

Envu Range and Pasture UNIYRP Campaign

envu™



THE GALACTIC GROUP

AUTUMN · GRACE · HAILEY · ITHAN · MEREDITH · RILEY



July 18, 2024

Meet The Team



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Account Manager



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Public Relations



Autumn Reeves
Social Media

The Opportunity

Public Relations

Brand Strategy

Social Media

Creative

Conclusion

The Opportunity

The Opportunity

UN International Year

- + The United Nations designates specific years as “International Years”
- + **2026 International Year of Rangelands and Pastoralists (IYRP)**
 - Aims to raise awareness and advocate for the value of healthy rangelands and sustainable pastoralism

Brand Strategy



The Challenge

Pastoralists and ranchers face rising costs, government regulations, changing weather conditions, climate change, and labor shortages. **The future of the industry relies on the cooperation of pastoralists and companies such as Envu to implement sustainable and cost-effective practices.**

With the UN 2026 Year of Rangeland and Pastoralists, Envu R&P has the opportunity to **showcase itself as a leader in sustainability** who is actively working to **preserve the health of rangelands and pastures** and partnering with customers to **ensure the future of the industry.**



The Challenge

- **Ranchers face pressing issues**
- **The future of the industry relies on cooperation of ranchers and the industry**
- **UNIYRP presents an opportunity for Envu to showcase itself**

Brief

Target Audience

- + Existing and prospective Envu R&P customers
- + These people are the **stewards of the land and the legacy it represents.**
- + **They will see how Envu leads sustainability efforts** in the category, and know their legacy will live on for the long haul.



Brief

Target Audience

- + Existing and prospective Envu R&P customers
- + Want their legacy to live on in the long haul



Target Audience Characteristics



Barriers to Overcome

Financial Commitment

- + Investing in new practices will inevitably drive up costs.

Upfront Labor

- + Most sustainable practices require ranchers to go out of their way to implement.

Learning Curve

- + It takes time to become educated in the usefulness and implementation of new practices.

- + Many ranchers feel that implementing sustainable practices is **too big of an effort to adopt.**
- + Often, ranchers are **turned away by the word ‘sustainable’** because they only associate it with large commitments such as carbon sequestration, solar panels, etc.

Barriers to Overcome

Financial Commitment

- + Investing in new practices will inevitably drive up costs.

Upfront Labor

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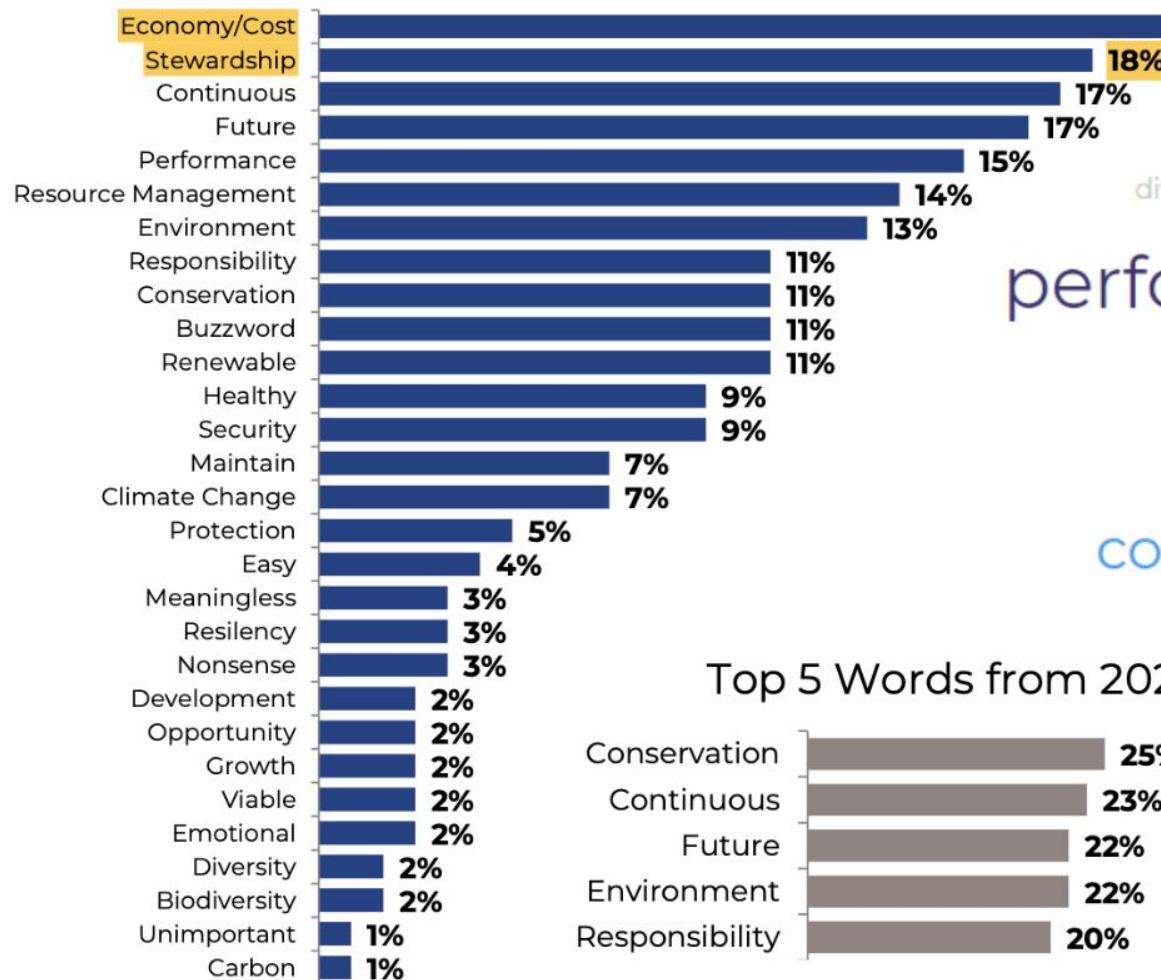
- + Many ranchers care about being sustainable, but feel that implementing sustainable practices is **too big of an effort to adopt**.
- + Often, ranchers are **turned away by the word 'sustainable'**

More on Sustainability: A&U Study

Sustainability Word Association

Respondents most often associate “economy/cost” and “stewardship” with sustainability.

“Continuous” and “future” are also often associated with sustainability.



Top 5 Words from 2021



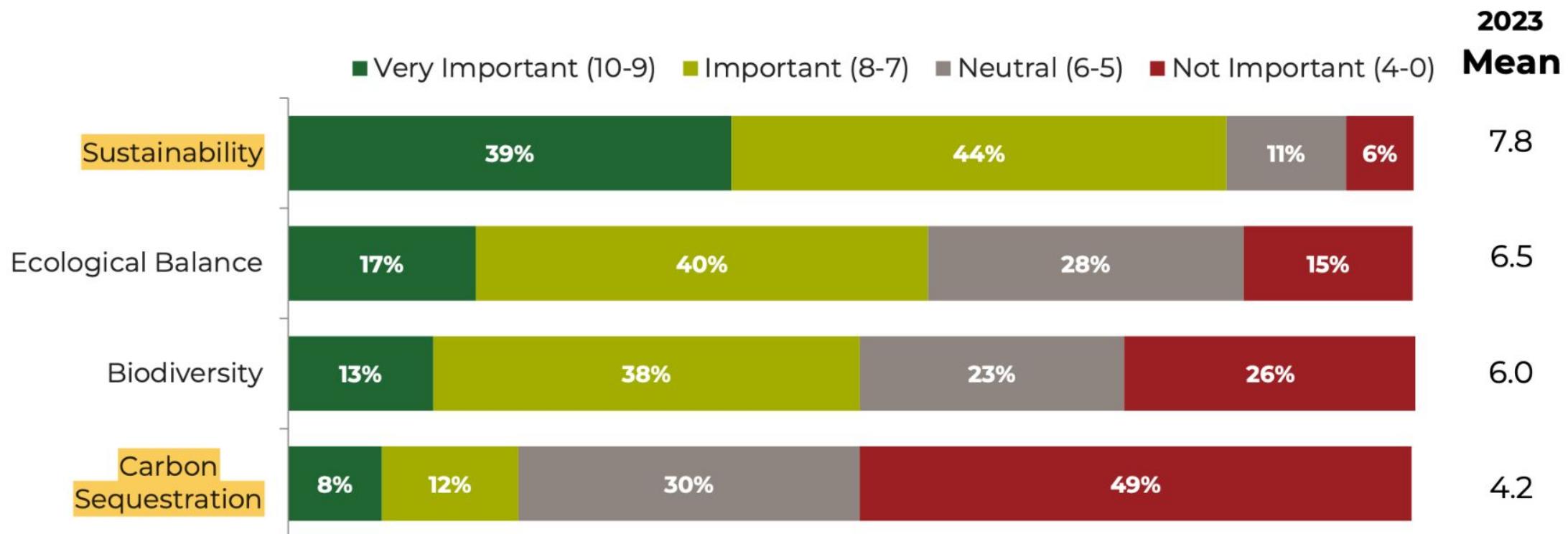
Base: All Respondents (n=132)

Q26. Please select up to 3 words you most associate with "sustainability".

© May 2023 | Range and Pasture Attitude and Usage Quantitative Study

Environmental Importance

Over three-fourths of respondents consider sustainability to be important to their operation, and over half of respondents consider ecological balance and biodiversity to be important. Carbon sequestration is typically seen as not very important.



Base: All respondents (n=132)

Q27. How important are each of the following to your operation?

Movement Challenge

From:

Seeing adopting sustainable practices as too big of an effort to undertake.

To:

Recognizing that Envu is providing them with small steps to take today.

Single Main Idea

**Small steps today so your land
can thrive tomorrow.**

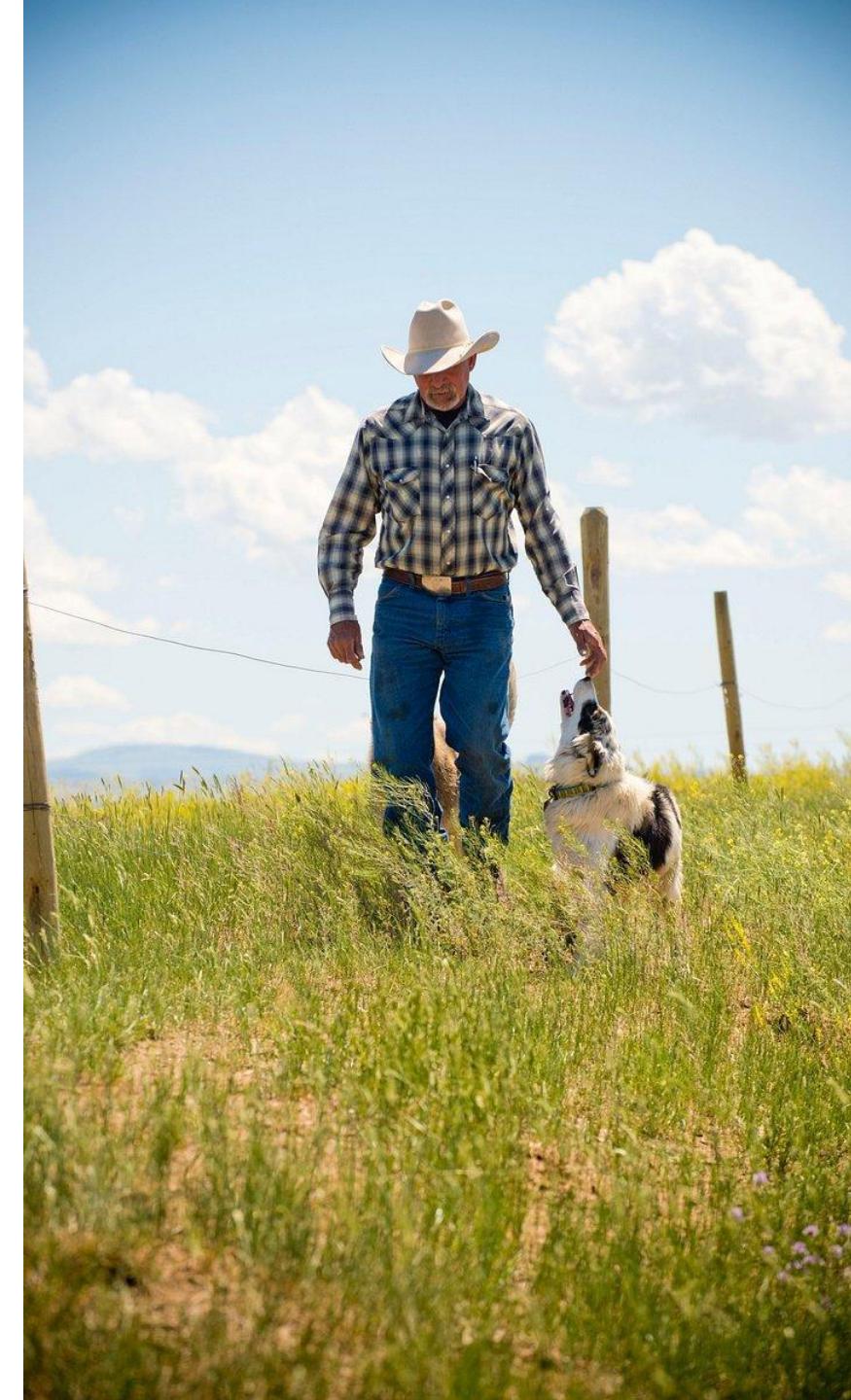
Support

Your land is constantly under duress—weeds, invasive species, wildfires, and soil degradation are inevitable threats to your rangeland and business. Take the small steps with Envu; **we provide long-term solutions that restore productivity to land, protect it from natural threats, and enhance the native environment**. It's time to secure the safety of your land for the long haul.



Support

- Your land is constantly under duress
- We provide long-term solutions to protect your land
- It's time to secure the safety of your land for the long haul.



Small Steps

- **Rotational Grazing**
- **Weed Management**
- Increase Soil Fertility
- Integrated Crop-Livestock Systems
- Extend Grazing Season
- Irrigation



Successful Change State

Ranchers will start to see Envu R&P as a **sustainability leader** and consider taking a small step towards sustainability practices as they relate to rangeland.

Success Metrics

- **Number of visits to this project's webpage**
 - Number of signups for newsletter
 - Number of social media impressions

Timeline

Timeline

2026 IYRP and Envu Timeline



Creative

A photograph of a man in a cowboy hat and blue shirt riding a horse, viewed from behind. He is in a field with rolling hills and trees in the background. The image serves as a backdrop for the text.

A message to Envu ranchers...

Legacy is in Our Nature

Creative

Legacy is in Our Nature

Copy

- + **Sustain versus sustainability**
 - Lack of reception toward sustainability does not apply to sustain
- + **Naturally simplistic**
 - A simple solution portrayed by clear and concise language

Art

- + **Land exemplifies legacy**
 - Emphasis on vast landscapes
- + **A legacy upheld by its people**
 - Ranchers interacting with their land
 - Expressions that carry meaning

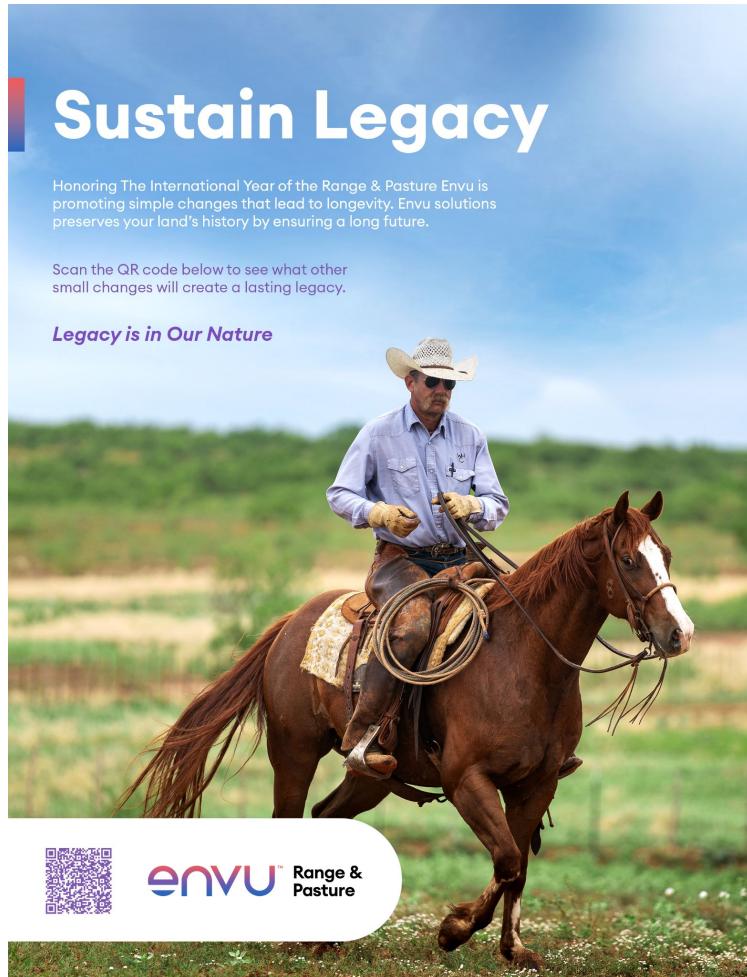
Print

Sustain Legacy

Honoring The International Year of the Range & Pasture Envu is promoting simple changes that lead to longevity. Envu solutions preserves your land's history by ensuring a long future.

Scan the QR code below to see what other small changes will create a lasting legacy.

Legacy is in Our Nature



envu Range & Pasture

Sustain Tradition

Honoring The International Year of the Range & Pasture Envu is promoting simple changes that lead to longevity. It's tradition that gives your land character and Envu solutions ensures that character can live on.

Scan the QR code below to see what other small changes will create a lasting legacy.

Legacy is in Our Nature



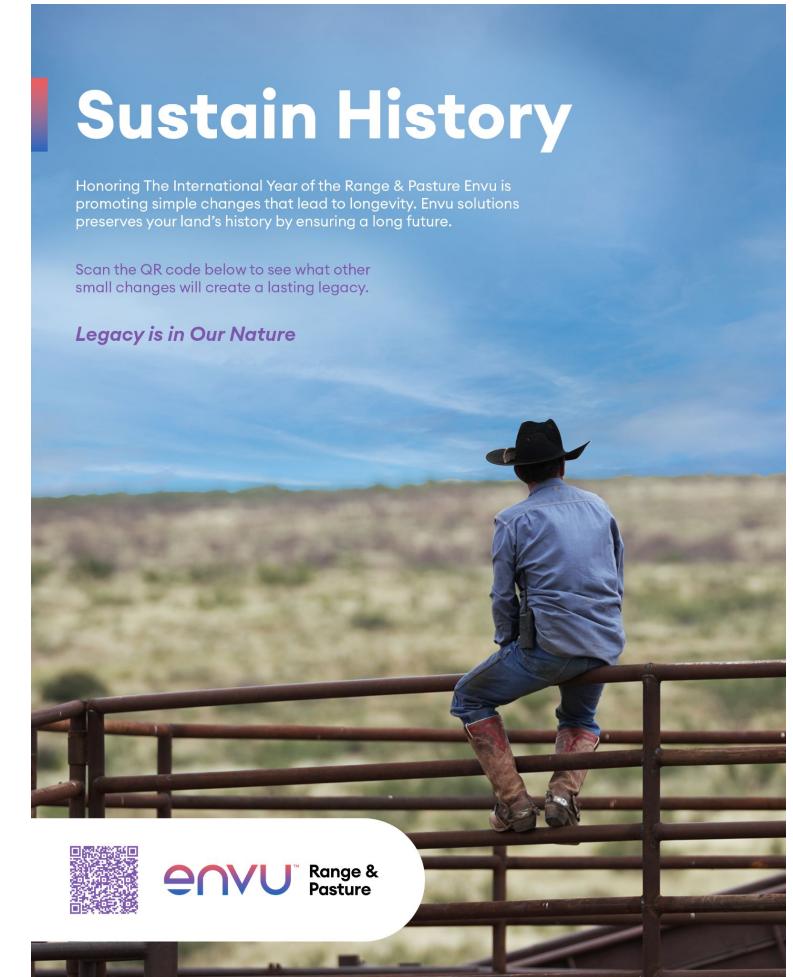
envu Range & Pasture

Sustain History

Honoring The International Year of the Range & Pasture Envu is promoting simple changes that lead to longevity. Envu solutions preserves your land's history by ensuring a long future.

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Legacy is in Our Nature



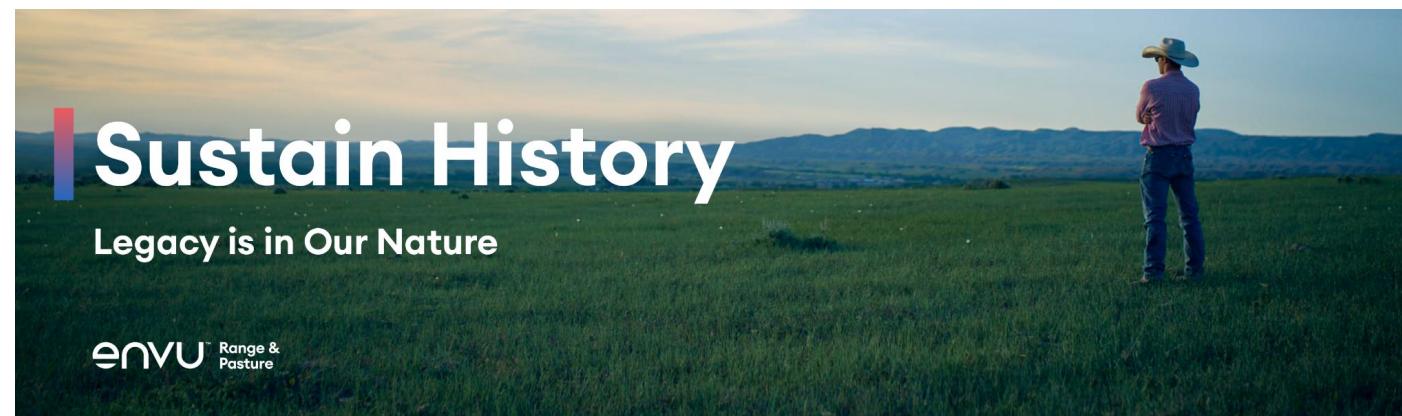
envu Range & Pasture







Out-of-home



Creative



Creative



Creative



Future-Focused Tactics

Direct Mail + Radio

Creative



Creative

:30 Radio Spot

SFX: Country sounding voice, using a slight twang.

VO: Dear Rancher,

This is the future of your land talking, and I wanted to say thank you.

Your hard work and sustainable practices have not been forgotten. You have allowed me to keep the history rooted right where it should be, and I'm proud of you.

SFX: Standard midwestern sounding male voice over voice.

VO: Make the future proud by ensuring your ranch doesn't just stand the test of time, it sustains it. In honor of the International Year of Range and Pasture Envu is providing simple steps that ensure the longevity of your land. Visit E-N-V-U.com to see which small changes can lead to your lasting future because, after all, Legacy is in Our Nature.

Landing Page

Landing Page

- Introduce campaign with title and video
- Content focused on Envu's easy sustainability initiative and the parallels between IY and Envu
- Mobile and desktop friendly

Campaign title

Launch video

About UNIYRP/ the link from UN to Envu sustainable values

Easy ways to be more sustainable, mention of Envu products

Anecdotes from sustainable ranchers video

Register for Envu newsletter

Legacy is in Our Nature

Our campaign is a commitment. Your part of the Range and Pasture this year and every year by taking initiative to ensure your legacy. Envu knows taking care of your land is no easy task, but ensuring its future doesn't have to be challenging.



Legacy isn't optional, it's essential

Envu and the International Year of Range and Pasture

The International Year of the Sustainable Management of Dryland Ecosystems 2011-2012 has partnered with the UN to become a resource in and around the UN's 67th session. The UN has one dedicated to promoting practices that ensure the health of the land, the well-being of the people, and encouraging the adoption of techniques that present-based regeneration can continue on with.



Actions You Can Take

Being sustainable doesn't have to mean major changes. Here are four easy ways you can establish your legacy by making your ranch more sustainable:



Implementing Envu Solutions

Products such as "Envu", "Envu+", and "Envu" work to control invasive species and reduce the amount of fertilizer needed. Our sustainable management products will leave your land healthier, allowing your legacy to live on longer. [Click here to learn more.](#)



Adding Lime to Your Fertilizer

Adding lime to your fertilizer is an easy way to increase the pH. Soil with higher acidity often plants to soak up more nutrients and reduces the availability of nutrients to other plants. [Click here to learn more.](#)



Introduce Legumes to Your Lands

Legumes are a family of plants notable for their ability to fix atmospheric nitrogen into the soil. By adding legumes to your pastures, the correct species of legumes can help with nitrogen fixation, forage quality, and biodiversity. [Click here to learn more.](#)



Consider Rotational Grazing

Although slightly more complicated than the other methods, rotational grazing is an increasingly popular style of grazing. Rotational grazing uses different grazing patterns to manage the land and build a more resilient ecosystem. [Click here to learn more.](#)



Don't Just Take It From Us



Click a rancher to learn how they have ensured their legacy.



Landing Page

- Introduce campaign with title and video
- Content focused on Envu's easy sustainability initiative and the parallels between IY and Envu
- Mobile and desktop friendly

Legacy isn't optional, it's essential

Envu and the International Year of Range and Pasture

The United Nations has announced that 2026 is the year of range and pasture. In honor of this title, Envu has partnered with the UN to become a resource in easy sustainable ranching. Both Envu and the UN are dedicated to promoting practices that ensure the long-term health and productivity of rangelands, and encouraging the adoption of techniques that prevent land degradation and enhance soil health.



Legacy is in Our Nature

Our campaign, International Year of the Range and Pasture, is here to help you ensure your legacy. Envu knows taking care of your land is no easy task, but ensuring its future doesn't have to be challenging.

Legacy is in Our Nature: Sustain Your Land for the Long Haul

Legacy isn't optional, it's essential

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Actions You Can Take

Being sustainable doesn't have to mean major changes. Here are four easy ways you can establish your legacy by making your ranch more sustainable:



Implementing Envu Solutions

Products such as "Envu+", "Envu+", and "Envu+" work to create, increase, and maintain soil health. Learn more about how our sustainable-made products will leave your land healthier, allowing your legacy to live on. [Click here to learn more](#)



Adding Lime to Your Fertilizer

Adding lime to your fertilizer is an easy way to increase the pH. Soil with higher acidity allows plants to soak up more nutrients and reduces the risk of nutrient leaching. Learn more about how lime can help. [Click here to learn more](#)



Introduce Legumes to Your Lands

Legumes are a family of plants notable for their ability to fix atmospheric nitrogen into the soil. This adds organic matter, helping the correct species of legumes can help with improved fertility, forage quality, and biodiversity. [Click here to learn more](#)



Consider Rotational Grazing

Although slightly more complicated than the other methods, rotational grazing is an increasingly popular style of grazing. Rotational grazing uses different grazing patterns to manage the land and build a more resilient ecosystem. [Click here to learn more](#)

Don't Just Take It From Us

Click a rancher to learn how they have ensured their legacy.

Stay Connected to the Cause

Click here to join the newsletter

Connect with us

Landing Page

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Actions You Can Take

Being sustainable doesn't have to mean major changes. Here are four easy ways you can establish your legacy by making your ranch more sustainable:



Implementing Envu Solutions

Products such as Rejuvra®, Invoro®, and Rezilon® work to control invasive species, reduce wildfire risk, and produce healthier hay. Our sustainably made products will leave your land healthier, allowing your legacy to live on longer. [Click here to learn more.](#)



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Introduce Legumes to Your Land:

Legumes are a family of plants notable for their ability to fix atmospheric nitrogen through their relationship with bacteria. Planting the correct species of legumes can help with nitrogen fixation, forage quality, and biodiversity. [Click here to learn more.](#)



Consider Rotational Grazing:

Although slightly more complicated than the other methods, rotational grazing is an increasingly popular style of grazing. Rotational grazing can help you prevent overgrazing, and soil degradation, and build a more resilient ecosystem. [Click here to learn more.](#)

Legacy is in Our Nature

Consider Envu's International Year of Range and Pasture this year and every year by taking initiative to ensure your legacy. Envu knows taking care of your land is no easy task, but ensuring its future doesn't have to be challenging.



Legacy isn't optional, it's essential

Envu and the International Year of Range and Pasture

The International Year of the Rancher and Farmer 2020 has partnered with the UN to become a resource in environmental and social issues. Envu is a member of the UN, one dedicated to promoting practices that ensure the health of the land, the well-being of the animals, and encouraging the adoption of techniques that prevent land degradation and enhance soil health.



Actions You Can Take

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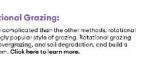
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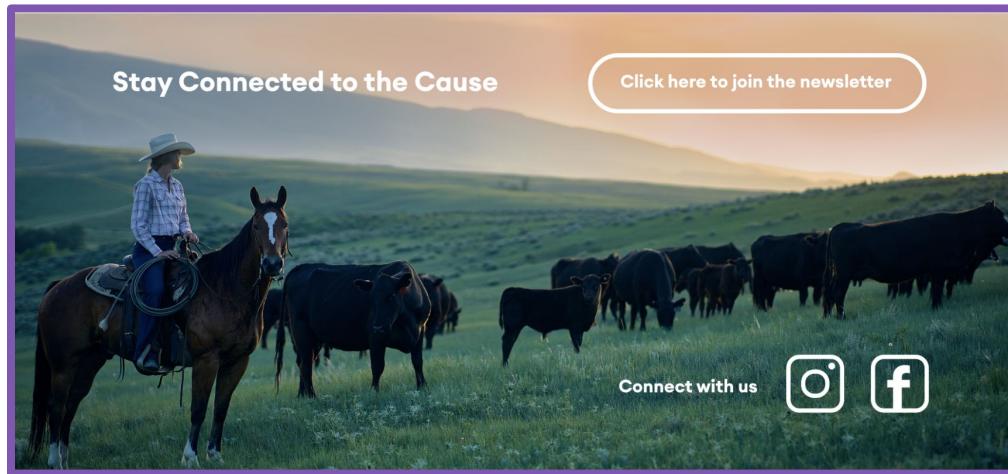


Click a rancher to learn how they have ensured their legacy.



Landing Page

- Introduce campaign with title and video
- Content focused on Envu's easy sustainability initiative and the parallels between IY and Envu
- Mobile and desktop friendly



Legacy isn't optional, it's essential

Envu and the International Year of Range and Pasture

The International Year of the Soil in 2015 and the International Year of the Rancher and Farmer in 2020 are two years of focus and attention. In honor of this, Envu has partnered with the UN to become a resource in environmental and agricultural sustainability. This is one dedicated to promoting practices that ensure the health of the land, the well-being of the animals, and encouraging the adoption of techniques that present-based regulation can continue on with.



Actions You Can Take

Being sustainable doesn't have to mean major changes. Here are four easy ways you can establish your legacy by making your ranch more sustainable:



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Products such as Enviro+, Enviro+, and Enviro+ work to control invasive species and reduce the amount of water used. Click here to learn more.



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Consider Rotational Grazing
Although slightly more complicated than the other methods, rotational grazing is an immensely popular style of grazing. Rotational grazing uses different grazing patterns to manage the land and build a more resilient ecosystem. Click here to learn more.



Lisa's Small Change and Its Big Impact
Leigh's Journey to Sustainability
Matoo's Tips on Sustaining Legacy



Public Relations

Objective

HLK will reinforce Envu Global's core message, *Be a Force With Nature*, by implementing a PR plan to raise awareness of the UN's IYRP, celebrate the future of range and pasture, promote regenerative ranching efforts.

Tactics:

- + Informational pre-release email
- + Press release
- + Monthly *Legacy is in Our Nature* newsletter
- + *Legacy is in Our Nature* Field Day
- + Trade show campaign activation events
- + Radio pre-recorded interview scripts and podcast guiding question
- + Outreach partnership

Initial Announcement

January 8

An initial email release announcing Envu's collaborative campaign with IYRP

Sent to:

- + Pre-existing customers
- + Employees
- + Partners



Public Relations

Press Release

January 14

Headline: “Rooted in Legacy: Envu Launches Campaign Celebrating the U.N.’s International Year of Rangeland and Pastoralists”

Byline: “The *Legacy is in our Nature* campaign aims to help ranchers take small steps today, for thriving lands tomorrow”



Press Release
envu

Rooted in Legacy: Envu launches campaign celebrating the U.N.’s International Year of Rangeland and Pastoralists

The *Legacy is in our Nature* campaign aims to help ranchers take small steps today, for thriving lands tomorrow

For Immediate Release: January 14, 2026

Contact: Bob Jones, (123) 456-7891

bob@jones.com

CARY, N.C. - Envu Range & Pasture kicks off the year in celebratory fashion by launching its year-long campaign alongside the UN’s International Year of Range and Pasture, proving that the land is the legacy ranchers leave behind.

The campaign underscores Envu’s commitment to sustainable land management practices, empowering ranchers worldwide to adopt regenerative ranching techniques. Through educational workshops, community outreach, and partnerships with industry leaders, Envu aims to foster a global movement towards healthier rangelands and sustainable pastoralism.

“At Envu, we believe that the health of our rangelands is crucial not only for the present but for future generations,” said [Spokesperson’s Name], [Title] at Envu Range & Pasture. “The *Legacy is in Our Nature* campaign is our dedication to supporting ranchers in their efforts to preserve and enhance these vital ecosystems.”

Throughout the year, Envu will roll out a series of initiatives designed to raise awareness about the importance of rangelands and pastoralists in maintaining biodiversity, supporting livelihoods, and mitigating climate change. These efforts include advocating for policy reforms that prioritize sustainable land use practices and collaborating with scientists to develop innovative solutions for rangeland conservation.



Monthly Newsletter

February 3

- + Released on the first Tuesday of the month
- + Updates on the *Legacy is in our Nature* campaign and IYRP

Consists of:

- + Upcoming podcasts and radio segments
- + Field day dates
- + Trade show dates
 - Panel discussion information



Radio/ Podcast:

Pre-recorded radio interviews and live podcast episodes with
Envu specialists Craig and Justin Hossfeld

Radio:

- + KSL Greenhouse
- + Beef Buzz with Ron Hays
- + Mother Earth News and Friends
- + Western Ag Network
- + Brownfield Ag News Radio

- + Five, 15 and 30-minute pre-scripted spots

Podcasts:

- + Cattleman's Call Podcast
- + Ranch it Up Radio Show & Podcast
- + Regenerative Agriculture Podcast
- + Successful Farming Podcast



Radio Interview Script:

Introduction:

- + Thank you for tuning in to *[name and title]*. Today, we are talking to two of our friends from Envu, who has launched the *Legacy is in Our Nature* campaign to celebrate the UN's International Year of Rangeland and Pastoralist.
- + I am here with Craig and Justin Hossfeld
- + So Craig and Justin tell us about yourself and the *Legacy is in Our Nature* Campaign

Potential Questions:

- + Who is Envu? What makes Envu different from its competitors?
- + How does the “Legacy is in Our Nature” campaign tie into the UN’s IYRP?
- + Why is it important to acknowledge rangeland and pastoralists now?
- + What steps is Envu taking to preserve the land’s legacy while staying true to the motto *Be A Force With Nature*.

Closing:

- + Thank you so much Craig and Justin, and thank you for tuning in!
- + Make sure to checkout Envu R&P’s website to learn more. I’m [NAME] and you have been listening to [TITLE].

Why Radio and Podcasts?

- + 92% of adults 50+ listen to AM/FM radio
- + Rural listeners spend 43% of their daily audio listening time with AM/FM radio and radio streams
- + Avg. U.S. consumer spent 99 minutes per day listening to radio
- + Those living in rural areas tend to wake up slightly earlier, around 6:15 AM on average
- + The average podcast last 20-40 minutes

Legacy is in Our Nature Field Day

April 15

- + **Goal:** Prove that regenerative ranching can walk the walk and it does in fact have a place in future practices
- + **Idea:** Host a field day, that demonstrates the effectiveness of regenerative ranching once applied. Ranchers, spokespeople and editors will be invited to observe, interact and ask questions.
- + **How it Comes to Life:**
 - Invite select/ high-grade editors, 1-2 spokespeople, and current Envu ranchers.
 - Livestream on Youtube and Facebook for interested parties not in attendance.
 - Attendees will hear from Envu experts, tour a regenerative ranching lot, experience a live Envu product demonstration and participate in a Q&A at the end of the event.



Public Relations

Trade Shows

- + Trade Shows are presented throughout the year
 - Showing up on the local, national, and international level
- + Cattle Con: Feb. 4-6
- + World Ag Expo: Feb. 10-12
- + AgriShow: Apr. 28- May 2
- + Casino Beef Week: May 24- Jun. 1
- + Elmore Field Days: Oct. 6-8
- + Sunbelt Ag Expo: Oct. 14-16
- + Green Rio: Oct. 31-Nov. 2

Key:

- + USA
- + Brazil
- + Australia



Legacy is in Our Nature Panel

- + **Goal:** Open a healthy means of communication
- + Tradeshow activation
 - Cattle Con
 - World Ag Expo
- + Facebook Livestream



Panel Interview Script:

Introduction:

- Thank you for joining us at Cattle Con for the *Legacy is in Our Nature* panel. Today, we are talking about the impact regenerative ranching has on our land and our legacy.
- I am here with [insert names] two Envu specialists, [insert name], a regenerative cattle rancher and [insert name], an environmental scientist
- So [insert names here] tell us about yourself and regenerative ranching too?

Potential Questions:

- How can you tell regenerative ranching works?
- What are the benefits of regenerative ranching?
- Many of our listeners out there do not practice regenerative ranching, what would you say to them if they were here?
- How does Envu's stance on regenerative tie into this campaign?

Closing:

- Thank you so much [insert names] and thank you for listening!
- Now is the time to ask these panelists any questions you may have at the microphone
- Make sure to checkout Envu R&P's website to learn more through the QR code on the screen and check them out on social media @envurp.

National Partnership

August 24

- + Partner with the Future Farmers of America (FFA) to reach an untapped but potential and prospective audience.
- + Inform future ranchers and agriculturalists that they are the legacy of the land and the benefits of regenerative agriculture allow them to *Be A Force With Nature*





It Begins in the Classroom: High School Outreach

Nurture Pre-Existing Roots: Continuous Outreach with FFA College members



Public Relations

Second PR Release

August 24

Headline: “The Future is Growing: Envu Partners with the Future Farmers of America”

Byline: “Envu’s youth outreach promotes sustaining the land for years to come”



A Growing Future: Envu Partners with the Future Farmers of America

Envu’s youth outreach promotes sustaining the land for years to come

For Immediate Release: August 24, 2026

Contact: Bob Jones, (123) 456-7891

bob@jones.com

CARY N.C.– Envu’s commitment to fostering sustainable practices reaches new heights with its recent partnership with the Future Farmers of America (FFA). This collaboration underscores Envu’s dedication to youth outreach and promoting responsible land stewardship for future generations.

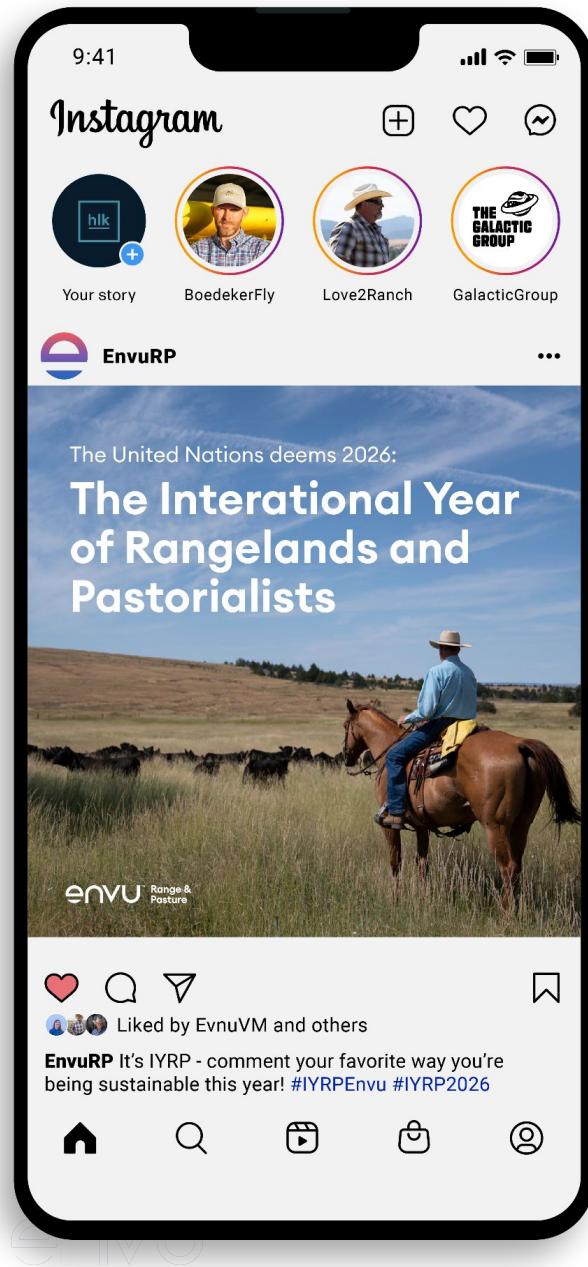
As part of this initiative, Envu will engage with FFA members through educational workshops, mentorship programs, and hands-on experiences aimed at cultivating a deep understanding of sustainable agriculture practices. By empowering young farmers with knowledge and resources, Envu aims to ensure the longevity of agricultural landscapes and promote environmental sustainability.

“We are thrilled to partner with the Future Farmers of America,” said [Name], [Title] at Envu. “At Envu, we believe in the power of education and mentorship to shape a sustainable future. Through this partnership, we are excited to support the next generation of farmers and empower them to make a positive impact on the environment.”

The partnership will also include collaborative efforts on community projects, promoting environmental awareness, and advocating for policies that prioritize sustainability in agriculture. By working together, Envu and FFA aim to inspire young farmers to adopt practices that conserve natural resources, enhance biodiversity, and mitigate climate change.



Social Media Plan



Social Media Plan

Social Media Goals & Objectives

Goal: Key *tool* to increase awareness of Envu's commitment to equipping users and future generations with small practices practices to ensure them that *legacy is in Envu's nature*.

Through: *educational, engaging, and empathetic* content we will;

1. Encourage and showcase Envu's commitment to sustainable practices
2. Increase Envu's product awareness and brand value

Social Media Plan

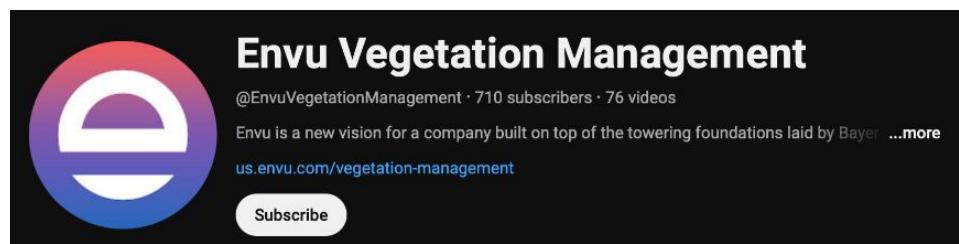
Platform Recommendation Strategy

Linkedin/YouTube

- Utilize global Linkedin
- Envu Vegetation YT

Meta

- Stand up new Envu R&P US pages



Social Media Plan

Content Strategy

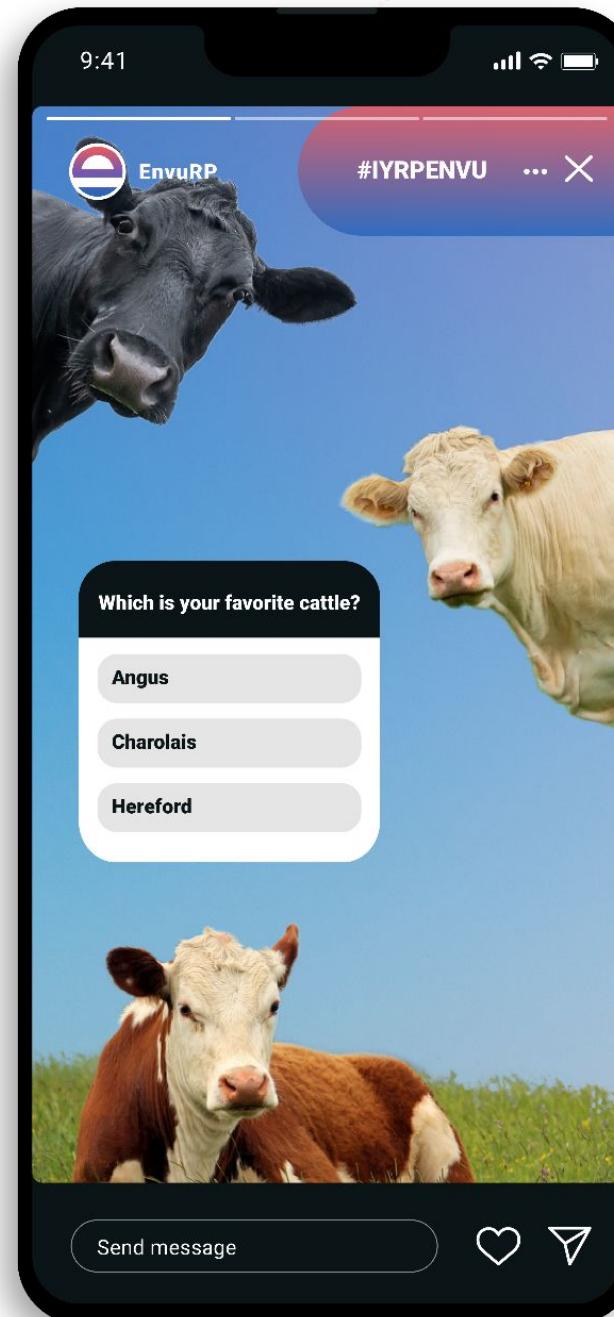
1. Educational
2. Engaging
3. Empathetic

LinkedIn

- Organic, curated

YouTube/Meta

- 2x a week cohesive
- Sponsored content
- Live “Events”



Social Media Plan

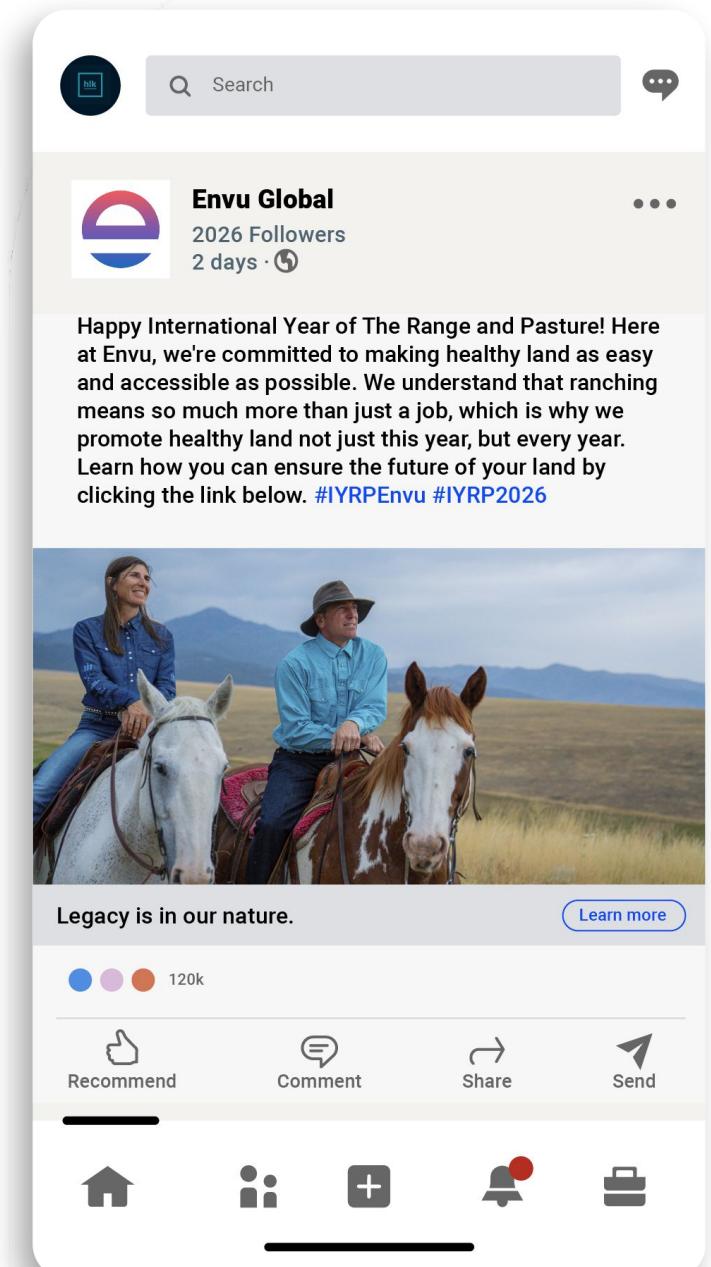
Linkedin Content Plan

Initial campaign will be kicked off on Linkedin.

- Launch video
- UN/Envu cohesive

Consistent Updates

- PR/community outreach success updates
- UN IYRP updates



Social Media Plan

Facebook Content Plan

Envu R&P US Account

- Educate, Engage, Empathize
- Facebook Lives
- Facebook Groups
- #IYRP2026 & #IYRPEnvu



Social Media Plan

Instagram Content Plan

Envu R&P US Account

- **FFA partnership**
- Younger generation - targeting aspiring ranchers
- Competitors have built platforms
- #IYRP2026 & #IYRPEnvu



Social Media Plan

Youtube Content Plan

Envu Vegetation Management Channel

Lives

- Schedule for engagement

Shorts

- Expanding sub campaign
- Larger audience chance
- Full spotlight videos

**What does
IYRP mean
to you?**

Social Media Plan

Meet Frank MacLellan!

Professional Credibility

- Lynn County, TX
- Owner
- Legacy

Trustworthiness Through Tenure

- Experienced

Communal Connection & Reach

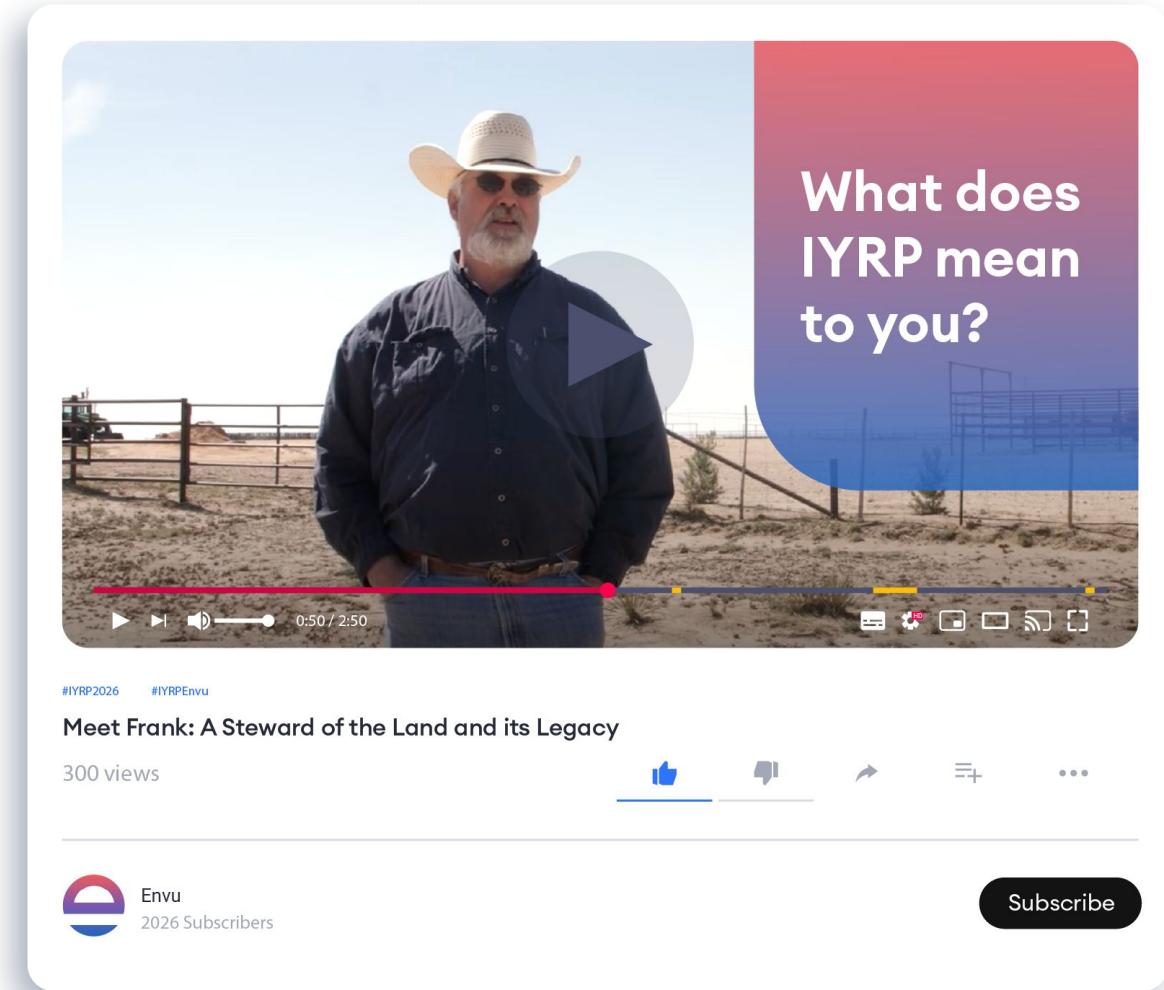
- Longevity
- Influence



Social Media Plan

Social Plan: Frank MacLelland

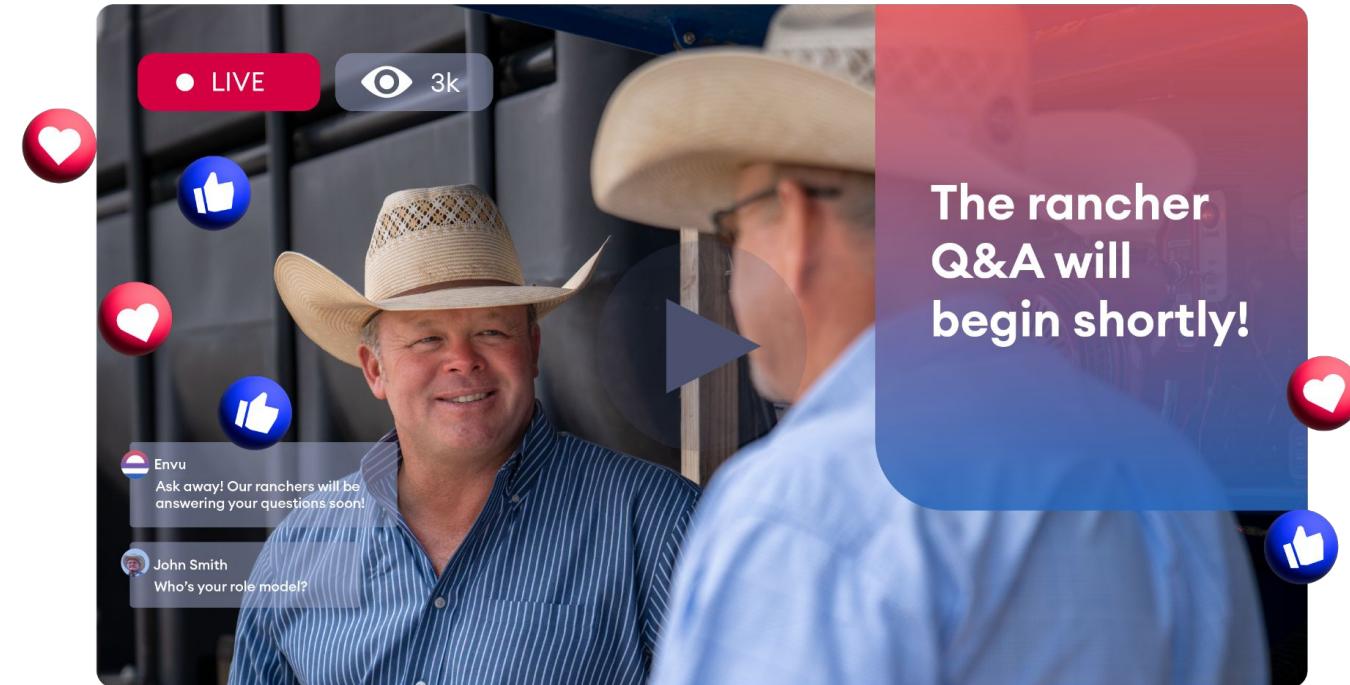
- Highlight Frank's Legacy
- YouTube
- Repurpose content across all platforms
- Frank's attendance to PR events
- Additional spotlights



Social Media Plan

Social Media PR Amplification

Utilize social media to advance PR related news, include crucial rationale of our partnerships and significance of posts.



Measuring Success

Primary Metrics

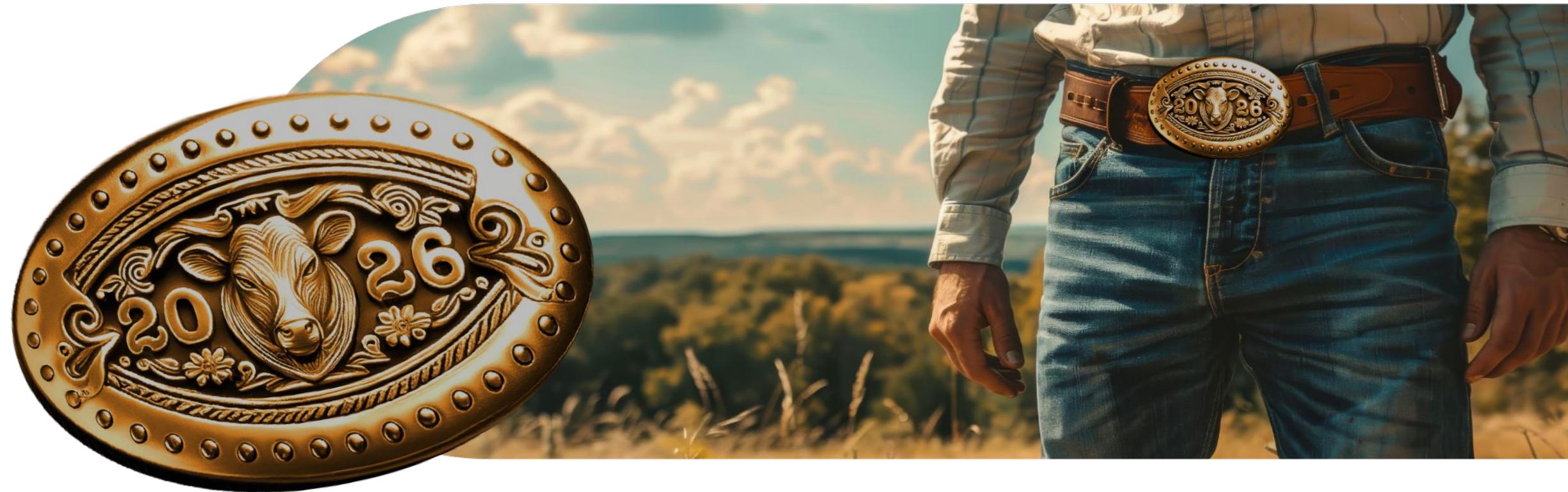
Impressions/Engagements

Secondary Metrics

Web traffic

Added Value

IYRP Commemorative Item



Conclusion

2026 UNIYRP Campaign

BUSINESS OBJECTIVE: Increase market share by filling the funnel with new leads and maintain current customers.

MARKETING OBJECTIVE: Build credibility through our perspective on industry sustainability.

MARKETING STRATEGY: Educate and engage ranchers while aligning Envu with the UNIY.

Measured By

Monitor Rezilon,
Rejuvra, and Invora
perception in A & U
(Attitude and Usage)
study.

- Content Consumption

Campaign Activation

1

Awareness

Why ranchers care about sustainability

Reach, Content Engagement

2

Leads

Capturing invested ranchers

Lead Generation

Paid

- + Billboards
- + Print Full Page
- + Social Boosting/Newsfeed Posts

Owned:

- + Thank You Direct Mailers
- + Landing Page
- + YouTube Channel
- + Social (Meta, LinkedIn)
- + Newsletters

Earned

- + Radio/Podcast Appearances
- + Field Day
- + Outreach Partnership
- + FFA Partnership

Paid

- + Retargeting in Social
 - + From landing page and social impression with lead form

Legacy is in Our Nature - Final Thoughts

- + **Legacy and trust:** emphasize Envu's commitment to preserving pastoral traditions and building credibility
- + **Comprehensive Approach:** utilize diverse tactics across print, digital media, PR, and social media
- + **Timeline:** following the timeline previously mentioned
 - All slides presented above will be applied to each country but individualized to each one's respective environment

Thank You

Verbiage Summary

Single Main Idea of Campaign:

- Small steps today so your land can thrive tomorrow.

Slogans

- Legacy is in your nature.
- In it for the long haul.

Env R&P Core Message

- Being a force with nature.

1 What is the business objective?

Increase market share by filling the funnel with new leads

2 Who is the target audience?

Existing Envu R&P customers, who are interested in preserving the industry, but may feel like what's needed to help is too big of a task.

3 What is the marketing objective?

Build credibility through our perspective on industry sustainability

4 What is the overarching campaign success metric?

Views on this initiative's page and sign ups for newsletter

Target: ???

5 What customer barriers stand in the way?

Ranchers have to become aware of the UN Int'l Year first and Envu supporting it

6 Which phase(s) of the journey must we focus on?

AWARENESS
40%

7 What is the main message at each phase?

The pastoral way of life is being preserved every day, and Envu is in support.

8 Which tactics will we use at each phase?

•

9 What KPI will each phase focus on?

•

10 What is our target goal for each metric?

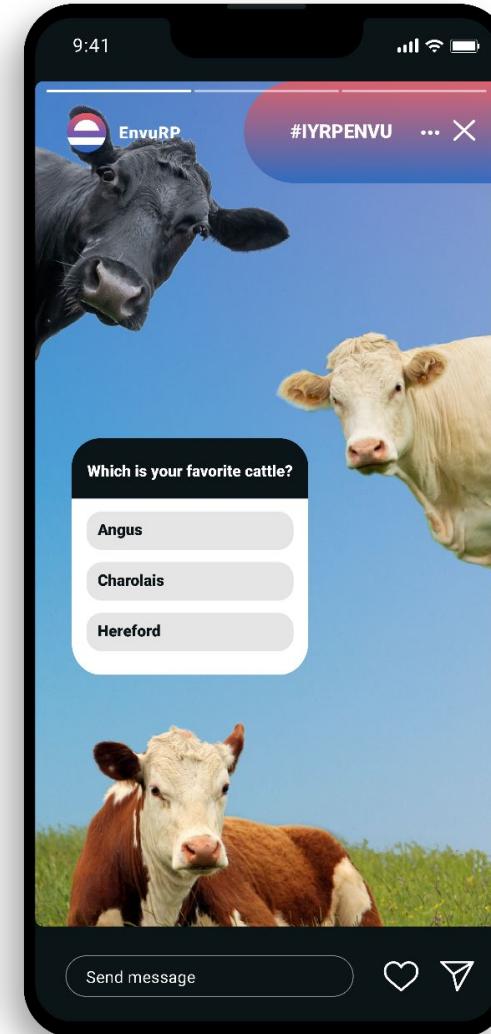
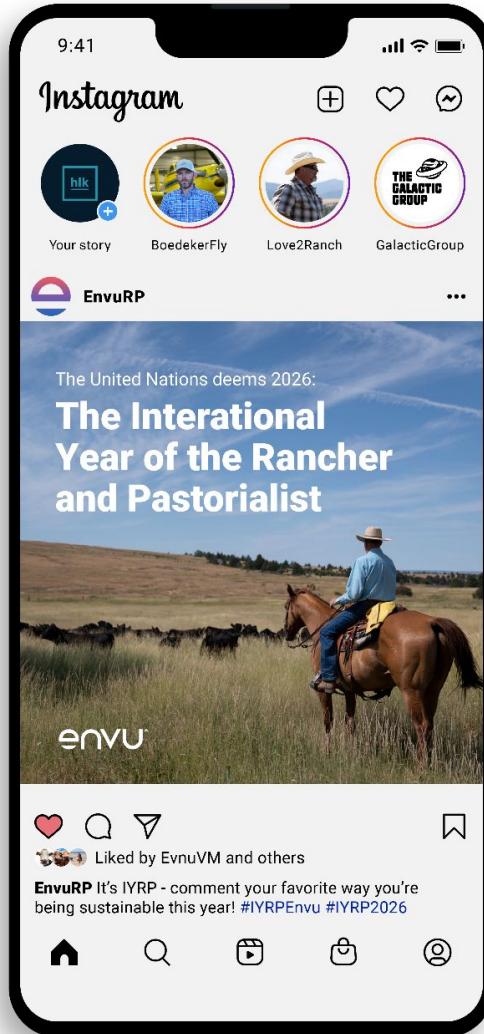
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11 How, when and who is tracking each metric?

- Signups for newsletter
- Page views on Envu IYRP landing page
- Impressions on social media

Social Media Plan

Envu R&P Meta Mock Content



Social Media Plan

Social Plan: Frank MacLellan, YouTube

Additional Questions

What's the hardest part of maintaining a ranch to you?

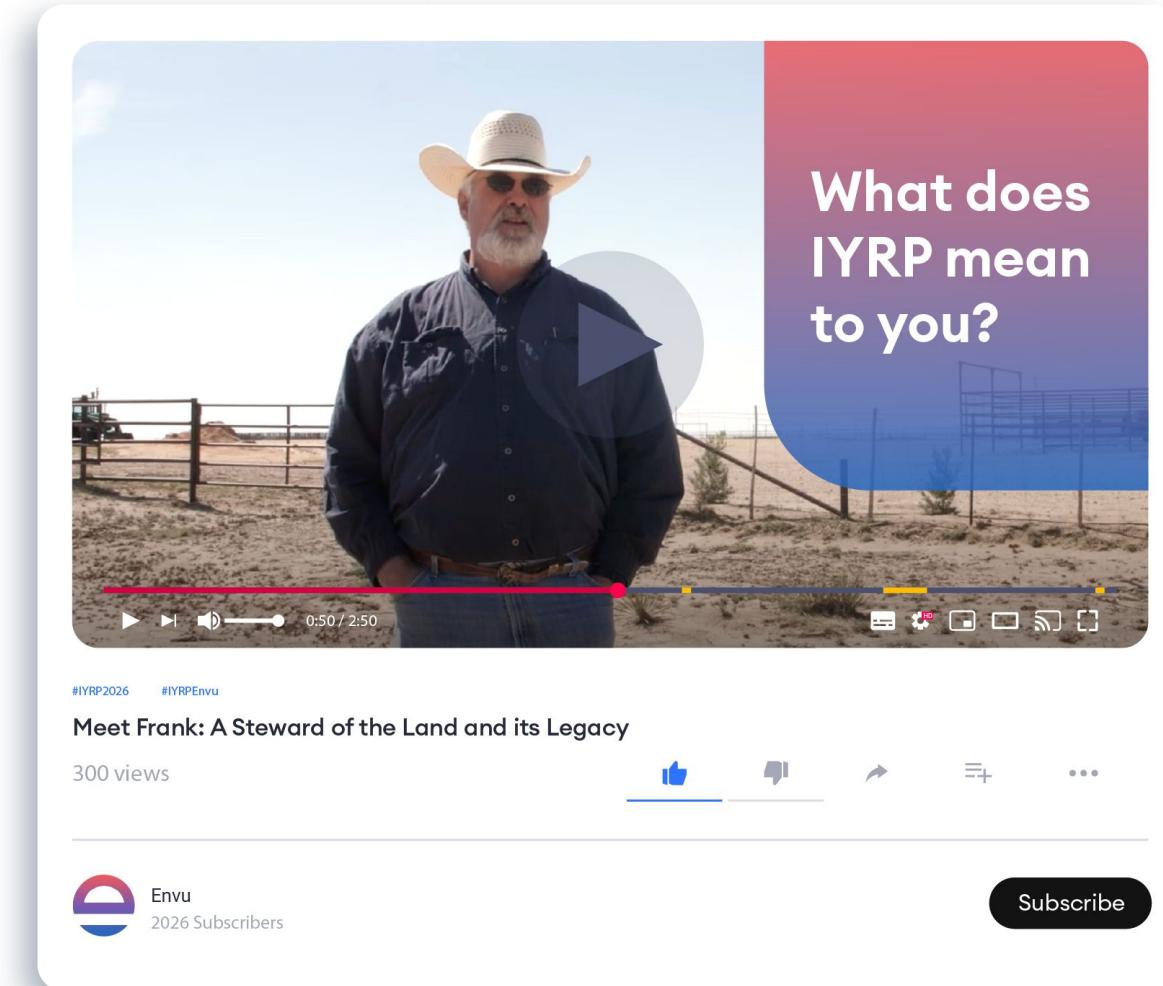
Is *sustainability* a priority of this ranch?

One thing this ranch couldn't live without?

Longest standing tradition of this ranch?

What do you wish the *world* understood about ranching?

What's the biggest *challenge* you're facing this year?



Social Media Plan

Post Cadence

LinkedIn

- *Organic, tool*

YouTube/Meta

- Shorts 2x a week with the current sub campaign on Meta (ensure familiarity) (beginning and end)
- Run Envu product *advertisements within related videos* (boost 1x per month, 7 day duration, familiar but not overbearing)
- *Boost live “Events”* - Scheduled lives for panels, Q&A sessions, field tests, etc.