



GRAPHIC DESIGN
TV & RADIO COMMERCIALS
MEDIA BUYING
MARKETING CONSULTANCY

BRANDING
AD PLANNING
DIGITAL MARKETING
MULTIMEDIA PRODUCTION

WEB DESIGN & DEVELOPMENT
PRINT ADVERTISING
SOCIAL MEDIA
INTEGRATED COMMUNICATIONS



BACKGROUND

A family owned company, established in the early 1990s as Namoi Farmspray, NFS-Ag has grown significantly from its initial contract spraying service to a business offering a complete and diversified agricultural solutions to north-west News South Wales farmers.

NFS-Ag employs 27 people, has retail stores in Gunnedah and Narrabri, an online store and 20 staff in the field.

CHALLENGE

With such growth, NFS-Ag was finding it difficult to manage its various advertising and marketing needs, and dealing with numerous advertising representatives was time consuming and becoming a challenge to ensure consistent messaging and branding.

"The core brand message for NFS-Ag was being diluted or lost... We were overlooking important campaigns – we just didn't have time to focus."

– Michael Casey, General Manager, NFS Agribusiness.

STRATEGY

The overall strategic approach JAM Media employed was to create consistent brand messaging across all mediums and heavily promote NFS-Ag's unique selling proposition of being able to provide farmers with a complete agricultural solution.

"JAM Media was instrumental in helping change the perception of our company in the marketplace. We were being pigeon holed into a particular product offering, and our advertising message has assisted to change this and contributed to the growth of our business."

SOLUTION

Guided by the strategic approach, JAM Media devised an advertising strategy across print, radio and television and looked for ways to increase NFS-Ag's online presence through updating the website, setting up social media and producing electronic direct mail and e-newsletters.

As a result the following key areas were critical to delivering success and results for NFS-Ag:

Branding and Positioning

Central to all marketing efforts was to ensure all communications carried an updated and consistent slogan, rather than a couple of variations on NFS-Ag's positioning statement.

Responsive Website Design

A responsive website was designed to incorporate a blog and online shop. The blog component of the site was core to assisting Search Engine Optimisation and helps increase the length of time people stay on the site.

"It was extremely important to have a dynamic, mobile and user friendly website. Our target market are often working remotely and use a number of different mobile devices."



Advertising and Production

A series of 30 second television commercials were produced by JAM Media to incorporate a corporate branding message. Additionally, radio commercials and print advertisements are used to keep NFS-Ag top-of-mind for farmers. All are produced and scheduled to ensure they reach the right market demographic at the right time.

"The professional media production expertise and end result is incomparable to any media outlet we have used in the past. The quality of output is ten-fold."

Digital Marketing and Social Media

Starting with a small email database and no digital communication, NFS-Ag now has a strong and receptive client database.

A professional, brand consistent email template was created by JAM and EDMs sent regularly, and a Facebook account was established to assist with staying connected to current and potential clients.

"It's been critical for NFS-Ag to develop a consistent message across all media channels and JAM Media has provided us with a true integrated marketing communications plan that is delivering results."



RESULTS

In just 12 short months, the results for NFS-Ag speak for themselves.

Consistent and targeted messaging has not only saved the business a lot of time and money, it has also helped raise brand awareness and understanding of NFS-Ag. There has been an increase in new business, and a significant increase in website enquiries.

“ I see real advantages in using one supplier to handle all the marketing and act as our creative brain. With JAM Media I have a business partner – one that manages the brand, consistency in messaging and all our marketing. It means I am able to focus on what I do best – operate the business. ”



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