

## **NACTA 2022 Agricultural Sales and Communications Scenario**

Date and Time: 8 a.m. Saturday, April 2, 2022

Location: West Central Research, Extension and Education Center

Contest Coordinator: Mary Rittenhouse, Ag Business Instructor

Email: [mrittenhouse2@unl.edu](mailto:mrittenhouse2@unl.edu)

### **Part 2: Ag Media Plan & Presentation**

The second part of the contest is the practical application portion of the contest worth 500 points. Each contestant is expected to participate in the team sales presentation. The team will receive one team score.

Teams will play the role of communications consultants and will develop a media plan for *A's Solutions*, a drone technology driven soil imaging and mapping enterprise for farmers in the central section of Nebraska.

Soil images will be taken and analyzed to provide agricultural producers advanced levels of resource management. The home office will be in Curtis, Nebraska but will initially service the counties of Frontier, Hayes, Chase, Dundy, Hitchcock, Red Willow, and Furnas. The enterprise is owned and operated by a young entrepreneur from the area who has grown up on a nearby farm. The idea behind this enterprise began on a summer internship for this entrepreneur. The primary desired goal in employing drone technology is to increase efficiency by accumulating high-resolution crop data and maps for the client.

A media plan is a written document that describes the following:

- Objectives: What the group wants to accomplish with the media plan.
- Target Audience: Description of who the client is trying to reach, including demographic data.
- Strategic plan and tactics: Ways in which the objectives can be accomplished.
- Timeline: When the objectives will be accomplished.
- Evaluation: How the results will be measured.
- Budget: How much the plan will cost.

Please see the contest rules for additional information, page length and formatting requirements.

### **About the Enterprise**

Established in January 2022, *A's Solutions*, is currently owned by a sole proprietor and is in the initial stage of developing a clientele. The business has been developed after a successful college internship that provided experience in drone-powered solutions to farmers to increase productivity in crop monitoring of planting, livestock management, scouting, and precision farming.

### **Mission**

Honesty and integrity with realistic thinking to help farmers utilize resources given to maximize yields.

## **Vision**

At A's Solutions, we live by the golden rule. "Treat others as you want to be treated." Interactions with clients and the public will be based on honesty and integrity with outstanding work ethics. 110% will be given to help customers know more about their soil and crops that they grow.

This big picture is helping farmers know what is in their soil and how to manage with what they have. Using drone technology cuts the amount of time and labor needed to successfully provide accurate mapping that provides the highest amount of yield possible.

## **Services Provided**

- Field Soil Analysis
- Advanced Crop Scouting
- Fertilizer and Water Management
- Crop Count and Emergence Analysis
- Crop Health and Stress Analysis

A's Solutions have budgeted \$10,000 to complete media efforts to promote this agricultural service.

## Scoring

<b>Criteria</b>	<b>Points Possible</b>	<b>Points Awarded</b>
<p>Media Plan Presentation</p> <ul style="list-style-type: none"> <li>- All team members took an active role in the presentation.</li> <li>- Speakers are confident and communicate articulately without hesitation.</li> <li>- Appropriate tone is consistent.</li> <li>- Speak unrehearsed with comfort and ease.</li> <li>- Key elements of the media plan are clearly communicated.</li> <li>- Strong understanding of chosen media is present.</li> <li>- Dress and presentation is appropriate and presentation.</li> </ul>	40	
<p>Questions and Answers</p> <ul style="list-style-type: none"> <li>- Able to correctly respond to judges' questions.</li> <li>- Answers show familiarity with subject matter.</li> <li>- Strong knowledge base in both the agricultural scenario and communication aspects.</li> </ul>	10	
<p>Media Plan</p> <ul style="list-style-type: none"> <li>- Complete media plan that meets the expectations outlined in the guidelines.</li> <li>- Well-written with no grammar, spelling or punctuation mistakes.</li> <li>- Examples provided are appropriate and well-designed or written.</li> </ul>	50	
<b>Total</b>	100	