



PURE GOLD

Gold is what everyone strives for. This strategy brands corn for the end user (a la HASS avocados), playing off our company's name and our genuine, trustworthy approach that our competitors can't own. We want to position Agrigold as the golden standard from beginning to end, our agronomists as alchemists and farmers as prospectors living in the land of opportunity.

PURE GOLD PRINT

Peeled back corn husk on the stalk reveals small golden bars

The gold rush of 2021 - Land of opportunity stake your claim

Tractor Caravan - mimicking stagecoach caravans of the 1840s

Headline: Is there anything better than 24K(ernal gold)



PURE GOLD VIDEO/CONTENT IDEA

Pulp fiction effect like when someone would open the briefcase with Marsellus Wallace's soul in it they would be bathed with a golden glow. We could treat the corn similarly.

Pull back shot from the seeds emitting gold rays.



PURE GOLD SOCIAL/DIGITAL

Golden hour – let's own this this time - curating the pictures of farms celebrating the hard work of the day as they sip beers on their porch, etc.

DIRECT MAIL/GIVEAWAYS FROM SALES REPS

bottle koozy that looks like corn stalk,
frosty beer mugs,
Gold thermos cups (think yeti)
Awesome rocking chairs



PURE GOLD STUNT/ACTIVATION

We create a gold rush Scavenger hunt within a corn maze to find golden kernels - turn them in for real gold bars

Give Away a Golden Bar - Golden Kernel

Misc

Do we brand 24Kernal gold?

Can you spot the knock offs (show someone with jacket with corn husks)

Melting corn to see if it's pure





WE LIVE TO GROW

We do everything we can to help you grow – from the field to the community. Our agronomists obsess over finding you the perfect seeds so your farm can flourish now and for future generations. Our team obsesses over relationships, knowing that the only way we can all grow is by walking in each other's boots.

WE LIVE TO GROW PRINT

360 perspective from the ground up

Macro growth from the inside out

Our seeds grow into stalks that harness all the goodness of the sun. They store the sunrays which manifest into the corn kernels. The stalk is a conduit that carries the suns rays to the transformer stations, the cobs. From there the rays blossom into individual kernels.



WE LIVE TO GROW ACTIVATION

Grow Corn in unusual conditions

Using advantage acre technology and planning resources, we could grow corn crops in unusual areas. Tops of buildings, highway medians, unused municipal lots, canyons, etc.

**** We Grow Corn on an outdoor Board (and then carve out We Live to Grow - Agrigold) - can timelapse the process and share digitally and socially when done
Could also do bus stop

Seeding goodness - Throw an event - All proceeds go to town or a town charity, education, etc.

Rewarding good deeds - Agrigold reps call out farmers and community votes on



WE LIVE TO GROW MISC

FFA Partnership

Create a scholarship program for future yield masters

Create unique competition for future yield masters

Partner FFA kids with Science fair kids to create unique projects

Dedicate plots of land for camps

Reality show - focus on a few farmers and what we're helping them overcome on the field and off

Designated areas for farmers to gather





AgriGold

COLD BEERS

FRESH CALLOUSES

3

1

WIN THE DAY

WIN THE DAY

As a farmer, your work is never done. Every day presents a new set of challenges – some you can control, some you cannot. Some you plan for, some that come out of left field. It ain't freakin' easy. This approachable strategy celebrates the farmer's spirit, championing the small victories no matter how mundane. As a teammate, we'll equip you with the tools for the bigger victories, while encouraging you along the way of the constant grind. Because when you win the day, you win the week, you win the month and ultimately, you win the season.

WIN THE DAY PRINT

Simple scoreboards (could be on side of barns, etched in dirt, created from sweat, carved in fields) - could make for great outdoor in the areas

1 fixed combine	0 pop up showers
5 facelicks from your dog	1 F bomb in front of the boy
12 hours of sun	3 nagging texts from home
3 cold beers	1 fresh callouses
4 wipes of sweaty forehead	0 root rot
1 found ball cap	0 bills in the mail
20 minutes of shooting the shit	1 broken button on overalls
5mph breeze	1 broken hoe
1 day of seeding	0 regrets



WIN THE DAY VIDEO/SOCIAL

Video

Source real stories from farmers

Miller High Life old spots

<https://www.youtube.com/watch?v=vgys7Rjdw3Y>

Tabasco mosquito

<https://www.youtube.com/watch?v=XZubL4mZ5n0>

Montage of farmers going through the day - More victories than defeats
- running score

Inspirational leading up to it

<https://www.youtube.com/watch?v=lZA-57h64kE>

Social

Have people submit why they won the day - highlight one a week



WIN THE DAY STUNT/MISC

Stunt/Content

Office space inspired demolition. (take out your anger on the piece of equipment that always gives you problems - we could film one (send us the video and the winners, will get new equipment on us)

Misc

Send scoreboards where they could put it up on the barn or on patio

Sponsor high school football with banners on fences or even Create scoreboards to bigger customers/towns with "Win the Day" and Agrigold logo on boards

Send customers Championship banners
championship belt buckles





WE'RE LIKE FAMILY

Unlike others, Agrigold is with you every step of the way. From the fact that we sell directly to the farmers to the life-long relationships we've created with our service-first attitude, we have a personal connection with every customer. This lighthearted approach positions Agrigold experts as an extension to the farmers' families.

WE'RE LIKE FAMILY PRINT

Picture of wedding where agrigold rep is best man
(could also become online video)

Family Portrait above mantle with family and agrigold rep

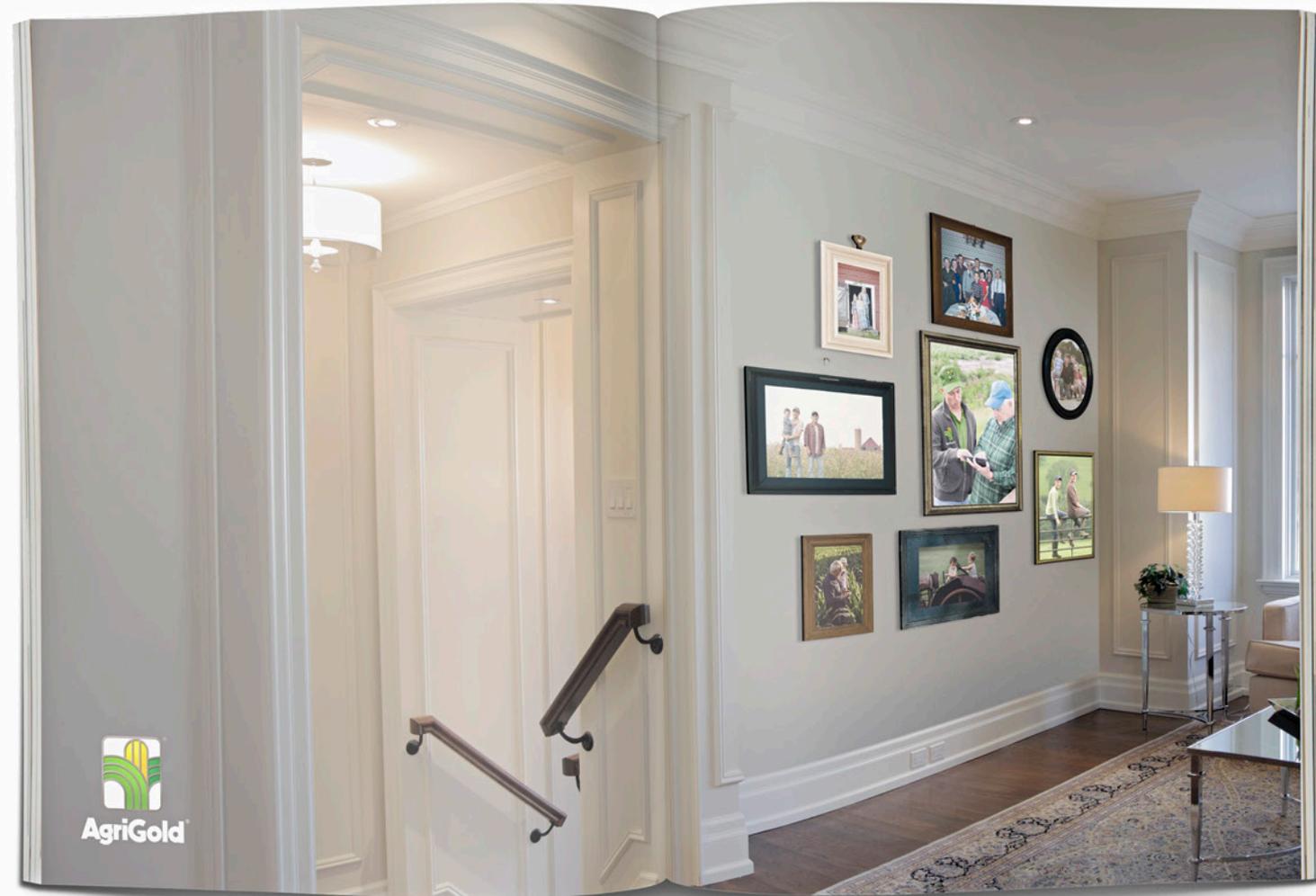
Wall in house filled with a few family pictures and
one picture has agrigold rep

Show making breakfast

Hanging clothes on a clothesline

Potential headline:

You now have an agronomist in the family. Even better,
you didn't have to pay for the degree.



WE'RE LIKE FAMILY VIDEO/MISC

Video

Drone video starting hundreds of feet above what appears to be a corn field. As it comes down, it reveals that what you thought were the corn stalks are people.

Misc

Do we create birth or marriage announcements in local papers -
Agrigold has now joined the family

Graduate signs (in yards)

Proud dad of an agronomists

My kid can out til your kid

My daddy's yield is bigger than yours



Bill Sinder
Co-Owner Sinder Family Farms

Shelly Sinder
Co-Owner Sinder Family Farms

Jeff Tout
AgriGold Corn Expert



AgriGold
We're Like Family



**WHEN YOU JOIN OUR FAMILY,
WE ADD AGRONOMISTS TO YOURS.
AND EVEN BETTER,
YOU DIDN'T HAVE TO PAY
FOR THEIR DEGREE.**



AgriGold
We're Like Family



PLOWING FORWARD

For 80 years, Agrigold has been plowing ahead, looking for ways to improve corn yield, consistency, you name it. We've developed a lot of great products and relationships along the way, but we're only getting started. Never one to settle, this innovative, exploratory campaign is aimed at putting Agrigold and our band of progressive farmers out front as we start seeding for the future.

PLOWING FORWARD **PRINT**

Clear cubes

Potential headline:

How many 80 year olds are forward thinkers?



PLOWING FORWARD VIDEO/CONTENT/ STUNT/ACTIVATION

*** **Mobile farm/giant cornstock** driven across heartland - create buzz as you drive through small towns - (potential endorsement from country star or upcoming local country star)

<https://youtu.be/KKbjnLpxv70>

A virtual/online contest with all the farmer generated experiment results.

LIVE FEED OF CORN GROWING IN CRAZY PLACE/WILDEST CONDITIONS (could use same approach as we live to grow)

<https://www.recantha.co.uk/blog/?p=16762>

<https://www.terracube.com/>





WE PUT FARMERS ON A PEDESTAL

Everything in the world starts with farmers. Every day, they wake before the sun rises, lace up their boots and spend hours in the fields, doing the dirty work so our society can thrive. Well, it's time our growers got the attention they deserve. In this colorful campaign, we'll elevate our local heroes in a memorable way while also underlining that our seeds and agronomists make the farmers feel like kings and queens as well.

WE PUT FARMERS ON A PEDESTAL PRINT

Create a life-size throne/tractor out of corn

A palace out of corn

A mount rushmore of corn (maybe carve the highest yields in each year)

Make the seat of a tractor look like a throne
(print, also could be activation)

Other ways of royalty - corn following the farmer as if it were roses



WE PUT FARMERS **STUNT/ACTIVATION/** **ON A PEDESTAL** **ALTERNATIVE IDEAS**

build the Throne out of corn and have at truck bust through it

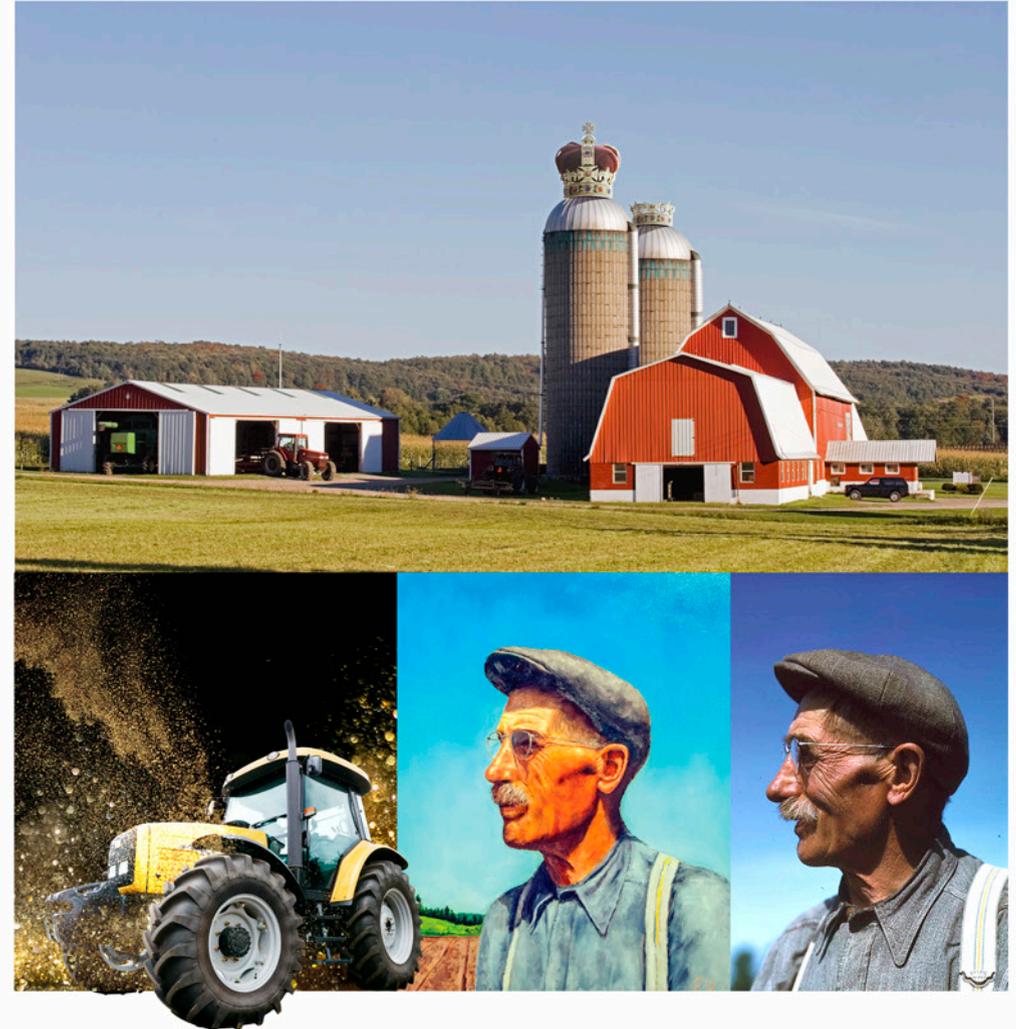
Create crowns (king and queen) that go on silos

Farmer's Only - could have exclusive club

Merchandise line - overalls, belt buckles, custom boot (partner w/co) -
corn imprint on the tread or on the side, tee shirt and keychains

Commission oil painting of farmers (could also be used for print,
social, get timelapse of the art being done) - towns could nominate
farmers

- make it look like a Giant Monster Truck/Look like Rare Gems



WE PUT FARMERS **MORE** ON A PEDESTAL **ALTERNATIVE IDEAS**

Special parking for farmers in town - sponsored by Agrigold

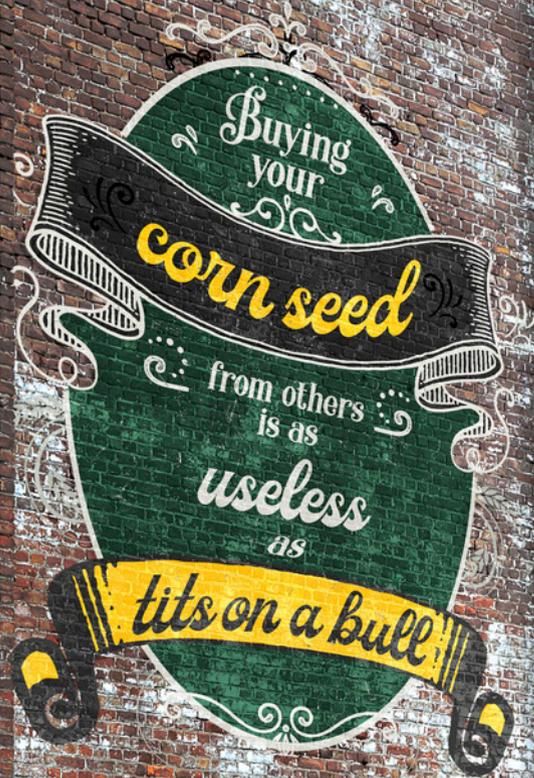
Welcome signs when you enter town (like they do for state champions, etc. - Home to Jameson Farms)

Buy ads in local papers & outdoor ad- touting local farmer(s)

Create entryways for the farms, making them seem grander

Direct Mail - send top prospects an engraved door knocker with family name





WE SPEAK YOUR LANGUAGE

Corn growers are a special breed. And we should know. We've been working with them for so long (more than 80 years) that we're on the same exact page. We walk the same walk and definitely talk the same talk. Sometimes, we even finish each other's sentences. This fun, approachable and relatable campaign positions us as likable corn experts.

WE SPEAK YOUR LANGUAGE PRINT

Your corn fields should be as pretty as a shiny red pickup with a good spare tire.

Buying your corn seed from others is as useless as tits on a bull.

One swallow does not make a summer.

Is your corn seed rep lost like a ball in high weeds?

We know change is as welcome as a skunk at a lawn party.

Not a ghost of a chance you'd turn down a great consistent yield

Got a tough row to hoe?

An inconsistent yield has as much use as a yard of pump water.



WE SPEAK YOUR LANGUAGE PRINT

We're as old as the hills, but have the passion as if we're wet behind the ears.

Is your current situation like trying to squeeze blood out of a turnip?

(painted like vintage on small town wall) - film the making of it and share on social and as video

Could do charts

How long it takes you to till the field

How long you tell your wife it takes to till the field



WE SPEAK YOUR LANGUAGE DIGITAL/VIDEO

Digital

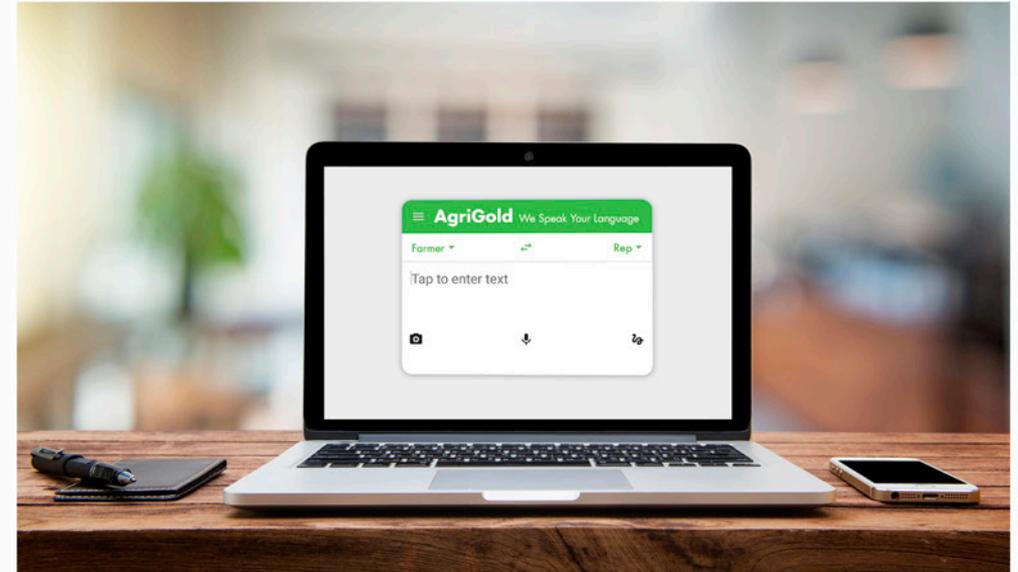
Translator - someone types something in and spits out in farmer speak and vice versa

Scratch off translation on digital

Video

A spot where a farmer and a agrigold rep resolve an issue without saying a word. They're able to read each other's mannerisms.

- We speak your language. Even when there aren't any words.
- Agrigold rep and farmer playing charades - killing it as if their mind readers or even cheating
- SIRI For farmers (also could be social or digital idea)



WE SPEAK **RADIO/STUNT/ACTIVATION/** **YOUR LANGUAGE ALTERNATIVE IDEAS**

Radio

Spelling bee (can you please use ____ in a sentence)

Traffic and/or weather report in farmer's terms

Stunt/activation/alternative ideas

Create an exclusive Merchandise line (a la FUBU) belt buckles, custom boot (partner w/ co), - corn imprint on the tread or on the side ,overalls tee shirt and keychains

Farmer's Speak Easy

Farm specific playlist on spotify

Farmer hacks

Create an app or digital game - Words w/ Farmers or Wheel of Harvest playing off Wheel of Fortune

Create a farmer's dictionary (similar to urban dictionary)

Crossword Puzzle w/ sayings (could be on social)

Create a dating profile on Farmersonly.com - Golden silky hair, Best bushel around



WE KNOW...

Growing corn isn't for everyone. It takes a toll on your mind and body. But on the flip side, once it's in your blood, it's hard to shake it. We've lived and breathed it for more than 80 years and have become experts at not only reading the land, but also our customers. This heartfelt, campaign will strike a chord with the farmers in the heartland that would put their hat as one of their most prized possessions.

WE KNOW... PRINT

(1) Worn in Hat

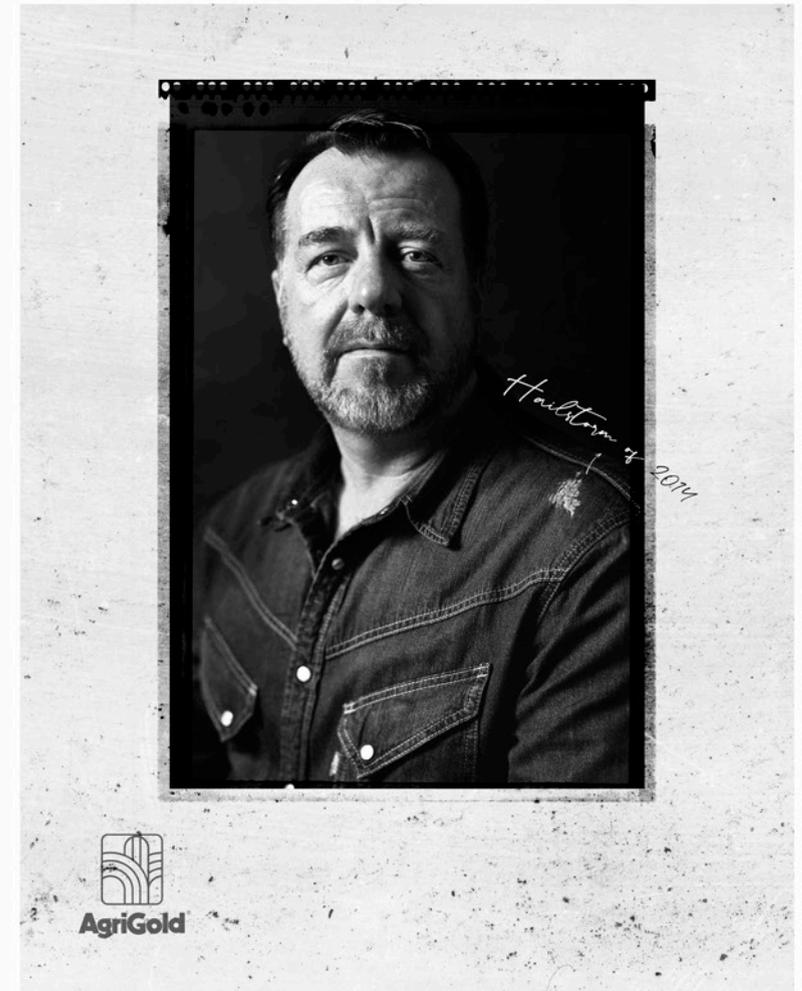
Every sweat mark has a story. Like the bug infestation of 2013.

Could also just point to mark on hat and say "Dust storm of 2014"

(2) Calluses

(3) Boots

(4) Shovel/hoe, work gloves or other equipment that's taken a beating



WE KNOW... PRINT

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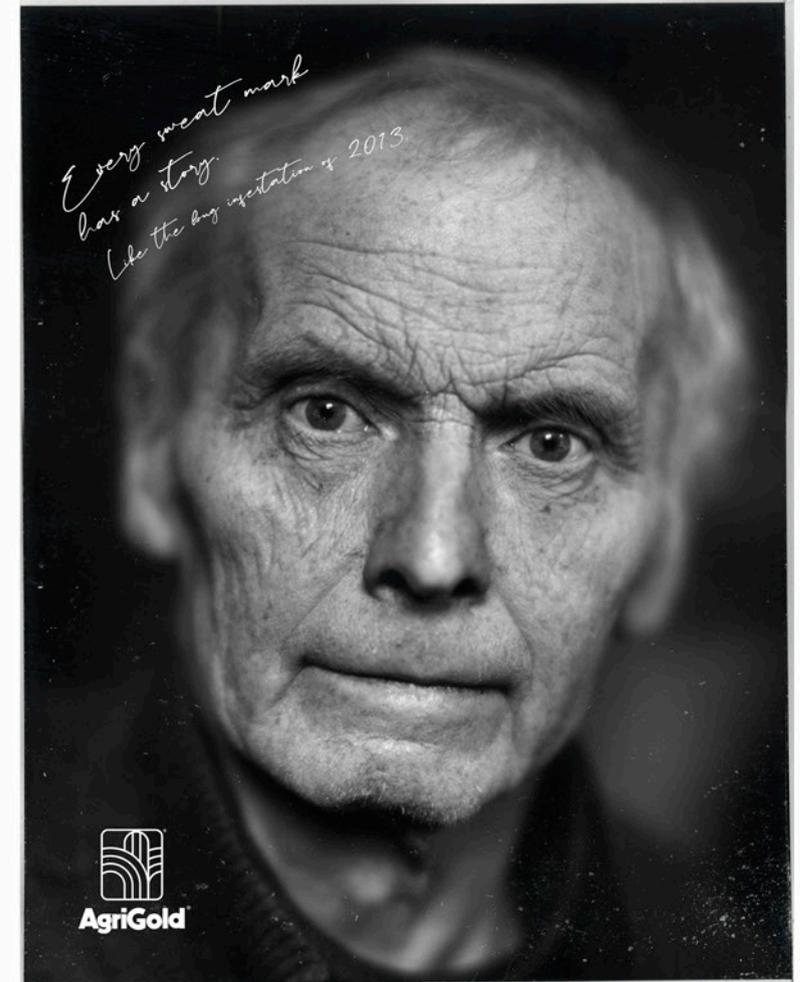
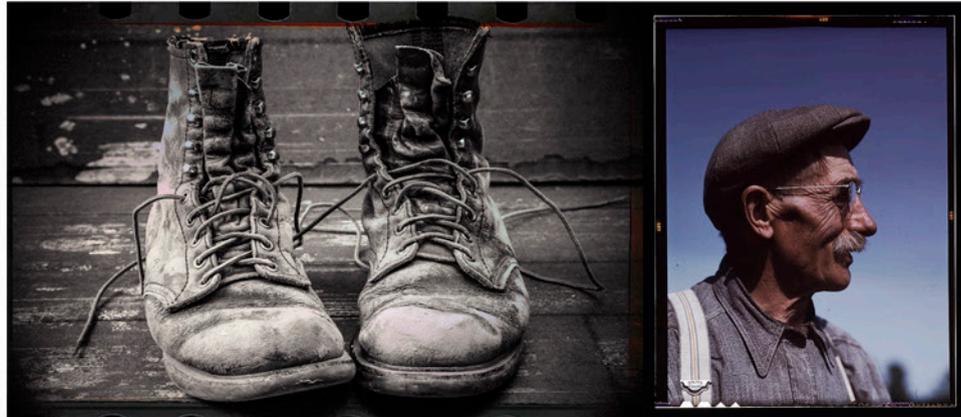
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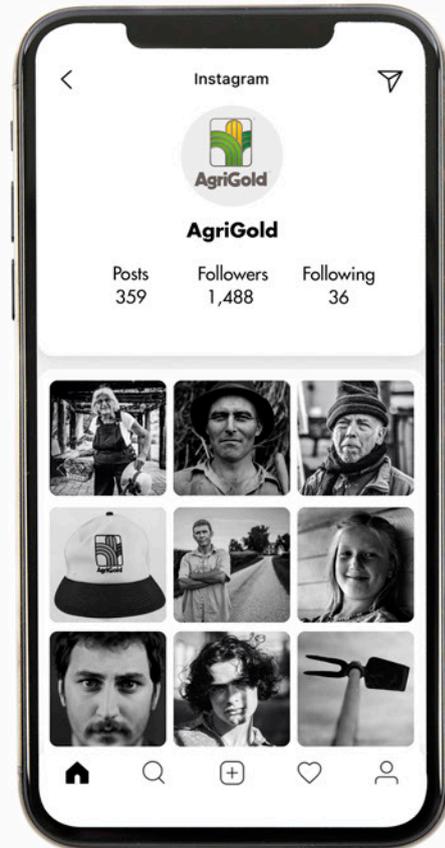
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(4) Shovel/hoe, work gloves or other equipment that's taken a beating



WE KNOW... VIRTUAL/SOCIAL

Hall of fame - have farmers submit pictures of their hats, boots, dogs, tractors



WE KNOW... VIDEO/ACTIVATION

Video - montage of weathered faces, hands, hats, belts w/
<https://www.youtube.com/watch?v=wRsJk1qSDT8>

Activation - Traveling farming museum - celebrates last 80 years of farming





REALLY COOL POTENTIAL STUNTS

(can work w/ any campaign)

POTENTIAL STUNTS

Projection mapping video on Corn Silos

could travel town to town

Make it like Screen on The Green

film the whole experience to get additional content

Silo WRAP - wrap corn silos with messaging - non-traditional way to get buzz - could timelapse the process for additional content

Advertise on barns (like old outdoor)

Create #BARNSotheUSA (curate barns on instagram and facebook and possibly even twitter) - could do a vote each month, winner gets....

The Golden Seed - a contest where the winner gets free seed for life

Create the world's largest Corn Maze

Farmer's shooting range - create corn guns and have targets (either like archery or in police training with mannequins of things that farmers hate or things Agrigold helps solve)

Sponsor Cornhole Championships - tournaments on local levels (teams could be agrigold rep and farmer)

Stump the Agronomist - if we can't answer your question or fix your problem, you get free seed for a year

Yellow Kernal Road - create road(s) made of corn - could tie to something that's magical about agrigold if we want to play off the Wizard of Oz

POTENTIAL STUNTS

Corn Blimp/ Remote Control - drop off coupons at events, etc.

Farm Swap Reality Show - Playing off wife swap, what if two farmers switched farms for a year. We'd film the ins and outs and could partner with brands (John Deere, etc.)

Farmer's Haunted House - everything in there are things that farmers are afraid of - (bugs, mother nature, bad PH, drought)

Music to your Ears - live concert series in small towns sponsored by

Agrigold - could bring at mobile farm truck - Facebook Live - /

Create instagrammable experience

- Can be small (acoustic show or scale up Civic Center)

- Create library of content

Super slow-motion phantom video on seeds explosion in a field (2 different weights, sizes, colors) to reveal a shape/silhouette in the middle, staying longer in air.

Sponsor National Tractor Pull Association - possible have a truck or just become big sponsors

<http://www.ntpapull.com/schedule>