

## JULY 19th - NOVEMBER 29th

This report details the first four months of the Growing Agriculture Together campaign after it's launch on July 19, 2021. The campaign promotions began with sharing the website link and trailer video. While reviewing these statistics keep in mind that not all series have had their individuals promotions yet. The co-op series was promoted throughout September & October, and the grain series is currently being promoted in November-December. Energy, Feed and Agronomy will be promoted in 2022. Two of the primary ways we track the success of our video campaign include views and impressions.

- **IMPRESSIONS** are when our video renders on a persons screen, but they might not actually interact with the content. Much like a billboard or magazine ad.
- **VIEWES** are when the viewer actively engages with content, by watching some, or all , of the video OR clicks on the link to engage with the website.

## TRAILER VIDEO SUCCESS

The following numbers reflect the views and impressions made by the campaign's promotional trailer video. This 1 minute and 23 second video summarizes the campaign and encourages viewers to go to the website [www.growingagriculturetogether.com](http://www.growingagriculturetogether.com).

36,301 **TOTAL VIEWS**  
ON ALL PLATFORMS

### VIEWS BY PLATFORM

♥ 1,755

▶ 953

📘 3,600

🐦 28,585

in 1,152

📷 247

📌 9

**VIMEO** IS OUR PRIMARY HOSTING SITE FOR THIS VIDEOS. **YOUTUBE** IS A SECONDARY OPTION.

**TWITTER** STOOD OUT BY GENERATING A LARGE NUMBER OF VIEWS & IMPRESSIONS. THE POST WAS BOOSTED FOR \$200, WHICH MADE THESE NUMBERS CLIMB.



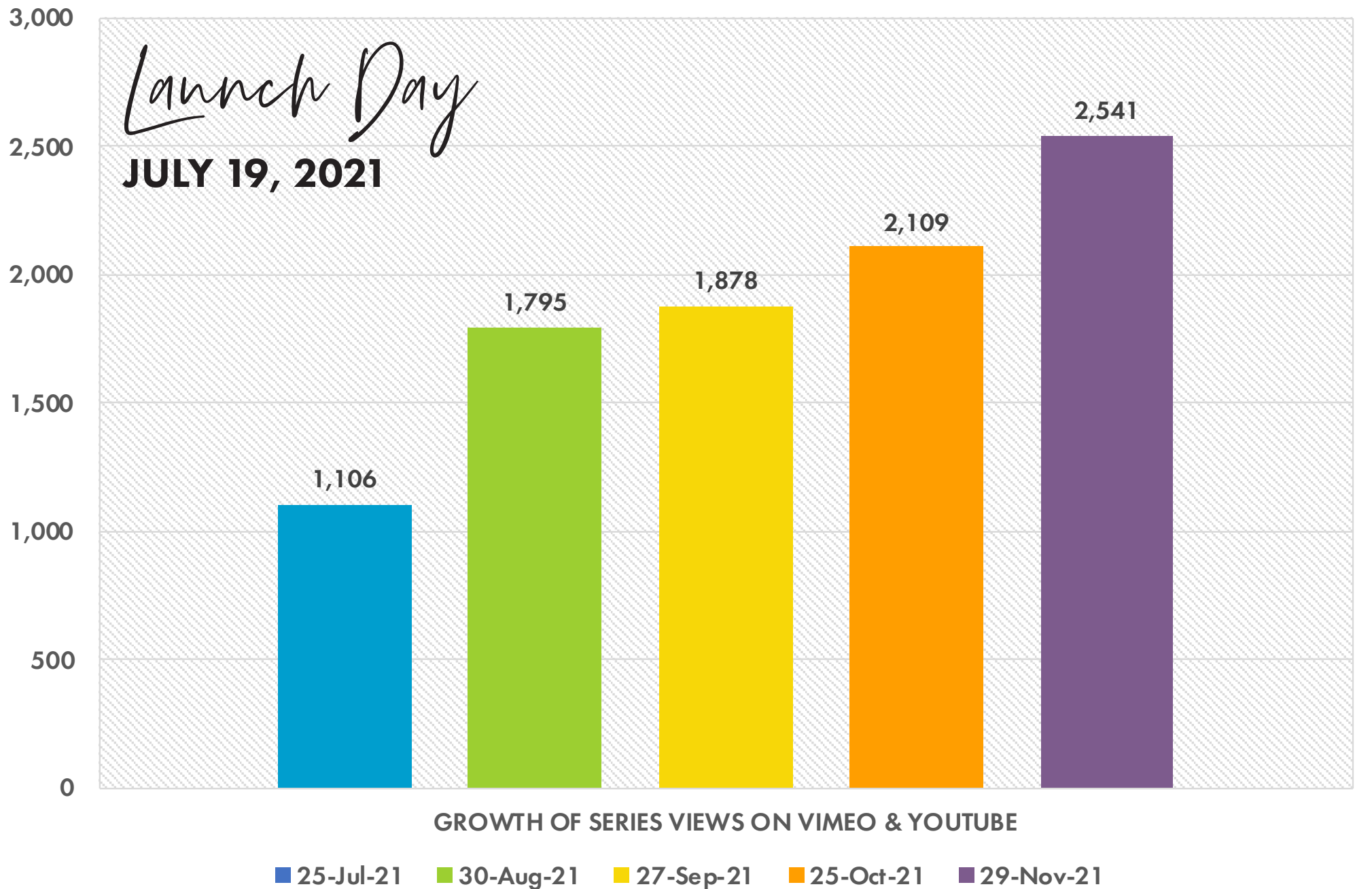
### AN OUTSTANDING

192,092 **IMPRESSIONS**  
ON VIMEO

ALL LIFETIME DATA PULLED ON 11.28.21

*Launch Day*

**JULY 19, 2021**



**EVERY VIDEO IN THE GROWING AGRICULTURE TOGETHER CAMPAIGN**  
CONTINUES TO GROW MONTH TO MONTH

# POPULARITY BY SERIES

The numbers below reflect the total views for each series of three videos. What is a co-op? takes the lead. As it should being the first promoted series in the campaign. Grain is currently being promoted and its videos take second place in the lineup. All views for each video continue to climb with active promotion efforts.

## MOST POPULAR VIDEO

COMBINED VIEWS ALL PLATFORMS

**WHAT IS A CO-OP?** *history*

2,200

TOTAL VIEWS



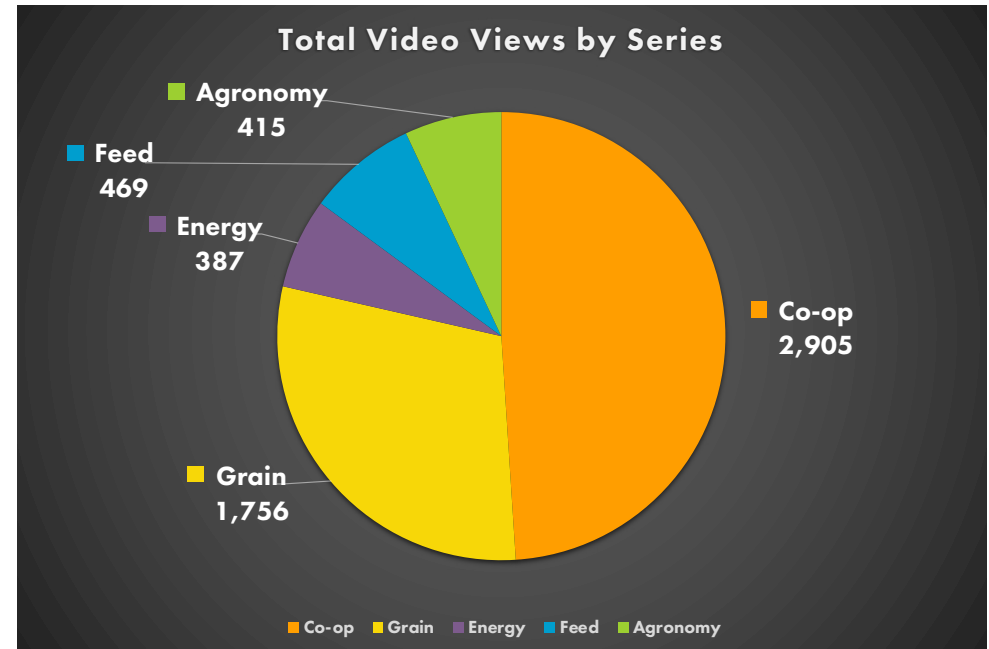
## RUNNER UP

COMBINED VIEWS ALL PLATFORMS

**WHAT IS GRAIN?** *grain markets*

1,488

TOTAL VIEWS



**5,725** **TOTAL VIEWS**  
ON ALL PLATFORMS OF THE  
15 SERIES VIDEOS.

## OUR SERIES VIDEOS ARE LONG

SO WE ARE VERY HAPPY WITH THESE ENGAGEMENT NUMBERS. THE AVERAGE ADULTS ATTENTION SPAN IS ONLY 8 SECONDS, SO WE ARE CAPTURING AN AUDIENCE DESPITE THE LENGTH OF THESE VIDEOS.

# WEB TRAFFIC

The numbers below show the traffic generated to [www.growingagriculturetogether.com](http://www.growingagriculturetogether.com) over the past four months. It's no surprise that Facebook is the number one traffic driver to the website. It's great to see that the CVA Website also plays a large role in sending visitors to the GAT site.

4,122

**TOTAL VISITORS TO  
THE GROWING AGRICULTURE  
TOGETHER WEBSITE**

10,995

**TOTAL PAGE VIEWS  
ON THE WEBSITE**

## TOP ALL-TIME REFERRERS

WHO DRIVE TRAFFIC TO THE WEBSITE



#1 **FACEBOOK**

#2 **SEARCH ENGINES**

#3 **WWW.CVACOOP.COM**

#4 **PINTEREST**

## TOP ARTICLES ON THE

GROWING AGRICULTURE TOGETHER WEBSITE

TOTAL PAGE VIEWS

416

**VALUE FOR THE NEXT GEN** CARL DICKINSON

176

**CVA IN THE CLASSROOM** MARKETING

141

**CELEBRATING LAUNCH WEEK** MARKETING

119

**CO-OP CAREERS APPLICATOR** AARON G.



**THE #1  
ARTICLE  
WAS PICKED  
UP BY AG  
RETAILERS  
ASSOC.**

**ARTICLES WERE  
TAKEN FROM  
THE GROWING  
AGRICULTURE  
TOGETHER  
MAGAZINE  
AND PUBLISHED  
ONLINE TO  
GENERATE  
ADDITIONAL  
TRAFFIC TO THE  
WEBSITE.**

# Website Traffic

## WEEK TO WEEK



### PATRONAGE

LET'S LEARN ABOUT & TUESDAY TIDBIT  
POSTS ENCOURAGED VISITORS

### LAUNCH SPIKES

INITIAL LAUNCH DROVE TRAFFIC TO THE SITE

### MAGAZINE ARTICLES

VALUE FOR THE NEXT GEN AND  
CAREER ARTICLES PUSHED NEW  
TRAFFIC TO THE SITE

# WHO? WHERE?

We have people visiting our website and watching our videos, but who are they and where are they located? Here are some insights we were able to collect through google analytics and the various analytics provided by our social media platforms.

## TOP CITIES VISITING

WWW.GROWINGAGRICULTURETOGETHER.COM

#1 **(NOT SET)** UNABLE TO TRACK USER LOCATION THROUGH AVAILABLE GOOGLE SOURCES

#2 **OMAHA**

#3 **ASHBURN**

#4 **YORK**

#5 **LINCOLN**

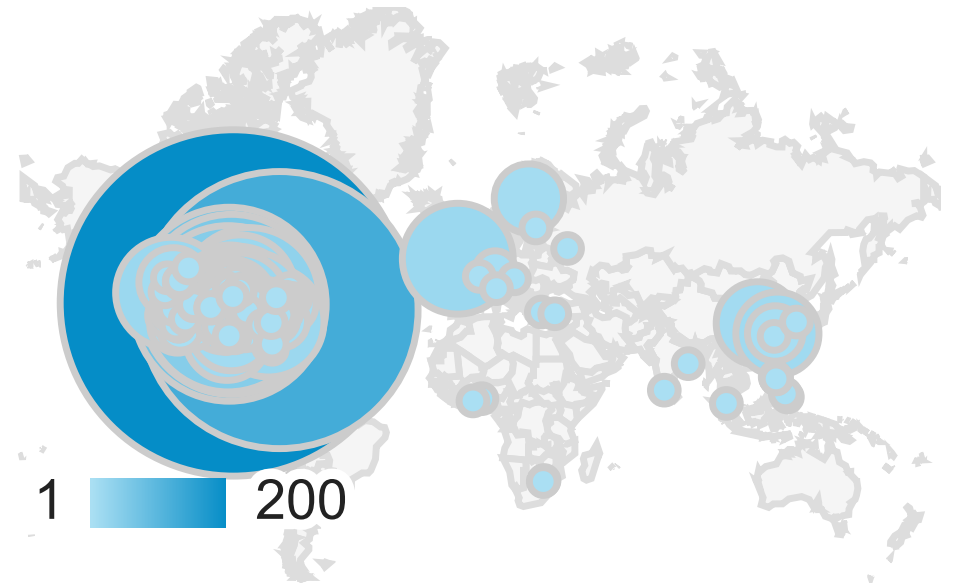
#6 **KANSAS CITY**

#7 **BELOIT**

#8 **MADISON**

#9 **COLUMBUS**

#10 **DES MOINES**



## TOP COUNTRIES VISITING

WWW.GROWINGAGRICULTURETOGETHER.COM

#1 **UNITED STATES** 93.65%

#2 **CHINA** 1.59%

#3 **CANADA** 1.36%

#4 **IRELAND** 1.08%

# WHO WATCHED THE TRAILER ???

**THE MAJORITY OF THOSE WATCHING THE VIDEOS** & VISITING THE WEBSITE ARE FROM



## TOP STATES

WHO WATCHED ON FACEBOOK

#1 **NEBRASKA** 1,960

#2 **KANSAS** 1,019

#3 **IOWA** 282

**AT LEAST 1 PERSON FROM ALL**

[50]

STATES WATCHED THE TRAILER  
ON VIMEO ALONE



## TOP STATES

WHO WATCHED ON VIMEO

#1 **NEBRASKA** 1,114

#2 **IOWA** 220

#3 **KANSAS** 157

#4 **MISSOURI** 44

#5 **MINNESOTA** 26

OUR  
VIEWERS  
ARE

*young*

**OF THOSE WHO WATCHED  
THE TRAILER ON FACEBOOK...**



48% WERE **MEN**

52% WERE **WOMEN**

**THE MAJORITY OF BOTH MEN  
& WOMEN WERE AGES 25-34**



# CVA EMPLOYEE IMPACT

CVA Employees are an important target audience of the Growing Agriculture Together campaign. The marketing team continues to spread awareness about Growing Agriculture Together through in-person or zoom meetings. Launch of the campaign was very successful in educating employees about the campaign and spreading awareness about the online resources and videos.

[ 6 ] PRESENTATIONS MADE  
TO EMPLOYEE GROUPS  
THROUGHOUT CVA

35 **BOD & SENIOR TEAM** JULY

21 **INTERNS** JULY

13 **ROMS & VP OF OPERATIONS** JULY

7 **HUMAN RESOURCES** AUGUST

13 **UNITY COUNCIL** NOVEMBER

21 **SAFETY & RISK MANAGEMENT** NOVEMBER

Kick-Off

## ACTIVITY PARTICIPATION

LOCATIONS PARTICIPATED IN  
EMPLOYEE GROUP PHOTO  
WITH GAT T-SHIRTS

29

EMPLOYEES PARTICIPATED  
IN EMPLOYEE WORKSHEET  
CONTEST

45

110 **EMPLOYEES**  
HAVE BEEN DIRECTLY INFORMED ABOUT  
THE GROWING AGRICULTURE TOGETHER  
CAMPAIGN BY CVA'S MARKETING TEAM





# CVA IN THE CLASSROOM IMPACT

A form was created on the Growing Agriculture Together website to give community leaders and teachers the opportunity to request a presentation in their classroom or at an event. 6 forms were completed and submitted. The marketing team followed-up with all submissions and coordinated four presentations to student groups over the past four months.

## 6 FORMS SUBMITTED ONLINE

EXPRESSING INTEREST IN HAVING A PRESENTATION

[ 4 ] PRESENTATIONS MADE  
TO STUDENT GROUPS  
THROUGHOUT CVA TERRITORY

120 **MITCHELL JEWELL COUNTY AG DAY** GLEN ELDER, KS

92 **LINCOLN COUNTY AG DAY** LINCOLN, KS

18 **LAKESIDE ELEMENTARY** CAWKER CITY, KS

40 **SCOTUS CENTRAL CATHOLIC** COLUMBUS, NE

270 **TOTAL STUDENTS**  
HAVE LEARNED IN PERSON ABOUT  
GROWING AGRICULTURE TOGETHER BY  
CVA EMPLOYEES



# DIRECT MAIL EXECUTIONS

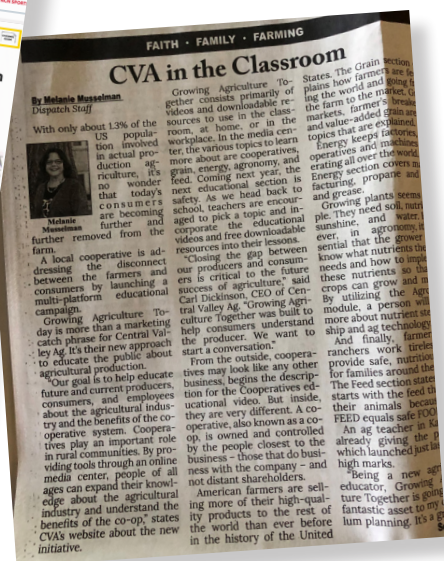
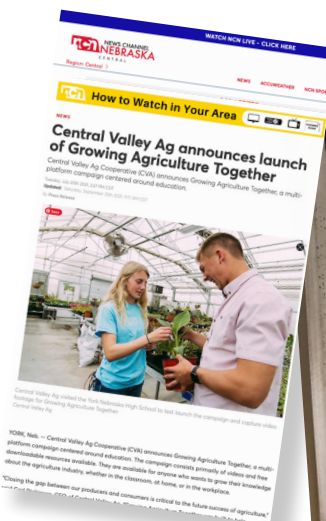
Direct mail pieces played a large role in launching the Growing Agriculture Together Campaign. Below is a list of what mailings went out and how many people were targeted by direct mail.

- 86 **LOCATION BOXES** MAILED TO CVA LOCATIONS FOR LAUNCH
- 95 **LAUNCH BOXES SENT TO** FFA CHAPTERS IN CVA TERRITORY AND OUR BOD
- 81 **THANK YOU'S** SENT TO VIDEO PARTICIPANTS
- 1,967 **POSTCARDS MAILED TO** NE/KS/IA SCHOOLS, BOD, EMPLOYEES & VIDEO PARTICIPANTS
- 158 **MAGAZINES DISTRIBUTED TO** FFA CHAPTERS IN CVA TERRITORY, BOD & SELECT CVA LOCATIONS
- 135 **MAGAZINES BULK MAILED TO** CVA LOCATIONS

2,522 **STRATEGIC DIRECT MAIL PIECES SENT TO MEMBERS OF OUR TARGET AUDIENCE**

## NEWSPAPERS & MEDIA

A press release was distributed to all KS/NE/IA media contacts detailing the launch. Many papers in all three states published the article. A radio ad also promoted the campaign to stations throughout our Radio Network.



# Positive Feedback

## RECEIVED VIA EMAIL, PHONE OR IN-PERSON

A few samples of the internal and external feedback that was received following the launch of the campaign.

X Congratulations on your launch of Growing Agriculture together! It is unique, forward thinking and very professional!  
**SCOTT BUCHLI MEMBER RELATIONS AG, LAND O'LAKES**

X Thanks for the opportunity. These turned out great and applaud the leadership that you guys took on this great educational piece.  
**CURT WOOLFOLK, MOSAIC**

X Voicemail from Jeff Bechard about the project and how it received kudos from an international grain company during their retreat. The person at the retreat went on about how fantastic the campaign is and was super complimentary. Tom Palmertree was in the room when the compliment came across and was able to hear it in-person.

X Got a call from Jay Debertin CEO of CHS this morning. He had just viewed the energy video. Jay was very impressed; "any organization of any size would be proud of this video". Great job! -  
**CARL DICKINSON**

X Kristin received voicemail from Troy Easterday was very positive. She called him back and they visited about the videos and campaign. He was excited and thought the video was great.

- Great job today. Very impressive. Great work. - *Nic McCarthy*  
(after presentation given to CVA Senior Team)
- Great work and thanks to your team! - *Fran Swain*
- Congratulations on getting this project launched. - *Tim Esser*
- Looking at the site, your team did a great job!!! - *Rachel Jacobsen*
- Hey everyone! Please check out the attached flyer! This is what was in our reveal box! And please check out the new website that our incredible marketing department launched! It truly is amazing!! Thank you to the CVA Marketing Department for all your hard work! You all did a phenomenal job!! - *Anna Petersen, CSS Oakland*
- Just wanted to let you know that I shared the new website of growing agriculture together with both schools here in Elgin and they both thought it was neat info and will be used at some point for school next year. So all your hard work is getting to the younger generation. - *Kara Shavlik*
- Love the video explaining the campaign – so professional! Good work! - *Ashley Dean*
- Looks good on my end. Great job on all of these videos. Very impressive. - *Glen Franzluebbers*
- Just wanted to say nice job to you and your team on the GAT campaign. Really sharp and engaging content that is simple to understand. I'm sure a lot of work went into this. Please pass along to your team – well done. - *Luke Beckman*