

PLANT THE SEEDS, watch them grow

with WATT Global Media

Your brand messages are like seeds of information that your audience feeds on. It nourishes and nurtures them. Here is how to find the ideal places to plant your seeds and surround them with the right conditions for maximizing their growth potential.



LOCATION, LOCATION, location



With so many choices, **deciding where** to plant your marketing messages can be confusing. Our audience research has found...

Buyers researching to purchase rely on these primary information sources:*



*Source WATT Global Media agrifood audience survey June 2021

Establishing your brand presence through primary channels allows you to capture the buyer's mindshare early on in the decision-making process. This gives you a distinct advantage over the competition!

CREATING **ideal** GROWING CONDITIONS - **made simple**

To see your marketing messages reach their **full potential**, it takes just the right formula of timing, audience, and trust.

WATT's media channels work together to help you reach and connect to industry professionals alongside original, niche content. Our audience includes the **world's leading feed companies**, and end-to-end animal feed supply chain professionals across dairy, pig and poultry.

By aligning with WATT's relevant, reputable content, you build trust for your brand which inspires action.

What does that look like?



BRANCHING **out**



To establish your brand with our audience of decision-makers, it takes a **multi-channel approach**. The channels help to feed and support each other by creating several customer touch points.

Key products:



▶ Super Billboards

Try an impactful large format ad that attracts engagement in a user-friendly way



▶ Magazines

Become a recognized brand voice in magazines that have served the industry for decades



▶ Newsletters

Directly reach the inbox of an engaged global audience and drive traffic to your website



▶ Industry Conferences

Showcase your solutions and network with attendees by sponsoring exclusive industry events

WATT HAS HELPED support the growth OF THESE COMPANIES!



Ready to learn more and plant your own seeds?

Email: advertising@wattglobal.com

See more strategies at: www.wattmediakit.com/agrifood

