SIMA

Learnings and Insights Convening

Nairobi, Kenya
July 17th, 2025

In Partnership with:

re:sourced CIMMYT AgNexus AFRICA

Slido Q&A

#1

What is the first word or phrase that comes to mind when you hear ‘seed marketing’?

#2

"Complete the sentence: Effective seed marketing requires______."

AGENDA

Opening Remarks	**9:00 - 9:30am**
SMIA Overview & Pilot Framework	**9:30 - 10:00am**
Influencing Varietal Turnover: *Performance Information and Point-of-Sale Techniques*	**10:00 - 11:00am**
	(Tea Break)
Designing Impactful Campaigns: *Public Awareness Building and Private Demand Creation*	**11:30 - 12:30pm**
	(Lunch Break)
SMIA Program Partners Panel: Q&A	**1:30 - 2:30pm**
Stakeholder Panel: Results Feedback & Sector Vision	**2:30 – 3:30pm**
Final Thoughts & Closing Remarks	**3:30 – 4:00pm**
	(Tea & Networking)

SMIA Program Design

Challenge — Why do we exist?

- The average age of improved varieties of crops cultivated by farmers in Africa is 10 to 20 years old.
- Most of these varieties were developed for a growing environment that no longer exists.

Outcome — What future do we want to help create?

- The primary outcome is to build an evidence base on the effectiveness of innovative marketing interventions on the sales of seed of new varieties.

Purpose — What are we here to do?

- Pilot marketing innovations to design effective marketing tools and techniques.
- In order to realize the strategic goal – more effective marketing that accelerates seed sales and variety turnover in Africa.

SMIA Theory of Change

Innovation Pilots

1 **Varietal Information** to support seed purchasing decisions by farmers

2 **Social Marketing** campaigns to influence uptake of new and improved varieties

3 **Point-of-Sale (POS)** techniques and tools to drive sales in agri-retail channels

4 **Digital Marketing** approaches by seedcos to build brand and turnover

Customer Journey

Awareness → Interest → Consideration → Purchase → Retention → Advocacy

Public

Private

Insight Layers

Market Research

GeoPoll

Creative Agency

Chlorophyll

CGIAR Market Intel

CIMMYT CGIAR

Retail Data

AgNexus Africa

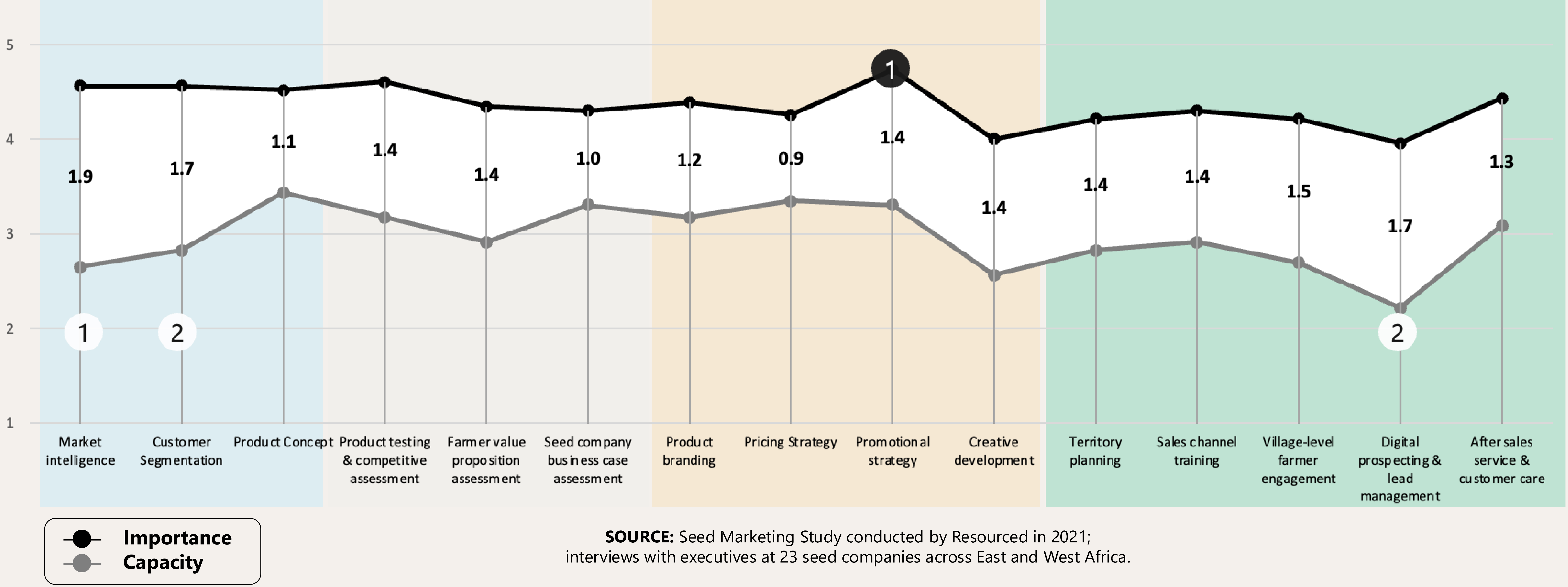
Capturing farmer perspectives and measuring ***Awareness*** *and* ***Perception*** *levels*

Experimental partners tracking metrics on ***Turnover****,* ***Adoption****,* ***Engagement*** *and* ***ROAS***

Point-of-sale data from agrodealers to show ***Purchasing Behavior*** *and* ***Sales***

AWARENESS – How to improve capacity in communicating value proposition?

Customer Insight	Product Positioning	MarCom Strategy	Commercial Execution
What problem are we trying to solve?	What unique advantage does this product offer?	What are the best ways of connecting and converting our best prospects?	How to fulfill business objectives through individual channel partner actions in the field?



SOURCE: Seed Marketing Study conducted by Resourced in 2021;
interviews with executives at 23 seed companies across East and West Africa.

PERCEPTION – Doesn’t always reflect reality, but does affect behavior

58%
perceive new varieties as more expensive to cultivate

48%
perceive new as more susceptible: pre- and post-harvest

~50%
think quality issues are more likely with the new varieties

~50%
do not anticipate new varieties to outperform the old substantially

~5%
Average expected yield gain from shifting to new hybrids during a good season

SOURCE: SMIA Program Research baseline conducted in Kenya by CIMMYT in 2023;
Sample Size: N = 4,160 in four Kenyan counties – Embu, Kirinyaga, Vihiga and Busia.

SALES – Where are farmers in the seed transition pathway?

Customer Journey

Awareness	Perception	Sales

Awareness → Interest → Consideration → Purchase → Retention → Advocacy

PUSH → Demand Fulfillment **PROFESSIONALIZATION** Demand Creation ← **PULL**

Hurdles to Creating More Demand

Limited Awareness of New Seeds and Differentiated Performance	Previous Exposure to Counterfeit Seed, Agronomic Issues, or Government Programs	Affordability – does value justify price? Availability – enough volume in the system? Accessibility – proximity to point-of-sale?

Objectives

SMIA Stakeholder Convening

July 17th, 2025 | Nairobi, Kenya

1

Results

- Introduce SMIA program background & research approach
- Review experiment design & pilot methodologies
- Present findings & results from three (3) years of field activities

2

Insights

- Cover key takeaways from experimental findings – what do these results show us?
- How can we use them to inform future public sector awareness creation efforts?
- What can private companies take into their campaign design?

3

Questions

- **Panel:** opportunity for Q&A with the program team and experts
- What questions do these findings raise?
- How can we better share these results and insights with broad audiences?

4

Feedback

- **Panel:** public and private sector stakeholders to share feedback
- Open discussion on the industry blind spots and opportunities for further expansion of focus
- Where are the remaining gaps? How could these be addressed in future?

5

Vision

- Discussion of an integrated vision for seed sector marketing support
- How can these innovation areas close the gap in capacity?
- **What are integrated approaches for public-private investment in seed marketing?**

SMIA

Slido Q&A

#3

Type in your questions
in Menti for the presenters.

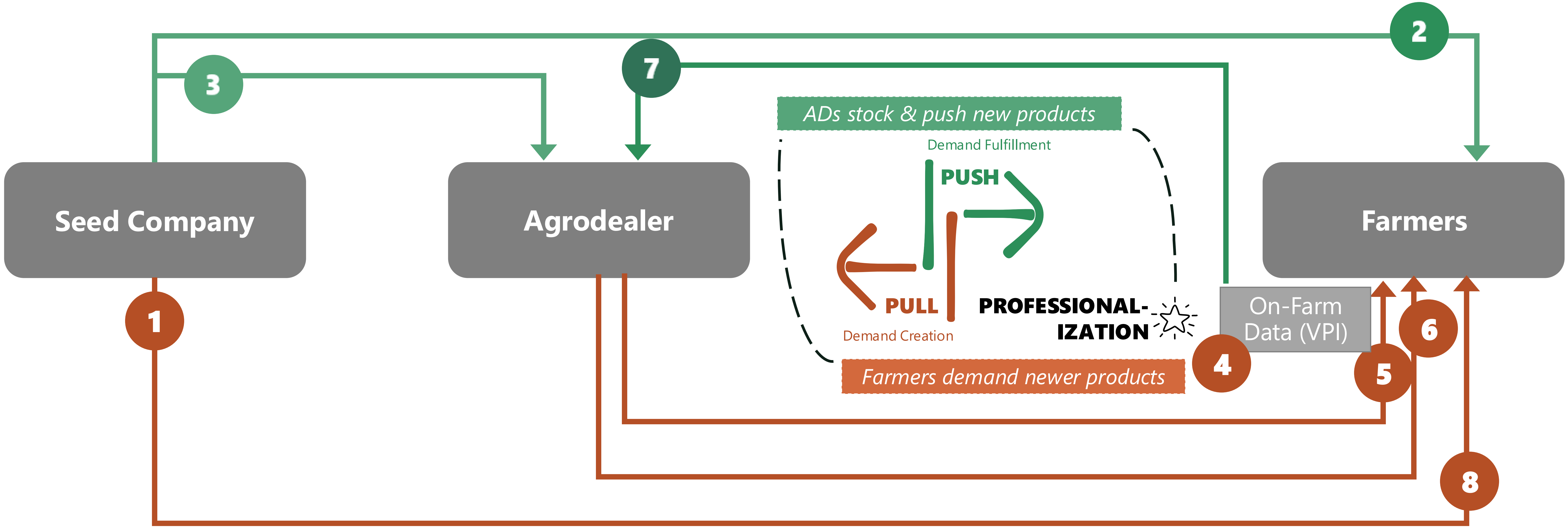
(We will address questions during the SMIA Partners Panel Session in the afternoon).

Influencing Varietal Turnover

Varietal Performance Information and Point of Sale Techniques

Moti Jaleta, CIMMYT
Sarah Kariuki, CIMMYT
Michael Ndegwa, CIMMYT
Pieter Rutsaert, CIMMYT

Insights on Marketing Influence with Agrodealers and Farmers



1 Seed Leaflet Study	2 Info and Discounts to Farmers @ ADs	3 Price Discounts to ADs	4 Trial Packs Study	5 VPI Farmer Tests (I)	6 VPI Farmer Tests (II)	7 VPI Tests with ADs	8 Demo Plot Study

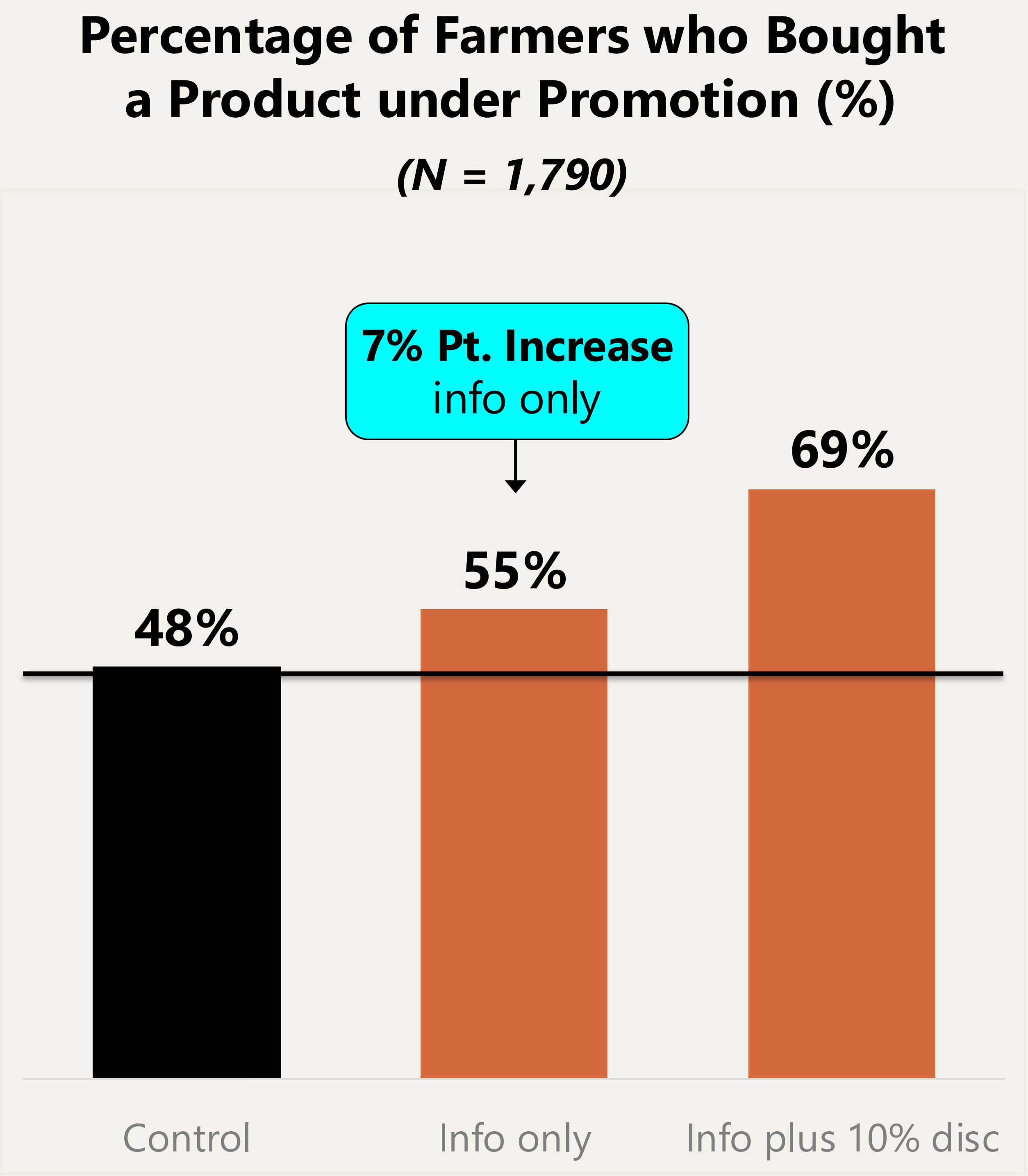
2 Effect of Info Nudges & Price Promos

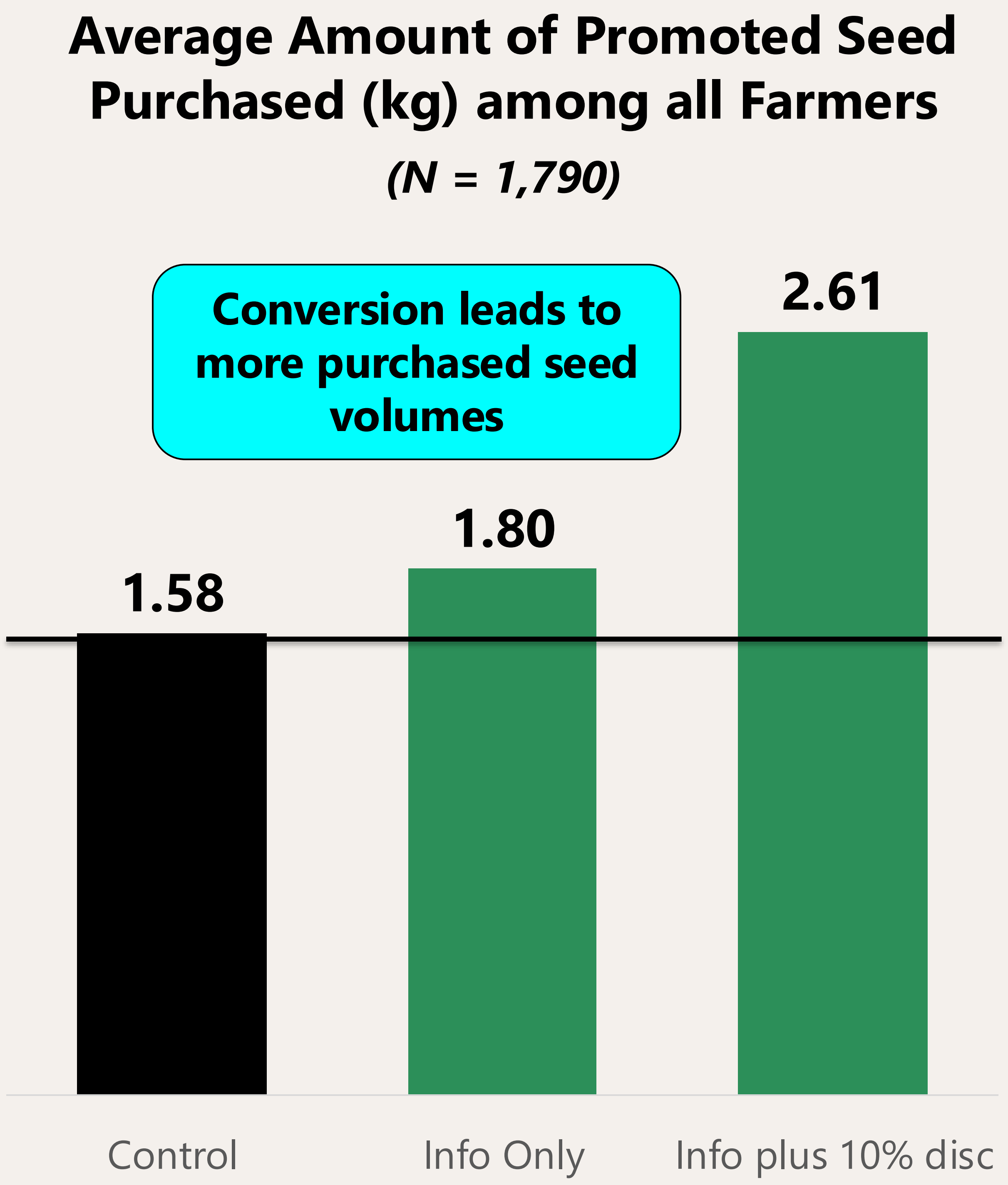
Can farmers change purchasing behavior based on new info or discounts on products?

Study Methodology

- Placed a study booth in front of selected agro-dealer shops
- Farmers (n=1,790) assigned to treatment groups
  - General information only
  - Information + discount for new products (10%)
- Farmers enter the store to make purchase
- Farmers are intercepted as they leave store

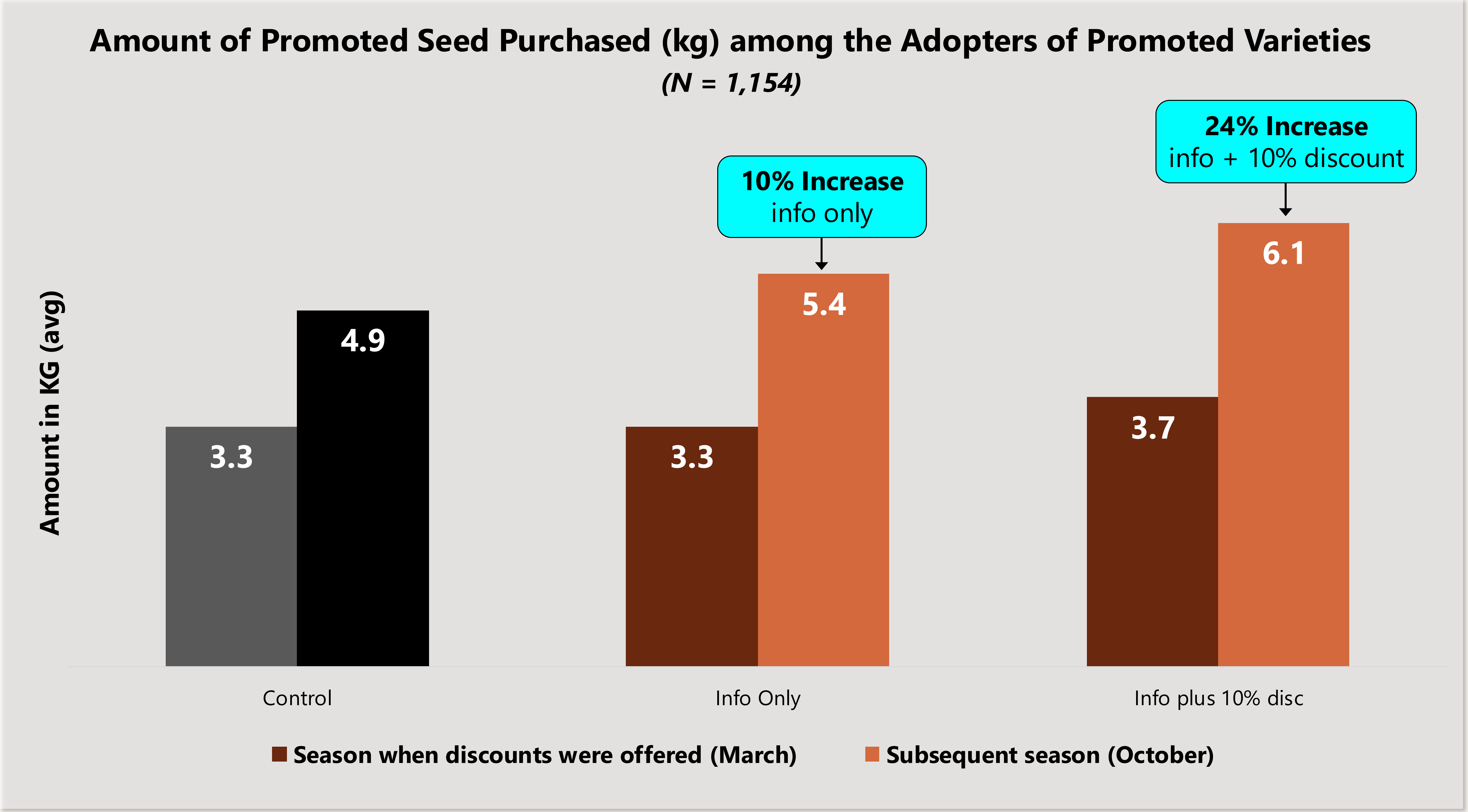
Promotions increased farmers purchasing new products





General information alone delivered modest increases in the conversion of farmers using promoted hybrids; *declared introductory* price discounts showed larger effects.

New product experimentation created persistent purchase preference



1 Seed Leaflet Study

How to create trust and influence farmers with seed info?

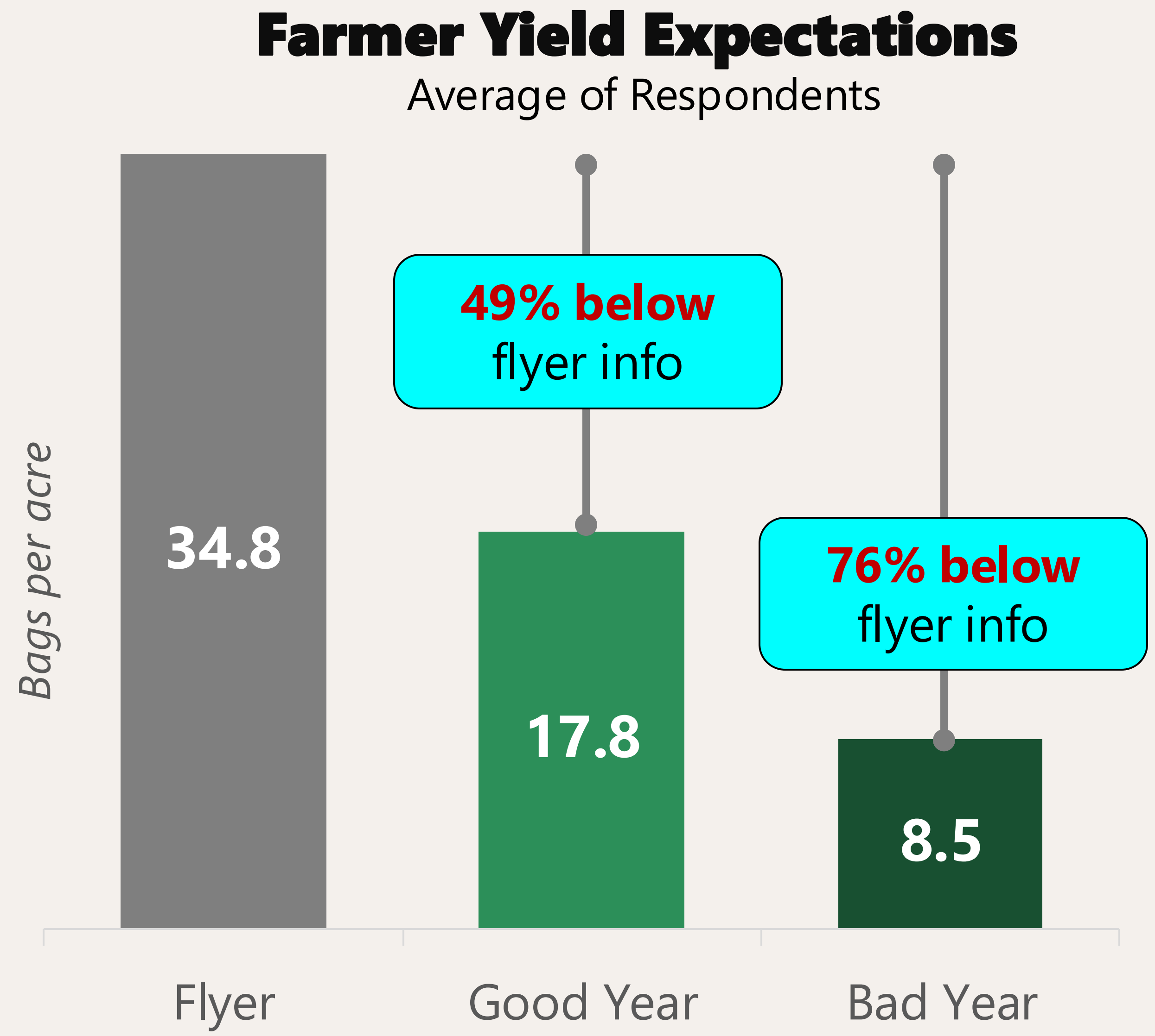
Objectives

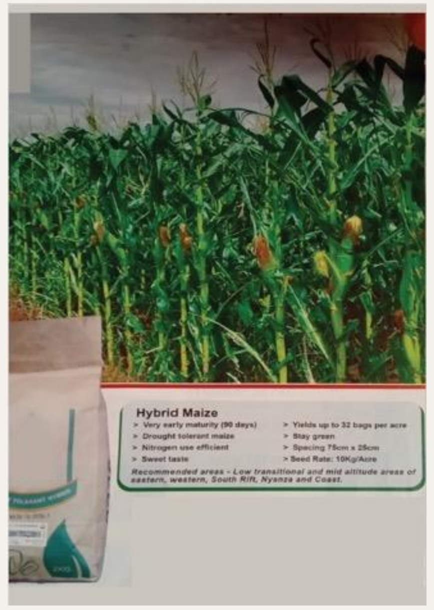
- Validate approaches for utilizing VPI data to support replacement decisions by farmers and agro-retailers
- Understand farmer response to current information sources and channels

Methodology

- Focus group discussions (20 groups of male and female farmers)
- Quantitative survey (600 farmers)
- Machakos, Kenya

Famers' discount seed company's reported information





5 6 7

Varietal Performance Info (VPI) Impact on Farmer Demand & Agrodealer Behavior

SMIA

Objectives

- Increase awareness of best-performing varieties to create demand and measure the sales impact

3 Study Overview

- (2) Farmers studies on their purchases when provided with VPI data
- ADs study on their stocking, recommendations, and sales when provide with VPI data

Current Situation

Independent on-farm VPI of commercially available products is not available.

1) Many varieties in the market

2) No independent comparative information for commercial varieties exists in Kenya

This is unlike other mature seed markets (USA, Canada, etc.) or African countries (ZW: Art Farms, ZM: GART, and SA: ARC)

3) New products are not achieving adoption targets

Private Breeding

Public Breeding

National Performance Trials *(pre-release)*

Seed Companies *(commercial release)*

Agro-Dealers

Farmers

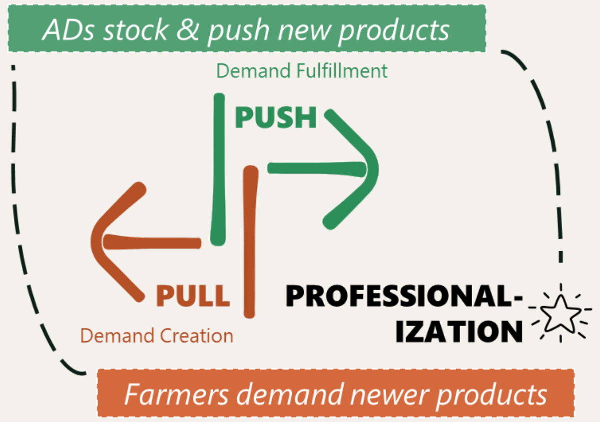
Third Party Product Performance Trials

Concept

Can this information change behavior – farmers and ADs?

Introduce **unbiased product performance information** from multiple locations to support **rapid commercialization** of new varieties

Methods of VPI Studies



4 VPI Data from Trial Pack Study
(2023)

Collected data on yield of different varieties from over 4,160 farmers in four Kenyan counties.

5 VPI Tested with Farmers
(2024)

Provided farmers with a voucher and VPI data to test the ***role of VPI*** on the selection of seed products.

Collected data on how farmers spent their voucher on seed purchases from 1,194 farmers in eastern Kenya.

6 VPI Tested with Farmers
(2025)

Intercepted farmers at ADs intending to purchase seed and provided them with ***different types of VPI data.***

Collected data on seed purchases from 2,132 farmers in eastern Kenya.

7 VPI Tested with ADs
(2025)

VPI data shared with ***agro-dealers*** to test their decisions on ***stocking AND their recommendations and sales*** to farmers based on seed performance information.

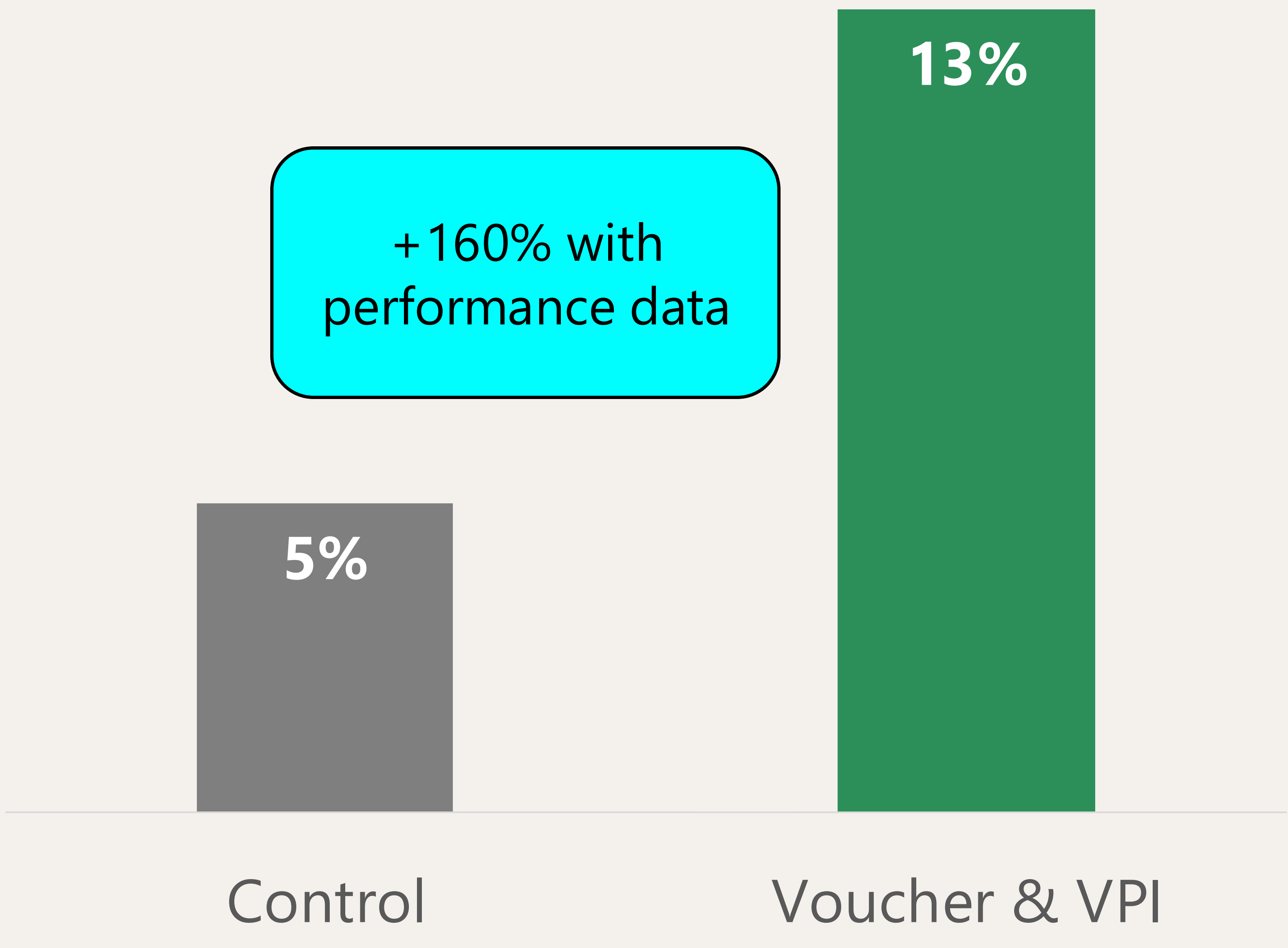
Collected data on sales & stocking from 472 ADs in three Kenyan counties.

Farmer-generated information increased demand for the top products

2024 Season

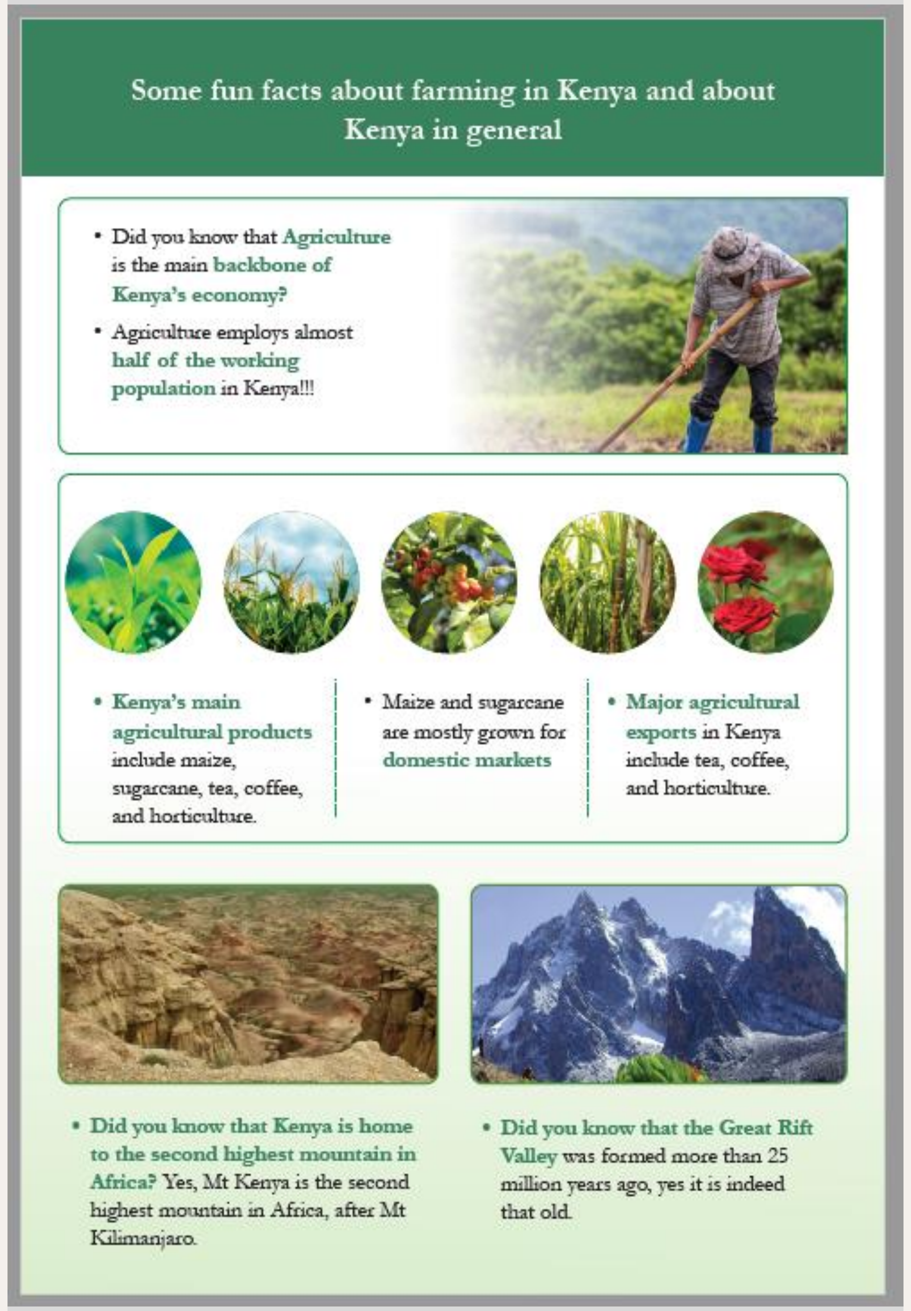
Seed Product Performance Information – Embu County			
Product	**Age**	**Bags per Acre** *(County Average)*	**Bags per Acre** *(Top 25% of Farmers)*
PRODUCT A	**7**	**13**	**25**
PRODUCT B	**4**	**11**	**22**
PRODUCT C	**10**	**8**	**14**
PRODUCT D	**48**	**7**	**14**
PRODUCT E	**26**	**7**	**11**
PRODUCT F	**27**	**7**	**11**
PRODUCT G	**19**	**7**	**11**
PRODUCT I	**16**	**6**	**13**
PRODUCT J	**19**	**6**	**11**
PRODUCT K	**7**	**5**	**8**

Proportion of Farmers that Bought any Top Two Products



2025 study measured the influence of different types of VPI data

2025 Season


Some fun facts about farming in Kenya and about Kenya in general

- Did you know that Agriculture is the main backbone of Kenya's economy?
- Agriculture employs almost half of the working population in Kenya!!!

- Kenya's main agricultural products include maize, sugarcane, tea, coffee, and horticulture.
- Maize and sugarcane are mostly grown for domestic markets
- Major agricultural exports in Kenya include tea, coffee, and horticulture.

- Did you know that Kenya is home to the second highest mountain in Africa? Yes, Mt Kenya is the second highest mountain in Africa, after Mt Kilimanjaro.
- Did you know that the Great Rift Valley was formed more than 25 million years ago, yes it is indeed that old.

Control: General Country Info

County Average vs. Top Producer County Average Treatment Groups

Kiwango cha wastani cha mavuno kwa ekari moja kwa wakulima wa Kirinyaga County

Jina la mbegu	Nambari ya magunia waliopata kwa ekari moja
PRODUCT 1	13
PRODUCT 2	10
PRODUCT 3	10
PRODUCT 4	10
PRODUCT 5	9
PRODUCT 6	9
PRODUCT 7	9
PRODUCT 8	8
PRODUCT 9	8
PRODUCT 10	8

#1: County Average Yield

Kiwango cha wastani cha mavuno kwa ekari moja kwa wakulima wa Kirinyaga County

Jina la mbegu	Nambari ya magunia wakulima asilimia ishirini na tano bora walipata - hii ni kukuonyesha uwezo kamili wa bidhaa.
PRODUCT 1	27
PRODUCT 2	20
PRODUCT 3	21
PRODUCT 4	17
PRODUCT 5	16
PRODUCT 6	15
PRODUCT 7	14
PRODUCT 8	14
PRODUCT 9	14
PRODUCT 10	13

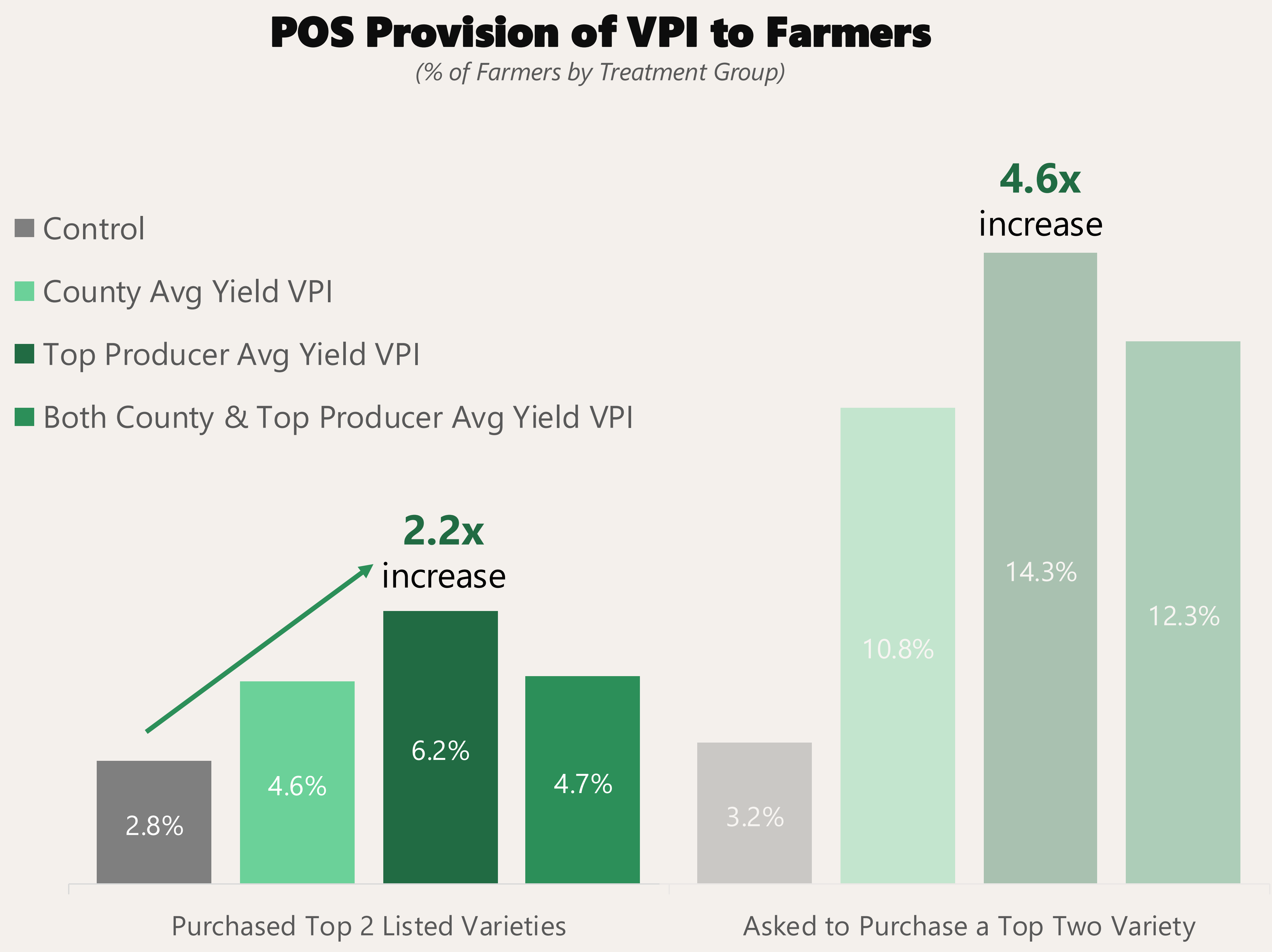
#2: Top Producers Average Yield

Kiwango cha wastani cha mavuno kwa ekari moja kwa wakulima wa Kirinyaga County

Jina la mbegu	Nambari ya magunia waliopata kwa ekari moja	Nambari ya magunia wakulima asilimia ishirini na tano bora walipata - hii ni kukuonyesha uwezo kamili wa bidhaa.
PRODUCT 1	13	27
PRODUCT 2	10	20
PRODUCT 3	10	21
PRODUCT 4	10	17
PRODUCT 5	9	16
PRODUCT 6	9	15
PRODUCT 7	9	14
PRODUCT 8	8	14
PRODUCT 9	8	14
PRODUCT 10	8	13

#3: County Average + Top Producer Yields

VPI significantly increases farmer ask and purchase of top varieties



Top Producer VPI* had the greatest influence on farmer purchase intentions and actual purchases

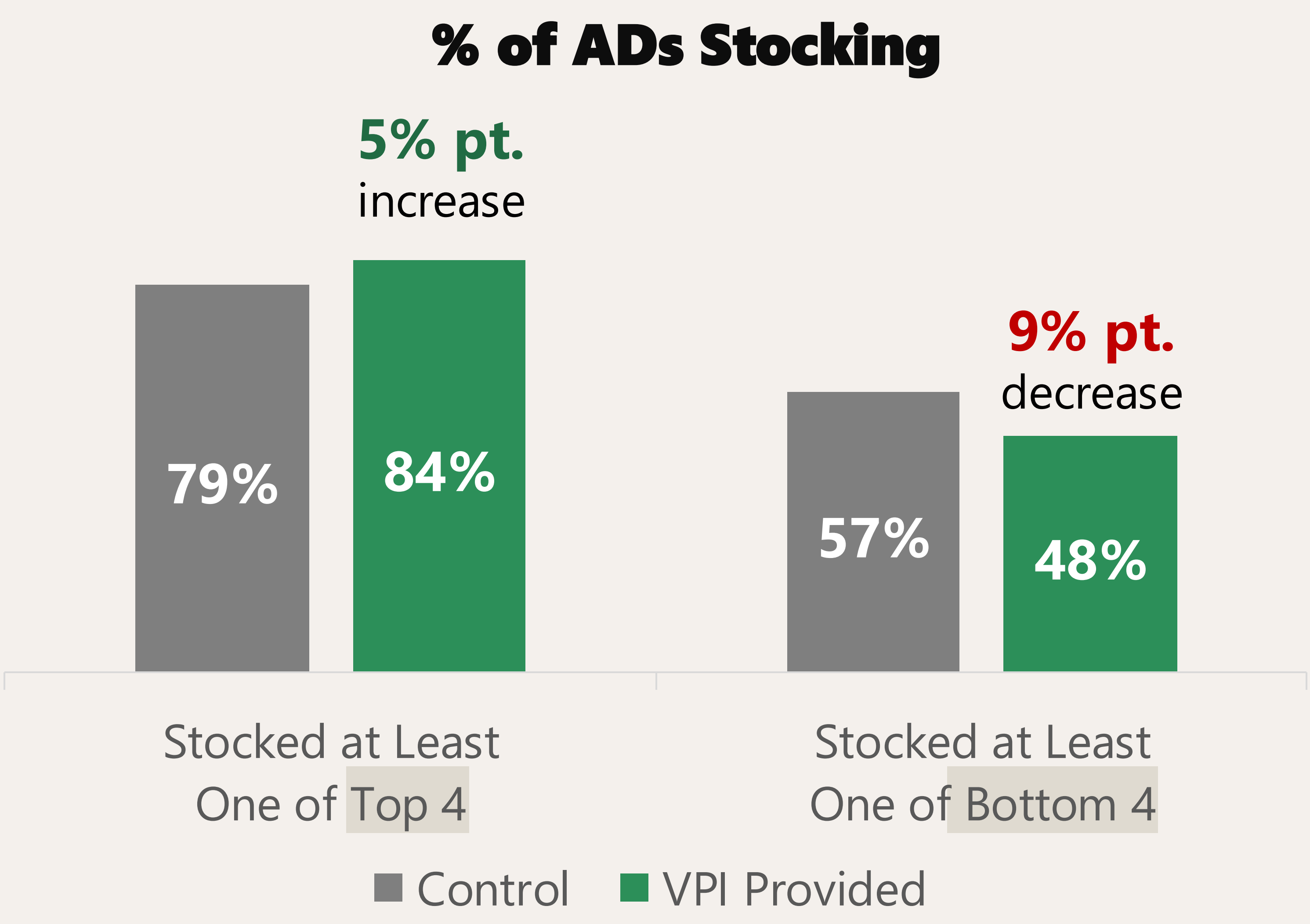
Discussion & Notes

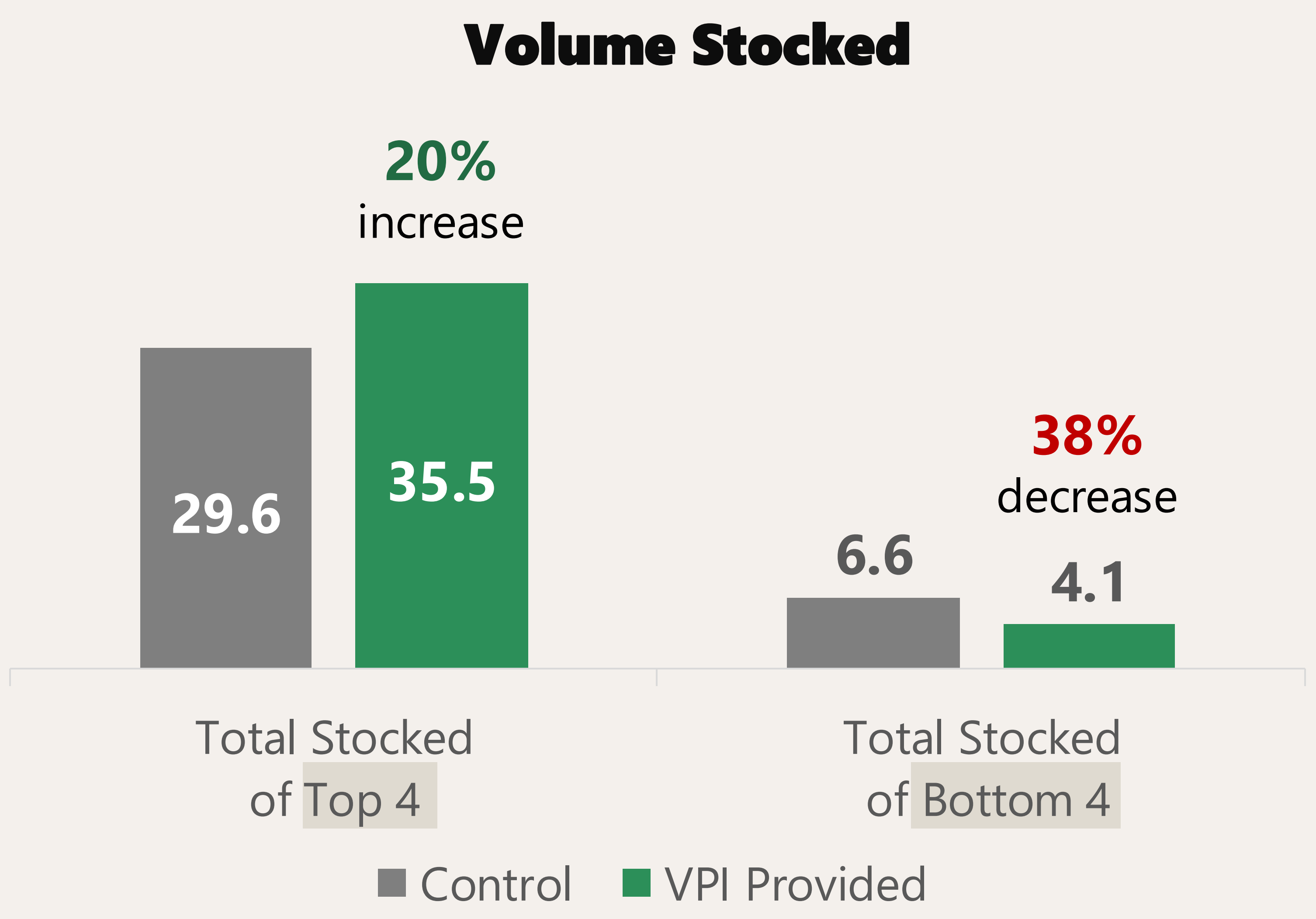
- VPI led up to 2.2 times increase in the number of farmers purchasing one of the top two varieties
  - **Top Producer average yield** info alone had a **greater influence** than county average yield info
  - Influence of Top Producer average yield info is dampened when county average yield info is also provided

- **Purchase intentions** of one of the top two varieties were **even higher**
  - Number of other factors (e.g. availability, price, etc.) that dampen actual purchases of top varieties

** Top Producer VPI: County Average Yield of the Top 25% of Farmers in the County*

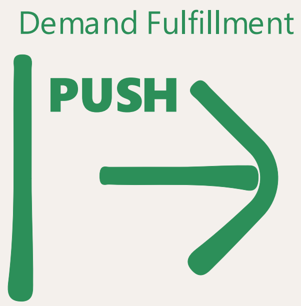
VPI increases stocking of top varieties AND decreases bottom varieties





Discussion & Notes

- Since ADs typically sell through stocks, varieties stocked, and their volumes directly translate into the sales of those varieties. The study focused on stocking intentions.
- **Ads also recommend the Top 4 varieties more**, whether the farmer has a stated preference or not



VPI notably influences a significant reduction in stocking of bottom 4 performing varieties

8 Role of Private Sector-Led Demo Plots

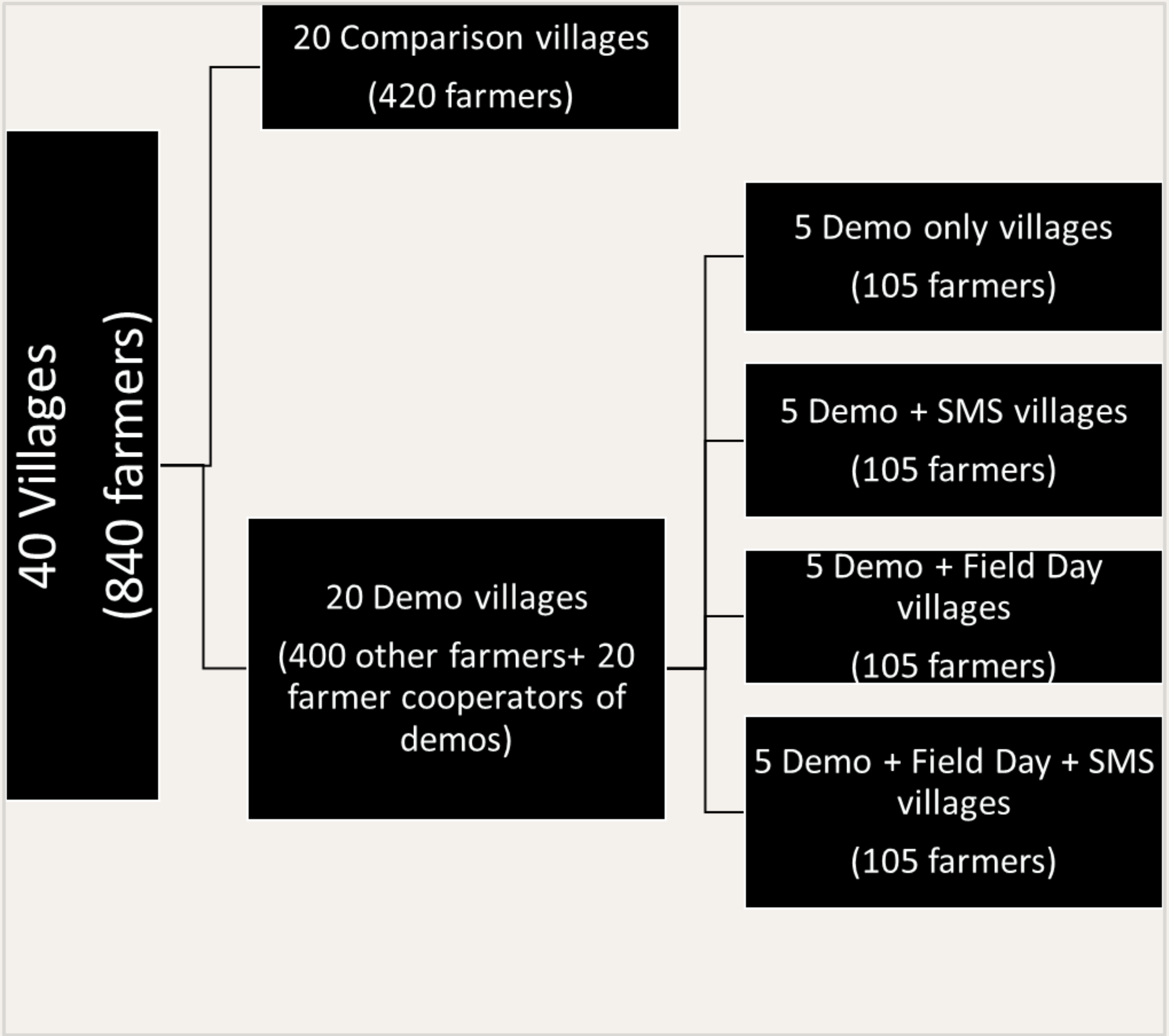
How can demo plots be more effective? What techniques and practices amplify learning and uptake?

Objectives

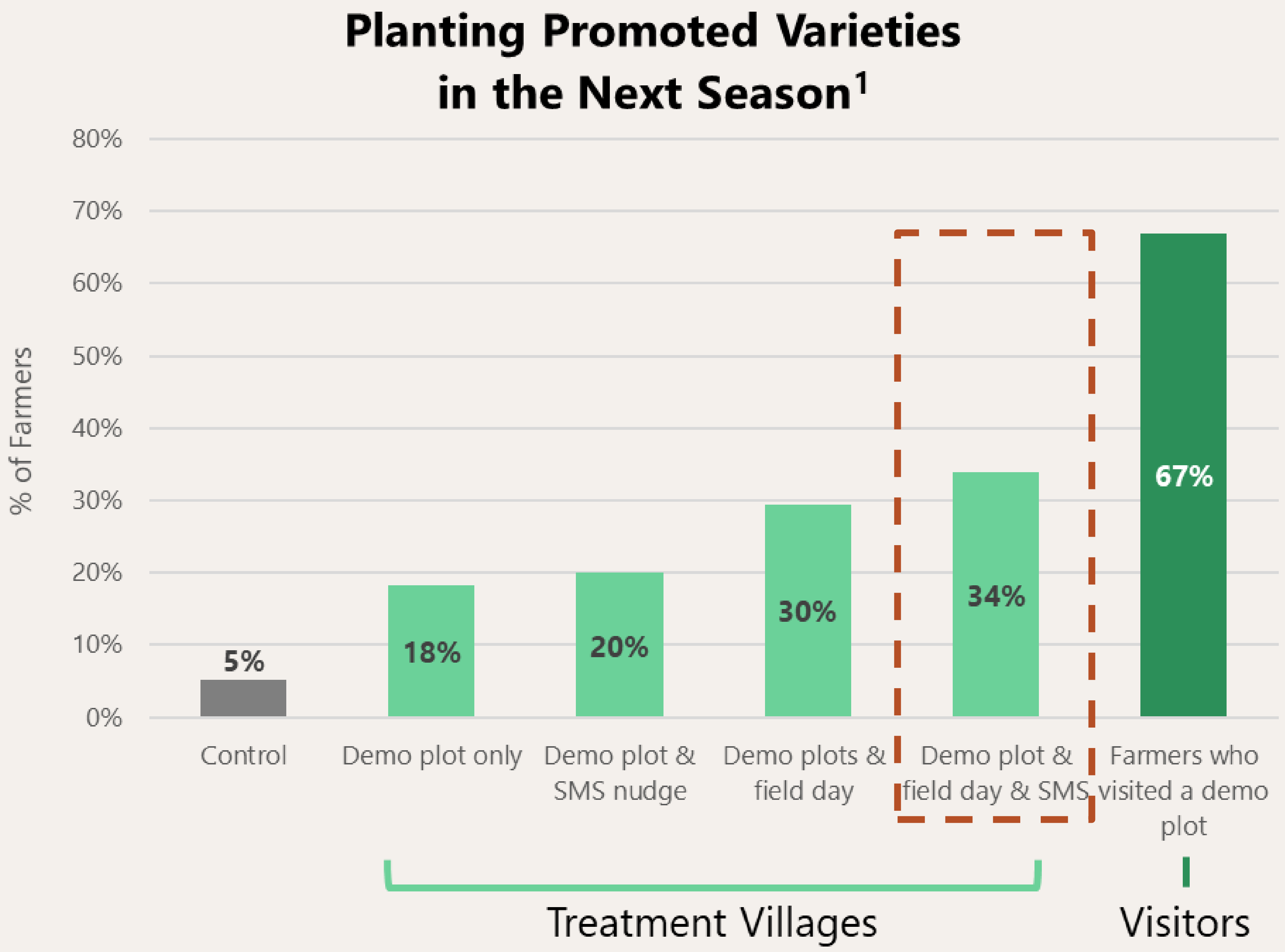
- Measure influence of demo plots on farmer learning & adoption of new varieties
- Evaluate impact of SMS reminders
- Test the added value field days

Methodology

- Demo plots set up in the March 2024 season
- SMS nudges (x8) were sent out weekly during the season
- Field days were held during the harvest period at the end of the March season
- Data were collected from the demo and non-demo villages in the subsequent October season



Stacking touchpoints amplifies adoption



Discussion & Notes

- Farmers in demo-active villages were more likely to adopt…
- …and those who visited demos had the highest likelihood.

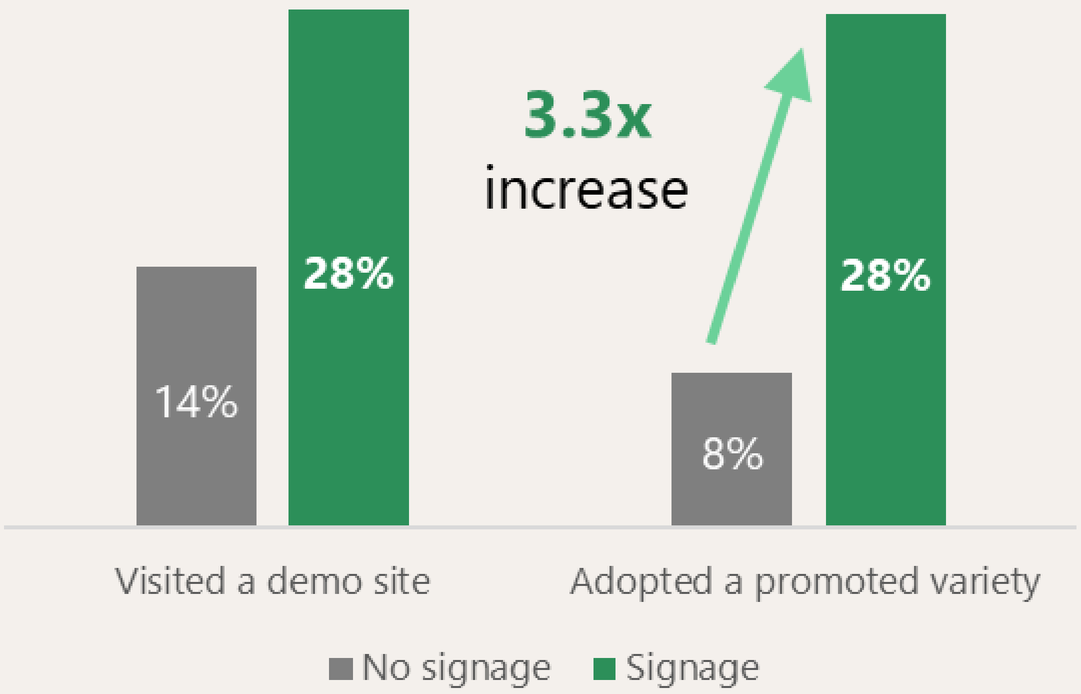
- Increases in farmers planting promoted variety:
  - ***+2.5x positive*** increase for T1 (demo plots only)
  - ***+2.9x positive*** increase for T2 (DPs + SMS)
  - ***+4.7x positive*** increase for T3 (DPs + Field Day)
  - ***+5.5x positive*** increase for T4 (DPs, Field Day, SMS)

+12X positive increase for visitors to demo plots

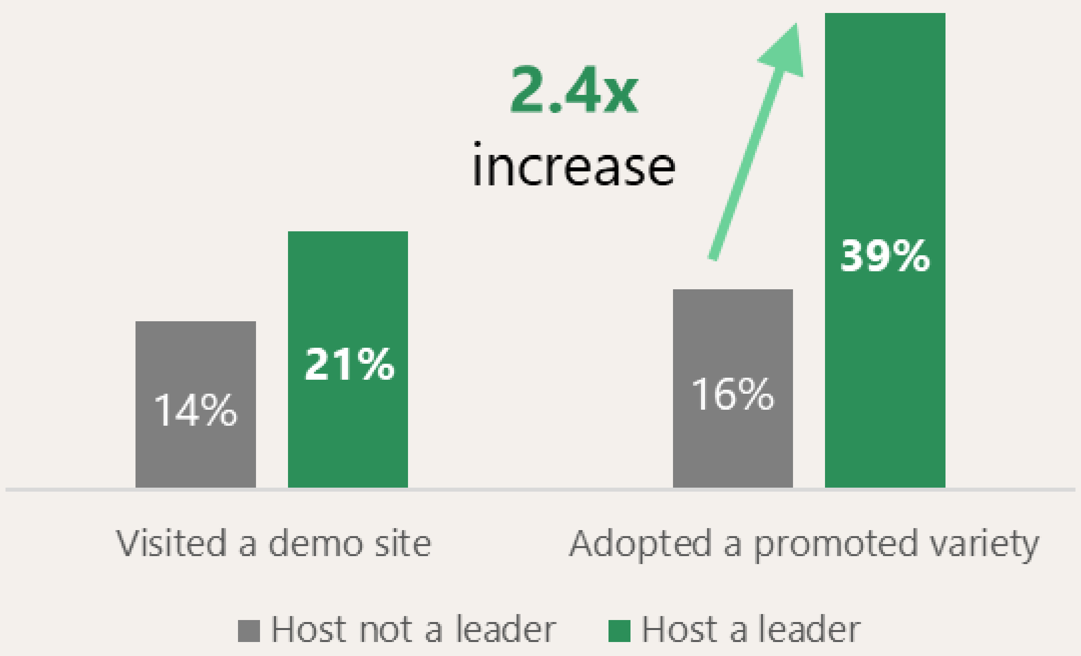
[1] *Farmers in treatment villages with demos and activities reporting on planting of demonstrated varieties in the subsequent season; CIMMYT field survey results 2025*

Low-cost demo design elements increase effectiveness

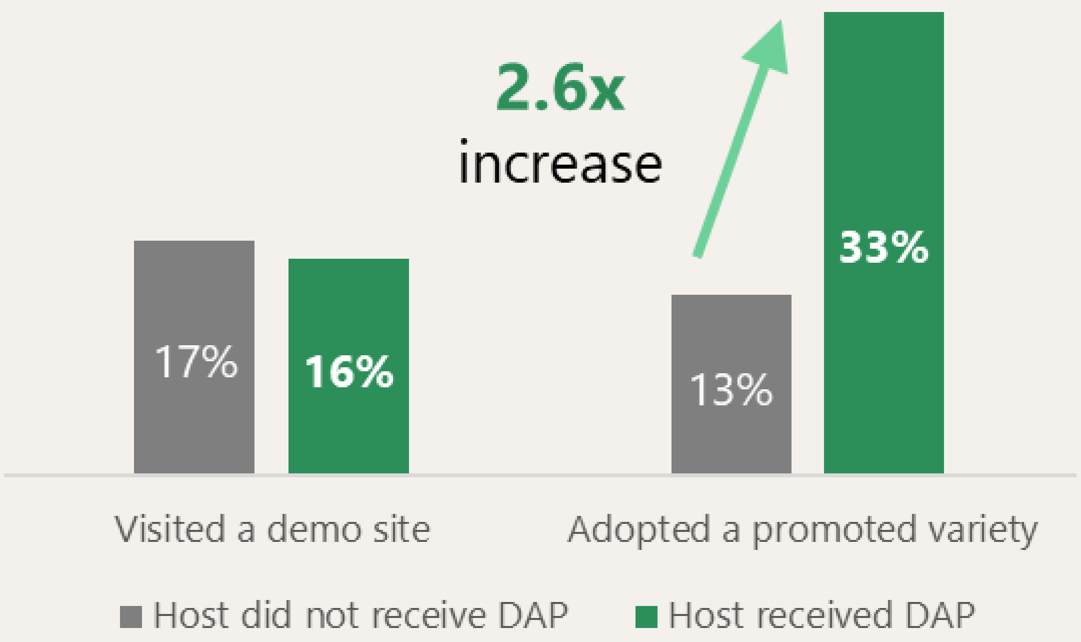
Better Signage
(company and variety info on site)



'Leader' Hosts
(e.g. village elder, church leader)



Host Support
(fertilizer support for demo – DAP)



Discussion & Notes

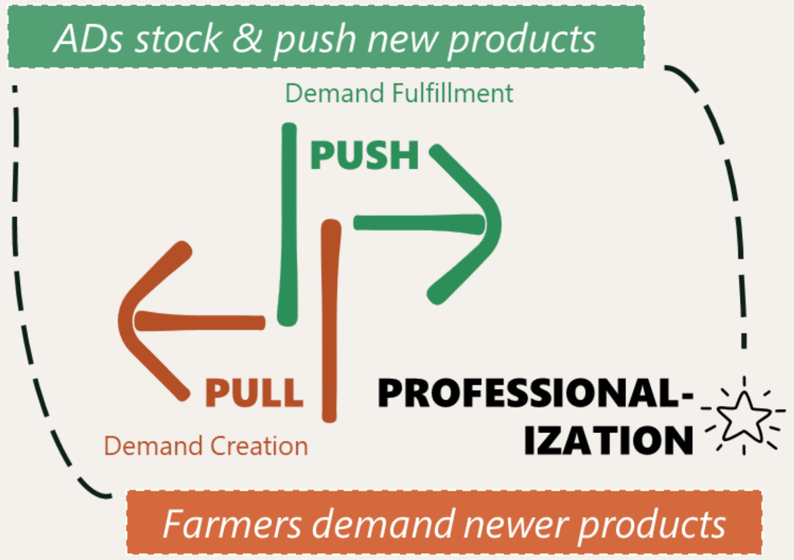
- Low-cost design approaches like better signage (+3.3x) and host selection (+2.4x) had outsized effects on varietal adoption.
- Further investing in support to hosts (e.g., fertilizer) further boosts adoption (+2.6x).
- ROI assessment ongoing and will be included in final reporting.

NOTE: Sample is the 400 non-host farmers in demo villages; CIMMYT field survey results 2025

Concluding Remarks

Discussion Prompts on Independent VPI for Kenya and Recap of Insights and Implications

Implications



- **Don’t overlook Agrodealers’ influence!**
- **Influence the farmer at the point of sale!**
- Integrate your investments in marketing with sales and inventory planning
- Small enhancements = big returns

  (e.g., Top Producer VPI, stacking touchpoints, collect data from trial packs)
- Independent VPI is needed

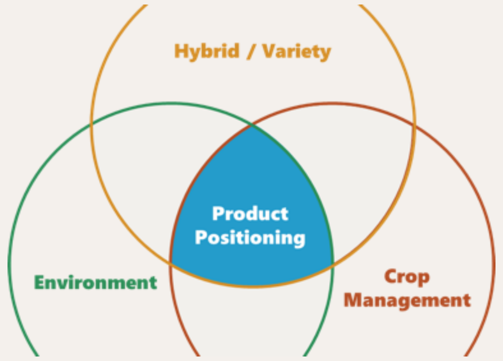
Independent VPI Generation – Discussion Prompts

Producing Data

How to conduct on-farm trials professionally?

- ***Objective*** data
- Trial locations (area of adaptation, maturity groups, etc.)
- Trial set/product entries (selection of peer products to be evaluated)

How to select the cooperator?

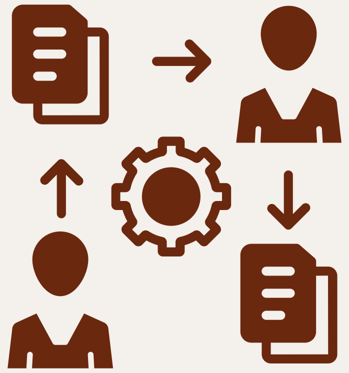


Sharing Actionable Insights

Which VPI data should be shared (yield, potential, maturity, etc.)?

What ***formats*** to present it to the farmer and agro dealer?

What platform or brochures to use (e.g., social and digital, leaflet)?



Operationalizing

Why should the VPI trial administration be through an ***independent*** organization?

- *Ex. Independent data providers: ARC, ART Farm, GART Farm, Edgerton, etc.*

What models can be explored for trusted trial data generation?

Are existing models replicable in Kenya?

Designing Impactful Campaigns

Public Sector Awareness Building and Private Sector Demand Creation

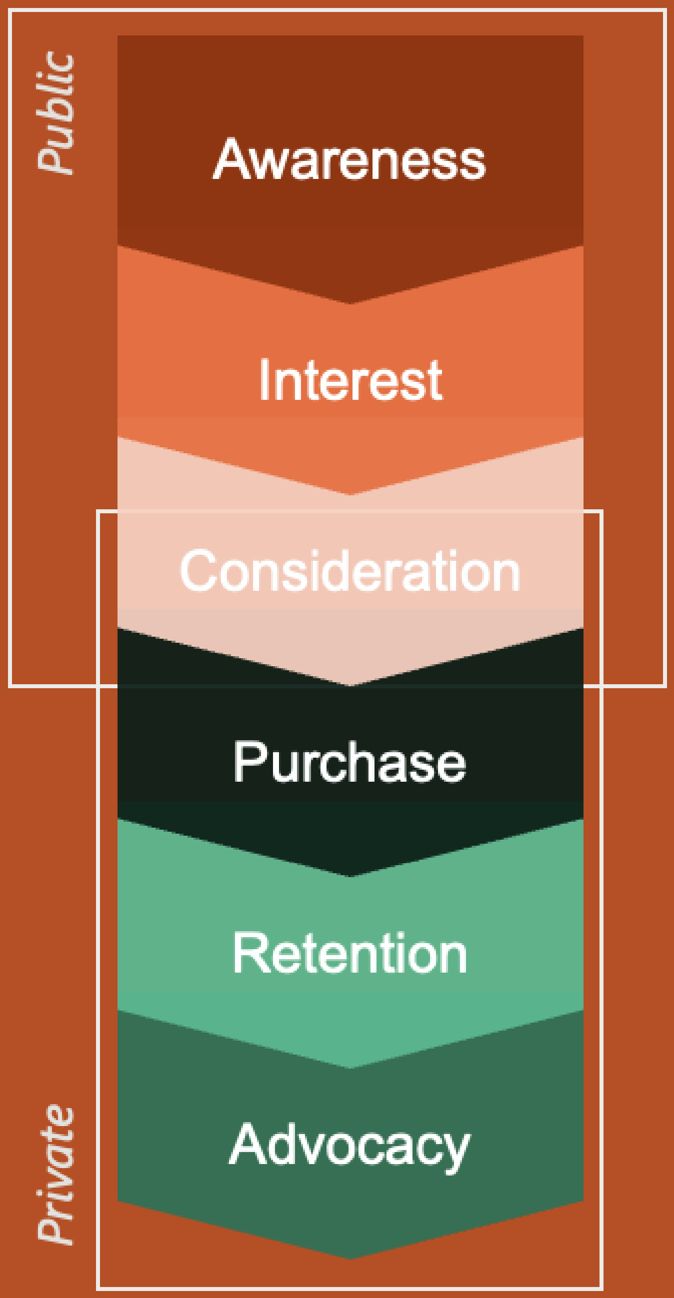
David Wainaina, Resourced
Carol Wallace, Resourced
John Muthee, AgNexus
Fathiya Accram, 5DM

SMA

Integrated Public-Private Campaigns

Social Marketing	Digital Marketing
HYPOTHESIS & OBJECTIVES	
Sector-level, brand-agnostic campaigns can broadly impact by encouraging seed uptake and turnover.	**Digital promotion** can offer Seed cos **cost effective** methods to improve awareness, sales of new varieties and turnover.
Learn what (i) messages and (ii) marketing channels have strongest impact and ROI.	Research (i) digital penetration, (ii) channel ROI, and (iii) key attributes and messages.
Key Partner: **Seed Trade Associations**	Key Partner: **SME Seed Companies**
Locations (Kenya): *Nakuru (Treatment); Kisii (Control)*	Locations: *Partner-selected areas of varietal fit and availability*

Opportunity Funnel



Farmer Journey

MARKET RESEARCH

GeoPoll

MARCOM STRATEGY

5DM

CUSTOMER INSIGHTS

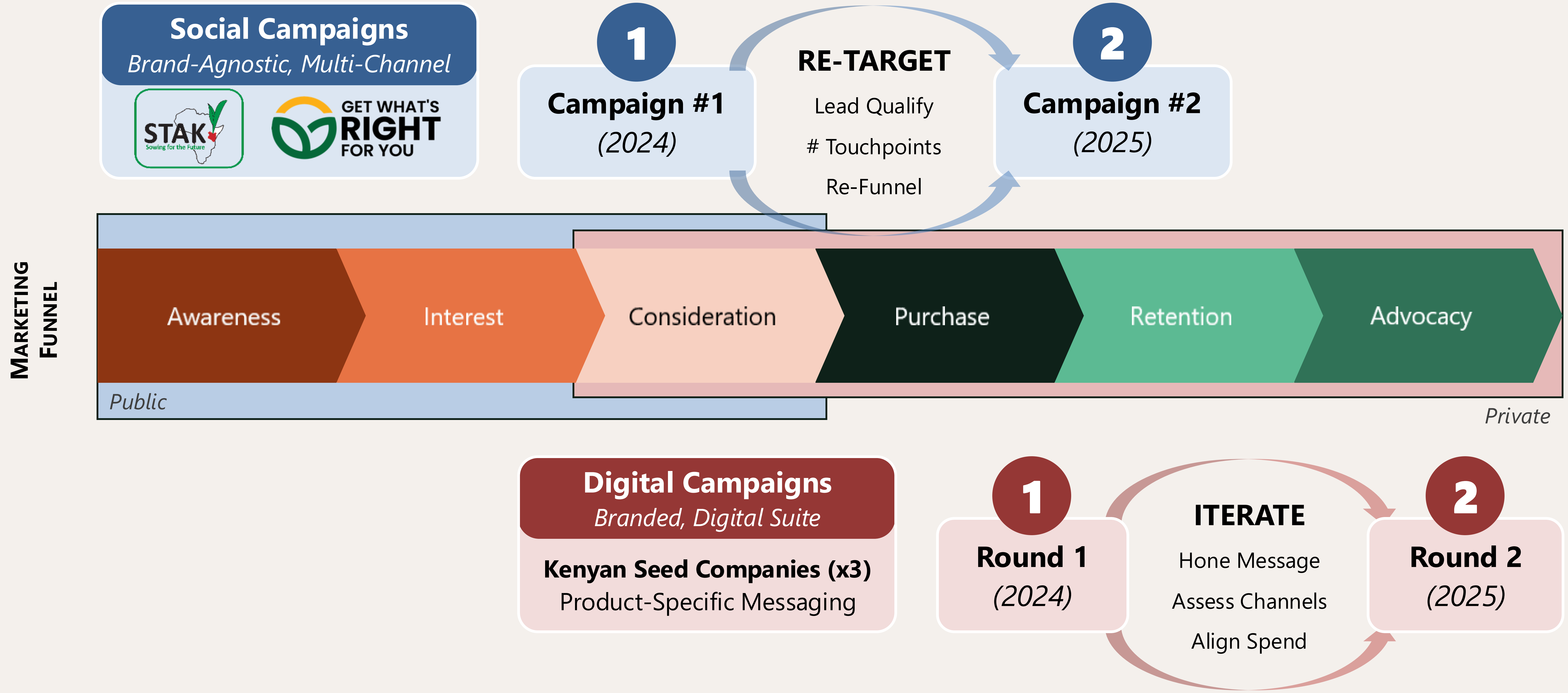
AgNexus AFRICA

BACKDROP RESEARCH

Additional ad hoc studies on select topics over the course of the program to cover knowledge gaps

SMIA Seed Marketing Innovations for Africa

Developing Customer Insights to Strengthen Promotional Strategies



AgNexus AFRICA

Market Insights & Customer Segmentation

AgriTrack™

- ***Retail panel*** that tracks and analyses farmer investments in Ag Inputs.
- Collects purchase data ***monthly*** from participating agrovet dealers - providing snapshots of market trends and comprehensive landscape of SKUs

Agrodealer Survey

GOAL: Understand AD stocking behavior to improve seed supply chains and varietal turnover.

N = 428 ADs
(across 9 counties)

Farmer Exit Interviews

GOAL: Understand farmer seed purchasing behavior to inform marketing strategies for African seedcos.

N = 962 Farmers
(in Nakuru & Kisii)

CLTV Research

GOAL: Utilize real campaign leads to calculate value of acquiring farmers in key segments.

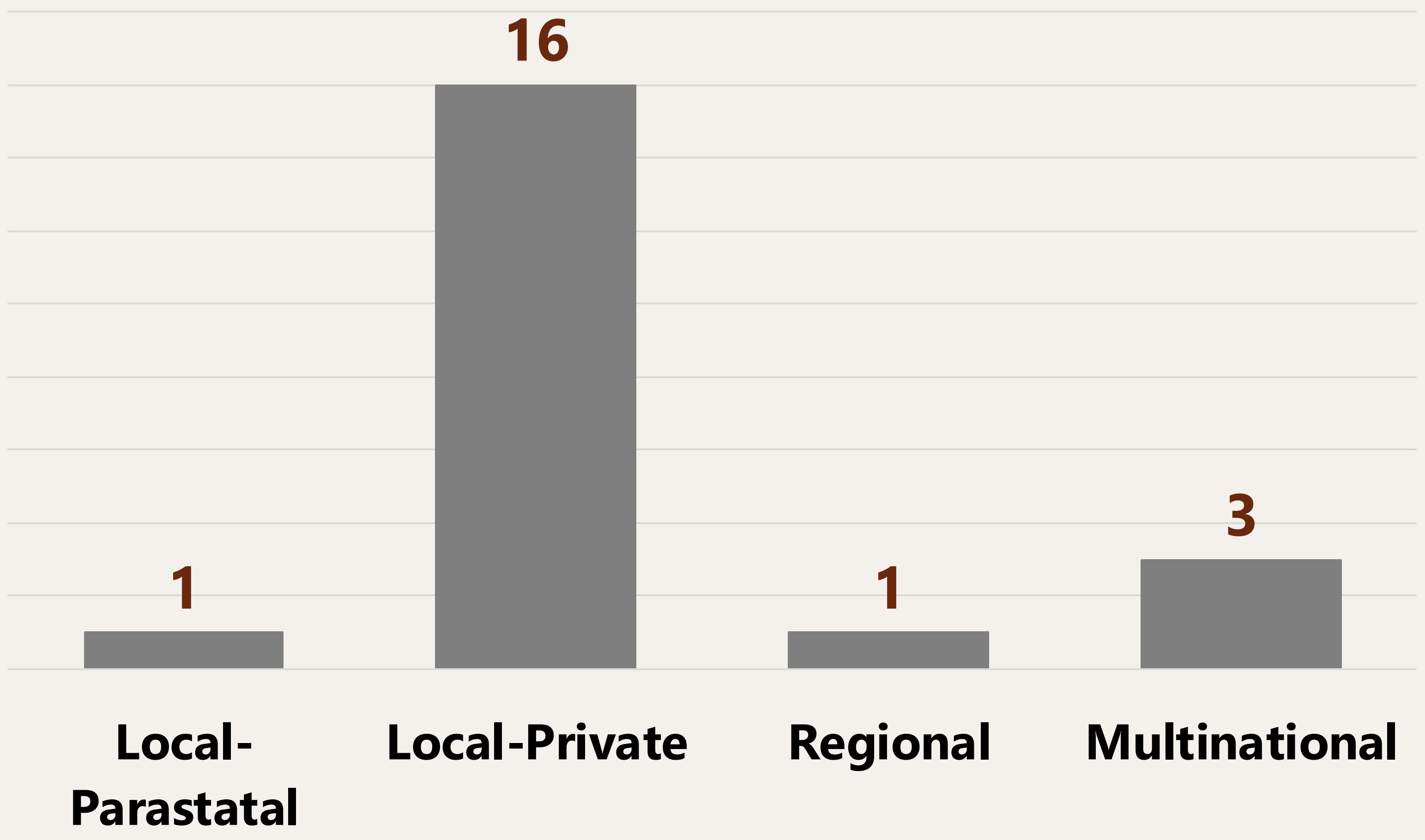
N = 276 Farmers
(leads from campaigns)

Overview of Kenyan Maize Market

$46M-$62M

*Annual Retail Market Size**

21 Seed Companies



** AgNexus Research 2025; estimate triangulated from multiple sources*

107 Seed Varieties in Market		
New Varieties (0-10 Years)	**21**	**25%**
Mature Varieties (11-20 Years)[1]	**33**	**31%**
Older Varieties (>20 Years)	**47**	**44%**

~10,300 Agrodealers	
# of Maize Varieties Stocked	**Share of Dealers**
1-9	71.2%
10-19	21.3%
>20	7.3%

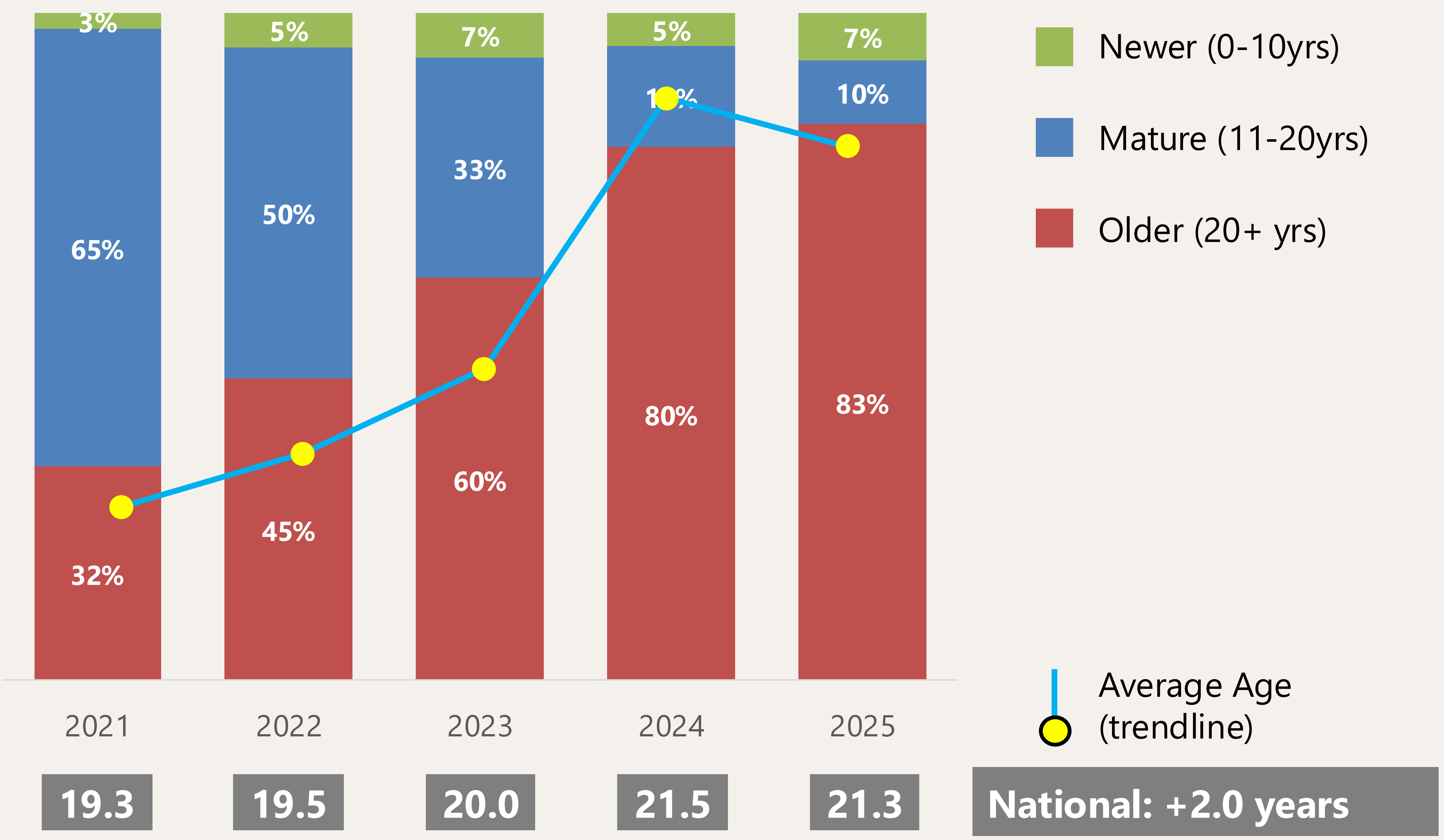
Variety Attributes	*Share of Sales Volume 2024*
Very Early & Early (<135 days)	**17.8%**
Intermediate (135-145 days)	**30.2%**
Late (>145 days)	**52.0%**

** Based on AgriTrack™ Panel Study running since 2020.*

[1] Mature varieties combine, "Growth" and "Mature" product categories; delineation in future.

Average varietal age in Kenya has increased in past 5 years

Total Market: Variety Age Sales Percentage (2021-2025)



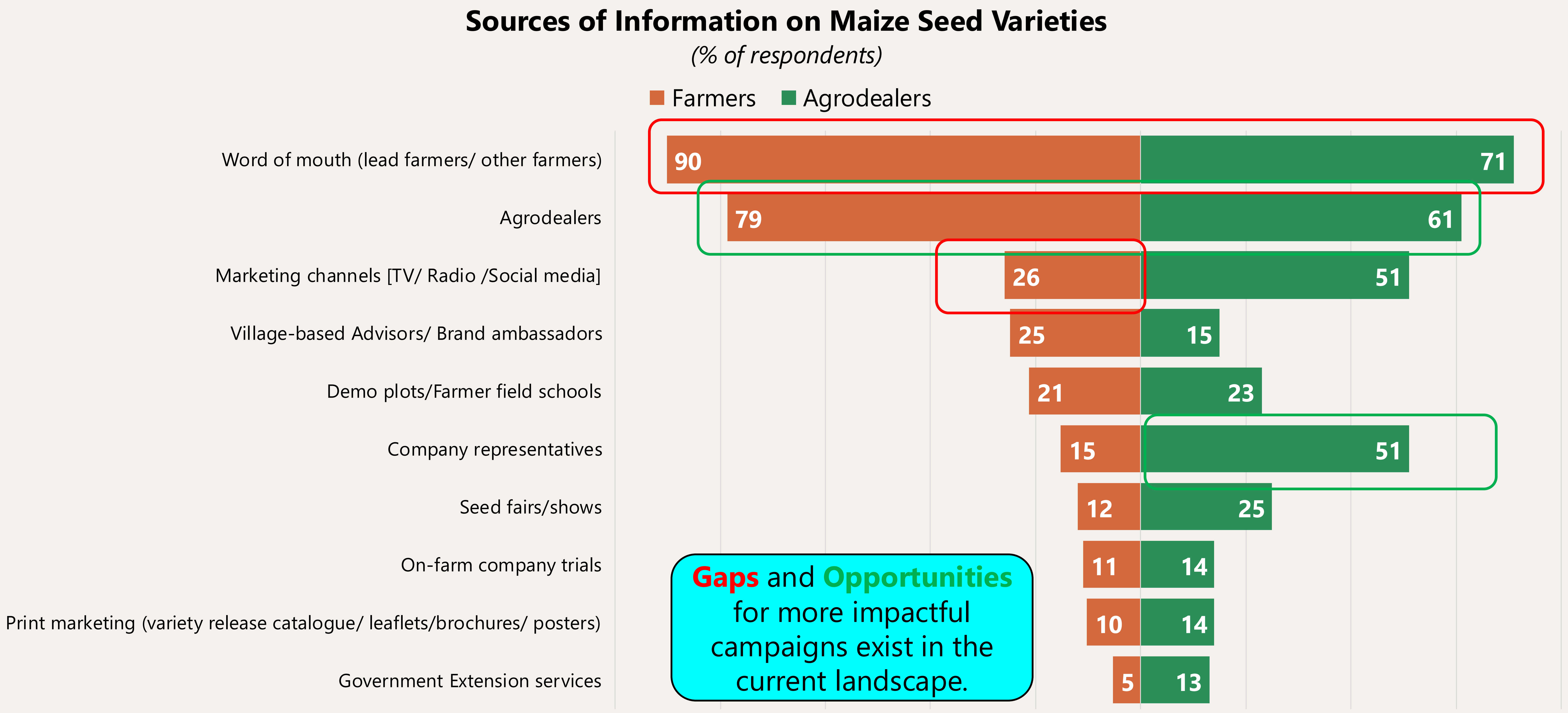
Why old varieties still dominate the market:

- Availability
- Price distortion (e.g. subsidies)
- Access to reliable varietal information
- Preference for longer maturing varieties
- Pricing differences between new & old varieties
- Farmers' preference for what is already tested

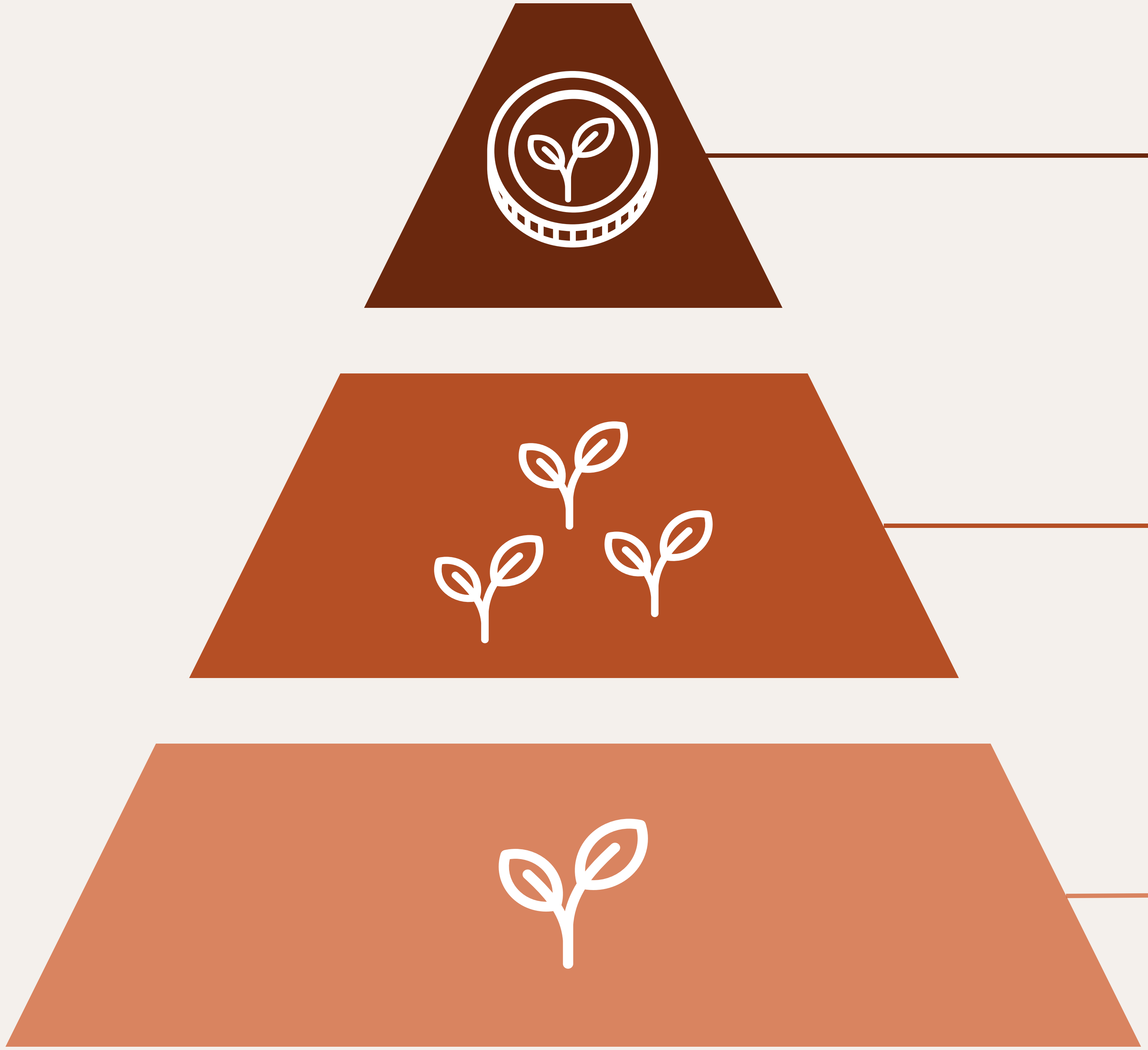
Beyond Pricing, awareness and perception hurdles limit adoption – ***investment is needed to promote value proposition***.

[1] *AgriTrack™ retail data from Kenya 2021-2025*

MarCom strategy needed to address awareness and perception hurdles



Segmentation builds case for customer acquisition investments



High-Spend Customers
- 10,000+ Ksh annually
- Quarter of all customers: 25%
- Low churn rate

Mid-Spend Customers
- 5,000-9,999 Ksh annually
- Smallest customer segment: 20%
- Highest churn rate

Low-Spend Customers
- <5,000 Ksh annually
- Majority of customers: 55%
- Medium churn rate

SOURCE: AgNexus Customer Lifetime Value Research (2025)

CLTV assessment determines threshold for successful campaigns

Segment	% of Customers	CLTV (Ksh)	CLTV ($)
Low spenders	55.0%	10,615	$82
Mid spenders	19.8%	23,620	$183
High spenders	25.2%	233,160	$1,807
Overall	**100%**	**38,485**	**$298**

Considerations

- Understanding CLTV provides a signal for evaluating return on marketing investments (ROAS)
- Segmentation informs approach and promotional strategy for different stakeholders (e.g. public vs. private sector)
- Updating market intelligence will bring segments' value and their purchasing behavior into focus

Customer Lifetime Value (CLTV) = (Average Annual Spend ($) x Avg. Customer Lifetime (Years) x Gross Margin (%))

SOURCE: AgNexus Customer Lifetime Value Research (2025)

5DM

Data-Driven Creative Agency & Campaign Design

Chlorophyll

5DM's Chlorophyll CRM tracking platform will gather social and digital campaign metrics, including ***Engagement*** and ***Return on Ad Spend (ROAS)*** by marketing channel.

Public Campaigns

Brand-agnostic, multi-channel campaigns run with seed trade associations.

REACH
>2.6 million
unique consumers

Brand Campaigns

Company-branded, product-specific, campaigns, run with seed companies.

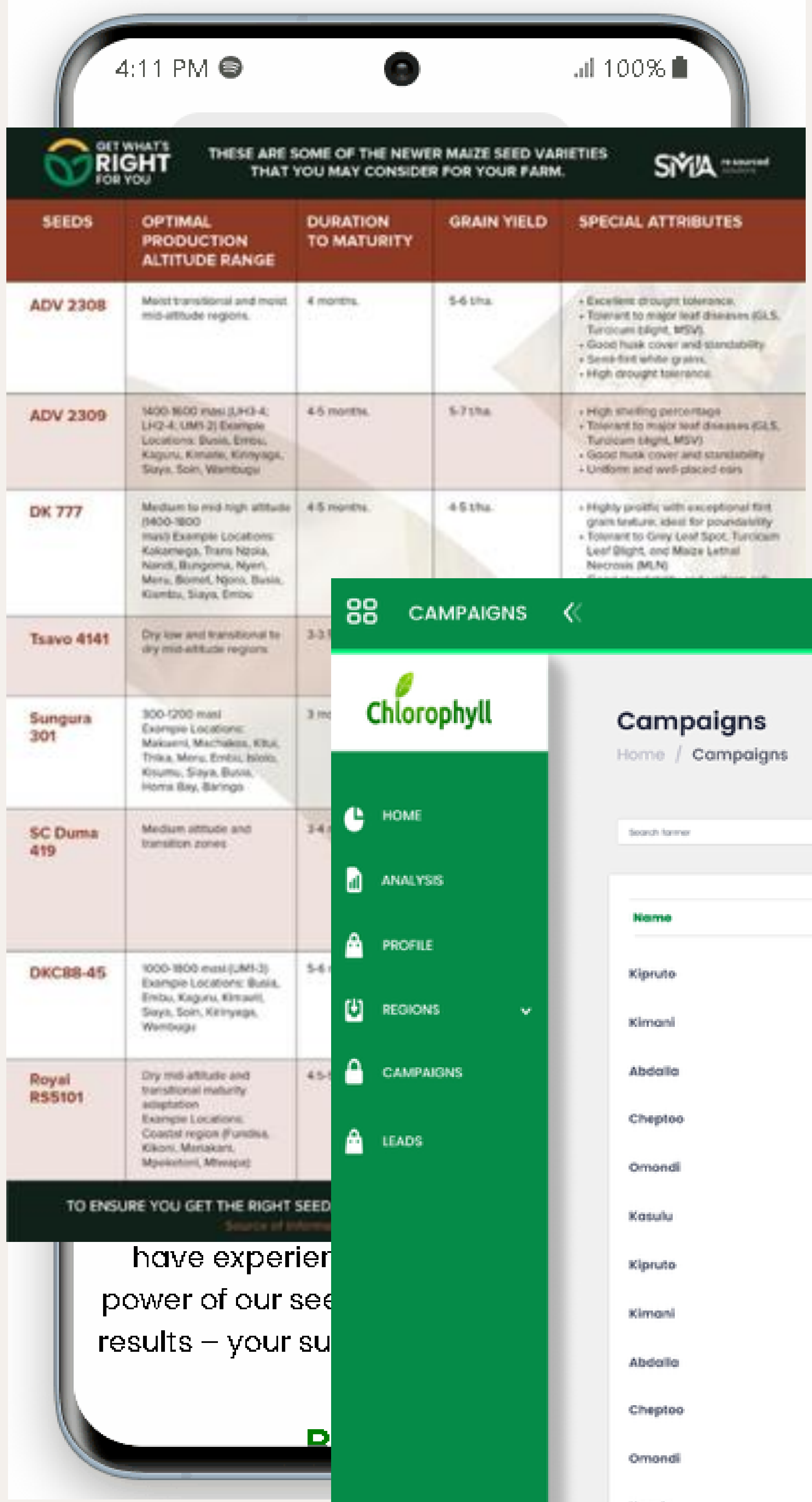
CONVERSION
>4,000
individual farmers

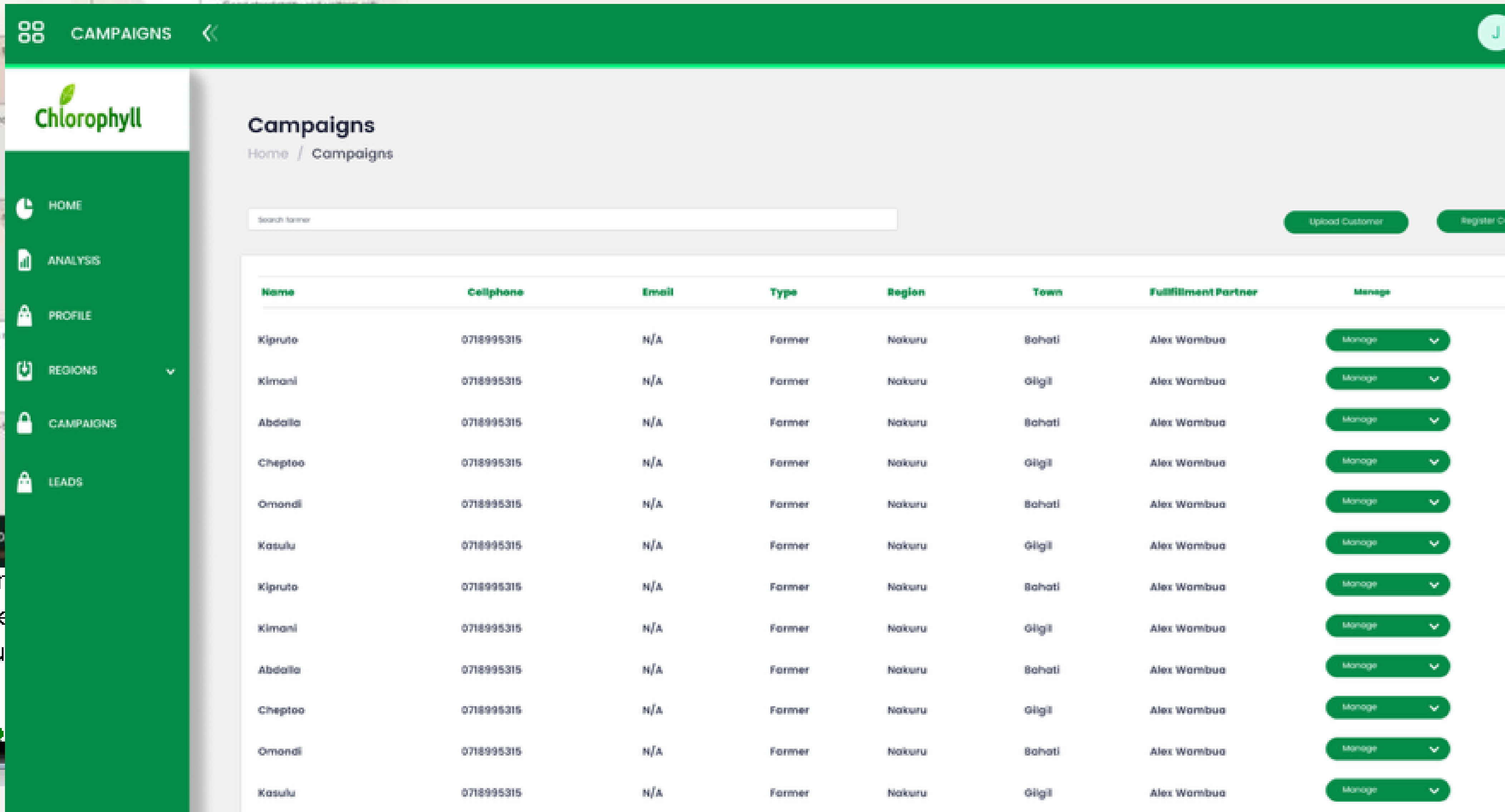
Retargeting+

Mini-campaigns to refine campaign approach and improve performance.

ITERATION
>500%
Growth in Ad Return

The Farmer User Journey – Facebook Example





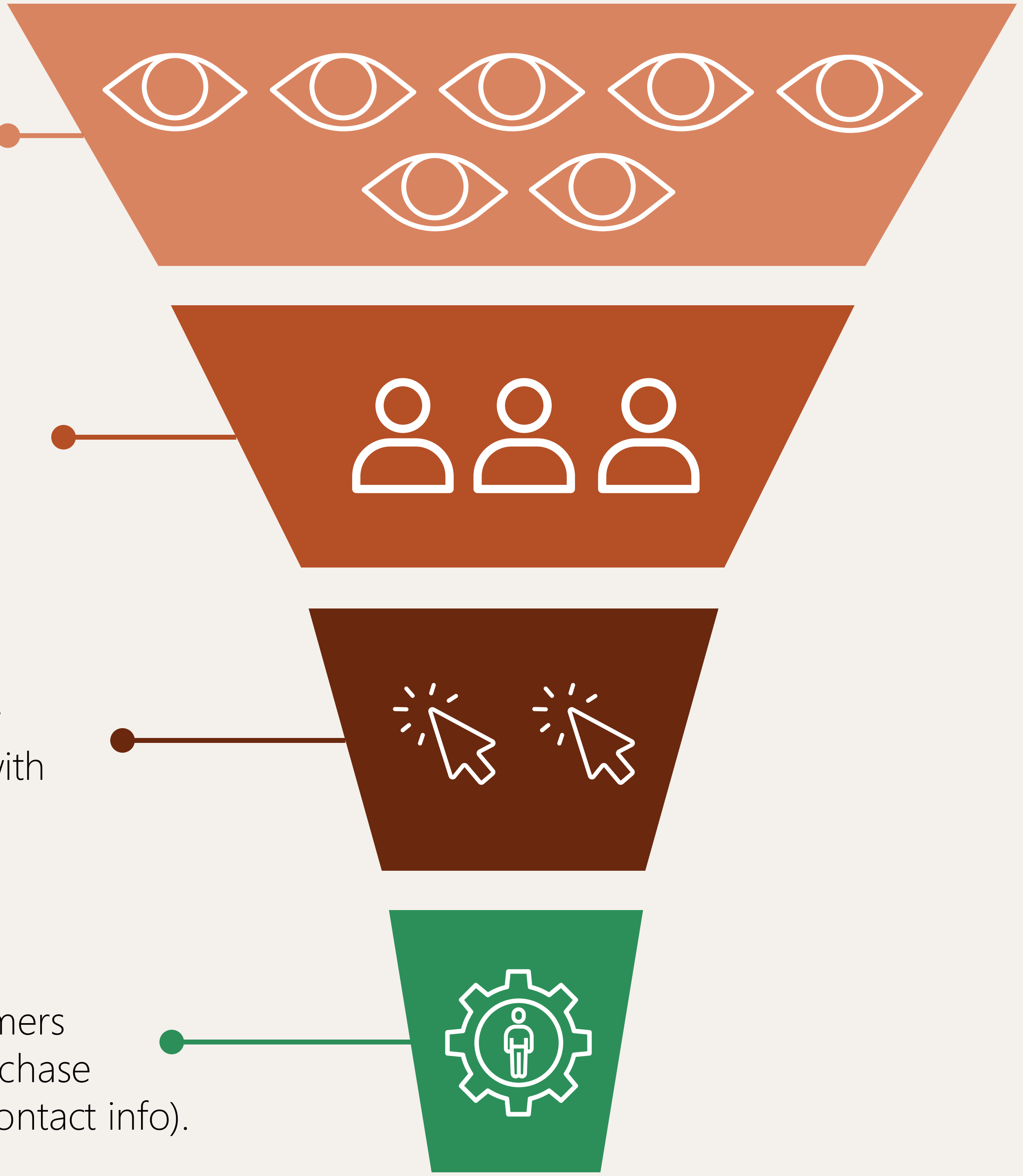
Tracking customer progress through the marketing funnel

Impressions
# of times your ads are seen by target audience

Reach
# of unique users exposed to your ads

Engagement
Total # of times your customers interact with content (e.g. clicks)

Leads
# of potential customers indicating future purchase interest (e.g. share contact info).



Conversion = process of the process of turning a farmers into a customer by encouraging them to take specific actions

Public Sector Campaigns (Kenya)

Metrics	Year 1	Year 2
Impressions	909,084	2,727,253
Reach	11,658,351	8,121,439
Video Views	-	155,197
Clicks	18,462	16,218
Total Leads	**376**	**800+**

KEY TAKEAWAYS:

- **Regional Focus** → Identified Nakuru as primary campaign region
- **Objective Oriented** → Focus on Brand Awareness in Y1; shifted toward down-funnel conversion in Y2
- **Channel Simplification** → Aimed to optimize budget, simplify tracking, and focus on the highest ROI platforms
- **Re-Targeting** → Increased engagement and touchpoints with warm audience to increase conversion
- **Impact on Metrics** → Sharper audience targeting = higher conversion

SOURCE: 5DM Campaign Dashboard on Chlorophyll platform (2023-2025)

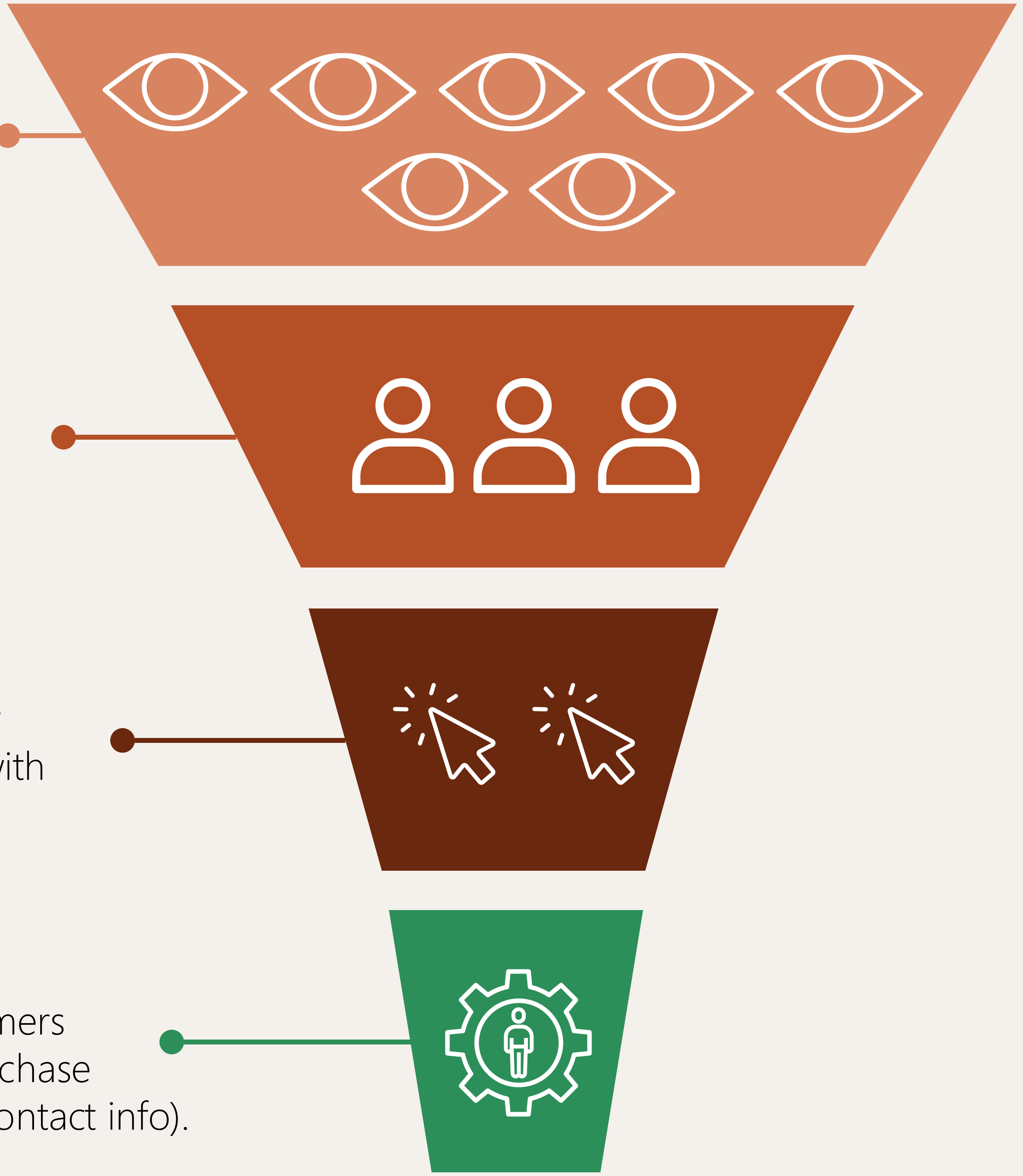
Campaigns demonstrated significant YoY growth in leads

Impressions
# of times your ads are seen by target audience

Reach
# of unique users exposed to your ads

Engagement
Total # of times your customers interact with content (e.g. clicks)

Leads
# of potential customers indicating future purchase interest (e.g. share contact info).



Conversion = process of the process of turning a farmers into a customer by encouraging them to take specific actions

Three (3) Private Seed Company Campaigns

Metrics	Year 1	Year 2
Impressions	31,181,741	16,052,638
Reach	10,033,143	5,111,606
Video Views	48,267	-
Clicks	54,349	37,393
Total Leads	**722**	**4,000**

KEY TAKEAWAYS:

- **Objective Oriented** → Y1 campaigns focused on Awareness Creation, shifting to Lead Generation for Y2 campaigns.
- **Impressions & Reach** → Y1 had double the reach and impressions, reflecting a strong awareness strategy.
- **Clicks** → Y1 drove more clicks, likely due to wider exposure.
- **Leads** → Despite less Reach, Y2 generated 5.5x more leads, showing the impact of tighter targeting and performance-driven optimization.
- **Video Views** → Only available for Year 1, supporting the focus on awareness via video content.

SOURCE: 5DM Campaign Dashboard on Chlorophyll platform (2023-2025)

Innovative digital channels customized to campaign objectives

- Awareness
- Interest
- Consideration
- Purchase
- Retention
- Advocacy

AWARENESS & ENGAGEMENT CHANNELS

TIKTOK | SIGNAGE | BLIS | BRANDED JACKETS | BILLBOARD | RADIO | TRUECALLER

CONVERSION CHANNELS

FACEBOOK | PROGRESSIVE WEB APP | SMS | WHATSAPP | PAID SEARCH

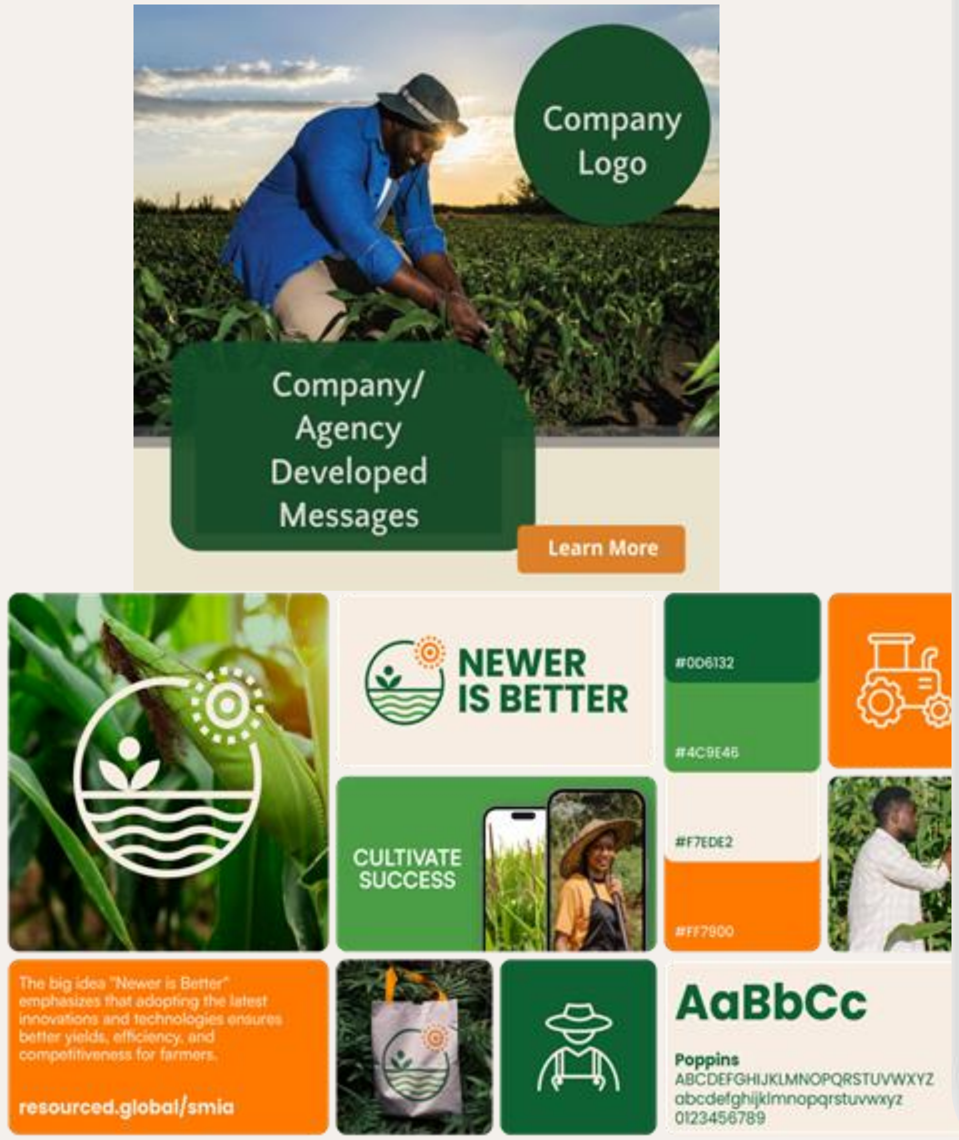
This increases **touchpoints** with farmers by providing more opportunities to reinforce **Value Proposition**

(during season and off season)

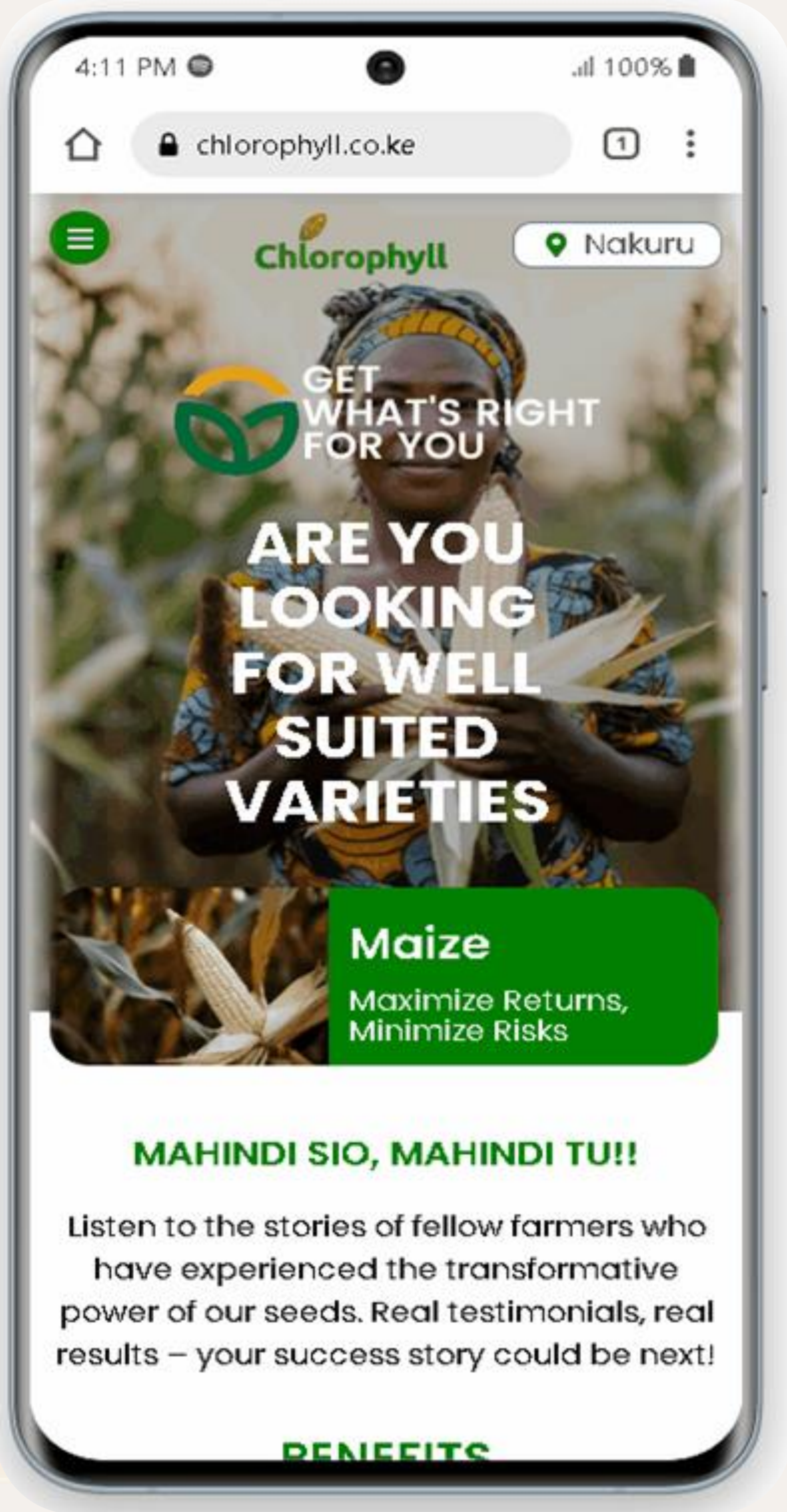
NOTE: Campaign spend allocation and adjustments were determined by (i) objectives and once running (ii) effectiveness.

Campaigns bring suite of tools to increase message reach

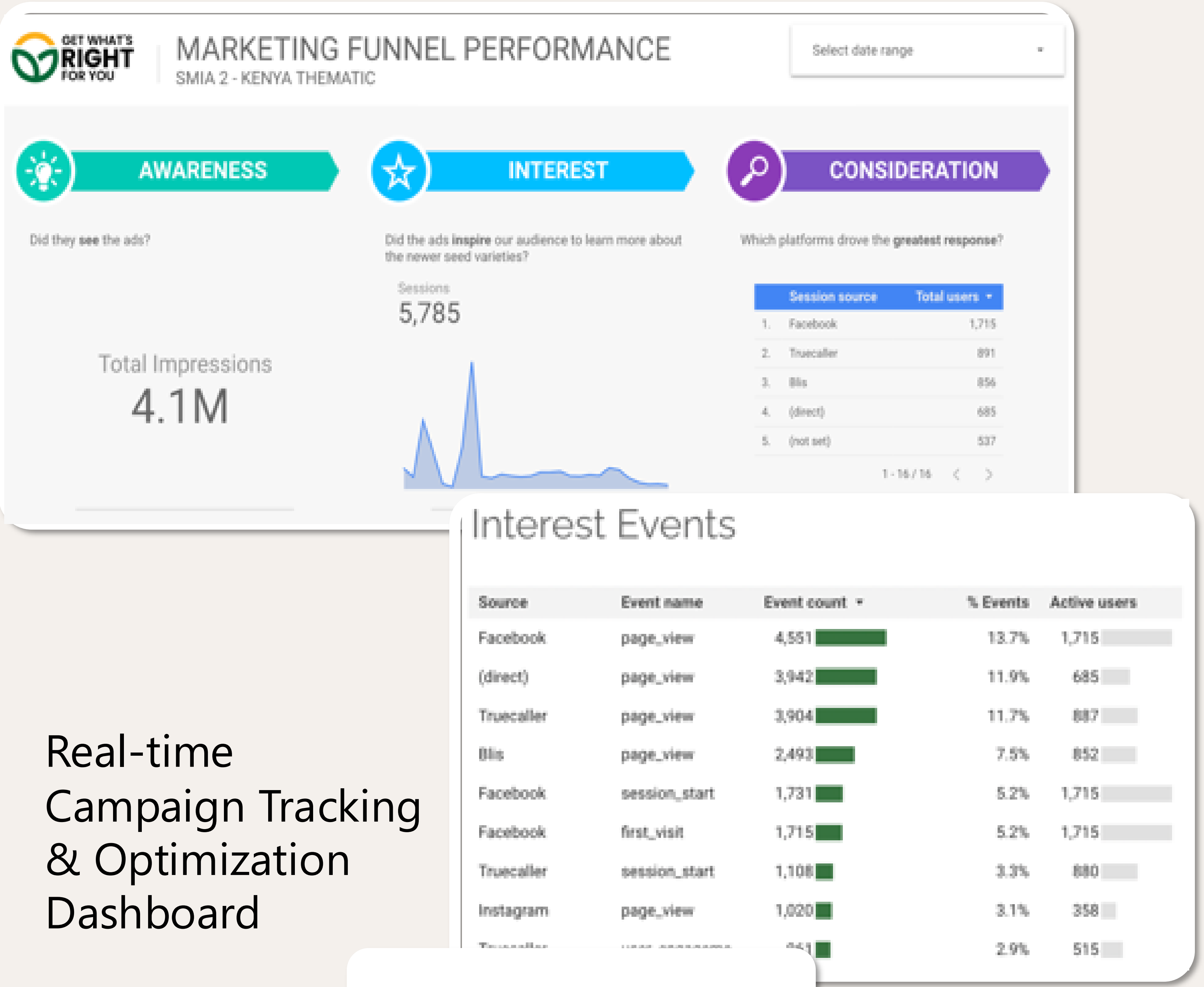
1 Set Campaign Objectives, Channel Selection & Messaging



2 Creative Visual, Media & Tech Design



3 Campaign Launch



4 Real-time Campaign Tracking & Optimization Dashboard

Chlorophyll

Campaign design reflects public and private partners' objectives

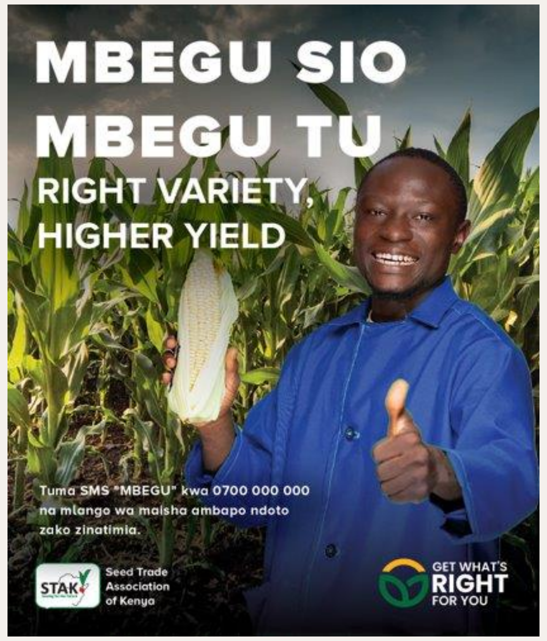
Logo

GET WHAT'S RIGHT FOR YOU

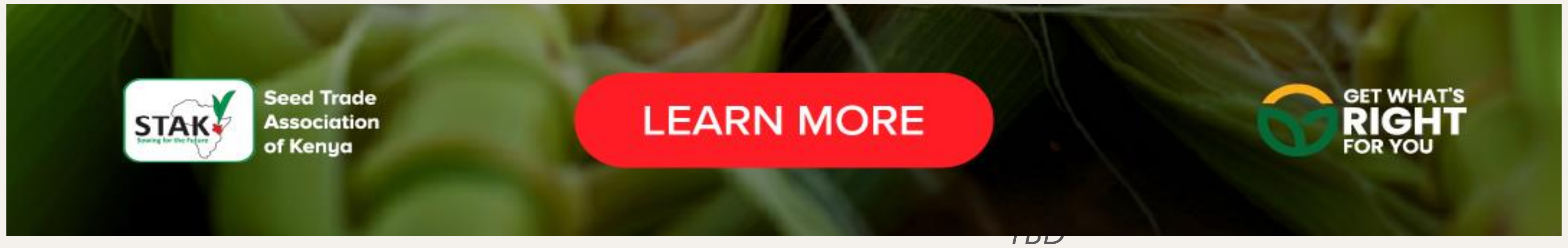
Copy

“Mbegu Sio, Mbegu Tu”: Seeds Are Not Just Seeds					
Messaging Pillars	Climate Smart Varieties that Perform	Cultivate Success	Maximize Crop Potential with Pest & Disease Resistance	Superior Varieties Proven to Perform	Cultivate Success

Imagery



Call to Action



Marketing investments amplify sales strategies

Private Seed Company Campaigns (x3)

Metrics	Year 1	Year 2
Impressions	29,321,562	16,052,638
Reach	10,033,143	5,111,606
Clicks	52,543	37,393
Leads	**702**	**4,000**

Return	Year 1	Year 2
Ad Spend	**$15,000**	**$12,600**
Conversion Factor[1]	*61%*	*61%*
CLTV[2]	*$298*	*$298*
Expected Sales[3]	**$128,000**	**$729,000**
ROAS[4]	**$1 : $8.5**	**$1 : $58**

[1] Conversion factor based on follow-up interviews with actual campaign leads.
[2] CLTV based on AgNexus research with actual campaign leads.
[3] Data reflects realized and unrealized sales at midpoint of season.
[4] Return on Ad Spend indicates the expected customer sales per dollar invested.

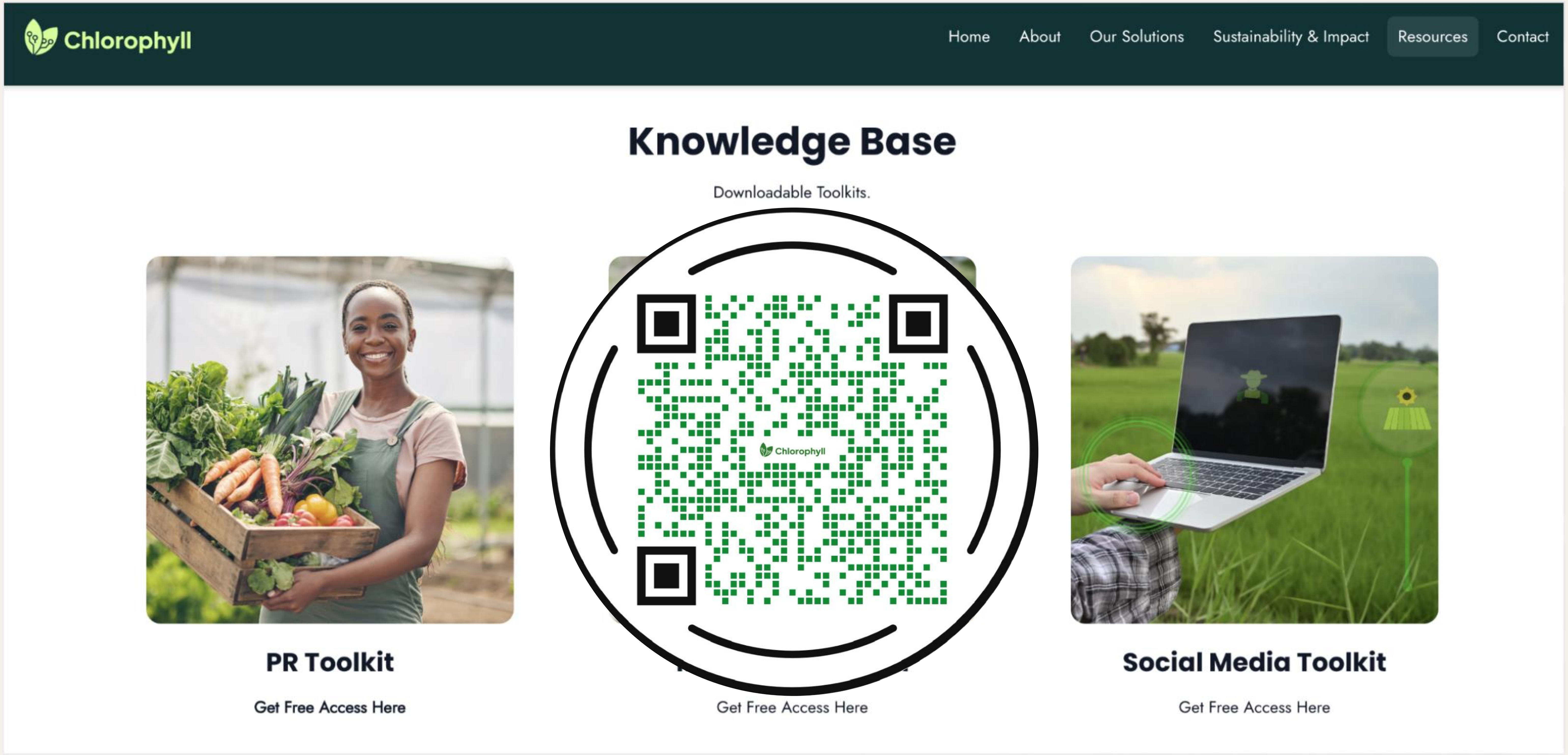
Key Takeaways

- Moderate investments in digital marketing budget create 'multiplier effect'
- Continuous improvement over time increases effectiveness AND cost efficiency

- **Every $1 invested, generated:**
  - Year 1: **$10** of expected sales
  - Year 2: **$58** of expected sales

Where do we start?

Chlorophyll Toolkit | https://chlorophyll.co.ke/resources



Concluding Remarks

Discussion Prompts on Coordinated Investment for Kenya and Recap of Insights and Implications

Implications

- **Co-Fund Marketing** – without investment in marketing, the varietal advantages from R&D investments fail to penetrate the market
- **Coordinate Investment** – Social campaigns de-risk private sector investment in marketing and build momentum for new, broad launches
- **Industry Flag-Bearers** – Public sector organizations have the capacity to lead campaigns as industry flag-bearers
- **Be Data-Driven!** Market intelligence data exists, continues to improve, and enables effective decision-making and forecasting
- **Continuous Improvement** – Campaign refinement, iteration and re-targeting drives much higher efficiency and stronger results

Coordinated Investment – Discussion Prompts

Mobilize Support

What are the best ways for *public sector* and *philanthropic donors* to support varietal launches?

- Invest in flag-bearers
- ***PSA-style*** campaigns (brand-agnostic, umbrella messaging)
- Top of the funnel (awareness and perception focus)

Co-Create Campaigns

How can we facilitate industry collaboration for integrated campaigns?

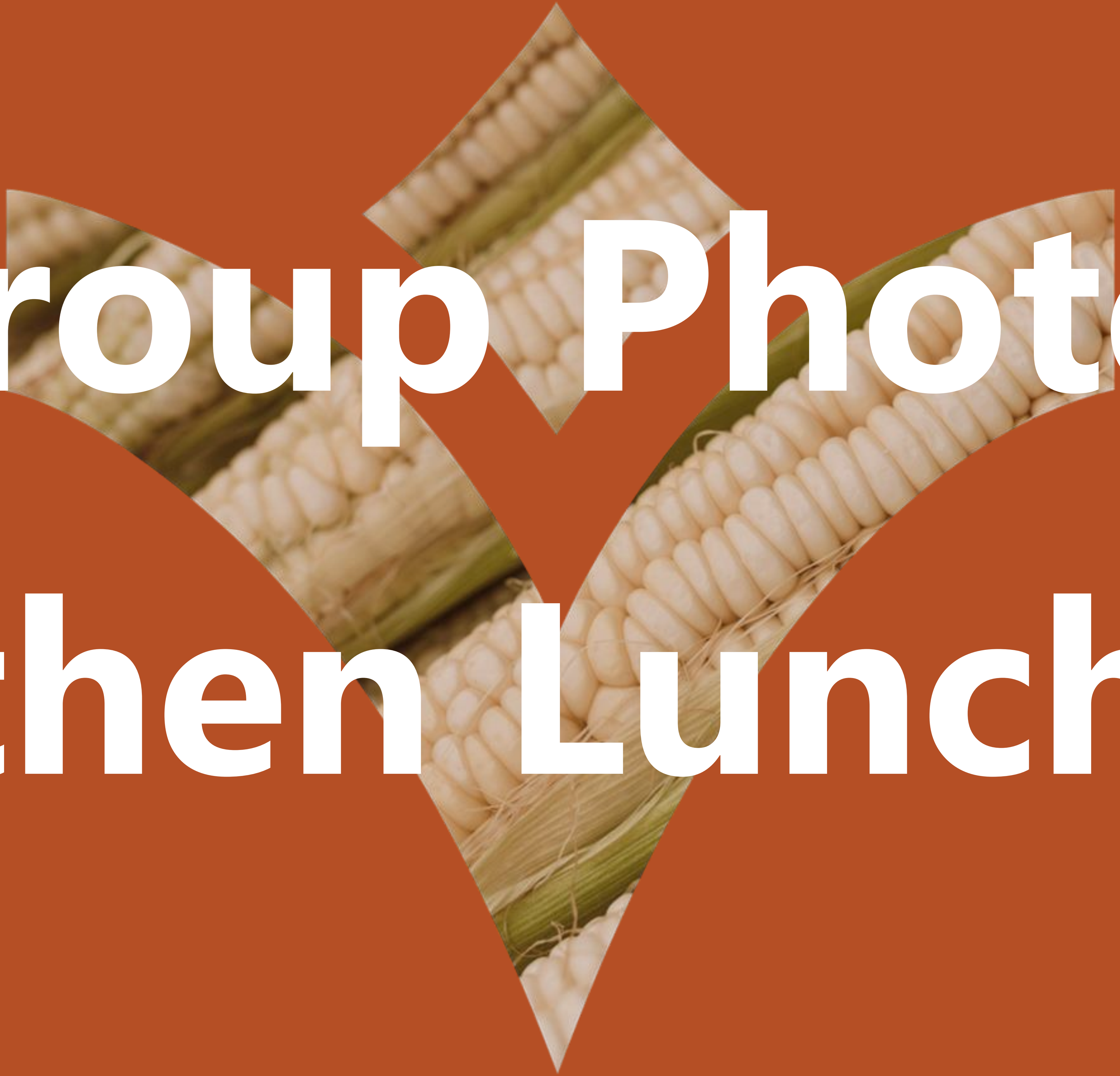
- Discussion (Forums)
- Alignment (shape strategy for key initiatives)
- Execution (STAs and service providers)

Professionalize

Seed companies are the first customers for new seed products:

- How to improve companies' ability to incorporate and market new varieties in their portfolios?

Group Photo, then Lunch



PANEL #1:
SMIA Partners Q&A

How to build upon program insights and amplify findings?

Sarah Kariuki

Market & Value Chain Specialist

CIMMYT

Fathiya Accram

Head of Business Development

5DM / Chlorophyll

John Muthee

Founder and Managing Director

AgNexus

Moti Jaleta

Seed Systems Lead

CIMMYT

PANEL #2:
Stakeholder Discussion

How to improve seed marketing for varietal adoption?

Namrata Asrani

Marketing & Analytics Manager
Africa and Middle East

Advanta

Dr. David Tarus

Senior Program Manager

AATF

Kennedy Mangwana

Regional Seed Systems and Product Manager, **IRRI**

Formerly General Manager, **BRAC Seeds**, Uganda

Catherine Langat

Technical Manager

AFSTA

Menti Q&A

#1 Which insights and takeaways did you find most compelling?

#2 Which aspects of our research would you like to learn more about? Where can we improve what we communicate?

#3 How can we turn today’s insights into action, either within your organization or across the seed sector at large?

Final Thoughts

Dr. Jane Ininda, AGRA
Godwin Lemgo, Gates Foundation
Will Rogers, Resourced

SMIA

Seed Marketing
Innovations for Africa

Thank You

In Partnership with:

re:sourced CIMMYT AgNexus AFRICA