



The Art of Persuasion: Marketing for 2017



Marketing is the art of Persuasion.

A systematic process of influencing human beings to act in ways they have not before – It is creating change and acceptance.

3 Key Messages

1. Stories Create Emotion

2. Emotion creates change

3. Change leads to acceptance



**Passion is the Key to creating
change.**



What are you selling?

What does your company do?

What are you passionate about?

What gets you up every morning and gets you excited to go to work?

What makes your heart sing?

**HUMA
GRO**

**MICRO CARBON
TECHNOLOGY**
Delivering Nature's Science™

SUPER K™

SUPER PHOS®

VITOL®

SUPER NITRO®

BREAKOUT®

PROMAX®







**MICRO CARBON
TECHNOLOGY®**

Delivering Nature's Science™

=

INNOVATION



Is the BHN story compelling and passionate?



Is the BHN story compelling and passionate?



What are the parts of a story?

How do we share the story in Advertising?

Three parts to a story:

1. Hero (crop, Farmer, distributor)
2. Adversary (Conflict, Pain, disease)
3. Resolution (Benefit, product)



YOUR HEART PUMPS A LITTLE HARDER WHEN YOU HAVE SEED CORN IN YOUR VEINS.

[WATCH AGAIN]

The screenshot shows a website interface with a white background and a torn paper effect at the top. On the left, there is a section titled "WYFFELS PERFORMANCE" with a sub-section "FIELD DATA". The main content area features a "HEAD-TO-HEAD VS" comparison tool with two "SELECT" dropdown menus. Below this is a "VIEW HEAD-TO-HEAD RESULTS" button and a note: "Select a Wyffels Hybrid and one of our competitors. Click to view results." On the right side of the page, there are buttons for "CONTACT US" and "CHAT LIVE", and a "CREATE YOUR OWN AD" section. The "CREATE YOUR OWN AD" section contains a video player with the text "WYFFELS HYBRIDS A WHOLLY-OWNED SUBSIDIARY OF NOBODY." and the tagline "More than a number." at the bottom right.



**The best partners don't just talk.
They dig in.**

At Syngenta, we don't just talk about our commitment to potato growers. We back it up with on-farm specialists and comprehensive product solutions for the challenges you face every day. We support the industry through education and a commitment to R&D. And as the needs of the industry change, we help you stay ahead through innovative farm management technology.

Talk to your Syngenta sales rep to learn more, or visit potatoes.farmassist.com.

GROW more
potatoes



***STOP REAL SOYBEAN
DISEASE THREATS
BEFORE THEY STRIKE.***

INTEGO
BUTTE SOYBEANS



WILBUR-ELLIS®

Ideas to Grow With™

**DON'T LET LATE
BLIGHT DAMAGE
YOUR YIELD**

Zoom in

The three main emotions that everyone uses to buy products and services to fulfill our human needs.

ATTENTION

COMPETENCY

CARING



Competency

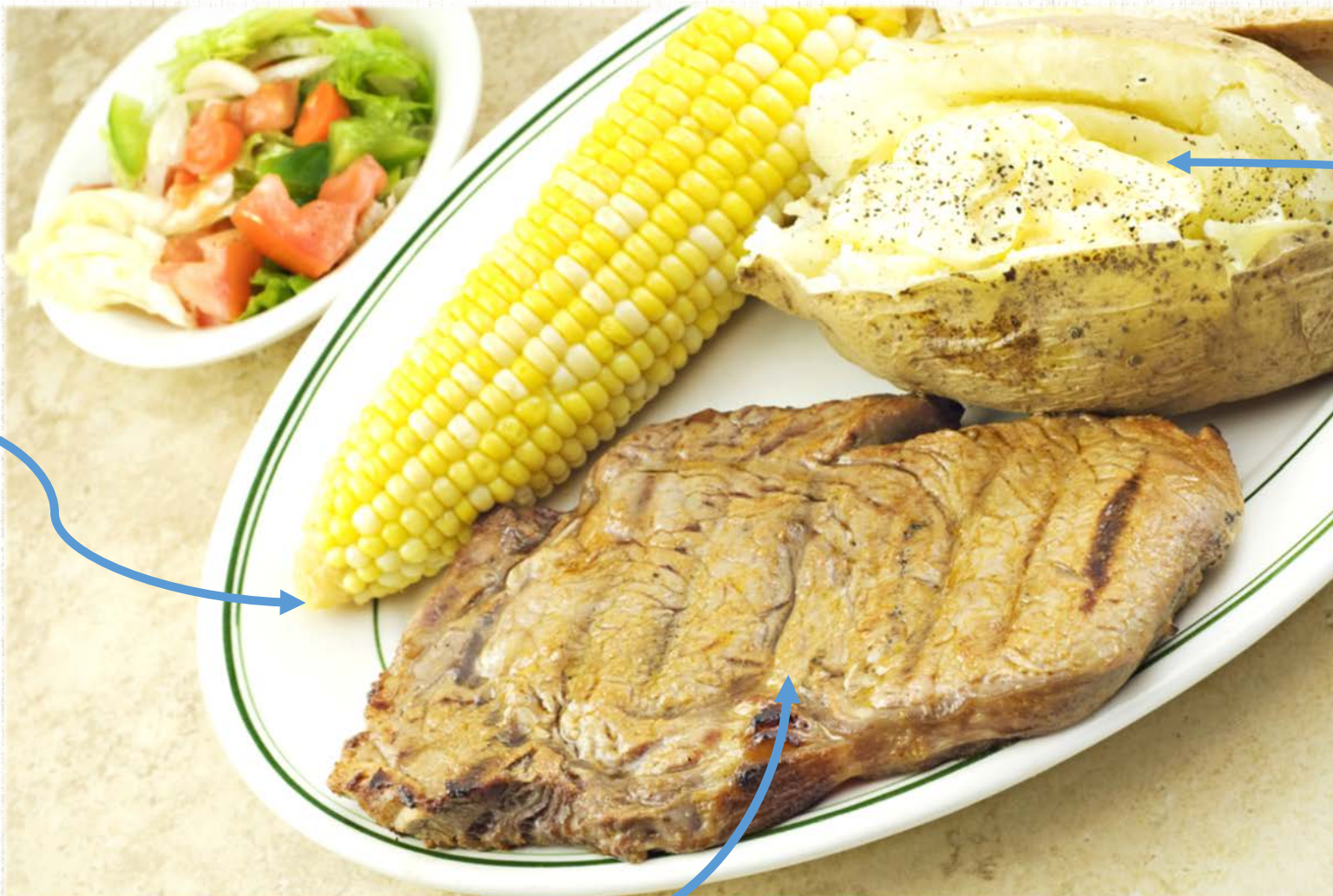


Attention



Caring





Attention

Caring

Competency

Jeff Hartz, Marketing Director, Wyffels Hybrids, says, "Wyffels doesn't have the market share and sheer distribution dominance to market the same way as our larger competitors. We start by talking to the customer differently. Everyone flatters the customer. Instead, we talk about what we believe in. And we try to do it in a very personal, clever and idealistic way. The personality is real and it provides a different experience than our customers can find with many of our competitors."

Tim Musta, Art Director, Musta/Melzer, says, "These spots come right from the brand voice of our client. They needed to look and sound different. Because our client always says things that other people in the category can't say, won't say or both. And we wanted the spots to look like they were economically produced. Because they were."

The Syngenta logo, featuring the word "syngenta" in a bold, blue, lowercase sans-serif font. A green leaf icon is positioned above the letter "n".

Steps to acceptance

1. Introduction-Emotional
2. Knowledge - Emotional
3. Persuasion – Emotional
4. Decision - Emotional
5. Implementation - Emotional
6. Confirmation - Emotional

What are our Communication tools?

- Mass Media
 - Radio
 - TV
 - Print media
 - Magazines
 - Newspapers
 - Direct mailers
 - Electronic media
 - E- Newsletters
 - Email Blasts
 - Websites
 - Landing pages
- Social Media
 - Blog posts
 - You Tube –Videos
- Facebook
- Ect.
- Personal contact
 - Belly to Belly in the field
 - Emails
 - Texting
- Branding
 - Apparel
 - Give a ways
 - Office Environment
- Content is King!!!!

How can we Understand our Market?



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