



Brand benefits series

The seed business is one of the most competitive businesses out there. Your geography is dense with competitors, and because the products can be complex, customers may need help understanding how your products are uniquely differentiated from other brands. Here's where a brand becomes your most important asset – a reason for customers to believe and buy from you.

In this issue of *Groundwork*, we conclude our series exploring why brands are so important to creating value, setting you apart from the competition and nurturing ongoing business.

Building a brand that lasts

So far, we've explored what a brand is and how to make your brands and products stand out. Now, we'll look at what can be the biggest challenge for many brands: keeping a brand in the forefront of customers' minds, which takes both vigilance and action.

People forget, so remind them

Did you know that within seven days, people forget 75% of new information they learn?¹ And they forget 95% after 30 days.¹ (If you've heard this statistic before and forgot it...well, it makes sense!) That means if you expect customers to remember your brand, you need to be in front of them regularly. Research shows that as information is repeated more on successive days, the audience learns more.¹ Then, in the future, fewer exposures to the information are needed for retention.¹ In other words, tell people something over and over and they learn it. Of course, to do that, what you say (and do) needs to be consistent.

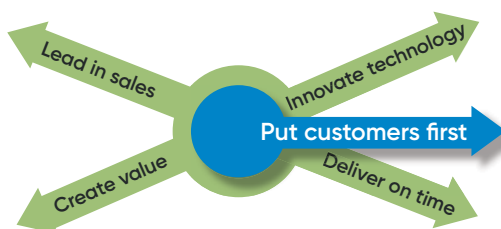
Keep it consistent

In the seed business, your sales force is most likely your number one marketing tool, but then there are all the other channels that, in theory, support them. These could be ads, mailers, product guides, websites, social media and events like field days and farm shows. We say "in theory" because this is where some companies miss the boat.

What your sales and marketing messages say should all be aligned. If, for example, the sales team touts your brand's excellent service, but your advertising is all about product quality, you might be misaligned. Customers are hearing multiple messages, so even if you are reaching them frequently,

they may not effectively remember what you want them to. Consistency builds your brand's identity and lets customers know what to expect from you. And it's not necessarily just about words. Messaging is also delivered in the actions and attitudes of everyone who represents your brand. A brand built around quality doesn't just sell great seed, but supports it and listens when there's a problem. Those are brand messages delivered not just in words, but in what your team does every day.

When messaging and behavior are aligned and consistent, each aspect of brand expression supports the others – sales supports marketing, marketing supports sales, both support customer service, and so on. All of the momentum is moving in the same direction, toward the same goal.



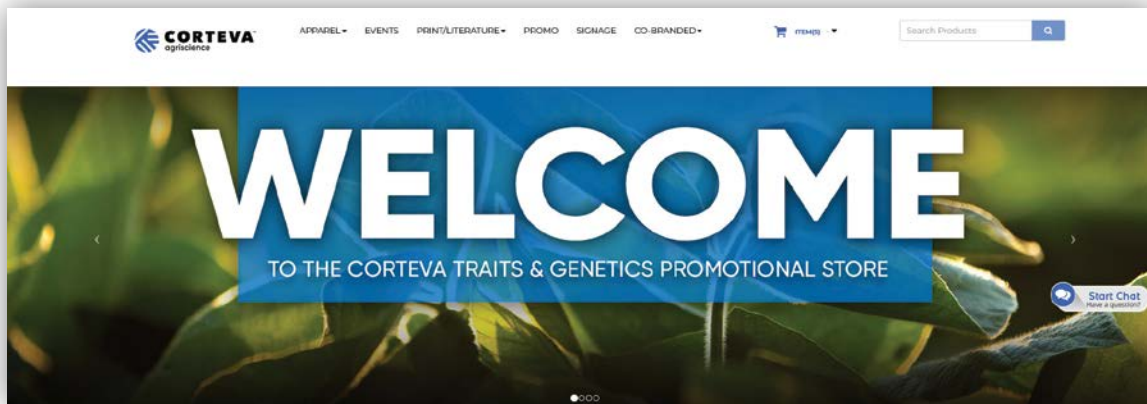
Misaligned brand

When employee behaviors fail to match the brand position, customers have inconsistent and potentially damaging experiences with the brand.



Aligned brand

When the brand position and employee behaviors are moving in the same direction, customers receive a consistent experience and the brand is enhanced through every interaction.



Promotions.PowertoPromote.com makes it easy to customize merchandise with your brand to help support frequency and consistency.

Take advantage of existing resources

Building a brand using frequency and consistency isn't easy, but a simple first step is to make the most of your brand's visual representation. From the shirts your team wears to small leave-behind premium items, these seemingly small tactics can make a big impact by putting your brand in front of customers on a regular basis. One tool to leverage is your access to the Corteva Traits & Genetics online promotional store **promotions.powertopromote.com** from Corteva Agriscience, which makes it easy to get your brand onto items for your team and your customers. There's a nice selection, too, so you can choose what fits your brand, your goals and your marketing budget.

Be patient

A lot of businesses fall into the trap of thinking that frequency plus consistency equals boring. They decide to shake things up, but in the process, muddy the waters for customers. What might feel like old-hat to you is welcome consistency for customers. Just as it takes consistent results in the field to earn a farmer's trust season after season, it takes consistent brand presentation to forge a meaningful connection with customers and your brand. The result is loyalty and commitment that goes beyond any one product you sell to build lasting success.

¹ McDonald, Colin. *Advertising Reach and Frequency*. Lincolnwood, IL: NTC Business Books, 1996.