



# REBRANDING INITIATIVE

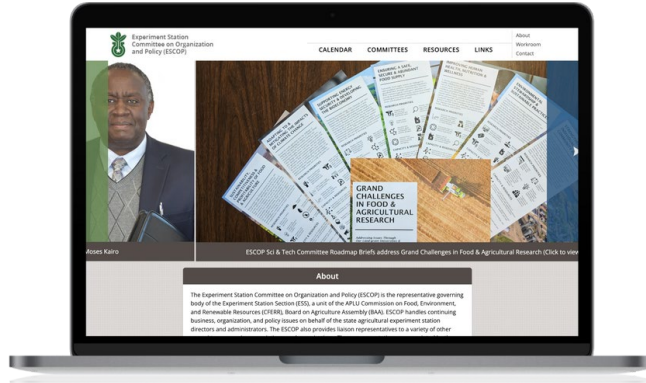
9/26/2023



# Then.



- Stale
- "Pig & Pineapple"
- Not updated in 40 years
- Unclear
- Lacking WOW factor



- Not engaging
- No impact stories!
- Unclear what you do
- Goals? Priorities?
- Internal facing

# Now.

**agInnovation**  
science that feeds the world



- Modern & Engaging
- Clear tagline
- Global
- Inviting/Clear
- Easy to understand



- Engaging & Welcoming
- Impact is front and center
- Clear about who you are
- Clear goals and priorities
- Accessible

# Clarity of Purpose & Impact.

- We know we are confusing
- We are an alphabet soup! So many acronyms!
  - Acronyms are exclusionary language
    - Isolate those "on the inside" from the general public
    - Power dynamic of those "in the know"
    - Non-welcoming to potential investors, partners, supporters
- Need to appeal to next generation of ag researchers, workers and educators
  - Ag is so much more than farms!
    - Natural Resources
    - Climate Intelligence/Resilience
    - Community Impact
- Ag is essential & Ag is for EVERYONE!

NCRA      CFER  
NERA      R  
ARD      BAA  
WAAESD      PBD  
SAAESD      CARE  
APLU      T  
NIFA      BHHS  
USDA      CES  
ESCOP      ESS  
ACOP      IAS  
ICOP      APS  
AHS  
BNR

# Re-Brand Executive Summary.

## RE-ENVISIONING THE ESS IDENTITY FOR GREATER IMPACT & ENGAGEMENT

### THE REBRANDING OF ESS-ESCOP INTO AGINNOVATION



#### The Challenge

##### ReBranding a Historical Organization for Greater Impact

The Experiment Station Section has led global agricultural innovation for more than 160 years, however ESS and other Land-grant enterprises have recently experienced dwindling capital investment, waning public familiarity and support, and—despite consistent cutting-edge agricultural innovation and creativity—diminishing global agency.

The ESS brand has not been revisited in more than 50 years and the time is now for a new identity and fresh engagement strategy to match the organization's global reputation as leader in food system and ecosystem innovation.

The rebrand effort—ESS to agInnovation—follows industry trends and presents an ideal opportunity to recapture the country's attention and favor—endearing the public to the life-changing impacts of its research. With greater support from the general public and potential strategic partners, agInnovation will empower the next generation of global heroes. To achieve this lofty goal, agInnovation must be positioned as the global leader in agricultural research, innovation & discovery.

#### The Project

##### A New Identity for a New Era of Agriculture

In order to address the pain-points shared by the ESS-ESCOP Rebranding Committee, the group set out to:

- Assess current digital persona and outreach efforts
- Develop an online presence that speaks clearly to an external audience.
- Modernize ESS's identity
- Move past outdated and stagnant branding and messaging
- Develop a modern and fresh voice and brand identity
- Establish a focused and cohesive direction for outreach
- Engage audiences who benefit from ag research, education and innovation

#### The New Identity

Fresh. Modern. Engaging...and Ready for the Future

THEN.



Experiment Station Committee on Organization and Policy (ESCOP)

- Stale
- Not updated in 50 years
- Unclear/Confusing
- Lacking WOW! factor

NOW!

- Modern & Engaging
- Clear & Inviting
- Global
- Easy to understand



#### ESS Brand & Digital Marketing Committee

Chris Pritsos, WAAESD  
 Matt Wilson, NERA  
 Leslie Edgar, WAAESD  
 JF Meullenet, SAAESD  
 Anton Bekkerman, NERA  
 Tala Awada, NCRA  
 George Smith, NCRA  
 Marikis Alvarez, ARD  
 Alton Thompson, ARD  
 Bret Hess, WAAESD  
 Jennifer Tippetts, WAAESD  
 Rick Rhodes, NERA  
 David Leibovitz, NERA  
 Jeff Jacobsen, NCRA  
 Chris Hamilton, NCRA  
 Gary Thompson, SAAESD  
 Cindy Morley, SAAESD

#### Who We Are

*Rooted in history. Forging the future.*

At its core, the Experiment Station Section is an amalgamation of scientists, laboratories, and dedicated research facilities housed within the Land-grant university ecosystem. This work is essential to the development of cutting edge agricultural research necessary to lead the world to better food, natural resource and ecosystem sustainability.

#### OUR PURPOSE

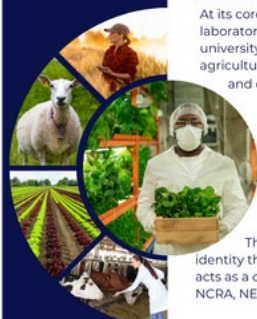
Our purpose is to promote and elevate agricultural research that improves lives and makes the world more food secure.

#### OUR VISION

Enhanced human and world well-being through agricultural innovation.

#### OUR VALUES

Collaborative  
 Solution-oriented  
 Impactful  
 Global  
 Innovative  
 Science-based



Thanks to this work, ESS—now agInnovation—has a distinct and modern identity that reflects its global impact. Of even greater importance, agInnovation acts as a collective umbrella—finally enabling all five regional memberships (ARD, NCRA, NERA, SAAESD and WAESSD) to be consolidated under one name.

#### See & Share Our Impact!

##### A New Digital Presence for a New Era of Ag

The agInnovation team—including brand experts and capacity builders PIVOT Creative & Consulting—collectively designed and developed a high performance website to generate more demand, engagement and interest.

The most important piece of the ESS to agInnovation rebrand is impact. Visitors will see maps that directly link viewers to the real, meaningful impacts of agricultural research. Ag research is not just something that happens in a lab—it changes real lives of real people for the better everyday. The new agInnovation website makes that connection directly and simply.



The ESS to agInnovation rebrand was a much-needed and timely effort to modernize the image of agriculture in the public eye. Making ag sexy again, to the next generation of scientists, educators, farmers and community members.

Today, with a strong brand identity and strategic communications plan, agInnovation stands out in a crowded, and often confusing, industry—positioning itself as the sophisticated and impactful global leader it has always been.

1890s Association  
ARD



North Central Region  
NCRA



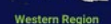
Northeast Region  
NERA



Southern Region  
SAAESD



Western Region  
WAESSD





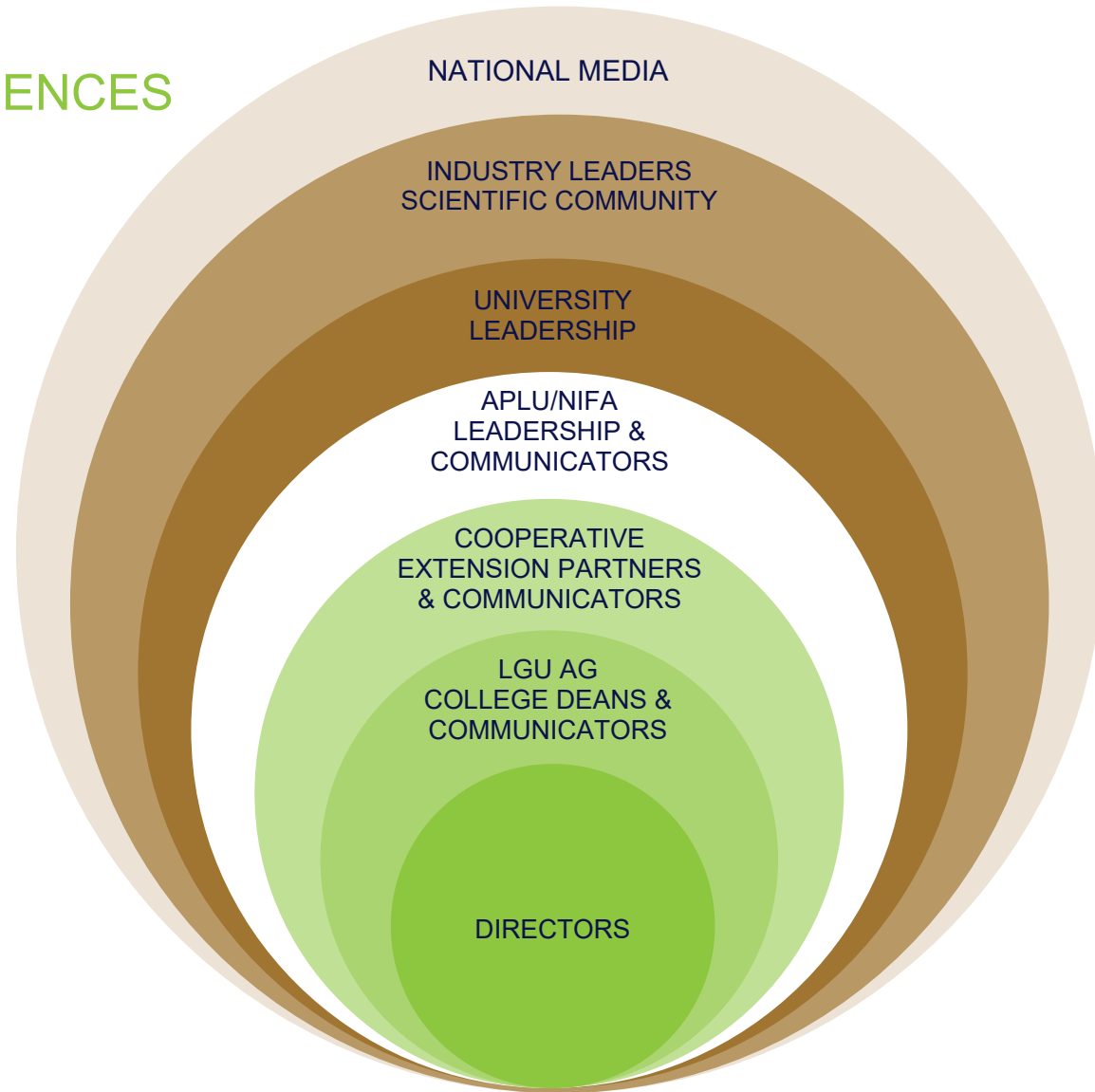
# What Now?

How we will socialize the rebrand with our most important partners, colleagues, supporters and investors.



▶

# KEY STAKEHOLDER AUDIENCES





**JULY 19**

**REGIONAL DIRECTORS**

Joint COPS Plan Presentation  
Kansas City, MO



**AUGUST/SEPTEMBER '23**

**REGIONAL/LGU/EXTENSION**

- Initiate personal outreach
- Send Comms tools
- Follow-up
- Send plan



**SEPTEMBER/OCTOBER '23**

**APLU/INSTITUTIONAL/INDUSTRY**

- Initiate personal outreach
- Send Comms tools
- Follow-up
- Share partner content



**OCTOBER/NOVEMBER '23**

**INDUSTRY/TRADE/SCIENTIFIC**

- Initiate personal outreach
- Send Comms tools
- Follow-up
- Share partner content



**NOVEMBER/DECEMBER '23**

**NATIONIONAL MEDIA**

- National Press Release
- Follow-up with Directors
- Fill Blog with partner content

# Thank you!

## ESS Brand & Digital Marketing Committee

Chris Pritsos, University of Nevada, Reno, WAAESD

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