

# Instinct

## Case Study

### Pickseed

Ongoing Brand Coaching

Pickseed has a large portion of the North American market in animal feed, and also grass seed for sports fields and golf courses, including one of the most celebrated 18 holes of turf on the planet – Georgia's Augusta National, home of the Masters. Although competing with the biggest players in the industry, Pickseed did not portray the look of professionalism one might expect from an elite organization, in part because of inconsistent communication of the Brand's visual identity .

Beginning an engagement of **ongoing Brand Coaching**, CEO Rob Clark called in Instinct to review and redesign Pickseed's visual identity. Our analysis made clear that the key factor behind this inconsistency was the lack of a Brand Foundation to guide decision-making – not merely with respect to the Brand's visual dimension, but regarding delivery of the overall Brand experience. Instinct developed Pickseed's Brand Foundation around a positioning statement already in place but not in proper use: *good things growing...*

*good things growing...* is certainly about product quality. It is equally about growing the long-term customer relationships that are fundamental in an industry where product development can take five years or more, and where the customer will not know if he likes that product until a year after purchase. *good things growing...* is also a meaningful reflection of the renowned humility and authenticity of the Pickseed people.

With a Brand Foundation firmly in place to guide delivery of the Pickseed experience, Rob Clark, a true Chief Brand Officer, retained Instinct over an extended period to review every piece of Brand communication, including advertising, website, vehicles, stationery, packaging – even their front lawn.

[www.pickseed.com](http://www.pickseed.com)



## BRAND FOUNDATION

### Core Purpose

Why we exist.

To develop high quality proprietary seed products through proprietary research and development, to produce seed in commercial quantities through a proven and reliable grower base, and to distribute seed across a variety of marketing channels with trained, technically competent sales staff.

By ensuring that the end user extracts the genetic potential and benefits of our seed products, we will earn ongoing customer satisfaction and long term loyalty.

### Mission

Where we are going.

To be a financially sound, growth-oriented North American dominant market leader in the research, production and distribution of high quality proprietary turfgrass and forage products, with a significant international presence.

### Values

Who we are, our principles.

Innovation, Dedication, Integrity, Loyalty, Teamwork, Prudence



### Position:

How we are different.  
**Product performance.**

### Positioning:

How we say we are different.  
**good things growing...**

### Character:

Tone and manner, how we act.  
**Customer-driven, Professional, Confident, Friendly, Humble**