



FARM CREDIT

of Central Florida

Fits Your Life

*Windham, Rothering, Raburn & Earl Associates*



# Executive Summary

At Windham, Rothering, Raburn & Earl Associates, we are dedicated to the prosperity and awareness of your company. We are a highly motivated and extremely creative team of associates that will present the right image to any company and increase customer awareness both tangibly and intangibly. At WRRE, we believe that client satisfaction is imperative and we strive to work with each client's profile to meet their specific needs. You tell us the situation, we fix it—it's as simple as that!

*For further information, please contact an associate.*



# Client Profile



Farm Credit of Central Florida is a agricultural and rural lending institution serving 13 central Florida counties.

Farm Credit's primary function is to provide agricultural loans.



## Mission

Farm Credit strives to be the Lender of Choice to the agricultural and rural communities of central Florida.



# Clientele & Target Audiences

We believe that Farm Credit of Central Florida's continued success at serving all three categories, "young," "beginning," and "small" farmers is crucial to a future generation of farmers, ranchers and a strong agricultural economy.



**Our statement goal is to contact "young," "beginning," and "small" farmers. Agricultural property is an emerging market and with lower interest rates, everyone, including YBS farmers, is able to afford some sort of land.**

# Primary & Secondary Audiences

## Primary

### Audience

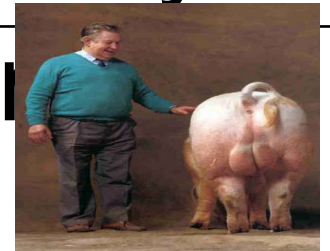
- **Age:** 25-35
- **Gender:** male
- **Marital Status:** married
- **Income:** 40K- 60K/year
- **Education:** High school, some college
- **Occupations:** works within state/government industries, self-employed
- **Geography:** rural central florida
- **Opinions:** politically conservative, general interest in agriculture
- **Interests:** news, family, working hard, lifestyle farming
- **Activities:** outdoors, fishing, hunting



## Secondary

### Audience

- **Age:** 40-60
- **Gender:** male
- **Marital Status:** married
- **Income:** 40K- 80K/year
- **Education:** high school – post graduate
- **Occupations:** self-employed, ready to retire
- **Geography:** urban, city area
- **Opinions:** ready to get out of the city, concerned with world/current issues
- **Interests:** Family, general welfare, concern with financial security
- **Activities:** family events, outdoor activities





# Issue Statement

- Farm Credit's largest problem is reaching the new target audience of "Lifestyle" farmers.
- The term lifestyle farmer has also been referred to as a hobby farmer—both definitions are essentially the same.
- Not everyone who is actually a part-time farmer considers themselves a "farmer" per se. Even so, they don't realize that Farm Credit is here to help those that are not necessarily large farmers.



# Solutions

*Resolution for problem can be resolved by persuading and informing the target audience & changing current positioning tactics. The “Lifestyle” Farmer Campaign with Farm Credit of Central Florida would focus on using more benefit positioning to reach their target audience.*

## Examples:

- 1) Setting up booths at home improvement stores, instead of focusing only on feed stores
- 2) Using radio news releases on various stations, not just country stations
- 3) Newspaper ads in specialty magazines that promote small livestock or gardening operations.

# Goals

- The “Fits Your Life” campaign will benefit Farm Credit of Central Florida in several capacities. The integrated campaign will increase and strengthen customer base in the non-traditional and traditional agriculture areas. However, our focus will be on increasing clientele within the non-traditional segment.
- The potential outcomes of this campaign will be a greater name recognition within the Central Florida area and, therefore, a larger and more aware clientele base.





# Objectives

- **Increase awareness of Farm Credit of Central Florida to target audience of young, beginning and small scale farmers as well as those with non-traditional agriculture backgrounds**
- **Stimulate interest of target audience to FCCF through marketing, public relations, and advertising.**
- **Increase clientele base through media promotion aimed at those who are not involved in traditional production agriculture.**



# Strategies

- **Increase Farm Credit of Central Florida's adaptability to a new target audience. By using the theme "Fits Your Life," we believe that farm credit can appeal to a new audience. Our campaign will focus on non-traditional agricultural customers by utilizing a user positioning campaign.**
- **We plan to enhance FCCF's current print media, as well as implement broadcast media. These will all reflect the theme "Fits Your Life."**
- **We plan to increase customer base through offering new promotional materials.**



# Tactics

- **Full Page Color Print Ads in local Sunday Edition news papers throughout the Central Florida area to promote the theme “Fits Your Life.”**
- **Air commercials with local news affiliates throughout early fringe day part.**
- **Give out promotional tape measures at local home improvement stores in Central Florida on weekends throughout the three month campaign**



# Tangible tactics

- **The number of tape measures distributed to customers at local home improvement stores.**
- **The number of brochures distributed throughout the three month campaign.**
- **An above average increase in customer base during the three month campaign and the six months following the end of the campaign.**



# Intangible tactics

- **Send surveys to 1500 households throughout the FCCF service area to the assess knowledge gained from the campaign.**
- **Conduct a focus group of new homeowners in the area to assess awareness of FCCF.**



**FARM CREDIT**  
of Central Florida

Not Just for Farmers

# Campaign Media Chart and Budget

PRINT	Type	#insertions/quantity	Size/placement	% of budget
BROCHURES	Tri-fold	10,000	8 ½ x 11"	\$2,500.00 = 0.871%
PRINT AD MAGAZINE	Full Page Color	25,000 (one magazine)	Magazine full page color	10%
PRINT AD NEWSPAPER	Full Page Color	20,000 (one newspaper)	Newspaper full color page	15%
MASS FLYER MAILINGS	Direct Mailings	10,000		1 mailing = \$2.00 \$2.00 x 10,000 ppl = \$20,000.00
			<b>TOTAL</b>	<b>32.840%</b>
BROADCAST	Type	#spots/day/dayparts	Seconds	% of budget
LOCAL HILLSBOROUGH COUNTY	Prime time commercial	5 spots/day/30 days	30	150 @ \$85.00/spot = \$12,750.00 + \$175.00 digitization fee = \$12,925.00
LOCAL POLK COUNTY	Prime time commercial	5 spots/day/30 days	30	150 @ \$85.00/spot = \$12,750.00 + \$175.00 digitization fee = \$12,925.00
			<b>TOTAL</b>	<b>\$25,850.00 = 9.007%</b>
OUT-OF-HOME	Type	# months	Size/placement	% of budget
BILLBOARDS	advertising	3 months	3 boards/month	1 board/month = \$500.00 3 mo x 3 boards @ \$500.00 ea = \$4,500.00
AIRPORT DIARAMAS	Advertising	3 months	3 boards/month	1 board/month = \$300.00 3 mo x 3 boards @ \$300.00 ea = \$2,700.00
			<b>TOTAL</b>	<b>\$7,200.00 = 2.509%</b>
SUPPORT MEDIA	Type	Quantity	Placement	% of budget
TAPE MEASURES	25 foot	1,000	Home Improvement Store Booth	\$1,000.00 = 0.348%
			<b>TOTAL</b>	<b>\$1,000.00 = 0.348%</b>
PR	Type	Production Cost	Placement	% of budget
PSA W/FARM BUREAU	PSA	\$0.00	Local broadcast	\$0.00 = 0%
PSA W/ WMD	PSA	\$0.00	Local broadcast	\$0.00 = 0%
LOCAL FOOD DRIVE	PR	\$0.00	At a bank around Holidays	\$0.00 = 0%
			<b>TOTAL</b>	<b>\$0.00 = 0%</b>
SALES PROMOTION	Type	Costs	Placement	% of budget
COUPONS	Promo	\$0.00	To new customers	Only interest not accumulated
BOOTH	Promo	\$1000.00	At realty shows	\$1,000.00
			<b>TOTAL</b>	<b>\$1,000.00 = 0.348%</b>
<b>Total Print</b>	<b>32.840%</b>			
<b>Total broadcast</b>	<b>\$25,850.00 = 9.007%</b>			
<b>Total out-of-home</b>	<b>\$27,200.00 = 9.477%</b>			
<b>Total PR</b>	<b>\$0.00 = 0%</b>			
<b>Total Sales Promotion</b>	<b>\$1,000.00 = 0.348%</b>			
<b>Total budget we are asking for:</b>	<b>\$148,212.54</b>			<b>51.642%</b>

don't forget the little man.

Own a couple of head of cows? Small blueberry farmer? First time agriculture buyer? Farm Credit of Central Florida has the right tools to make long time dreams into reality.

Contact a Representative today  
[www.farmcreditcfl.com](http://www.farmcreditcfl.com)



FARM CREDIT OF CENTRAL FLORIDA

Making Long Time Dreams Reality



Farm Credit of Central Florida

Young • Beginning • Small



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Fits Your Life



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*See what Farm Credit of Central Florida can do for your future today.*



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Thank you All!  
Questions/Comments