

## AgIsAmerica: Campaign in Support of the 2017 “One Ask”

April 17, 2017

**Purpose: To educate and build support for the land-grant system among the general public, specifically in “blessed states,” ahead of the 2017 “One Ask.”**

Kglobal has spent the last 4+ years building the AgIsAmerica community. As discussed in late 2016 with the CMC, we are pivoting our 2017 activities to focus on engaging that community. This year, Cornerstone’s “One-Ask” provides an excellent opportunity to leverage the support of AgIsAmerica.

Given the importance of the “One-Ask” and the current political climate, any campaign conducted by AgIsAmerica must leverage the highest quality materials and creative approach. In terms of content, no communications tool is more impactful than high-quality video. Video allows us to convey our story visually, with images and sound that illicit powerful emotional reactions from viewers. Video is the preferred medium to truly motivate individuals and spur them to further action.

We propose creating a series (2-3) of high-quality videos that tell the land-grant story in a new way, focusing on redefining how the general public thinks of the term “agriculture” and highlighting the many incredible impacts that the land-grant system has had on individuals, communities and regions.

The videos would close with a “call-to-action” directing viewers to the [land-grant.org](http://land-grant.org) website to learn more about ways they can offer their individual support to the system.

### **Intended Audience:**

Primarily we will target constituents in those “blessed states.” Using targeted digital advertising, we’ll dedicate our resources primarily to distribution and pickup in Oregon, Missouri, North Dakota, Montana, Maine, Washington, California, Alabama, Georgia, New Jersey, Florida and Kansas.

However, the campaign only benefits from wide distribution and pickup. While we’ll dedicate proactive resources to the states listed above, we’ll also work with individual institutions to ensure the videos are distributed nationally.



## **Marketing Plan:**

The videos will be distributed via several different channels:

1. The AgisAmerica website and social media channels
2. Individual LGU's. Working with communicators, we'll encourage widespread distribution on institutions' websites, social channels, and email marketing tools
3. A targeted digital advertising campaign in the "blessed states"
4. Through traditional media outlets digital assets. We'll pitch the video to individual publications in the blessed states, encouraging them to share over their social channels and websites.

In order to measure the success of the campaign, we'll plan to track metrics for both engagements with the video (shares, likes, clicks etc) as well as impacts for those who "took action."

## **Campaign Name/Tagline**

Below are some preliminary campaign names we are considering. In choosing a name, we want something unique and memorable that will stick with the viewer and also allow for easy social media shares. For instance, we might utilize the hashtag #GrowWithUs should we pick the first option.

- 1) Grow With Us: A Campaign by AgIsAmerica
- 2) New Ways to Grow: Redefining Agriculture for the 21<sup>st</sup> Century.
- 3) Jobs, Security, Health: Redefining Agriculture for the 21<sup>st</sup> Century.
- 4) Preserve. Protect. Progress.
- 5) American Agriculture. Jobs. National Security. Health.

## **Video Content**

Each video will be approximately 60-90 seconds in length and will be rolled out on a pre-designated timeline. Likely this will be June 1<sup>st</sup>, July 15<sup>th</sup> and September 10<sup>th</sup>.

The following section details two different "themes" that will help organize the creative concepts of the campaign.

The guts of each of these draft scripts could be focused on a specific project, or region based activity, that speaks exclusively to a specific targeted audience based on geography, etc. This is



the ‘donut’ style approach whereby the open and close of each spot remains the same, but the interior of each script addresses a few concrete examples that speak to a specific region or project. By creating a series of videos in this manner, we will speak to a number of different concrete examples in a very thematic campaign.

The copy below is intended as a starting point that speaks to the tone / attitude we’re going for: positive, informational and patriotic.

**“Landscapes”**

This concept leverages the main idea of ‘landscapes’, which taps into the existing set of mental associations most people have surrounding agriculture. If you say the word “agriculture”, what is the first image that pops into your mind? Most likely a field of corn, or cows in the pasture with a red barn in the background. For some people, there may be a less bucolic image of steel tanks, chickens in crates or grain silos, but for most, agriculture in and of itself will elicit a visceral memory of a beautiful field and the like.

**The approach uses familiar scenes and then disrupts expectations to grab attention to the fact that agriculture has been *redefined* to meet the needs of diverse industries and people.**

The pace quickens, the music becomes more dynamic and the examples more attention getting. By the end of this video, the thought should be, “Of course I support this! You’d be crazy not to!” Visually, this would work well as layered illustrations that come to life, vibrant colors, dynamic music, a sense of urgency.

VIDEO	AUDIO
Slow, bucolic, scenes	When you think about agriculture, you may picture endless rows of green crops stretching out to meet the blue horizon.
	You might think of the food you see on your plate every day or the apple you put in your child’s lunch.
	Maybe you envision a rugged farmer driving a combine as the sun sets on another day of hard work on the farm...or a glimpse of a calf standing with its mother under a tree as you drive down the interstate.
Music and energy building to crescendo	And while American Agriculture takes root in the American Dream, today’s agriculture takes flight in ways most of us can’t even imagine.
Pivot her to FAST paced / high-energy, exciting visuals.	Today, Agriculture in America is an ever-changing landscape of science, technology, healthcare, and jobs. <i>It’s addressing the</i>

<i>Specific examples can be selected with client input</i>	<i>drought in California and an oil spill in the Gulf. It's 20 million jobs and xx million dollars of the U.S. economy.</i>
	America is innovative, forward thinking and strong. American Agriculture is all of those things and more.
<i>Can provide specific examples for FOOD</i>	Today's agriculture addresses food security, nutrition, conservation and food safety.
<i>Can provide specific examples for WATER</i>	Today's agriculture is about clean water, flood management, climate variability, and energy.
'REDEFINING' Ag More examples Jobs and Security	Today's agriculture is about creating and sustaining jobs in science, healthcare, security, manufacturing and technology.
	Today's agriculture spans the United States, and beyond, to help create a stronger, healthier, more secure planet for all Americans.
	Join us in celebrating the American spirit by supporting American Agriculture. Visit xxxxx

### **"Redefining Agriculture"**

This video starts out emotionally charged (unabashedly patriotic) to quickly get attention. It speaks directly to the main pillars of our messaging right out of the gate. Beyond that, this approach is all about diversity: of jobs, people, regions, work, etc. It is a moment where people can come together to celebrate differences and commonalities. It would leverage a saturated color palette to sink deep into the minds of the viewers and end with a modern type/twist and graphic approach that can be leveraged online and beyond.

VIDEO	AUDIO
	<i>(This can be spoken, sung, text on screen, or just be instrumental:</i>
Spacious skies	O beautiful for spacious skies
Beauty shot amber waves of grain	For Amber waves of grain
Mountains/tiered vineyard on mountains	For purple mountains majesty

Orange groves, etc. beauty shot	Above the fruited plain
	The very first lines of 'America the Beautiful' reflect not only the grandeur of the American landscape, but the essence of American Agriculture.
	But American Agriculture goes far beyond amber waves ...
Show scientists in white or blue lab coats	It's the color of good health...
Show a forest or colorful field of flowers	Of a safe environment...
Show diverse family fishing, camping, or similar	Of strong families and communities...
Show construction workers in yellow vests	Of jobs ...
Army green, show military engineering corps or similar	Of national security...
	Agriculture has been redefined for the 21 <sup>st</sup> century.
examples	Yes, it includes combines in a waving field of wheat, ...but it's also the combination of science and technology that propel innovation forward.
examples	Yes, it's growing crops,... but it's also growing the fields of food science, nutrition and healthcare to address the changing needs of diverse populations.
examples	Yes, it's small farming communities, but it's also the global community, as we share the latest in water management and food security.
examples	Agriculture is a culture of jobs, national security, and health. It's all of the colors of food, ...water ...and community. Agriculture is the color of every person in the United States, of every personality, of every imagination and spirit. It's been redefined to reflect the diversity of thought and action that touch every aspect of our lives in the 21 <sup>st</sup> century.
Done graphically	Agriculture is... (words flash quickly) Food/water/security/jobs/technology/community/science/health/ America.
	To learn more about how you can support XXX visit XXX

## **Campaign Budget**

AgIsAmerica Website Redesign:	\$20,000*
Video Production:	\$51,000 (\$17k/video for a total of 3)**
Digital Advertising Campaign:	\$5,000/month*
Land-Grant.org Take Action Page:	\$10,000***

\*kglobal absorbing cost through its current retainer

\*\* kglobal can absorb a total of \$30k through its current retainer. This means we can produce 2 videos without additional budget

\*\*\* Cornerstone absorbing cost through its current retainer

