

## CASE STUDY: TEGRA™

Industry: Agriculture

### Creating the Brand to Support Syngenta's Future Growth

Syngenta is a leading global agribusiness based in Switzerland. In a world where we are challenged to feed a growing population while safeguarding our natural resources, Syngenta's purpose is "bringing plant potential to life". Leveraging its expertise in using innovative technologies to help farmers grow more from less, Syngenta developed an integrated rice offer with the ambition to transform rice farming in Asia.



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### Talking Smarter

To bring this offer to life, The Brand Union collaborated with Syngenta to create the service brand, Tegra™ – one of the first of its kind in a product focused business. As Tegra™ represented a new means to rice farming, the brand needed to change the mindsets of farmers accustomed to farming methods practiced for generations. As an integrated offer, Tegra™ comprised of healthy seedlings development, modern transplanting, and expert agronomy advise to ensure excellent harvests. We positioned Tegra™ as a smarter farming approach designed for rice farmers looking for improved yield performance and greater convenience in the field. So, they experience visible change and feel relieved of uncertainties in planning and realizing the potential of their fields, believing in better lives and futures.



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### Instilling Confidence to Deliver Change

Not only was Tegra™ creating change in rice farming in Asia, but as a new service brand representing a new business, it was also breaking ground within Syngenta. Internal brand engagement was a key component in transforming the way Syngenta viewed brand launch and assimilation:

*"Having a brand to hitch our demand creation campaigns to has helped our promoters and customers to identify and understand Syngenta's integrated rice offer, Tegra™ better. The brand engagement workshops in particular played an important role in lifting the confidence of the sales team, clarifying the value proposition with consistent messaging and role playing exercises, and turning participants into confident brand ambassadors."*

- Ruchika Kapoor, Syngenta, Business Manager

