

# 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.