



# ARDEL

AGRICULTURE

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Case Study #12:

## PLANTING THE SEEDS FOR BRANDING

IDEAS FOR: Agriculture, Distribution, Product Launch, Channel Marketing

Ardel Agriculture, a well-known company in Kansas, was looking to take their name cross-country with the launch of its organic and non-GMO soybean seeds. They sought an inexpensive yet effective promotional item that would help reinforce their brand's mission statement: Delivering pure, all-natural, organic seed products to grow healthier communities.

- Since **pens were used daily** to write orders and sign-off on deliveries, Ardel Agriculture opted for promotional pens to send to their distributor company for use in the field, as well as retail locations.
- The company opted for a USA-Made\* pen that had clear trim accents and was available in an assortment of barrel colors—from stark white to various shades of green—to **communicate the natural, organic elements of their brand**.
- In addition to their logo, the company also **printed a URL and social media handles** where customers could access tips for growers.



Full Color 360° Imprint Area: 4.127" x 1.207"

51% of people said they'd be more likely do business with the advertiser that gave them the promo writing instrument.<sup>1</sup>

1. ASI Global Ad Impressions Study, 2019.

