

# Sharing the Message III: Brand Identity

## CONCEPTUAL PLATFORM

**Success:** The use of certified seed as a management practice that leads to success of your farm business.

## AD CAMPAIGN

“Success. Some farmers plant it.”

**Primary message:** Certified seed equals success

**Supporting message:** Certified seed opens the doors to new opportunities for success. Efficient use of inputs, quality assurance, new markets – it all starts with certified seed.

### The ad campaign was designed to:

- Create a positive first impression and be visually appealing so that it stands out in farm publications
- Convey a rational case for using certified seed
- Reinforce a positive feeling with farmers who plant certified seed
- Raise the question about whether farmers who are not planting certified seed should be planting it

### Key attributes indicated by farmer focus group testing:

- Creates a positive first impression
- Draws farmers in and engages them through use of an effective heading, subhead, and beautiful field image that resonates strongly with farmers. As well, the question posed in this ad is considered thoughtful and highly respectful.
- Evokes a highly positive and consistent “feel good” emotional response. After reading this ad farmers feel good about farming, good about themselves, and good about using certified seed.
- Provides a consistent and accurate interpretation of the intended message. Recollections included:
  - Certified seed helps get the best results possible
  - Good/better crops start with certified seed
  - Better seed equals better yield
  - Successful farmers use certified seed

## CERTIFIED SEED LOGO

The Certified seed logo was designed to:

- Create a positive first impression
- Be memorable, familiar, and comfortable
- Reinforce positive attributes of certified seed
- Reflect high quality seed, new varieties, innovation, and success

