

# Create Your Own Masterpiece

Devising a launch strategy unlike the rest of the market



Innovations You Can Trust.  
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## Company | FMC

### The Goal

Not yet for sale in market, LePoidevin Marketing was approached as to how to inform and excite golf course superintendents about the new product launch of Kalida fungicide.

### The Execution

Our launch strategy took on an artistic approach to differentiate from conventional product launches. "Create Your Own Masterpiece" revolved around the premise of making your lawn a work of art with the newly launched fungicide. Buzz about the launch was generated through the creation of a microsite, digital roadblock ads, tradeshow graphics, a trade media bellyband and digital advertising efforts.

### The Results

The result was an effective, stimulating product launch well-received by the public with nearly 400 sample requests of the new product within four weeks of launch. The microsite has also generated over 2,000 pageviews in the first 3 months of its launch, with sample requests totaling 155.