



Introduction

The Roundup Biactive brand, an improved formulation of Monsanto's best-selling herbicide Roundup, had been launched in 1994. Monsanto wanted to see the sales increase faster than was forecast; it wanted a fresh marketing approach in front of distributors and farmers.

Objectives

- Create a fresh marketing approach to distributors and farmers
- Increase sales of the new improved Roundup Biactive herbicide.

Strategy

Our focus groups and distributor research discovered that the premium required for using Roundup Biactive

could be better justified when the performance benefits were more clearly understood.

Key messages were devised to reposition the product as having 'more killing power', and an integrated campaign was developed which included:

- Distributor communication
- Media advertising
- Literature production
- Media relations.

Distributors were presented with a full campaign plan that clearly outlined their involvement and Monsanto's commitment to the product.

Farmers were targeted through a high-profile advertising campaign carrying the three no-nonsense messages:

- More active is absorbed
- More travels to the roots
- It's rain-fast in half the time.

User surveys were conducted through distributors, and the findings used as the backbone of a concerted campaign of news and technical features in the national and key arable press.

Results

Greater distributor commitment was secured and farmer awareness and understanding increased. As a result, sales of Roundup Biactive increased significantly.