

Agriculture Technology Company Achieves National Brand Awareness

212
CASE
STUDY

Headsight Harvesting Solutions, an agriculture technology firm, developed revolutionary products for improving header height control and row guidance—but most farmers had no idea who they were. Headsight's team reached out to 212 Media Studios for a promotional video to share their products, but 212 gave them something better: a strategic plan for brand growth and awareness.

Client 01

Founded in the mid-1990s, Headsight Harvesting Solutions, Inc. is dedicated to pushing the limits of technology to help corn and grain farmers maximize their yield. Headsight's team consists of farmers who know the challenges of reaping a harvest—which is what inspired them to design innovative tools to help the farming community succeed.



Problem 02

With cutting-edge products for improving header height control and row guidance, Headsight had everything it needed to become an industry leader and trusted partner for farmers across the country—except a promotional plan. *“We wanted dealers to see all the benefits of our products, so we reached out to 212 Media Studios to create a video that would explain some of the advantages,”* says Headsight Founder & President Rich Gramm.



When 212 Media Studios met with Gramm and his team, it became clear that a single video was not the solution Headsight needed. *“If you want people to listen to your story, you can't just put it on your website and hope people will find it,”* says 212 CMO David Phelps. *“Headsight didn't have a plan for promoting the video after it was created—and that's why they needed a bigger strategy.”*

Before Headsight could promote its state-of-the-art products, they needed to identify their value proposition, understand their target market, and research the best channels for reaching their audience—and none of that was possible with just one video.

Solution 03

212 Media Studios presented Headsight with a proposal for a Story Retreat, a two-day strategizing session with Headsight's executive team that would build the foundation for a complete marketing plan.



“We’d been around since the 90s—but we’d never really taken the time to define who our company was and what we stood for,” says Gramm. “When 212 brought us in for the Story Retreat, we had a lot of discussions about the true value of our products and services.”

Before and after the Story Retreat, 212 did extensive research on the current agriculture industry to learn which platforms and vehicles would be the most beneficial for reaching potential customers.

“Headsight doesn’t primarily sell directly to farmers; they sell their products to dealers and partners,” Phelps says. “We had to build a strategy that would get farmers to reach out to dealers, rather than to Headsight’s team directly.”

Ultimately, 212 identified two signature Headsight products that were the most valuable to farmers and created a **40-page marketing plan** to promote them. This set the stage for Headsight to break into the marketplace and rise swiftly to the top.



The strategy included



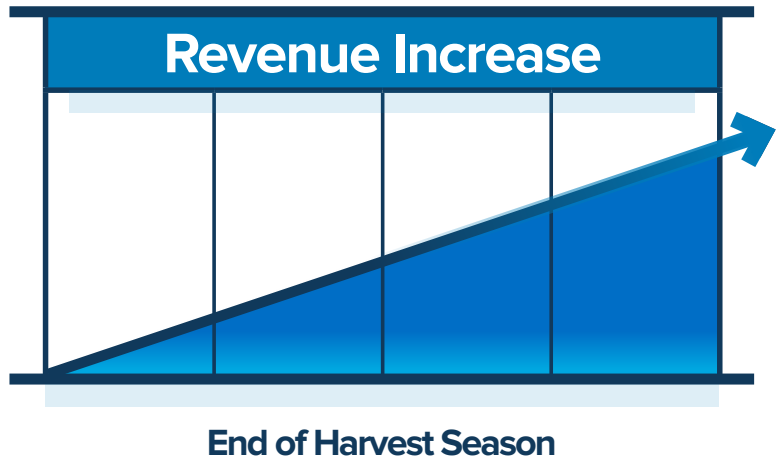
While Headsight originally thought creating a product video was the first step toward promoting its technology, 212 knew it was one step in a longer process.

“We didn’t want Headsight to waste their money on a video before they got any baseline messaging out the door,” Phelps says.

The first steps included creating new branding guidelines, unifying inconsistent messaging, cutting Headsight’s advertising budget, and concentrating the remaining dollars on specific advertising portals and states where farmers were most likely to buy Headsight’s products.

-  **New Branding Guidelines**
-  **Unifying Inconsistent Messaging**
-  **Cutting Advertising Budget**
-  **Specific Advertising Portals**

When 212 eventually produced the video that Gramm had originally requested, there was a research-based plan in place to promote it—and the success of that video led to two more product-specific videos. Headsight’s videos were used in targeted online ads and promotions to generate website clicks. This ultimately led to a national infomercial that was delivered to Headsight’s precise target market on multiple social media platforms.



After seeing a massive revenue boost when the harvest season ended, Headsight enlisted 212’s expertise in redesigning tradeshow booths, launching dealership-targeted sales campaigns, and developing new collateral. *“Every year we produce new deliverables for our dealers—including hundreds of pages of product brochures,” says Gramm. “212 gets those brochures designed, printed, and delivered within weeks.”*



Since 2015, Headsight has partnered with 212 for all of its marketing initiatives—which has resulted in continuous sales growth every year. By partnering with 212 Media Studios, Headsight saw even more benefits. Gramm and his team excelled in what they do best—making cutting-edge products for farmers—while 212’s team focused on promotions.

“Working with 212 has given me the freedom to run my company without worrying about buying ads, posting on social media, or printing new collateral,” says Gramm. “They take care of all of that for us.”

Creating a marketing plan requires significant time and resources. At 212 Media Studios, we take the time to understand the value you bring to your industry—and we leverage it to build a strategy that works. Don’t settle for a half-hearted plan.

[Reach out to us today.](#)

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