

Data to Fuel a Tractor Brand's North American Expansion



Introduction

Ag Access was approached by a globally recognized European tractor brand seeking to understand and improve its brand perception and subsequent marketing penetration in North America. The client faced a significant challenge: **achieving meaningful engagement with North American agricultural equipment owners across diverse regions and farm sizes within a constrained timeframe to guide strategy development.**



The Challenge

Understanding brand perception is vital for market penetration and growth. The client needed to assess consumer perceptions to make informed decisions about marketing and product development strategies. However, their limited market presence in North America and the difficulty of reaching audiences with diverse demographics hindered their efforts. Previous internal and external initiatives failed to yield the desired results.

The Ag Access Solution

Ag Access proposed a tailored data collection strategy designed to address the client's unique challenges. The strategy included:

Expanded Recruitment Efforts: Utilizing an extensive database targeting equipment owners categorized by farm type, equipment type, and region.

Targeted Outreach: Implementing a precise outreach strategy to engage the right respondents efficiently.

Ag Access's recruitment process required a delicate balance of persistence and respect for the respondents' time, ensuring high engagement rates without compromising the quality of interactions. The team meticulously recorded interactions to maintain accuracy and quality assurance, addressing the client's data integrity and representation concerns.



496

SURVEYS COMPLETED

30%

PAST THE TARGET
AMOUNT OF SURVEYS

The Results

The client was highly impressed with the outcomes of Ag Access's recruitment and data collection efforts:

Response Rate: Achieving 496 completed surveys, surpassing the initial target by over 30%.

Enhanced Feasibility: Adapting the approach to meet demographic requirements, resulting in an increased sample size from the initially targeted 375 to 496 completed surveys.

High-Quality Data: Providing the client with comprehensive insights into brand perceptions across various demographics, enabling informed decision-making.

Strategic Impact: The insights gained directly influenced the client's marketing strategies and product development, enhancing their ability to penetrate the North American market.

The data collected allowed the client to identify key areas for improvement in their brand messaging and marketing strategies, which are critical for enhanced brand perception and increased market penetration.

Conclusion

Ag Access's strategic and adaptive approach to data collection, combined with a commitment to quality and precision, successfully addressed the client's challenge of understanding and improving brand perception. By delivering high-quality, actionable insights and effectively engaging a difficult-to-reach audience, Ag Access empowered the client to make informed decisions that positively impacted their market presence and business growth.

Gain Access to Agricultural Insights

Ag Access is a research logistics company serving insights to professionals and strategic consultants in the agriculture and animal health industry who use research to inform critical business decisions.

With over two decades of experience conducting studies in the agriculture space, we offer audience access, questionnaire design, project management, data collection, and custom logistics plans to help drive your business forward. Our proven process brings clarity to the execution of market research studies from initial strategy through recruiting and final delivery of outcomes.

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