

## Case Study

# ISA'S FIELDS OF OPPORTUNITY

## Significance



Events/experience



Multi-tactic strategy



Agribusiness, non-ag media and farmer audience

## Challenge

- ✦ Create an experience that generates awareness about the investments that the Indiana soybean checkoff makes that ultimately drive the demand of soybeans

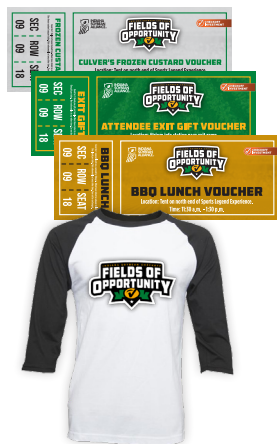
## Goal

- ✦ Showcase the Indiana Soybean Alliance and the new usage of Indiana soybeans through the innovation of the Riley Children's Health Sports Legend Experience sports fields at The Children's Museum of Indianapolis

## Approach

- ✦ Create a master blueprint/plan based on ideal attendee experience
- ✦ Develop a complete agenda and experience touchpoints from invitations through volunteer coordination, mascot logistics to registration scripting
- ✦ Develop an execution plan necessary to delivery on chosen experience theme including signage, tickets, promotional items, advertising, printed materials and collateral
- ✦ Develop media plan, both earned and owned

Over 2,000 Indiana soybean farmers were 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

### Results

- ✦ Post event survey revealed:
  - Over 88% of event attendees rated the event an 8 or higher (on a scale of 1 to 10)
  - Over 90% of farmer attendees learned something new about innovative soybean uses
  - Approximately 74% of attendees learned something new about the Indiana soybean checkoff
  - 100% of attendees responded that they would attend another ISA new uses event in the future
- ✦ Multiple media outlets picked up post-event press release

### Tactics

- ✦ Event theme and logo creation/concepting
- ✦ Print invite
- ✦ Email invite, reminder, and thank-you
- ✦ Promotional items
- ✦ Magazine/media placement
- ✦ Public relations pitches
- ✦ Collateral pieces
- ✦ Oversized wall-cling and standing photo boards
- ✦ Signage
- ✦ Social media plan
- ✦ Media kits
- ✦ Pull-up banners

View our videos and learn more @ [www.blunkpg.com/case-studies](http://www.blunkpg.com/case-studies)





View our videos and learn more @ [www.blkpg.com/case-studies](http://www.blkpg.com/case-studies)