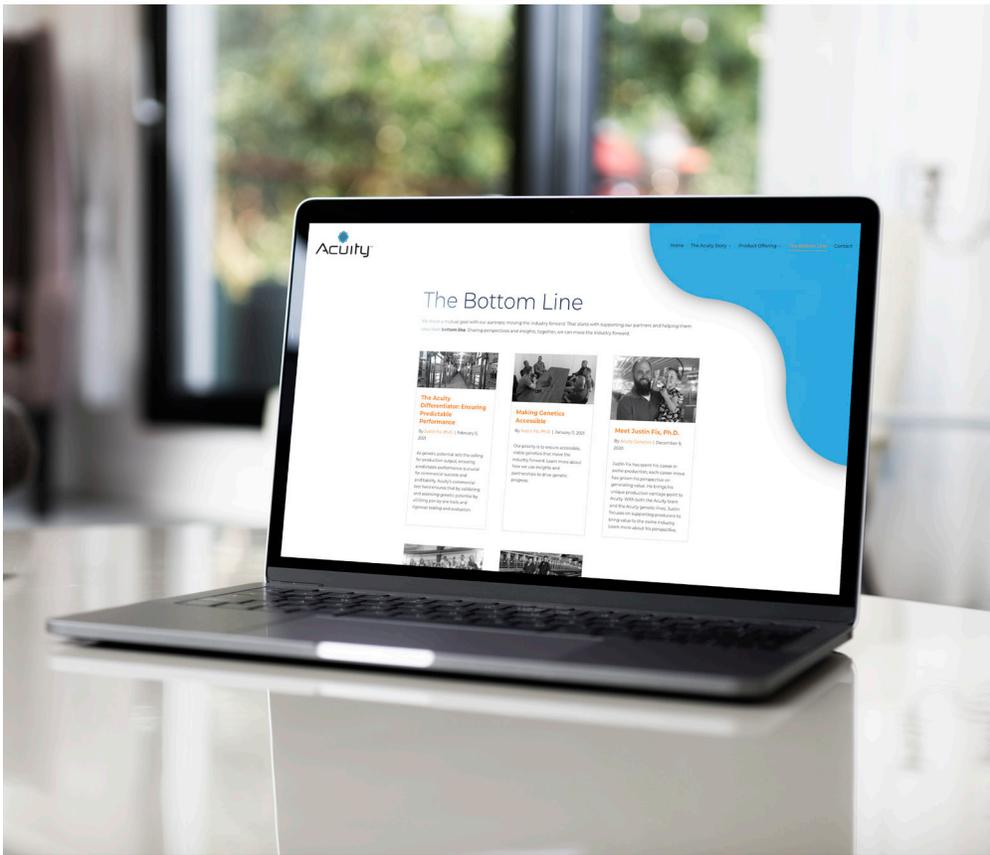
Linking Fertility and Performance
Amanda Minton, MS

Acuity

Milea Anderson and 19 others

Reactions

Like Comment Share Send



Campaign Brings Rapid Name Recognition

Acuity Swine
Content Management

Consistently
**~50%
higher**
"likes" than any
other competitors

More than
2x
industry average
engagement on
social media

Nearly
4 minutes
average reader
time on blogs

THE CHALLENGE

Acuity Swine was a new swine genetics company founded by veteran geneticists respected in the industry. BLNKPG was tasked with positioning Acuity as an established entity on an expedited timetable in a small, and highly consolidated industry segment.

THE IDEA

BLNKPG developed a comprehensive content management plan designed to showcase Acuity's swine genetics expertise and what differentiated them from other genetics programs in the space. The three-prong plan included video interviews, blogs, hosted content and social media and digital content intended to drive engagement. Videos produced by, and appearing on, Farms.com addressed emerging swine research topics and featured Acuity geneticists speaking with industry-leading researchers. A reader-friendly blog on Acuity's website shared content from leadership. A partnership with Swineweb.com produced monthly articles on swine genetics from Acuity's perspective. While technical in nature, the monthly pieces were easily consumable. BLNKPG promoted the three content initiatives with social media and digital resources.

THE PAYOFF

The comprehensive content approach effectively was a push-pull strategy, moving readers from digital and social media to the content sources, with each source connecting the dots of research, technical implementation and conversational assessment of the efforts. Each channel saw higher than industry average engagement and direct feedback to the company leadership team. The strategy effectively launched the company with a visibility that exceeded their time in business.

Let us tell your success story.

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.

A BLANK PAGE IS THE BEST PLACE TO START.

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