



Marketing Portfolio

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This is a compilation of the work that I did for Farmerline over the period of June 2017-November 2017. Much of this can be used as is or as inspiration to further their brand image. Please enjoy.

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Photobank & Videobank

Over the course of 15 field visits, I captured over 12,000 pictures and video clips of Farmerline's workshops and interactions.



Case Study Designs

The the copy of five business case studies (PDF format) is reflected in an aesthetic compilation. Each unique design is mean to excite readers about Farmerline's business partners and current projects.



Data Driven Development



A Case Study

Problem

The Ghanaian Ministry of Food and Agriculture is tasked with surveying 24,000 farmers across 60 districts every year for their Ghana Agricultural Production Survey (GAPS). Collecting this data and entering it into the system takes over 9 months, making the reports outdated by the time they are published, limiting GAPS utility in the development and monitoring of effective agriculture policy. This reduces the ability of the Ghanaian government to use all their available resources to address poverty and create economic growth through sustainable production for the 54% of Ghanaians involved in agriculture.

Solution

We created and piloted CAPI, the Computer-Assisted Personal Interviewing system, in 2 districts. Our electronic survey platform streamlines information flow between governments and citizens, making data collection more efficient and policy more responsive.

Results

By moving data recording to a tablet and data storage to the cloud, MoFA was able to conduct surveys faster and eliminate the time needed to manually enter data and fix errors, reducing the overall duration of the survey process by 82%. Timely data collection and analysis leads to responsive policy creation that focuses on economic growth as well as sustainable production and consumption. The Planning for Food and Jobs program launched by President Akufo-Addo in April 2017 was created from the pilot data and responds to these goals.

"It's a form of revolution"

James Ayithey
(Information and Communications, SRID)





80%
Faster survey duration



99.7%
Percent of data entered on 24,000+ farmer surveys



81.4%
Average time to process results

A Data Revolution

At the Statistics Research and Information Directorate (SRID), James Ayithey, a 17 year veteran of mass data collection, works in an office cramped by filing cabinets and boxes. He is the head of Information and Communication Technologies for SRID, overseeing MoFA employees who are piecing together piles of survey responses to understand the realities faced by Ghanaian farmers. The GAPS survey responses must be meticulously checked for errors and manually entered into the system before analysis occurs. Mr. Ayithey expressed frustration that processing takes even longer than conducting the surveys, leading to outdated reports. Despite these hurdles, Mr. Ayithey and his team are committed to holistically and efficiently portraying the needs of farmers to policy makers.

In an agricultural community south of Kumasi, farmers Margaret and Yaw work hard to make a living but often struggle to access or afford the necessary agricultural inputs. Their yields have been severely impacted by bushfires, an unpredictable environmental factor that causes instability in the lives of many farmers. To combat this instability, Margaret and Yaw seek reliable access to agricultural inputs. The Ghanaian government tries to deliver using extension officers and policy to support subsidies, but in Margaret and Yaw's experiences inputs are limited and arrive too late in the growing cycle, making them irrelevant for that production year. To address this issue, MoFA needs to transform data collection into an efficient, relevant process.

Our team of young, passionate software engineers set to work turning mountains of data into actionable insights. In collaboration with Mr. Ayithey, we created the CAPI data collection system customized for MoFA's extensive surveying process. It is "a form of revolution," Mr. Ayithey proclaimed as he excitedly described the benefits of our customized survey application. He firmly believes in CAPI's ability to be the spark MoFA needs to reach the UN's Sustainable Development Goals by providing timely, effective support to farmers like Margaret and Yaw.

Planning for Food and Jobs, a new policy that will use CAPI's surveys for implementation and monitoring, aims to decrease Ghana's reliance on imported food and increase support for farmers who are helping Ghana reach this goal, in essence leveraging all the government's available resources to improve agricultural livelihoods. By creating a responsive, efficient survey system in collaboration with the Ghanaian government, we at Farmerline are fulfilling our mission of transforming smallholder farmers into successful entrepreneurs.



<h3>1 Amplify Underserved Voices</h3>	<div style="background-color: #c00000; color: white; padding: 5px; font-weight: bold;">1 NO POVERTY</div> 
<h3>2 Improve Production Data</h3>	<div style="background-color: #ffc000; color: white; padding: 5px; font-weight: bold;">2 NO HUNGER</div> 
<h3>3 Inform Supportive Policies</h3>	<div style="background-color: #800040; color: white; padding: 5px; font-weight: bold;">8 GOOD JOBS AND ECONOMIC GROWTH</div> 



Developed by Farmerline, Mergdata is a cloud-based communication, surveying, and data management tool. The combination of Android application and web service provides instant analysis of data collected in the field and allows broadcasting of voice and text messages to thousands of phones at once.



10 countries

Artcards for Website

These artcards were created using photos from the photobank. They are meant for Farmerline's website industry tab.



Custom Software



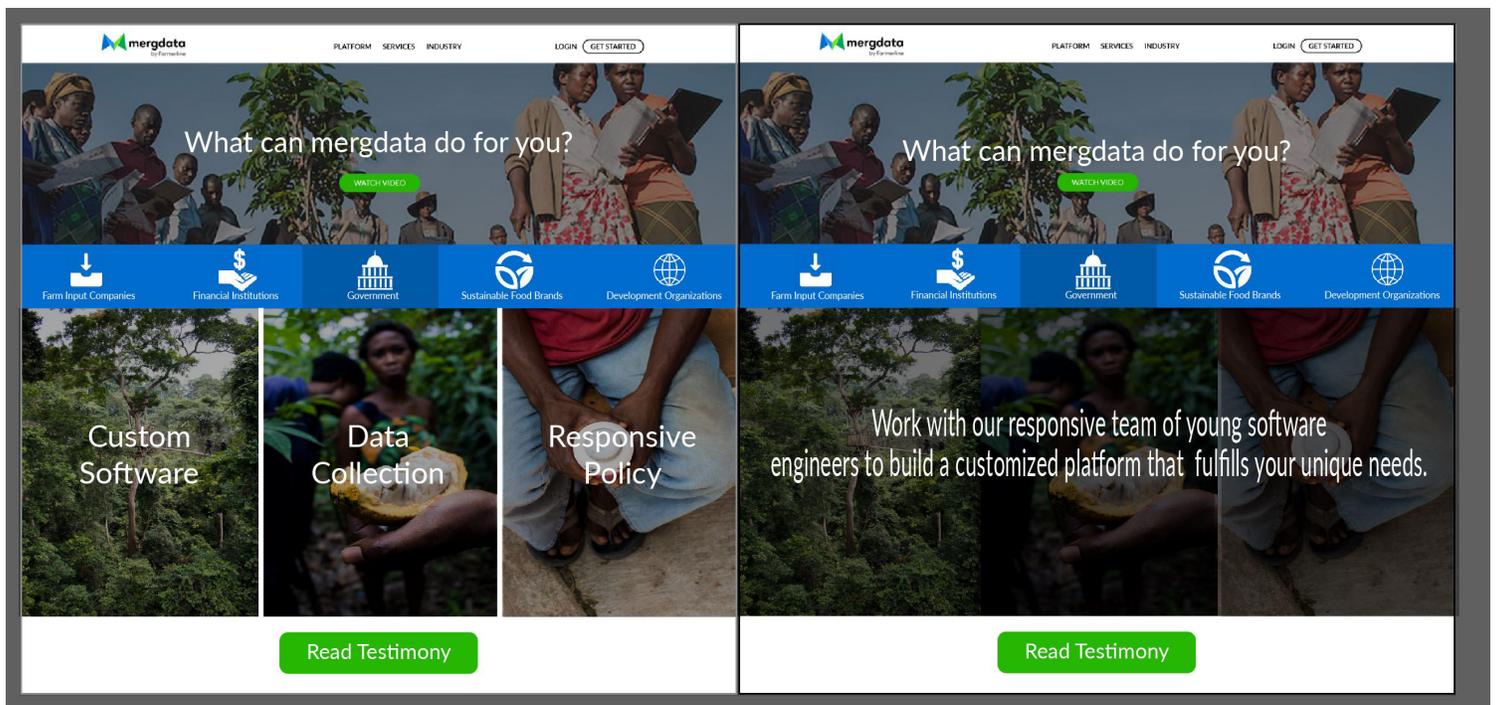
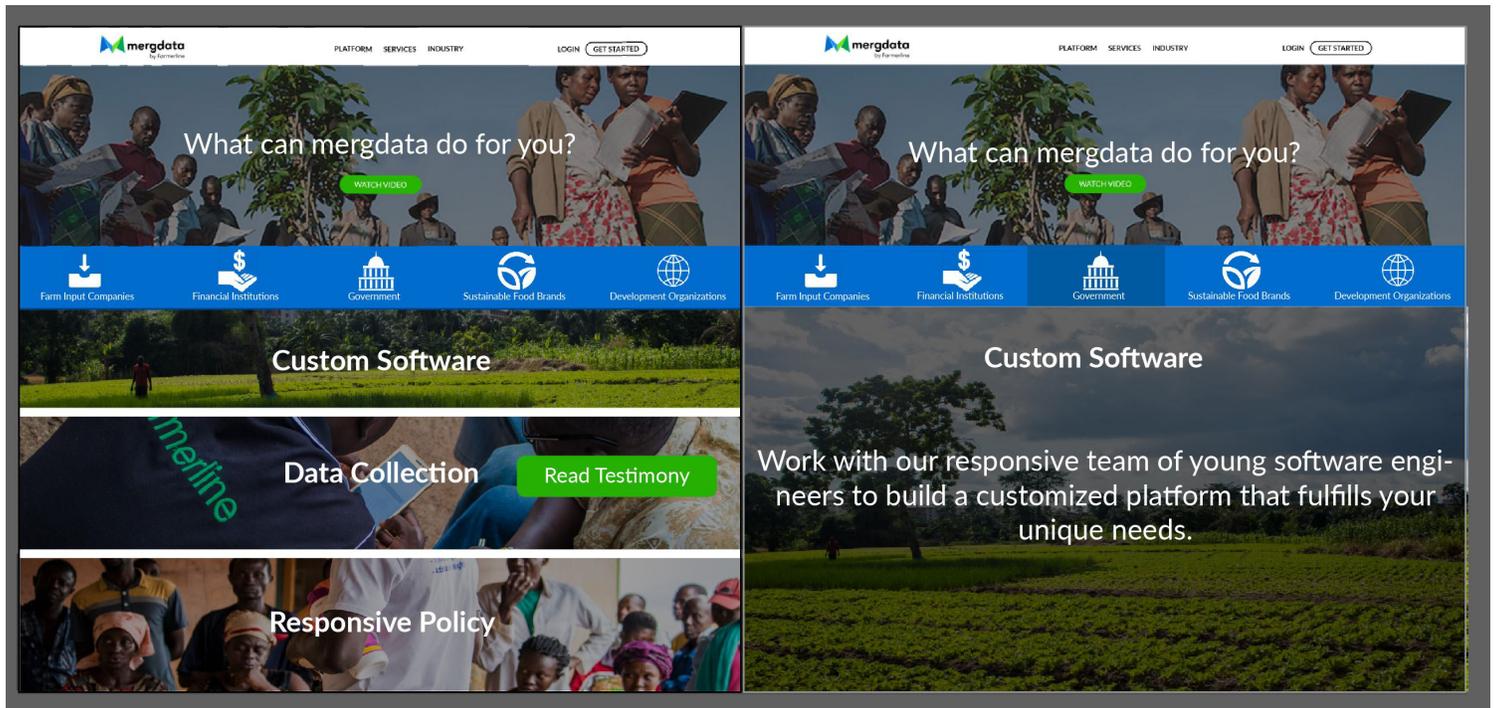
Input Distribution



Loan Monitoring

Mockup Design for Website

Mockups for a potential new website tab design of Farmerline's website. The tiles on the left would be what are presented, when the mouse is hovered over the left window, the tile on the right expands to fill the screen.



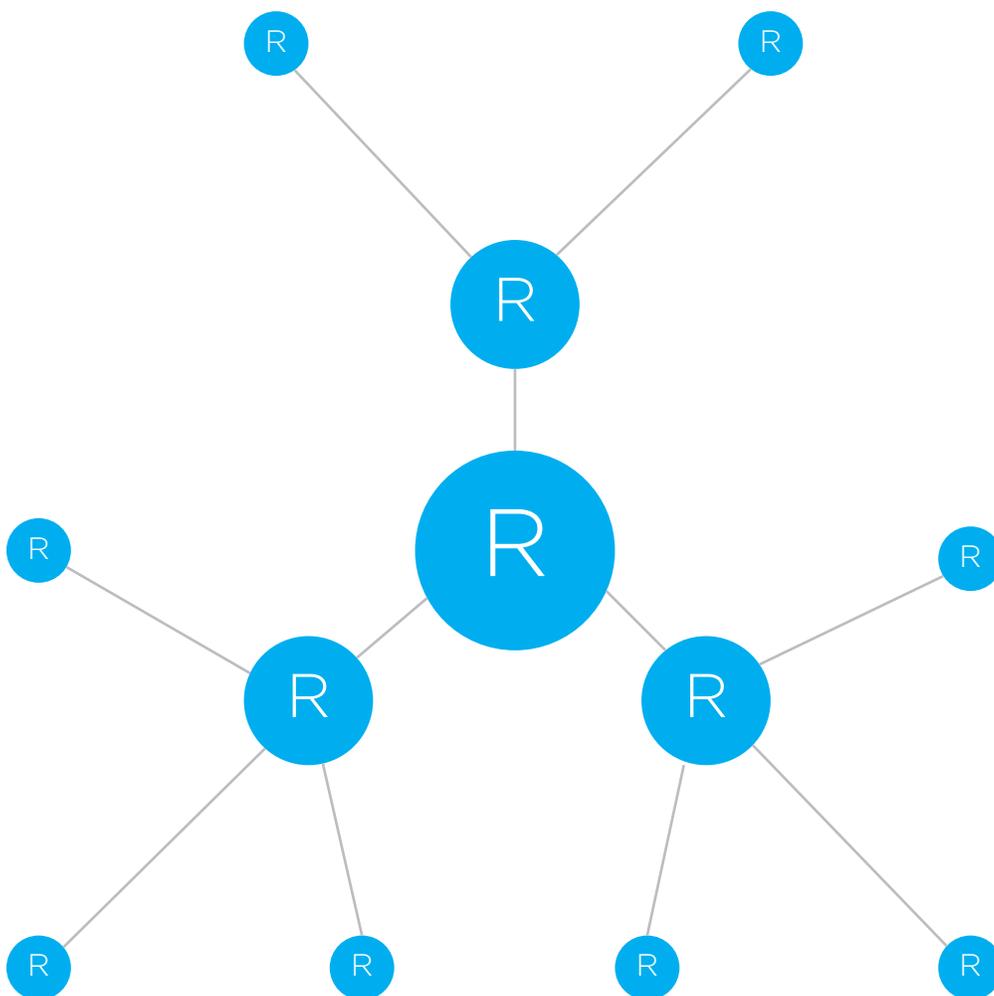
Referral Campaign

I recommended this referral campaign with the main objective of bringing new farmer users into Farmerline's pilot input loan program.

The problem was that Farmerline couldn't reach every farmer that they wanted with the amount of staff they had, and the spread out locations of the farmers. The steps to achieve as much market saturation as possible are outlined as follows:

Designate a farmer as a referee farmer in each town. A referee can refer their friends to the Farmerline loan input program. If they do so they get credit off their next purchase and the person who they refer gets a few cedi off their first purchase, as well as becomes a referee themselves.

In this way, Farmerline will be able to reach far more people than they could hope to reach themselves.



Referral Campaign (cont.)

This idea came to me after the first few field visits. It became clear that a lot of Farmerline's success in different villages was not due necessarily to the quality of their service, but to the referral of village influencers.

Farmerline could give the best pitch in the world at one of their workshops, but as long as the Chief Farmer, or an influential farmer didn't support Farmerline as well, they would have no success in the villages. This was indicative of a larger phenomena in Ghana. People trust other people they know over the logical appeals of a business.

This relationship was something that I realized could be capitalized off of, particularly to the benefit of both Farmerline and the farmers, as Farmerline could not, with the staff given, reach their full target population.

X is Our Farmer Campaign

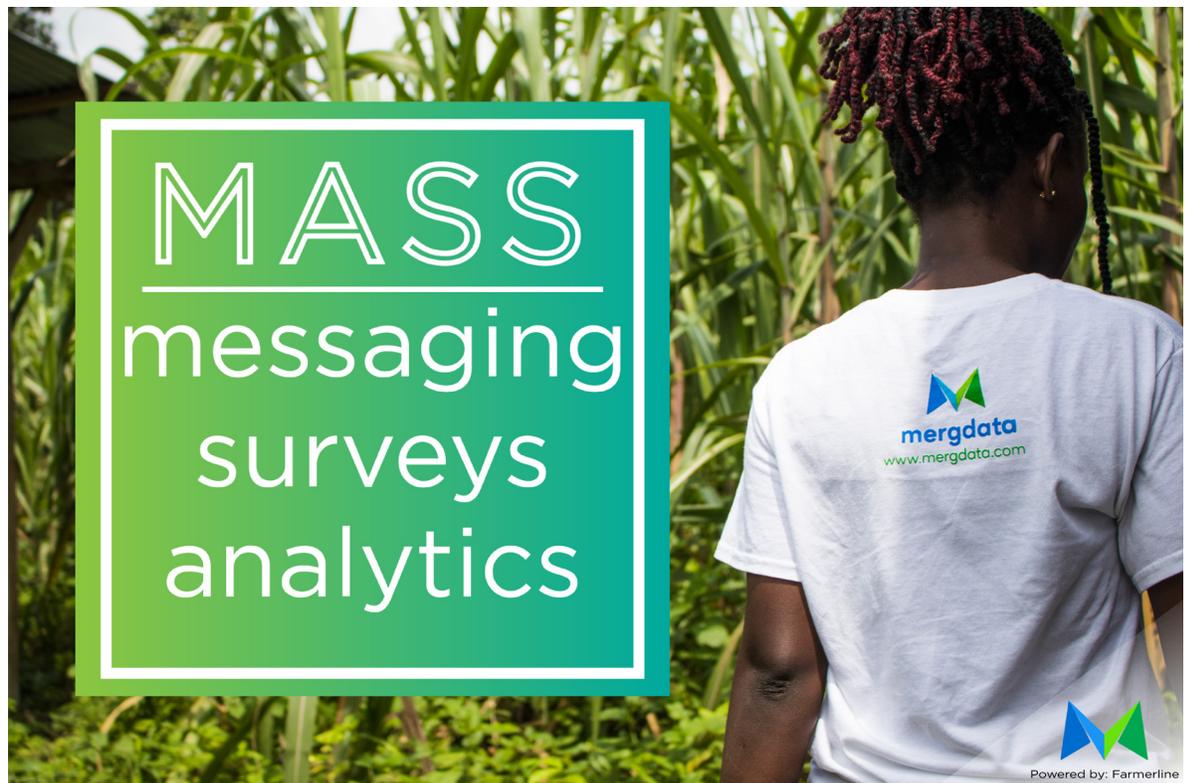
The X is Our Farmer print based campaign is a campaign that would tag photos of farmers who just bought the farming input with the phrase “X is Our Farmer.”

These posters would be posted in the towns from which the photos were taken. The farmers seeing farmers they personally know recognized by Farmerline would hopefully incentivize further adoption of the brand.



Example Social Media Posts

Farmerline frequently posts on social media. These are some of the example social media posts that could be used as inspiration for future content.



Farmer Flyer Handout

This is an example of flyer which Farmerline could use as a handout to farmers when they go do workshops in different towns. The flyer gives a brief description of the services provided and features a local farmer.



Making good farmers,
great farmers.

through...

Content Services

- Weather Forecasts
- Agronomics Tips
- Market Prices

Input Services

- Fast appraisals and easy repayment

Loan Services

- Receive inputs on loan and repay them when you harvest

Dial **399** to subscribe

 **Farmerline**

The Creative Process

I had one core theme and motive for each of my ideations... the farmer. Farmerline's heart and soul resides with their clientele farmers. Farmers are not just a part of their business model, but a part of their lives, therefore I thought that it was important that they be the forefront of any marketing material that was created. To communicate just how much the farmer truly is a part of Farmerline I adopted the following principles:

1. Always show a farmer.
2. The farmer is the aesthetic, everything else is background.
3. If a farmer smiles, we smile. Show a farmer smiling.

This presentation style, surrounding the farmer, is evident visually in the pieces sampled. Seeing a farmer in their element, smiling, or interacting with Farmerline increases the human aspect of all content. It creates a connection with the audience, both externally, and if Farmerline were to use this content with other farmers. In total, adhering to these principles, I believe that Farmerline can better communicate its human factor, its reach, and most of all its impact.



Forever exploring,

Caleb Zatto

A stylized, handwritten signature in a light gray color, consisting of fluid, overlapping loops and lines.