

shoal case study

advertising

Farmers Weekly

shoal
effective
creative

As well as driving traffic and therefore customers to the new website, our solution has helped raise general awareness of this service among the agricultural community.

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Creating a farmers' market with a difference

Farmers Weekly is the number one farming publication that serves the whole British agricultural industry. The magazine and website provide the latest industry news, market trends and technical information to help farmers manage their businesses more effectively.

Objective: To create a strong, brand focused advertising campaign promoting a new web offering from Farmers Weekly – fwmarketplace.co.uk – an online marketplace where agricultural equipment can be bought and sold through searchable classified listings. The campaign needed to appeal to users and potential advertisers alike. As a result of diverse media buying, Shoal needed to produce a grid layout system that could easily be adapted to different landscape and portrait sizes without diluting the key message.





Solution: A strong campaign look and feel was developed by combining the red and yellow brand colours together with appealing and relevant imagery emblazoned with a dominant 'SOLD' graphic. The addition of the headline: 'The Market. The Place.' helped to reinforce the new URL, encouraging readers to check out the new website and try the service for themselves. The second line: 'You do the farming... We'll do the selling.' aimed specifically at the farming community was also introduced.

You do the farming...



...We'll do the selling.

www.fwmarketplace.co.uk

fwmarketplace.co.uk
FARMERS
WEEKLY MARKETPLACE

Make sure your business benefits from Farmers Weekly Marketplace: a great value; proven & completely measurable; online advertising opportunity.

Buy & Sell agricultural products & equipment to a huge audience quickly and easily.

Call 01342 335861 now!



Effective: As well as driving traffic and therefore customers to the new website, our solution has helped raise general awareness of this service among the agricultural community.

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