

ready to work with
WINNERS.

Brevant® seeds



hello from the
farm kids, foodies

AND FOOD CONNECTORS.

We also just happen to be world-class strategists, storytellers and artists. C.O.nxt is a 100% employee-owned communications agency full of curious and committed marketers coming together to create fresh and unexpected solutions driven by deep insight and expertise. We serve purpose-driven brands that stand out in the global ag and food industries—from the seed in the ground to the steak on the plate—because that’s what we’re passionate about. Full service. Full hearts. For the love of food.



. A COLLECTIVE .
CHARLESTON ORWIG
EMPLOYEE-OWNED SINCE 2018




**Brevant 5-Year
Anniversary Celebration:
May 2025**

**GROW,
BABY,
GROŃ.**




what we know about **THE RETAILER AUDIENCE.**

- 
- Their attention is at a premium
 - Their participation must have results associated with it
 - Giveaways draw strong interest from their farmer audience

OTHER RETAILER POINTS TO KEEP IN MIND:

- They are pulled in many directions
- With no exclusivity, they have been selling competitive products that have been around for generations (i.e., Dekalb and NK)
- They rely on Brevant seeds agronomic expertise
- Typically yield to what the farmer asks for
- Relationships drive decisions
- May is a busy month for retailers, and this is a consideration for the campaign launch timing


what we know about **THE OPPORTUNITY WITH FARMERS.**



Farmers who try Brevant seeds are likely to continue planting it. However, there is still need to increase farmer awareness of the brand



The best way to reach farmers directly for this campaign is through the retailers




Brevant seed's growth depends on winning with both retailers and farmers

ADDITIONAL INPUT WE KNOW ABOUT FARMERS:

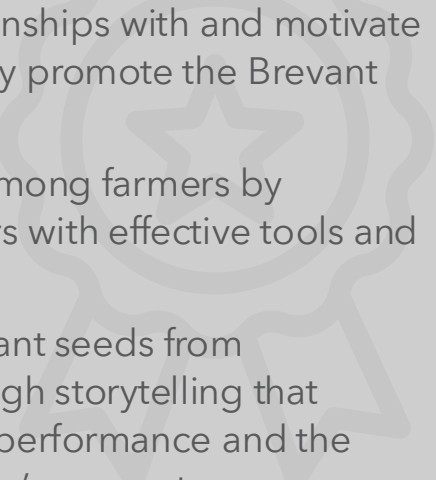
- Local field trials, proven performance and retailer recommendations are relied upon for their purchasing decisions
- They are fiercely independent yet value a partner that has earned their trust through responsive service
- It's a relationship business *and* it needs to make business sense
- Farmers buy from and are loyal to retailers to meet all their agronomic needs
- Farmers appreciate being part of a co-op and its benefits when the business succeeds

what we know about **WINNING.**

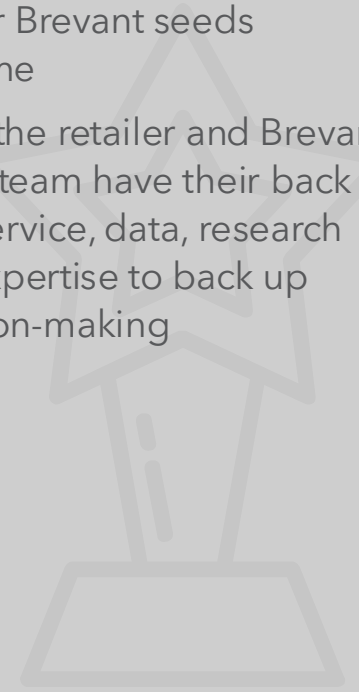
EMPLOYEES

- Celebrate achievements with internal Brevant seeds employees
 - Instill pride in employees demonstrated through engagement and retention
 - Encourage belonging through participation
- 

RETAILERS

- Strengthen relationships with and motivate retailers to proudly promote the Brevant seeds experience
 - Create demand among farmers by equipping retailers with effective tools and incentives
 - Differentiate Brevant seeds from competitors through storytelling that highlights agility, performance and the strength of Corteva's support
 - Prime retailers before fall to ensure Brevant seeds is their top recommendation when farmers start ordering
- 

FARMERS

- Ask for Brevant seeds by name
 - Know the retailer and Brevant seeds team have their back with service, data, research and expertise to back up decision-making
- 



what we know about **THESE KINDS OF PROJECTS.**



Money goes fast



**Spreading
resources across
many moving parts
can lead to
diminishing returns
on impact**



**When money is tight,
you need to minimize
costs and maximize
value**

what we know about **HUMAN NATURE.**



**People love to be
recognized, thanked
and appreciated**



People love to win



**People love the
chance to win cold,
hard cash**

OPTION 1

**everybody
wins**



THE IDEA.

To celebrate Brevant seed's 5-year anniversary, give away \$5,000 to 5 groups, including all target audiences and causes they care about—
so Everybody Wins.

- \$5,000 to Brevant seeds employees
- \$5,000 to a retailer
- \$5,000 to a farmer
- \$5,000 to the future of agriculture
- \$5,000 to social good

\$5,000 TO BREVANT SEEDS EMPLOYEES.

Brevant seeds employees work hard every day. So why make them work more for the opportunity to win? That's why this part of the giveaway is a no-strings-attached appreciation done through a random drawing that gives \$1,000 to 5 deserving team members.

And how do we make that even more exciting? We do the drawing live in our monthly video chat. Lots of excitement. Lots of energy. Lots of fun.



\$5,000

TO A RETAILER.

Drawing for \$5,000 Cash

Celebrate the retailer. Keep it simple.
Encourage participation.

Every engagement using the brand (i.e.,
social post, newsletter mention, co-branded
ads/content) earns an entry.

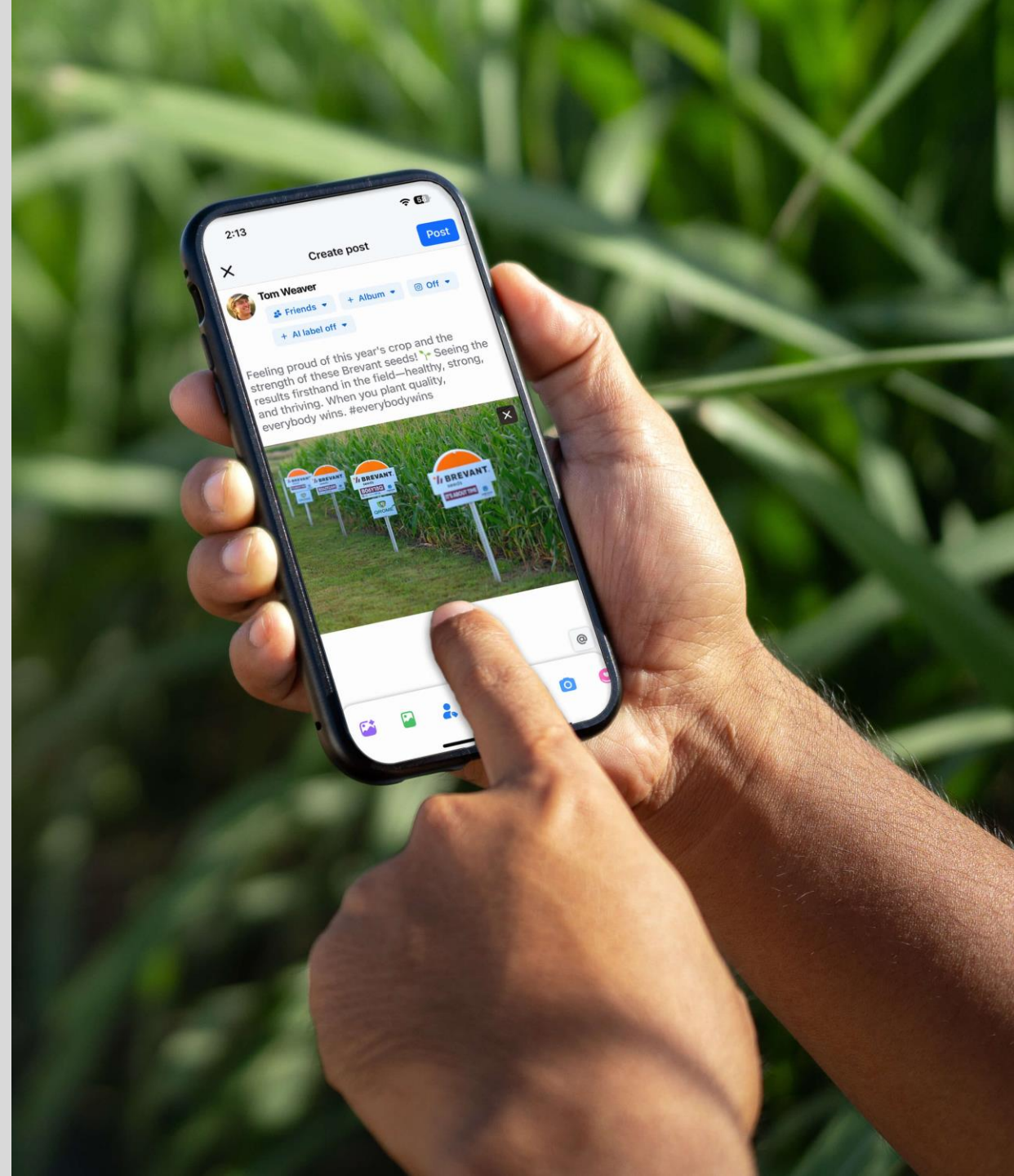


\$5,000

TO A FARMER.

Retailer led and promoted, this is how we'll celebrate Brevant seeds' farmers, reach new growers and get social with this part of the giveaway.

- 1.** A co-branded retailer/Brevant seeds dedicated giveaway post encourages users to like, comment and share. For every engagement, that farmer will get an additional chance to win the \$5,000. Leveraging hashtags, this is how we will track all entries in one area.
- 2.** A great way to get user-generated content, every time a farmer tags Brevant seeds and their retailer in a post (i.e., promote field signs, planting photos, families on farms, etc.) they get a chance to win the \$5,000.



\$5,000

TO THE FUTURE OF AG: AN FFA SCHOLARSHIP.

Brevant seeds is dedicated to the future of ag. To show that appreciation, we simply donate the amount to FFA in your name and promote the gesture with PR and social tactics.

For even more reach, we'll leverage your existing sponsorship "Turn the Bag..." to help promote the scholarship donation and thank farmers.



\$5,000 FOR SOCIAL GOOD: VETERANS.

Why veterans? Aside from the fact that they deserve it and often go underappreciated and under-supported, patriotic content plays very well with this audience.

Ex: This 9/11 Memorial post received over 750 likes and 50 shares from the Dairyland Seed audience. That was over 184% difference from the average number of engagements.

Dairyland Seed
September 11, 2022 · 🌐

2,977 lost. One nation that will never forget.

NEVER FORGET.

👍👍 761 4 comments 50 shares

👍 Like 💬 Comment ➦ Share

\$50K TO SHOUT IT FROM THE MOUNTAINTOPS.

When budgets are tight, earned and owned channels become immensely valuable. Through aggressive social and digital campaigns, as well as leveraging your strong intracompany communication channels, we will be able to maximize reach with minimal spend.



PUBLIC RELATIONS.

Collaborate with your in-house team to leverage current partnerships and sponsorships to extend the initiative efforts during the campaign window:

- **Ag Retailers Association membership**
 - Webinar series
- **Brownfield Ag News sponsorships**
 - Focused content in May - June on the anniversary
 - On-air and Podcast interviews during campaign
 - Key content segment sponsorship
- **The Scoop, Farm Journal article series**
 - Focused content in May - June on the anniversary
 - Podcast interview during campaign
- **CropLife sponsored content, webinars**
- **Farm Progress sponsored content, webinars**
- **Farm Progress Show**, Decatur, IL August 26 - 28
 - Man-on-the Street video interviews

"Beyond the Field: Brevant Seeds' Lasting Partnerships with Retailers and Farmers Alike"

A featured article about the new social good effort that helps, employees, veterans and the next generation of ag. Extend content on social channels and ask for engagement such as a shoutouts to community connections.

"Supporting Those Who Serve Others: Brevant Seeds Giving Back to Veterans"

Feature the Brevant seeds partnership with the retailer and a veteran farmer and tie that into a Brownfield Ag News sponsorship and/or podcast. Similar approach with the various audiences/cash recipients.

"A Special Cash Crop: Brevant Seeds Launches Campaign to Give Back"

Feature shares results of anniversary campaign and engagement highlights, announcing winners and what the cash reward means to the winners. Engagement can be promoted on social media channels and trade partners invited to participate to be featured in their own outlet highlights.

SOCIAL MEDIA.

Create assets that can be used across social channels and a co-branded set to share with retailers for their use:

- Short-form videos
- Campaign graphics
- Testimonial templates
- Announcement
- Contest details - for farmer and retailer engagement
- Series of posts on the promotion



**AND
YES,
SOME
PAID.**

Although we will be leaning heavily on the “free” stuff, by being smart with our media dollars we can extend our reach even further by including some paid efforts.

SOCIAL MEDIA PROMOTION.

Extend reach beyond those who follow you (both audiences are important)

BOOSTED SOCIAL POSTS

Boosting posts on platform relevant to the target audiences.

- Retailers: LinkedIn, Meta
- Farmers: Meta

AUDIENCE TARGETING

Social media promotions allow us to reach audiences with specific interests, behaviors, job titles and industries, as well as geotargeting in key markets: MN, IA, IN, NE US, SD, NE, WI and OH

- Custom Audience
- Look-a-like Audience

RECOMMENDED AD TYPES

- Lead Generation: Gather entries for giveaway and emails for newsletters (with consent)
- Awareness Ads
- Traffic Ads

PROGRAMMATIC DIGITAL.



ADDRESSABLE TARGETING

Reach your target audience with precision by leveraging your first-party data to serve ads across devices at a given address.

- Current retailer partners, prospective retailers and retailer patrons/farmers



CONTENT TARGETING

- Serve ads to potential audience alongside similar topics, creating ad relevancy and higher engagement.
- Geotargeted to key markets: MN, IA, IN, NE US, SD, NE, WI and OH

ADS CAN BE DISPLAY, NATIVE AND VIDEO

READY. SET. WIN.

timing, measurement
and budget



ROLLOUT PLAN

Activation tactics and timing

INPUT AND ALIGNMENT

Download on campaign, metrics and KPIs

Confirm who is doing what (client/agency)

MEDIA AND ASSET CREATION

Secure media placements

Asset creation, including placed media and templated materials

CAMPAIGN SUPPORT

Press release distributed, media relations begins

Paid media and boosted to social media begins

CAMPAIGN MAINTENANCE

Retailer check-ins, contest engagement evaluation

Capture customer data via contest entry to promote post-event

kickoff late february

PLANNING AND CONCEPTING

Campaign and media plans development, tactic approvals

Concepting

Draft key messages

may - june

CAMPAIGN LAUNCH

Announcements to all audiences - rollout in order to employees, retailers, growers

Templates to retailers to promote to their growers

july

august

CELEBRATE THE WIN

Choose winners, promote participation, media-worthy award delivery

Review metrics and confirm campaign success

Promote 2026 programs and offers

LAUNCH MAY/JUNE - MEDIA AND PAID SOCIAL TO RUN 6 WEEKS

MEASURED WINS



- ✓ **Number of participating retailers**
- ✓ **Number of participating growers**
- ✓ **PR pick-ups**
- ✓ **Social impressions, engagement, clicks and template use among retailers**
- ✓ **Digital impressions, clicks, CTR**
- ✓ **Sentiment measurement**
- ✓ **Retailer feedback and relationship strength**

BUDGET

tactic	c.o.nxt responsible	corteva/brevant responsible	budget	priority
Kickoff Input Session	Download from Brevant team on background, discuss winning idea and what other information is needed to build the plan. Include SWAT analysis and campaign KPIs. Kickoff session in person with key Brevant staff and C.O.nxt team.	Determines meeting location, internal invitations, details of logistics.	\$0	A
\$5,000 Per Audience			\$25K	
Communications Plan & Rollout	Create a tactical plan with rollout timelines. Includes input from audit, discovery, recent retailer surveys, farmer feedback and analytics dashboard.		\$4-5K	
Concepting	Creative concept based on client approved brief.		\$8K	
Communications Assets	Develop assets and templates based on approved concept for presentations, social, website, email, video and additional comms per media plan. Does not include vendor costs.	Create final assets for retailer use. Deploy eblasts, social media and other templated tactics.	\$12-15K	
Media Planning & Buying	Build targeted digital media plan including programmatic, SEM, dark ads. Create IOs and traffic paid media.	Determine if any other existing commitments should be leveraged for the paid media assets and deploy/traffic as needed.	\$5-7K	
Media Placements	Placed media costs (pass-through)		\$15-17K	
Public Relations	Develop key messages, story pitches, press release and distribution.	Earmark Brevant anniversary campaign content for existing sponsorships. Build out content and place as appropriate. Conduct media relations including interviews/podcasts.	\$4.5-5K	B
Video Storytelling	Leverage existing footage to create short form video assets.		\$8-10K	
Analytics	Track metrics across owned channels, click-throughs to website, likes/shares/engagement	Gather feedback from field, retailers.	\$2.5-3K	

**total range (A):
\$69-77K**

**total range (B):
\$15-18K**

OPTION 2

Just because we can't stop thinking about you, another option to help you win.



THE TRUTH: IF YOU BUILD IT, THEY WILL COME.

Insights:

- Events and experiences can truly move the needle for brand awareness, action and loyalty
- Creating a celebration destination can be a driver for all audience engagement, create buzz in the industry and be a source for additional campaign and content creation

THE IDEA.

Position retailers as the premier Brevant seeds partners bringing custom grower solutions. Growers will be celebrated as the best customers and smartest farmers. Employees will be invited to locations, including sales reps and agronomists onsite and assisting with the event. Extend invitations to key media as well.

Create one-day celebration destinations at key retailer locations rebranded as "Brevantville, USA". Generate excitement and enthusiasm among retailers and their grower customers, making it a can't-miss event, including food, entertainment, games and giveaways.



THE EXPERIENCE.

- Host the events at key retailers and encourage Brevant seeds employees to attend
- Tease with a social media series inviting customers to win a trip to Brevantville, USA
- Brand the heck out of the events with 5-year merch, signage and games that echo Brevant seeds' key message: **High Performance**
- To answer the theme: **Don't just win, WIN**, the contests and games would showcase what the highest performance looks like. Could be stunts, feats of strength, etc.





A sampling of employee kits, swag, signage, easy printables and PR.



“Rooted in partnership: Brevant seeds’ deep connections with retailers and their customers”

A podcast featuring seed to harvest: a Brevant seeds rep, a dedicated retailer, and a hard-working farmer who each share their unique perspectives on what it takes to grow a successful season and a sustainable business.



“What does an F1 Driver have in common with a Seed Company? It’s all about the experience.”

When it comes to winning, both the Andretti organization and a top-performing seed company know it’s about more than just reaching the finish line - it’s about precision, performance and partnership.



HOW CAN WE MAKE THIS IDEA BIGGER AND BOLDER?

Turn Brevantville from small regional activation into larger destination for bigger buzz at the 10-year anniversary milestone.

Where do you see yourself in five years? We see you as continuing your meteoric rise in the retail space, with exponential growth and eyes on more. We also see ourselves right by your side, celebrating 10 years of winning.

So, what does that celebration look like, with a little more time, a little more budget and shared knowledge between five-year trusted partners? It could look a little something like this.



A premiere venue destination with big-name music and a festival atmosphere that provides a platform for impactful storytelling, major media engagement and community social good. Grower success panels as well as research and innovation hubs enhance brand awareness and create buzzworthy platforms for audiences and content creation opportunities. Level up games, contests and giveaways to continue the connection between Brevant seeds and winning.



**READY.
SET.
WIN.**

**timing, measurement
and budget**



ROLLOUT PLAN

Activation tactics and timing

INPUT AND ALIGNMENT

Download on campaign, metrics and KPIs

Confirm who is doing what (client/agency)

EMPLOYEE ANNIVERSARY KITS

Create and send celebratory kits to employees, featuring branded apparel, commemorative merchandise

Include a message from leadership recognizing their role in the brand's success over the past five years

CELEBRATORY VIRTUAL EVENT FOR RETAILERS AND EMPLOYEES

Industry keynotes, storytelling from brand leaders and customer testimonials. Integrate breakout sessions or chats for Q&A on brand updates, fostering pride and unity

CELEBRATE THE WIN

Capture customer data at registration to continue the communications post-event

Review metrics and confirm campaign success

Promote 2026 programs and offers

kickoff & prep late february

may

june

july

august

PLANNING AND CONCEPTING

Campaign and media plans development, tactic approvals

Concepting

Draft key messages

RETAILER PREP PACKAGE

Create digital, co-branded invites/thank-yous, social media posts, signage, games, video, etc. for each Brevantville, USA location

MEDIA RELATIONS

Draft talking points, and write/distribute announcement press release

Craft story pitches and empower the Brevant team for trade outlets to promote and amplify efforts

LAUNCH MAY/JUNE - MEDIA AND PAID SOCIAL TO RUN 6 WEEKS

MEASURED WINS

- ✓ **Number of attendees - employees, retailers, growers, media**
- ✓ **Interviews/onsite media relations**
- ✓ **PR pick-ups - pre- and post-event**
- ✓ **Social impressions, engagement, clicks and template use among retailers**
- ✓ **Website metrics: engaged sessions, registrations**
- ✓ **Post-event survey to retailers - feedback and relationship strength**
- ✓ **Online registrations, impressions and CTR**

BUDGET

tactic	c.o.nxt responsible	corteva/brevant responsible	budget	priority
Kickoff Input Session	Download from Brevant team on background, discuss winning idea and what other information is needed to build the plan. Include SWAT analysis and campaign KPIs. Kickoff session in person with key Brevant staff and C.O.nxt team.	Determines meeting location, internal invitations, details of logistics.	\$0	A
Communications Plan & Rollout	Create a tactical plan with rollout timelines. Includes input from audit, discovery, recent retailer surveys, farmer feedback and analytics dashboard.		\$5 - 7K	
Concepting	Creative concept based on client approved brief.		\$8K	
Employee Anniversary Kits	Develop assets and templates as needed for communications and swag.	Source, produce and distribute apparel, merchandise and leadership communication.	\$1.5 - 2K	
Retailer Prep Package	Develop assets and templates based on the approved concept, including digital templates, co-branded invitations/thank-yous, social media, event signage and other branding materials to transform each location into "Brevantville, USA." Does not include vendor costs.	Create final art files for retailer use. Deploy eblasts, social media and other templated tactics.	\$25 - 30K	
Virtual Event for Retailers and Employees	Develop agenda, talking points for leadership.	Logistics, invitations, production on Corteva platform, recording, survey deployment, report on results. Testimonials could be video storytelling or live. Capture customer data at registration to continue the communications post-event.	\$2.5 - 3K	
Media Planning & Buying	Build targeted digital media plan including programmatic, SEM, dark ads. Create IOs and traffic paid media.	Determine if any other existing commitments should be leveraged for the paid media assets and deploy/traffic as needed.	\$8 - 10K	
Media Placements	Placed media costs (pass-through)		\$15 - 20K	
Public Relations	Develop key messages, story pitches, press release and distribution.	Earmark Brevant anniversary campaign content for existing sponsorships. Build out content and place as appropriate. Conduct media relations including interviews/podcasts.	\$4.5 - 5K	B
Video Storytelling	Leverage existing footage to create short form video assets.		\$15 - 20K	
Analytics	Track metrics across owned channels, click-throughs to website, likes/shares/engagement.	Gather feedback from field, retailers.	\$2.5 - 3K	

**total range (A):
\$65 - 80K**

**total range (B):
\$22 - 28K**



here's a bit more

ABOUT US

in case you were curious.

A WINNING TEAM.

You have specific needs, we have specific capabilities. You have goals, we have roadmaps to help you get there. Between the two of us, we have what it takes to create a winning dynasty.

- **You need a partner that enjoys collaborating with your internal resources**
 - We have what it takes to be efficient and fiscally responsible
- **You need to work with a partner that gets you**
 - From Dairyland Seed to the brands in our roster, it means minimal time to onboard us
- **Your unrelenting desire to challenge the status quo**
 - Our ideas keep coming, que SPARK
 - The media evolution
- **You need to tap experts across all comms**
 - Our "Nxtpertise" keeps us ahead of industry trends
 - We dig into the issues that you face



MEET THE MAGIC.

Here are just a few of our enthusiastic doers and strategic dreamers ready to rally around your brand.

client service
**BRITTANY
STEUER**



creative
**BRANDON
MILLER**



pr
**ROCHELLE
RIPP SCHNADT**



client service
**KENDALL
HARSHMANN**



creative
**SUZANNE
BROWN**



social
strategist
**KELLI
CALKINS**



creative
**JEN
WALLACE**



media
**AMANDA
JANSSEN-EGAN**



president & ceo
**MARCY
TESSMANN**



NEXT- PERTISE.

(n) To look at a challenge from every angle, create a solid foundation and build momentum for the future.

- Insights and research
- Education and training
- Workshops
- Strategy and planning
- Digital and print advertising
- Media planning and buying
- Marketing automation
- Email marketing
- Websites and apps

- SEO/SEM
- Social media
- Influencers and ambassadors
- Editorial and PR
- Sales tools and channel activation
- Collateral
- Video and animation
- Events and trade shows
- Podcasts and webinars

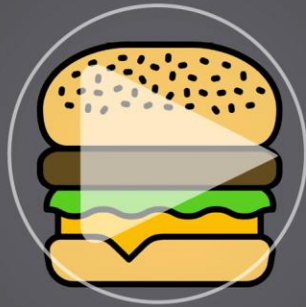
- Analytics
- Partnerships
- Sponsorships
- Social good
- 24/7 monitoring and analysis
- Media training
- Crisis management



BRANDS IN OUR ROSTER.

We believe in those
who lead with purpose.

Connecting with game-changing brands and
organizations across the food system, from agriculture
to processing to infrastructure to consumption.



[VIEW OUR REEL](#)





INSIGHTS AND EXPERTISE: FOR THE LOVE OF FOOD.

We invest in the industry with our thought-leadership platform that spans organic versus local to GMOs to clean labels to consumer preference and perceptions in our changing food landscape. We regularly commission research to stay in touch with where food and agriculture are headed. We believe in the power of engaging in industry conversations and add value wherever we can.



AUDIENCE:

Our team shares data with clients and the industry and always comes away smarter—with knowledge we can apply in our work.



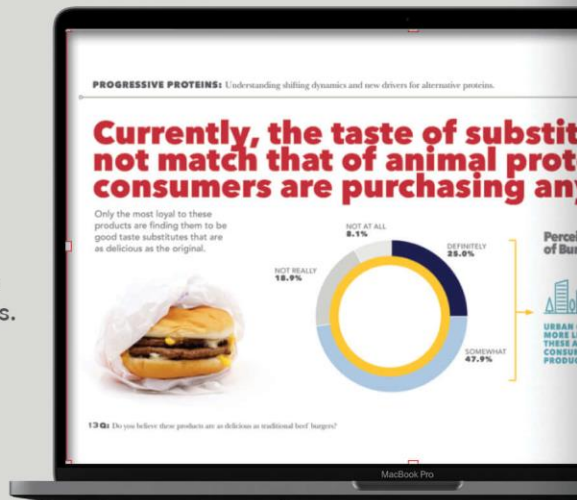
PURPOSE:

To offer resources and insights across a range of relevant topics within food and agriculture.



OUTCOME:

A consistent cadence of content from webinars to industry research to thought-leadership white papers.



How sophisticated is your sustainability platform?

[Read more →](#)

Sustainability in agriculture is nothing new. But in recent years we've seen sustainability efforts grow in sophistication. There's more innovation, more data and more economic support for sustainability than ever before to not only protect our planet, but to meet the demands of sustainability-conscious consumers. As consumers demand more, [check out these three key considerations for evaluating the sophistication of your sustainability efforts.](#)

JUST LAUNCHED Hungry for more food system insights?

We just launched the first episode of our State of the Plate podcast. Check it out and get a taste of what's to come.

[Listen now →](#)

full service.full hearts.
FOR THE LOVE OF FOOD.



A new year means new trend predictions from across the food system. Ready to dive into new flavors, new ingredients and new innovations? Here are the trends we're looking forward to this year.

Good for YOU products.

Healthy food options aren't a new demand. But in 2024, we're leaving behind the "one-size-fits-all" approach to health and wellness and focusing on how food fits into personalized health goals. Our food-system friends at **Bell Flavors & Fragrances** shared how their **Spark Trends** platform broke this down into micro-trends. Products and experiences must now align with evolving lifestyles that emphasize balance, consistency and simplicity. Individuals are also looking beyond the basics of nutrition, hydration and hygiene, seeking added benefits from functional ingredients that support a holistic approach to their health and well-being. As functional ingredients take a hold of consumers, **Whole Foods** called out the rise in "clean caffeine" in their 2024 trend forecast. New coffee and energy drinks are adding mushrooms, probiotics and more to their formulations to help consumers get a "better boost."



Putting the plant back in plant-based.

As more meat alternatives have hit the market, health- and climate-conscious consumers have been wondering where are the plants? **Food Dive** is predicting the sector will course correct and bring the 'plant' back, and the trend forecasters at **Whole Foods** agree. In 2024 we can expect new and emerging protein-forward products with mushrooms, walnuts, tempeh and legumes in place of complex meat alternatives. **National Geographic** is crowning mushrooms king of this category as chefs start to favor the king oyster mushroom for their meaty texture.

The plant-based market is also primed to dive into new categories in 2024. Tinned fish and caviar had a moment in 2023 and we're ready to see what vegan alternatives hit the market for all our 2024 seacuterie board needs.





making content matter

THROUGH MEDIA.

OUR MEDIA PROCESS.

Customized, comprehensive and collaborative.

QUESTIONS THAT KEEP US CURIOUS:

What is the current landscape of media consumption for our audiences?

What does the audience need to see, hear or understand?

What is the goal of each channel and how are we going to measure it?

How can we adjust for better results?

What are unique approaches, creative executions, CTAs?

- **Audit & Research**
- **Media Strategy & KPIs**
- **Negotiation & Placement Recommendations**
- **Secure Insertions & Tracking**
- **Management & Optimization**
- **Analytics & Go-forward Recommendations**

MEDIA AT THE PACE OF DIGITAL.

There is always something new in digital media. That's what makes it a such fun space to work in. We take a data driven approach to everything we do, because if you don't measure it, you can't improve it. Our media team are digital experts, certified through Google, Meta, IAB, AMA and DMI, requiring us to stay up to date with the ever-changing landscape, (as if we needed a reason to.)



1P Data Integration

Privacy-first approaches to leveraging your own data to reach target audiences with precision



AI + Machine Learning

Maximizing marketing ROI through transformative technology-driven optimizations for ad creation and performance



Leading-Edge Social Strategies

Tapping into the latest trends and technologies to influence consumer behavior and brand perceptions



Influencer Marketing and UGC

Strategic game-plans, influencer management and UGC implementation to build trust and credibility for your brand



Paid Search and Beyond

Creating visibility in front of audiences in the moment of need, driving conversions and business growth wherever your prospects are searching

FINDING INNOVATION IN TRADITIONAL CHANNELS.

As industry veterans, we've witnessed the evolution of these mediums and have crafted many comprehensive plans that incorporate more mass reach traditional channels alongside precision digital targeting. And we understand the nuances of including time-honored channels as part of the overall media mix.



TV and Radio

We're experts at planning, negotiation and placement of ads across networks, programs and dayparts to align with your target demographic



Out-of-Home and Place-Based Advertising

Whether it's a traditional static billboard or digital place-base signage, we excel at placing ads where your target audience lives, works and plays



Magazine and Newsprint

We're skilled at securing high-impact, measurable print placements with relevancy

Social Media

SPROUT SOCIAL/HOOTSUITE

Scheduling, listening, promotion, analytics, management

SUPERMETRICS CONNECTOR/ LOOKER STUDIO

Visualization, analytics compilation with other media

SOCIAL PLATFORM CAMPAIGN MANAGERS

Post promotion, dark ad campaigns, lead generation campaigns

Digital Media

DSP PARTNERSHIPS

Programmatic digital: display, native, video, CTV, outdoor and remarketing

GOOGLE AND YOUTUBE

SEM, display, preroll, remarketing

SEO

SEM RUSH

Keyword research, competitor SEO analysis

GOOGLE SEARCH CONSOLE

Google organic performance, backend SEO performance tracking

DIGITAL TOOLBOX.

Robust resources to elevate our omnichannel opportunities.

PR

CISION/MELTWATER/ MUCKRACK

Media relationship management tools, monitoring, reporting and earned media databases

AIRTABLE

Database tool for PR activities, including workflow, tasks and documenting media relations with editors, influencers, event organizers, etc.

Email Marketing/ Marketing Automation

HUBSPOT/SALESFORCE/MAILCHIMP

CRM, MA software, email drip campaigns, landing page creation

LINKEDIN® SALES NAVIGATOR

Community-building and relationship management with high-quality leads

LEAD FORENSICS

Website visitor identification software

MIRO

User journey outline, digital whiteboard

Analytics & Tracking

GOOGLE UA/GA4

Website analytics, UTM tracking, tag/conversion goal tracking

GOOGLE CAMPAIGN MANAGER

Third-party ad tag platform

LOOKER STUDIO

Data visualization platform

GOOGLE TAG MANAGER

Event/conversion tag setup



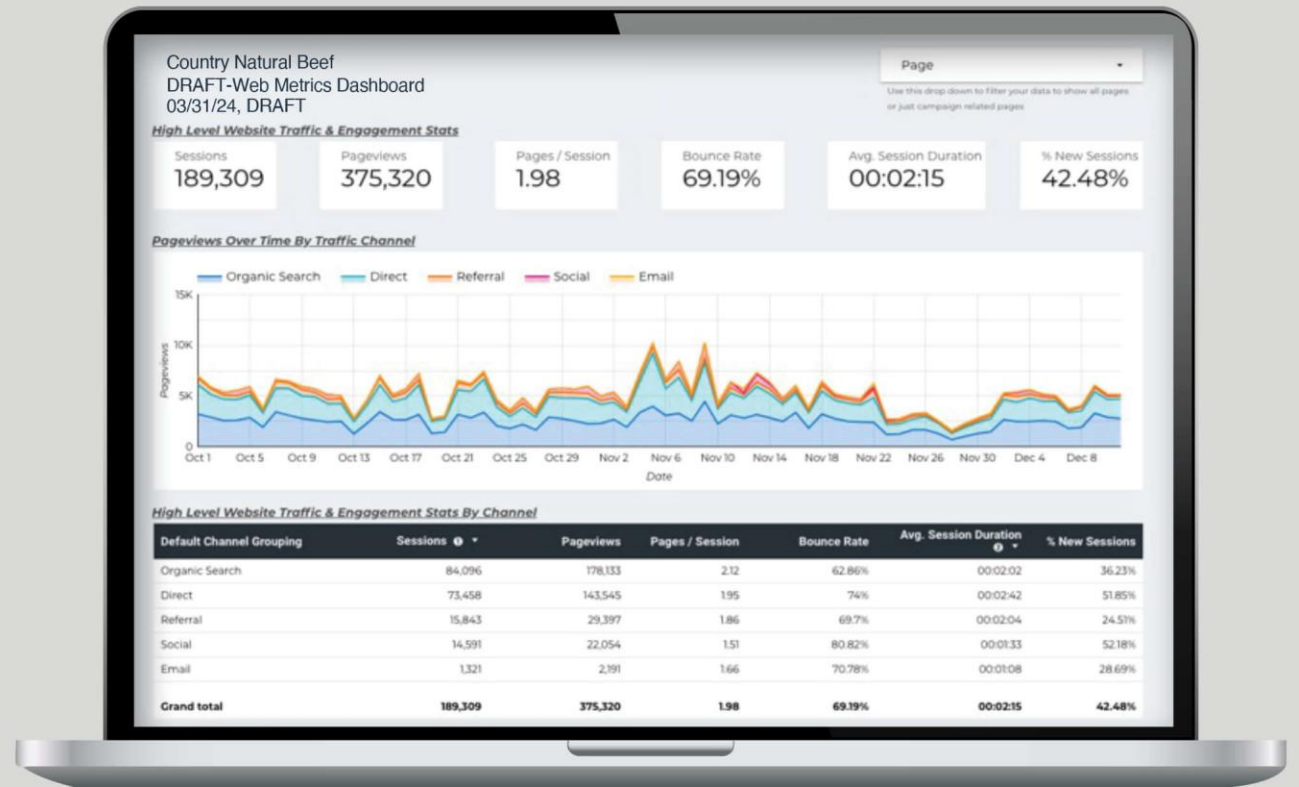
WORK SMARTER NOT HARDER: ANALYTICS.

Tracking and assessing our progress is key to our continued success. Our campaigns will be monitored and measured to ensure growing awareness and meaningful engagement. Our dashboards are scalable and customizable to ensure we are focused on strategic priorities.

PERFORMANCE MONITORING WITH OPTIMIZATIONS AS NEEDED:

- Audience testing
- Message testing
- Media testing
- A/B testing
- Budget optimizations

Monthly reporting including key learnings and optimizations in relation to KPIs. 24/7 access to metrics dashboard.



A "YES, AND" APPROACH TO PR.

Make the most of every conversation. Deliver the right message to the right audience through the right channel.

Public Relations

Foster affinity with the public, especially customers, through industry and community involvement.

- **Speaking opportunities, events & panels**
- **Social media community management**
- **Podcasts, blogs, articles, etc.**

Media Relations

Create buzz in the news about developments and happenings through editors and journalists.

- **Story development & pitching**
- **Press releases, video releases & content creation**
- **Editor meetings, desk-side visits & media tours**

Influencer Relations

Leverage thought leaders to help drive conversation and build awareness/understanding from a more organic perspective.

- **Partnerships**
- **Social media, blog posts, podcasts**
- **Roundtables**

PATH FOR PARTNER SHIP.

Doing right by doing good.

We succeed by helping our clients succeed. It is our goal to be a no-hurdles, indispensable partner as we champion brands within the complex food system. While the vast majority of our work is done in-house, we also partner with contractors for some market research and production work. All of that is passed through to you at cost and will be seamless. We promise insights, passion, inspiration and ease. Because food matters, and being part of driving something that matters drives us all.

**clearly articulated
metrics at outset**

**no-surprises SOW
and estimates**

transparent invoicing

weekly status updates

partner report card





THE TOP FIVE REASONS WE ARE THE RIGHT FIT.

1 easy onboarding

Very little time will be spent bringing us up to speed. We know the industry, many of us have grown up or lived in it. All of us have worked in it.

2 creative guardrails

We are very creative yet we know how to follow brand guidelines - it's that sweet spot you need to nail down and we can do that for you.

3 organized passion

We make working with us easy, which means we are efficient, organized and accountable for the work we deliver.

4 team approach

Working together to leverage strengths, extend budgets and amplify results.

5 we are ready

Our energized team has the hustle and know-how to provide impact as quickly as you might need us.

100%
HEART.
100%
HEAD.
100%
ESOP.



full service with a full heart.

Brand strategy. Comprehensive PR campaigns. Sustainability and crisis. If you need it to help your brand move forward, we've done it and can do it for you. And because the world is changing at record pace, we're already in the test kitchen figuring out the next big thing. Let's do this.

Marcy Tessmann,
President and CEO
e: mtessmann@co-nxt.com
m: 262.352.2450

