



Re-branding Project
By Michael Juenemann

Brand Audit – Social Media

- ▶ Facebook
 - 33,024 likes
- ▶ Twitter
 - 2,414 followers
- ▶ You Tube
 - 429 videos posted by AGCO CORP
 - 493,405 views

– Information as of April 26th



Brand Loyalty

- ▶ Willard Miller Sr.
 - Owned 96 combines in his life
 - All are brands now owned by AGCO
 - Ran several tractors
- ▶ Tom Sloan
 - Used to be an engineer for Gleaner combines
 - Still does some engineering

Stakeholders

- ▶ AGCO corporation employees
- ▶ Dealers
- ▶ Mechanics
- ▶ Current AGCO equipment owners

Strengths

- ▶ Rich History in there equipment line
- ▶ Expanding through purchasing of new equipment lines
 - Caterpillar's Challenger Series
 - Sunflower Tillage Equipment
 - Spray-Coupe Sprayers
- ▶ Precision Farming capabilities



Weaknesses

- ▶ Viewed by many as an inferior product
- ▶ Less numbers out there
- ▶ AGCO parts

Opportunities

- ▶ Multiple Unit Trades (MUT)
 - Expanded Line
- ▶ Less Expensive than others
- ▶ Acquisition of more brands
 - Need an air seeder
- ▶ Precision Agriculture

Threats

- ▶ John Deere
 - Play fair
- ▶ Needs One Product Name
 - Gleaner
 - White
 - Hesston
 - Sunflower
 - Massy Ferguson
 - Challenger
 - Spray Coupe

Need For A Change

- ▶ Lowest Amount of Farmers Ever
 - ▶ Price of Farm Equipment
 - ▶ Green Fever
 - ▶ Competition
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How to Change

- ▶ One Color
 - ▶ One Name
 - ▶ Restructure Parts
 - ▶ Mini Husker Harvest Days
 - ▶ Big Advertizing Push
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AGCO

- ▶ You Gotta Drive One

Challenger



MASSEY FERGUSON

AGCO[®]
TRACTORS

VALTRA[®]

FENDT

AGCOSTAR[®]



ALLIS-CHALMERS

FARMHAND[®]

FIELDSTAR[®]
The science of agriculture.

GLEANER[®]

Glencoe[®]

HESSTON[®]

LORAL[®]



NEW IDEA[®]

ReGator
TerraGator

SprCoupe

SUNFLOWER

tye.

WHITE
PLANTERS

WHITE

Willmar

A Hint of the Future

Old

VS

New



Some Equipment

