

### **Introduction**

Leading amenity weed control system manufacturer, Nomix-Chipman, wished to take advantage of the impending ban on triazine herbicide use for non-agricultural applications to promote sales of its more environmentally-friendly system based on glyphosate.

### **Objectives**

- Raise awareness, and increase sales, of Nomix-Chipman's environmentally-friendly glyphosate system.

### **Strategy**

An education-based campaign was targeted at local authority specifiers and managers involved in street, park and grounds maintenance. This was designed to examine the key environmental problems involved (primarily drinking water contamination), show how these could be overcome by changes in herbicide application strategy, and provide specialist guidance for individual programme adaptation.

Built around the company's established reputation for providing good technical advice and training, as well as chemicals and application equipment, the campaign was centred on a series of nine specialist 'Herbicides & Water Quality Seminars' for local authority managers across the UK.

Campaign tactics included:

- National and regional media relations which ran alongside the seminars
- A technical publication produced from the seminar presentations
- An environmental responsibility survey conducted with all delegates
- A branded Environmental Weed Control Advisory Service launched to put the company's extensive range of customer support services into much sharper focus.

### **Results**

Around 100 local authority managers attended each seminar. Editorial coverage was achieved surrounding both the 'issue' and the 'solutions' in the key amenity media, as well as in regional newspapers and radio local to the seminar locations.

The publication, backed by the advisory service, was used as the centre-piece for the company's existing exhibition programme. Further substantial editorial coverage was subsequently achieved following the publication of the survey results and the launch of the advisory service.

Nomix-Chipman experienced a vast increase in year-on-year business with local authorities, helping them to manage the change from traditional herbicide use to the company's system and products.

