Standing Out
Amongst the Competitors

NK
Syngenta®

IN PARTNERSHIP WITH:

OLSON ZALTMAN

*At Olson Zaltman, we provide world-class research that drives some of the biggest brands today. **We specialize in accessing the authentic voice of the consumer** and delivering clarity to brands on their unique value proposition and positioning through our work with Deep Metaphors™*

The Process

Syngenta's Business Problem:
How to differentiate its corn and soybean seeds from its larger competitor

What Syngenta Learned:
Family farmers understand the meaning of crop seed within the larger context of their life journey.

What Syngenta Did:
Together, we developed the print and radio campaign, "Born to Farm," that tapped into the emotional mental frames of farmers.

The Methodology

ZMET®

Our **patented** and **pioneered** methodology, the Zaltman Metaphor Elicitation Technique (ZMET), allows us to **go beyond the surface** and **illuminate the full complexity of the human mind.** As the **industry leader in behavioral science,** we leveraged our ZMET technique to **deeply understand the unconscious beliefs and behaviors that impact decision-making.**

In-Depth Interviews

We talked to small family farmers to their **thoughts and feelings** about buying and planting crop seeds.

The Impact

The year following the "Born to Farm" campaign's introduction, NK Seed sales increased **8%**

A look at one of the "Born to Farm" campaign print ads