

Case Study Video in Print®

Project: Land O'Lakes VIP® Book

Client: Land O'Lakes

Brand: Land O'Lakes



U.S. Patent # 5,275,285 & other
U.S. and Worldwide patents pending.

Challenge. How to market to and grab the attention of farmers, a group notoriously difficult to persuade through traditional media. Land O'Lakes needed a marketing tool to engage farmers and convince them to attend a training seminar where the company exhibits its products, provides detailed information and unveils new technologies.

Solution. Americhip worked with Land O'Lakes and its advertising agency to design a Video-in-Print® Book that speaks directly to farmers and to their concerns. The videos highlight AgriSolutions™, crop performance, and getting the most out of your seed. Land O'Lakes mailed the VIP® Book to 10,000 farmers throughout the U.S.

Impact. As soon as the VIP® Books landed, Land O'Lakes began hearing positive feedback from the marketing place included the following emails:

Subject: High Praise.

I got the book with built in video yesterday. IT IS AWESOME. I wanted to pass on congratulations on a great piece. I love it.

*Thanks,
Brian Buchholz
Seed and Agronomy Advisor*

A second email came from the CEO of Innovative Livestock Marketing, a farming co-op with 7 feedlots, over 200K head of cattle and 30K+ farm acres:

I received a copy of "The Expertise to Deliver the Right Results" from Winfield Solutions in the mail. I think it was the most impressive piece of mail advertising I have ever received. Just wanted you to know your program impressed one consumer.

Signs of Success. This unique direct mail piece won the prestigious Best of Show at the National AgriMarketing Association (NAMA).

Talk to us: (310) 323-3697
Check out other VIP® clips and
news stories at: www.americhip.com

