

MONSANTO  
imagine®



# CASE STUDY

## Asgrow Tour 2008

Monsanto, a global provider of agricultural technology and products that improve rural productivity and quality of crops, conducted a Road Show to highlight their new brand of seeds called Asgrow.

Taking advantage of the Cinetransformer's mobile and versatile characteristics, they were able to take their compelling message directly to the farmers in the rural areas where they live and work and who buy their products, in a way that was efficient, entertaining and impactful.

The goal of the tour was to educate the farmers about the benefits of ASGROW seeds, in a way that was entertaining, experiential and memorable.

We visited a total of 63 cities in the states of Sinaloa, Aguascalientes, Jalisco, Michoacán, Guanajuato and Queretaro. Over 8,200 farmers attended the events, covering the main agricultural products that feed us everyday.

The event included the HD video presentation in surround sound, followed by a laser light show and then the showing of the feature film "In Pursuit of Happiness."

Brochures were given out by the brand representatives in the kiosks located outside the Cinetransformer, while client data was captured to ongoing marketing programs.



Miami, USA  
1970 NE 153rd ST, Bay 3  
North Miami Beach, FL 33162

PH. (305) 957.1991  
raul.fernandez@cinetransformer.com

Sao Paulo, Brazil  
IAÉ 620 Conj. 38 - Moema  
MOEMA  
CEP 040075-000

PH. +55 (11) 50 52 42 21  
infobrasil@cinetransformer.com.mx

Mexico City  
HERODOTO 56  
COL. ANZURES  
C.P. 11590

PH. +52 (55) 85 96 77 20  
ventas@cinetransformer.com.mx

