

Farnam specializes in the production and distribution of horse care products. The company is best known for their excellent wound care items for treating ailments ranging from pink eye to summer sores. However, the company has continued to add more and more to their product line such as grooming supplies, fly control and leather care tools. They recently added a line of various nutritional supplements to their vast repertoire focused on improving the digestive, coat and overall health of horses. Farnam focuses on developing high quality products which increase the health and well-being of horses in day to day life. While Farnam's ever-expanding line of products is targeted primarily towards equines, they also have a number of products for cattle, dogs and cats including wound care items and grooming tools. The company's primary goal is to improve the lives of horses and their owners through their line of premium products.



KEY AUDIENCES - Farnam's key audiences include horse, livestock and companion pet owners. Their primary target, however, is horse owners because they have the most products dedicated to equine health. These owners are primarily younger women who love spending extra time grooming and pampering their horses and those showing horses at a high level because they need extra grooming and nutrition products.

AUDIENCES DESIRES - These audiences primarily desire high quality products that are safe, effective. They want well-tested products that they can depend on to be consistent every time.

POINT OF REFERENCE - Farnam focuses on developing a large range of horse care goods, striving to better the lives of horses, pets, livestock and their owners.

POINT(S) OF DIFFERENTIATION - Farnam is different from other horse care product companies because of the vast range of products they sell. Most other companies focus solely on one area, but Farnam carries it all. It is unusual for a singular equine company to sell such a wide variety of horse care goods without compromising the quality of a single product.

CORE VALUES - Farnam's core values include integrity, reliability, respect and responsibility towards consumers.

PRIMARY COMPETITORS - Farnam has many competitors because of the wide range of products they sell. As far as grooming supplies and wound care, Farnam's competitors include Cowboy Magic, Showsheen, Shapley's and Jack's. For leather care goods some primary competitors are Lexol and Leatherman's. Finally, for nutritional supplements Farnam goes up against Tribute, Red Cell, Equiniti, Platinum and SmartPak.

CREATIVE BRIEF

KEY FACT

Currently, Farnam is a very successful horse care company who desires to advertise their products in order to reassure their customer base that their products are held to the highest standards of safety and effectiveness.

WHAT CONSUMER PROBLEM MUST THE ADVERTISING SOLVE?

The consumer problem the advertising must solve is client skepticism of nutritional supplements and wound care items and wariness about the safety as well as effectiveness of the products developed and sold by Merck

WHAT IS THE OBJECTIVE OF THE ADVERTISING?

The objective of the advertising is to prove to the consumer that Farnam provides the safest, most effective wound products and dietary additives. The advertising should show the customer that Farnam is committed to innovative research techniques in order to develop the highest quality products for horses, livestock and pets.

WHAT IS THE MOST IMPORTANT BENEFIT, PROMISE AND/OR OFFER?

The most important promise Farnam makes to its clients is that all of its products are tested extensively to ensure that they are as safe as possible for their animals while still being effective. Farnam promises that all their products are high-quality, reliable and consistent.

WHAT FACTS SUPPORT THIS BENEFIT, PROMISE AND/OR OFFER?

Farnam is largely recognized as the largest horse care brand in the world. The company has been a successful company since 1946 (79 yrs). Additonally, Farnam is an official partner of many prominent horse associations including the American Quarter Horse Association (AQHA).

WHO ARE WE TALKING TO?

The primary audience is horse owners. Typically they are younger women who love spending extra time grooming and pampering their horses and those showing horses at a high level because they need extra grooming and nutrition products. Pet and livestock owners are included as well.

WHO ARE WE COMPETING WITH?

Farnam’s primary competitors are other horse care companies selling products like grooming tools, leather care goods, wound care items and nutritional supplements. Some examples of these include Cowboy Magic, Showsheen, Shapley’s, Lexol, Leatherman’s, Tribute, Platinum and SmartPak.

WHAT SHOULD THE TONE OF THE ADVERTISING BE?

The tone of advertising for Farnam should be professional, confident and sincere. Since the products this company manufactures and distributes are of importance it is necessary for the advertising techniques used to have a more serious tone. The audience should know that Farnam takes their job seriously and approaches every project with competence and professionalism.

ANY OTHER MANDATORIES WE MUST ACCOUNT FOR IN THE ADVERTISING?

Officially, it is important to make sure to use Farnam’s official colors and logo in all advertising mediums. It is of utmost importance to make sure that the colors specially curated for Merck are the only ones used since many of their competitors also use shades of green in their logos. Maintaining a professional and consistent presence is critical to establishing a brand. Unofficially, it is important to maintain a professional, classic look to all advertisements associated with the brand. Since the work the company is doing is on the more serious side- manufacturing items to care for animals, it is crucial that the company as a whole maintains a professional appearance. This reassures

BUYER PERSONA

Name: Jane Thompsan
Brand: Farnam

Demographic:
Female
20-25 years old
College student/recent graduate
Owns 2 horses who she competes with in AQHA shows

Reason to purchase:
Looking for high quality grooming products to keep her horses look their best for the show ring. She also desires preium nutritional supplements to keep her horses in top physical shape.

Challenges:
The buyer’s horses are very picky eaters and she is worried they will not eat the supplements.
Buyer is skeptical of the saftey of grooming products like sham-poos and conditioners.

Communication preferences:
Communication via text is preferred.

How can we help?
Explain that nutriotional supplments are test on the pickiest of eaters and quality ingredients are used in their production to ensure their palatability.
Use statistics and research examples to back up claims that Farnam’s products are safe as well as effective. Emphase the ingredient list and stress that no harmful chemicals are used in the production of the products.
Build strong customer relationships, so the consumer feels they can trust and rely on the company.

March

Sun	Mon	Tues	Weds	Thurs	Fri	Sat
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2	3 IG post promoting rain rot treatments Same post on FB	4 IG post promoting grooming tools Same post on FB	5 YouTube tutorial on how to use whitening soap on horses	6 IG post promoting leather care products Same post on FB	7 YouTube tutorial on tack cleaning part 1	8
9	10 IG post promoting YouTube tutorials Same post on FB	11 IG post with infographic on treating rain rot Same post on FB	12 IG post promoting cattle dietary additives Same post on FB	13 IG infographic on treating pet skin issues Same post on FB	14 YouTube tutorial on tack cleaning part 2	15
16	17 Happy St. Patty's day IG post Same post on FB	18 IG post promoting horse supplements Same post on FB	19 IG infographic on horse supplements Same post on FB	20 YouTube tutorial on dog grooming	21 Happy first day of spring IG post Same post on FB	22
23	24 YouTube tutorial on dog braiding	25 IG post promoting dog & cat wound care Same post on FB	26 IG infographic on horse breeding Same post on FB	27 IG post for broodmare supplements Same post on FB	28 IG post promoting fly control products Same post on FB	29
30	20 YouTube tutorial on how to use feed through fly control					