

Launching Products (and Pigs)

Building awareness through an innovative ad campaign



Innovations You Can Trust.
People You Can Count On.



Company | FMC

The Goal

FMC, a leading producer of insecticides, herbicides and fungicides, had recently developed a new fungicide product with a new mode of action, which is an uncommon innovation in the industry. The product, Serata™, needed a strong ad campaign to support its launch into the golf market and create buzz around its availability.

The Execution

The LePoidevin team developed a unique and eye-catching “pigs fly” campaign to illustrate the rarity of a novel mode of action in the fungicide market. Imagery and messaging associated with this campaign was used in tradeshow booth designs, show graphics, giveaways, apparel, teaser videos and more.

The Results

Each aspect of the campaign supported the others for a highly successful launch and branding initiative. As a result of its success, the “pigs fly” concept won FMC Corporation’s internal global award for brand campaign of the year.