Best of NAMA Entry Form - Physical Advertising Entries

(Includes Consumer & Specialty Advertising Categories)

This entry form is used for the following categories: 1-12, 18-21, 23-29, 53-54, 59 & 61

**Note: For Electronic “E” Entries fill out the online entry form.**

Read complete rules before submitting. You may reproduce this entry form as needed, if the same information is listed. Please make sure all names are spelled correctly, persons responsible are identified, proper company division is listed, etc. Information is taken **DIRECTLY** from entry forms to notify winners and order plaques. **Please remember to make TWO (2) additional copies of the entry form to submit with entry. You can get this form on the website at www.nama.org. DON’T FORGET TO INCLUDE EMAIL ADDRESSES. ALL COMMUNICATIONS REGARDING THE AWARDS PROCESS WILL BE SENT VIA EMAIL.**

**Category Number:** 45 **Category Name:** Digital Advertising

**Chapter (mandatory):** Iowa

**Entry Title:** You can buy an Apache + 15,123 pounds of bacon for what one of theirs costs.

**Company:** Equipment Technologies

**Address:** 455 Merriman Rd.

**City:**  Mooresville **State:** IN  **Zip**: 46158 **Phone:** 1-800-861-2142

**Person Responsible:** Matt Hays **Email:** matt.hays@etsprayers.com

**Agency:** Lessing-Flynn

**Address:** 220 SE 6th St., Ste. 210

**City:** Des Moines **State:** IA  **Zip:** 50309 **Phone:** 515-274-9271

**Person Responsible:** Emily Nichols **Email:** emily@lessingflynn.com

**What is the challenge/opportunity the communication is expected to solve?**

In an increasingly crowded digital space, providing a simple, eye-catching and relatable message can be the difference between a click and an overlooked media placement. Lessing-Flynn (LF) partnered with Equipment Technologies (ET), parent company of the self-propelled Apache Sprayer brand, to create awareness of the affordability of their machine versus competitors in the sprayer industry (John Deere, CASE, Hagie, New Holland).

**Promote the affordability of an Apache Sprayer in a unique way**
In the sprayer industry, ET is the underdog next to the big players, but has a great opportunity to push out unique messaging that is drastically different than its competitors. Apache Sprayers retail for up to $120,000 less than other self-propelled sprayer machines and LF challenged the status quo of how to get the word out. Ultimately, the goal and challenge of launching the campaign creative was to generate brand awareness for the Apache Sprayers brand in an engaging way. The challenge was to determine what messaging was the best fit for the brand and sought the attention of potential customers.

**Implement A/B testing**

LF curated several campaign creatives — focused on various everyday products farmers own — to grab the attention of our target audience. This brainstorming and creative concepting ended up with several variations of digital banner ads focused on the amount of work boots, bacon, even beer farmers could buy based on the money they could save if they purchased an Apache Sprayer over the competitor. After the top banner ads were selected, LF implemented A/B testing as part of their strategic media plan for the next six months to determine which campaign created the most engagement (determined by overall clicks and CTR). After the trial, the “Bacon” ads were the winner.

Since the campaign launch in 2017 across publisher direct sites and the Google Ad Network, the bacon ads have received more than 1.75 million impressions and boast an average CTR of 0.29 percent (industry average for display ads is 0.12 percent).

**Create custom landing page for more information**

Ultimately, the goal of the campaign was to generate brand awareness of the Apache Sprayer brand, so LF created a custom landing page where interested customers were directed if they clicked on the banner ads. This page contained supporting information comparing the benefits of owning a self-propelled sprayer versus a hydrostatic or pull-type machine and touted the *EquipmentWatch*TM Highest Retained Value Award and industry-leading 5-Year Warranty that also attributes to the overall machine affordability. In addition, prospects could fill out a submission form to sign up for a demo. The ultimate goal of the campaign was to drive brand awareness, so we did not determine campaign success by form submissions.

**How do you want the intended audience to feel or think after seeing the work? What do you want the intended audience to do?**Curious. These ads weren’t intended to sell a sprayer on the spot, but generate interest to initiate action to receive more in-depth information about the Apache Sprayers’ affordability. We directed the ads to a landing page (more detailed information above) that provided supporting detail on why Apache Sprayers are simple to run and dependable at a much lower price than the competition. The end goal for the audience was to feel educated and empowered enough to contact their local dealer for more information or to set up a demo.

**Identify the target audience and provide rationale for why the audience was chosen (e.g. demographic, psychographic, attitudinal and/or other**

**strategic considerations.**

Apache Sprayers targeted farmers with an operation size of 1,500–3,000 acres with an interest in owning their own self-propelled sprayer or competing ag equipment. This included growers in the United States and Canada — farming primarily corn and soy, as well as cotton in the south. Growers of this size tend to see a value in spraying on their own schedule rather than waiting for a custom applicator to arrive, but may have been hesitant to buy with the average market price of a self-propelled sprayer. We specifically targeted this group to help educate and overcome the false impression that owning their own machine is only feasible for a farmer with 3,000+ acres.

**Link/Demonstration URL: TBD**

**Submitted By:** Ian Anderson **Company:** Lessing-Flynn **Email:** ian@lessingflynn.com