

SOY AQUACULTURE STRATEGIC GOALS & CREATIVE REBRAND

Significance



Awareness campaign



Creative concepting /
Re-brand



Public relations

Challenge

+ Our first challenge with SAA was to realign their strategic goals for 2019-2020 with their farmer board. Once strategic goals were determined, we found a need to develop a campaign to help increase their membership within the organization — targeting aquaculture and soybean industry organizations.

Goal

- + Increase SAA partnerships and memberships with aquaculture and soybean industry organizations
- + Share the investments of SAA with potential partners and members including checkoff-funded research projects

Approach

- + Define target audiences and develop messaging for membership campaign
- + Develop new creative concept to update SAA organization materials, website and external communications
- + Create editorial calendar to include owned social and earned media opportunities to dealer outreach program

Tactics

- + Audience segmentation
- + Message development
- + Creative conceiving

- + Email template
- + PowerPoint template
- + Social media management
- + Press releases

- + Membership brochure
- + Technical bulletins
- + Website

