



## THE UNITED SOYBEAN BOARD

Like producers of other commodities, soybean farmers collectively invest a portion of their product revenue to fund research and promotion efforts. This collective investment is called a checkoff. The United Soybean Board is a federal checkoff program that supports these soybean farmers via their state-level associations.

## BUSINESS CHALLENGE

Osborn Barr, a St. Louis-based marketing agency, wanted to educate Ohio farmers about the high oleic soybean business for its client, The United Soybean Board. The Board had reached out directly to farmers, and was looking for an “out of the box” way to help move the needle in terms of encouraging them to grow high oleic soybeans. Osborn Barr recognized that it needed a partner with established media relationships in Ohio to help secure impactful media coverage. The agency turned to Team Fleisher Communications because of its strong track record in securing earned media.

## TEAM FLEISHER COMMUNICATIONS STRATEGY

The Columbus Food Truck Festival, an annual event that attracts more than 40,000 people over a three-day period, was selected to launch an outreach initiative that targeted Ohio farmers and promoted the high oleic soybean oil business.

### Elements of the Campaign

1. Team Fleisher utilized two messaging documents, one for internal use by designated spokespersons, and another to use for communicating with external media. Target audiences were consumers and farmers.
2. A media advisory was crafted and distributed to target media, state-wide.
3. Team Fleisher carefully crafted a pitch and delivered it to a unique list of Ohio influencers and outlets, targeting reporters who cover the food industry, farming and/or events. Pitches were followed up with personal calls.



4. Three truck operators were enlisted to “make the switch” and cook with high oleic soybean oil, and several industry and farm leaders agreed to speak about high oleic soybean oil and discuss its benefits for food companies. All were given media training on effective ways to deliver key messages.
5. Established social media channels of the festival and The United Soybean Board were used to build buzz and momentum. Team Fleisher created a series of posts to generate interest and build awareness. We also communicated via the social media channels of the food truck owners to generate more attention, as their followers are generally loyal, interested and active on social media.
6. We worked with festival organizers to amplify the Board’s messages by “tagging on” to coverage that had already been secured.

## RESULTS

- One dozen media stories were secured; one-third included live coverage.
- Two of the three TV network affiliates in Columbus reported the story.
- Social media reach exceeded 50,000 individuals on Facebook alone.
- The earned media coverage was leveraged in social media and in marketing collateral sent directly to Ohio farmers, consumers and those in the food industry.

“Food Truck Festival Coordinator: **“Team Fleisher was great! You went out of your way and we are truly grateful! We hope that all of you will be a part of the event again next year!”**”

