



JOHN DEERE

Final Presentation

Presented By: Brynn Klaber, Hannah Gogal, Jack Vick, Bao Anh Tran, Yubin Hu

The Team Behind Us



Brynn Klaber
Junior

I am a double major in Advertisement and Public Relations and Sports Administration.



Hannah Gogal
Senior

I'm an Advertising and Public Relations major with an interest in graphic design.



Jack Vick
Junior

I am an Advertising and Public Relations major with a minor in Conflict Management



Bao Anh Tran
Junior

I am an Advertising and Public Relations major with a minor in Creative Writing.



Yubin Hu
Senior

I'm a double major in Advertising and Public Relations and Mathematics



Our Goal

Rock Gen Z's World

Through our presentation, we will showcase how John Deere can build its brand love amongst Gen Z via popular platforms.



THE 5CS: CORE FINDINGS

Company



John Deere & Blue River: Aligning with Gen Z Values

- Eco-Conscious Tech:
 - "See & Spray" cuts chemical use.
 - Syncs with Gen Z's environmental focus.
 - Leads to greener farming.
- Green Farming:
 - John Deere's use = less environmental impact.
 - Key for Gen Z: Eco-friendly methods.
- Tech Appeal:
 - Fits Gen Z's tech love.
 - Uses AI in farming.
 - Makes agriculture modern and attractive to Gen Z.

Wirtgen Group's Influence on John Deere & Appeal to Gen Z

- Global Appeal:
 - Wirtgen = More global reach for John Deere.
 - Aligns with Gen Z's global perspective.
- Tech Innovation:
 - Wirtgen's advanced tech.
 - Attracts tech-savvy Gen Z.
- Adaptive Business:
 - Diversification with Wirtgen.
 - Appeals to Gen Z's value for dynamism.



Culture

Care and Compassion

Employees

- “So every employee can make the greatest impact as their true self”
- Employee Resource Groups

Sustainability

- Their efforts have created a significant shift to over 50% renewable electricity, reducing greenhouse gas emissions

Charity

- John Deere Foundation
- \$19 million in grants to fight world hunger



Consumer



Community

Communities based on ideals as opposed to socioeconomic status are preferred



Social Issues

Gen Z consumers expect brands to take a stand, supporting causes that affect consumers and relate to their brand



Authenticity

Amongst Gen Z is an emphasis on being true to oneself. Brands must practice the same ideal to avoid being perceived as disingenuous



Identity

Gen Z sees consumption as a means to express themselves and form an identity



Category
Where John Deere's stands



#1 Top-of mind brand

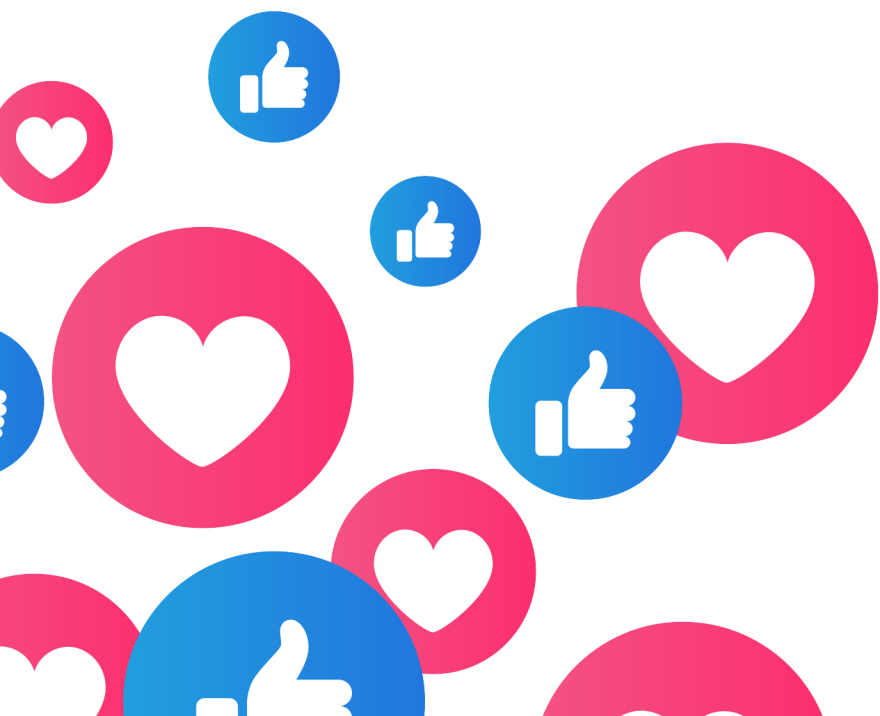
#1 Brand Reputation

**#3 Most Loved Brand
in America**

Channels

Best way to stay connected with Gen Z? **Social media!**

Unexpected insight: young people communicate via video games.



BEFORE “GREEN” DEFINED AN ERA, WE EMBODIED IT.

**WE WERE BUILT TO STAY. WE WERE BUILT TO BE THERE FOR YOU AT YOUR
HIGHEST HIGHS AND LOWEST LOWS.**

TO GROW AS YOU GROW.

TAKE A BREATHER, WE’RE HERE, ALWAYS.

WE RUN BECAUSE YOU DO. AND WE NEVER STOP RUNNING.

**AS CHAMPIONS OF FARM-TO-TABLE, WE BELIEVE THAT EVERYONE
DESERVES ACCESS TO THE ABUNDANT LIFE.**

**A LIFE FILLED WITH CARE, COMPASSION, AND GROWTH.
A LIFE WHERE YOU CAN BE PROUD OF WHO YOU ARE AND WHAT YOU EAT.
A LIFE OF CONSISTENT CONNECTIONS AND CONTINUOUS CHANGE.**

BECAUSE WHY STOP WHEN YOU CAN KEEP ON GOING?

WHY BE BLUE WHEN YOU CAN BE FOREVER GREEN?

TOGETHER, WE ARE THE GOAT.

GREENEST. OF. ALL. TIME.



JOHN DEERE



Two G.O.A.T.s, one pic!
Greenest or greatest of all time?



1876 - 1912



1912 - 1936



1936 - 1937



1937 - 1950



1950 - 1956



1956 - 1967



JOHN DEERE



-  Commitment to **Occupational Safety**
-  Commitment to **Sustainable Energy Use**
-  Commitment to **Use Water Responsibly**
-  Commitment to **Increase Recycling**
-  Commitment to **Sustainable Products**



CREATIVE STRATEGY

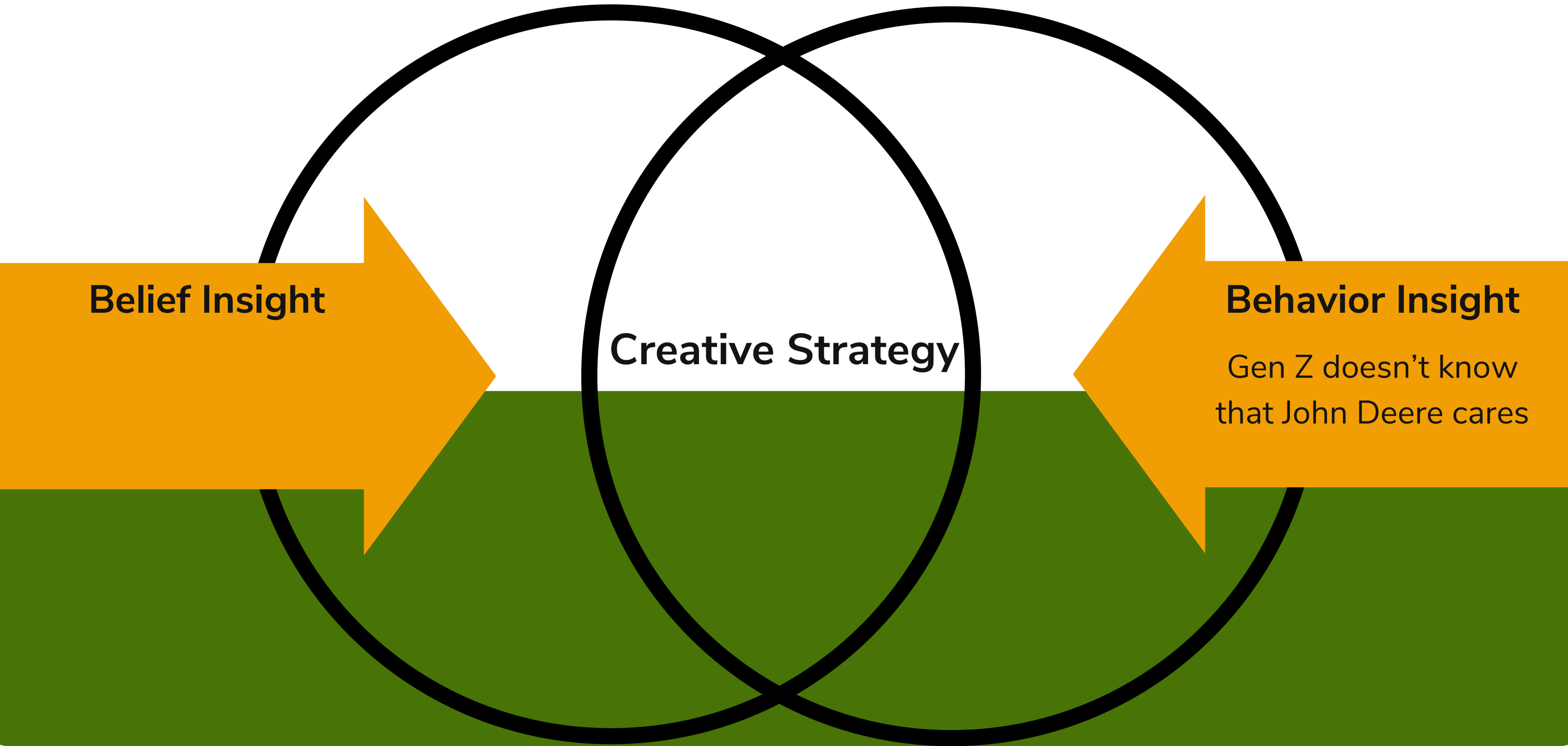
Behavior Insight

Belief Insight

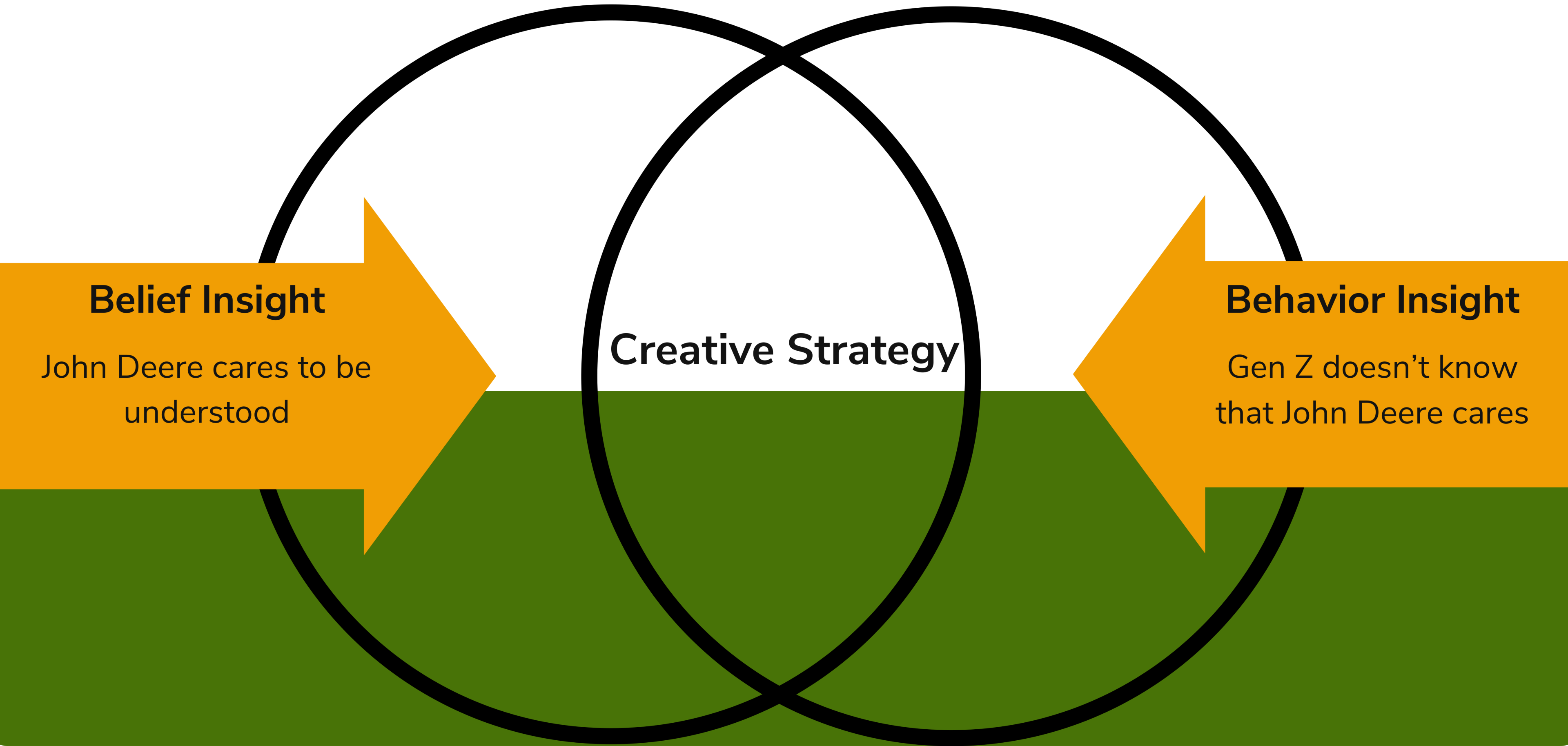
Creative Strategy

Behavior Insight

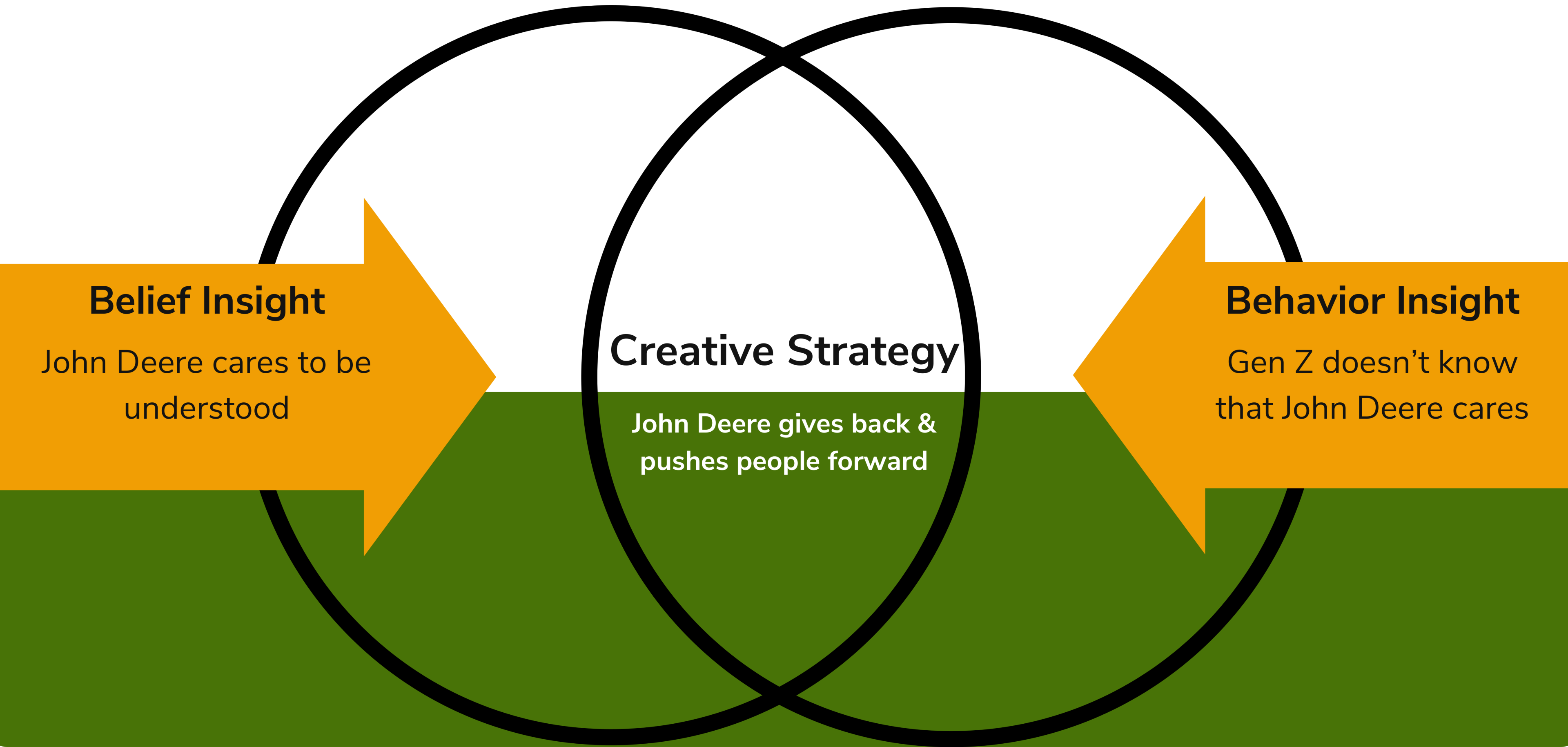
Gen Z doesn't know
that John Deere cares



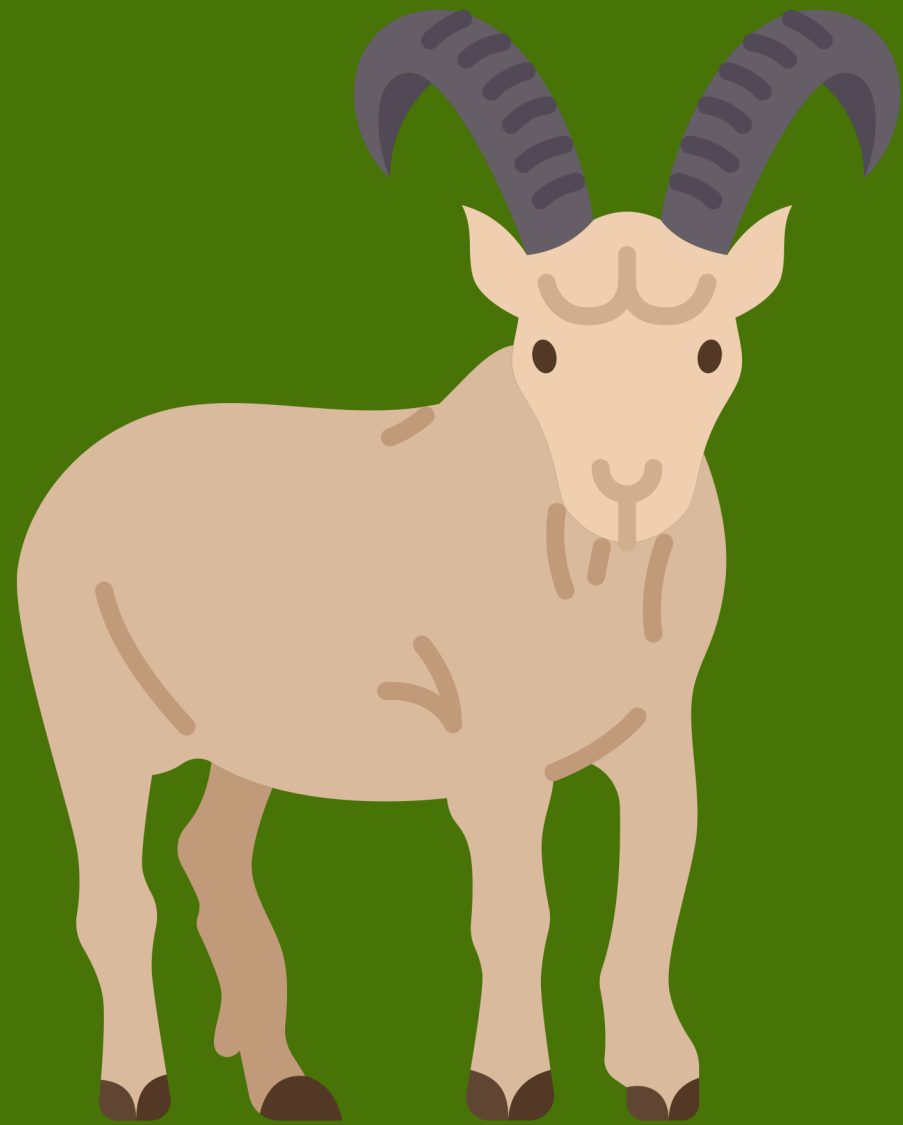
Belief Insight



Creative Strategy



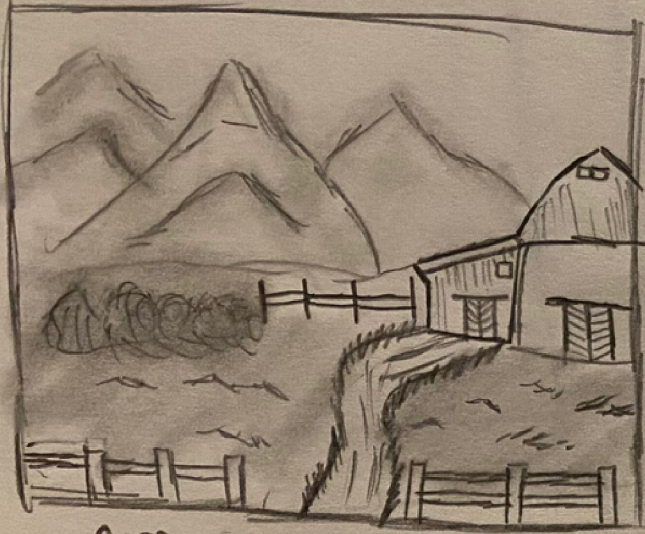
Creative Platform



With the help of John Deere...

**Anyone can be
the GOAT!**

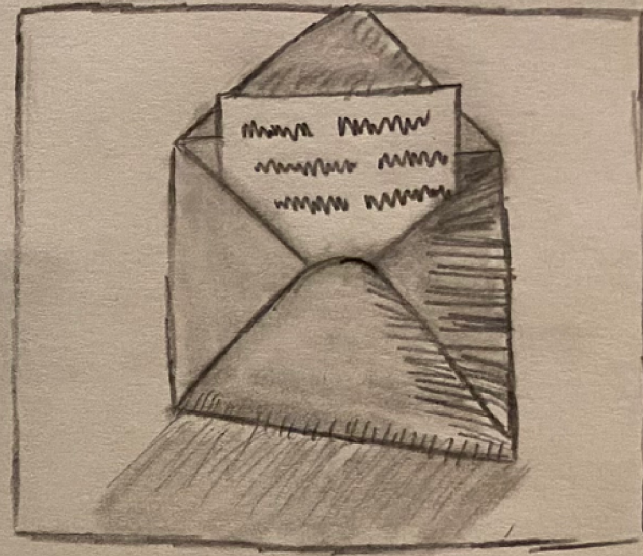




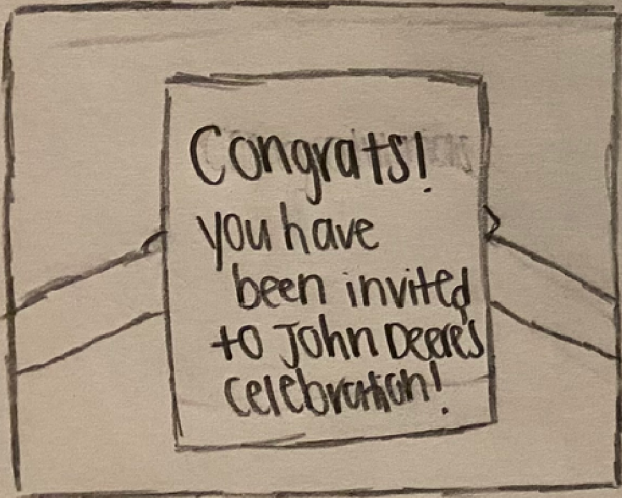
0:00 - 0:05



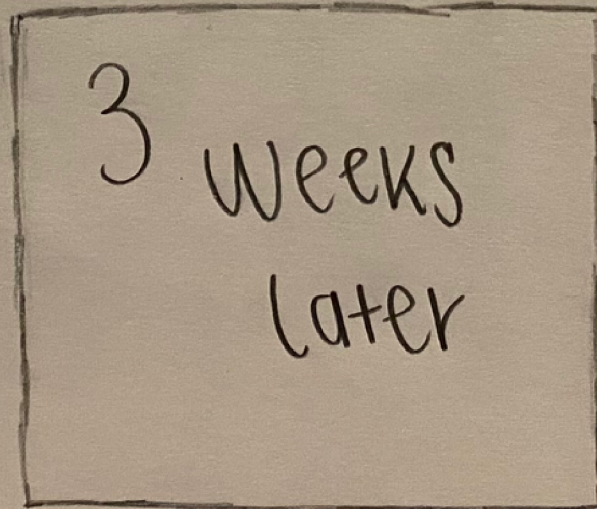
0:05 - 0:20



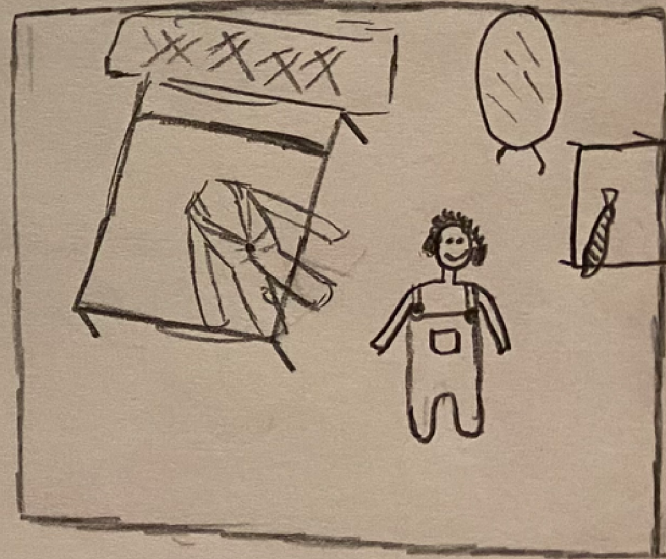
0:20 - 0:25



0:25 - 0:30



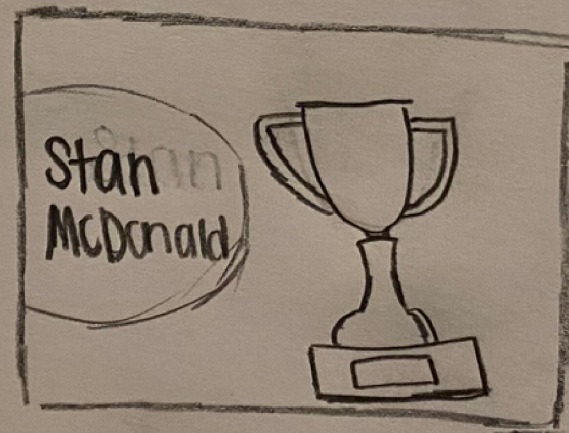
0:30 - 0:33



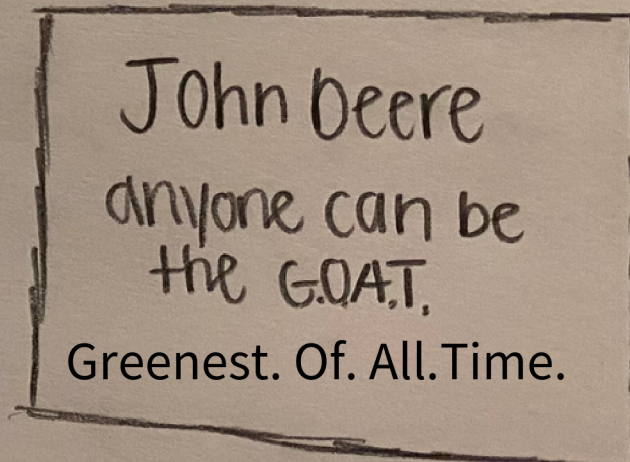
0:33 - 0:43



0:43 - 0:48



0:48 - 0:55



0:55 - 1:00



Storyboard

We want to celebrate and give recognition to the unsung heroes of our communities because with John Deere, anyone can be the G.O.A.T. Greenest of all time.



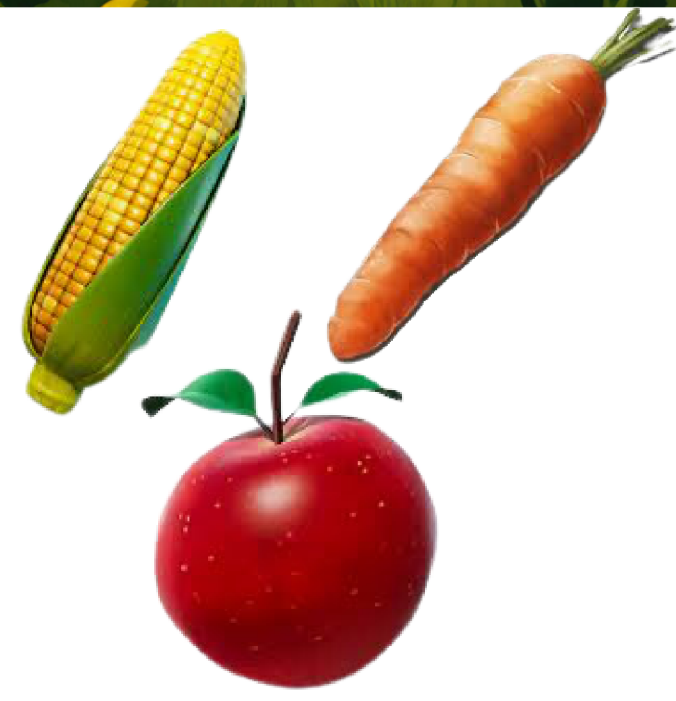
THE EXPERIENCE

FORTNITE



JOHN DEERE





Fortnite Emote - Example



Example of current emote



Riding a tractor



Social campaign

We plan to encourage the use of these hashtags through social media platforms, like Instagram, Twitter and Tiktok. Our hope is that people will share pictures and videos of them playing the Fortnite X John Deere map! We also hope to start a TikTok trend of the new emote dance.

#FortniteXJohnDeere

#AnyonecanbetheGOAT

#GreenestOfAllTime

#GOATedwithJohnDeere



Social Media Example

Caption ideas:



johndeere • Follow

johndeere In honor of Hunger Action Month, we wanted to honor all of our unsung heroes, including you, in this limited edition map and skin pack collection on Fortnite. Sign in and join us as we donate 50% of all profits to the Global Food Banking Network and explore the GOATed land of John Deere. Learn about what makes John Deere run, and chase after special John Deere-themed items. Use the hashtags below for a chance to be featured on our story!
[#FortniteXJohnDeere](#)
[#AnyonecanbetheGOAT](#)
[#GreenestOfAllTime](#)
[#GOATedwithJohnDeere](#)

weltoncosta777
2h 3 likes Reply

michael_baylard Okay this could be the best post I've ever seen
2h 3 likes Reply

9,518 likes
August 29

Add a comment... Post

Following For You

A video showing a young woman and a young man performing a dance on a checkered floor. The woman is wearing a white sweatshirt with 'CAROLINA' and a logo, and the man is wearing a white puffer jacket. The video is from the John Deere account.

John Deere
New dance alert
[#JohnDeereXFortnite](#)
See translation
Fortnite

1.0M
50.6k
525

Home Friends + Inbox Profile

John Deere
@JohnDeere

For Hunger Action Month, enjoy a special John Deere X Fortnite collab and join us in donating to the Global Food Banking Network! Use the hashtags below on your post for a chance to be retweeted 🎮🚜

[#FortniteXJohnDeere](#)
[#AnyonecanbetheGOAT](#)
[#GreenestOfAllTime](#)
[#GOATedwithJohnDeere](#)

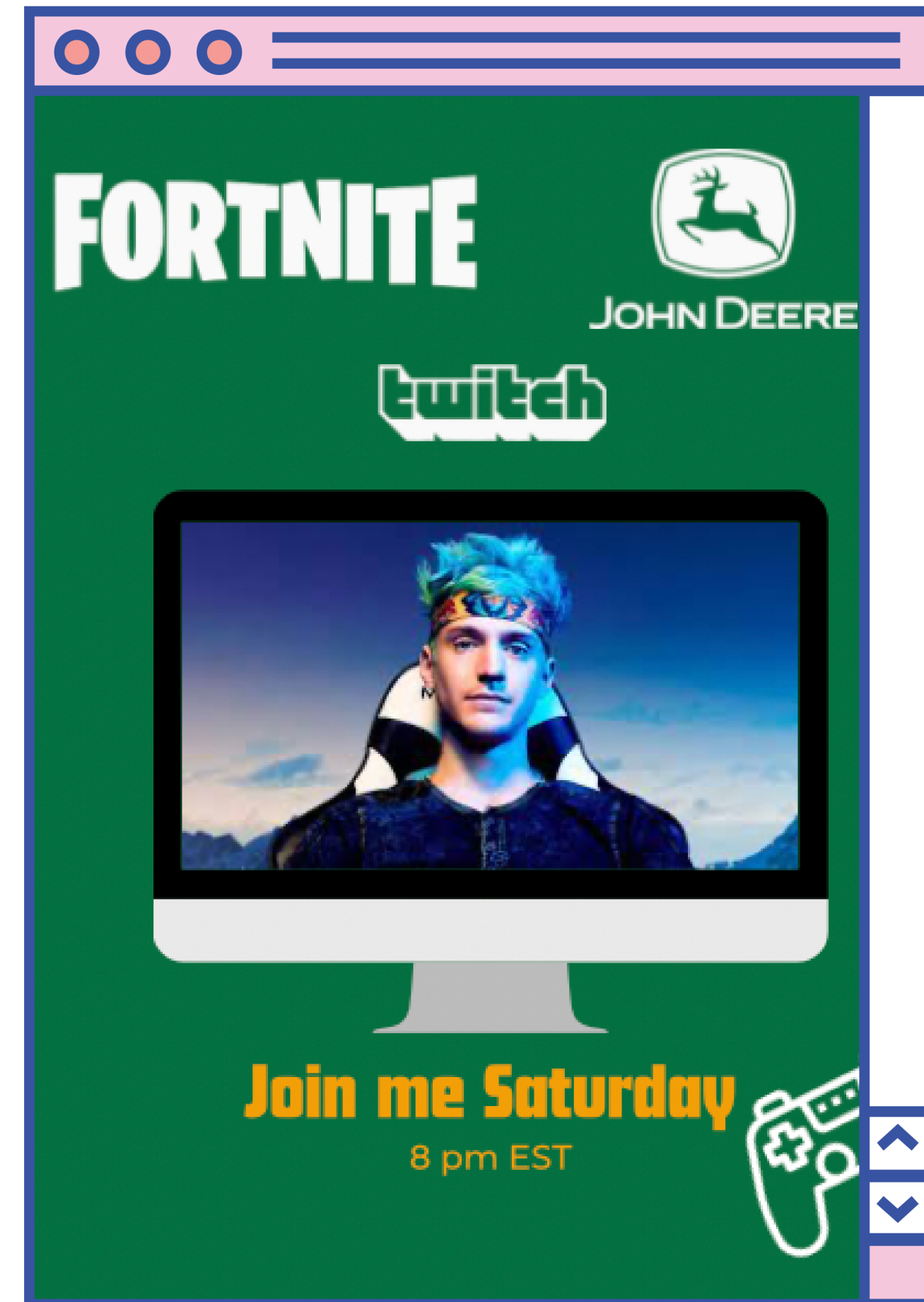
A promotional graphic for the Fortnite x John Deere collaboration, identical to the one in the first image.

12:00 PM · Aug 29, 2024

53.4K Retweets 22.2K Quote Tweets 110.7K Likes


Twitch Streaming Event

- 24-hour John Deere “streamathon” on Saturday, September 2nd, 2024
- Twitch collaboration with popular Fortnite streamer, Ninja.
- Will include agricultural and community heroes as special guests
- Guests will talk about their experience with John Deere and how the company has helped them grow and feel recognized for their sustainable practices, while playing alongside Ninja.




The Event - Social Media


FORTNITE





JOHN DEERE





Join me Saturday
8 pm EST





 **johndeere** • [Follow](#)

 **johndeere** Special stream alert! Join me this Saturday on Twitch to honor Hunger Action Month with John Deere X Fortnite at 8pm. For 24-hours, I will be exploring their new map alongside new features in this collaboration. In addition to that, a special guest will join me in the first hours of my stream to share their give back efforts through John Deere. Profits from this stream will also be partly donated to the Global Food Banking Network. See you on Twitch!
[#JohnDeereXFortnite](#)


 **michael_baylard** Okay this could be the best post I've ever seen 🔥
2h 3 likes Reply

 **gh.tools_company** ❤️
2h Reply

 **weltoncosta777**

5d 3 likes Reply

♡ 💬 📍 📌

9,518 likes
August 30

 Add a comment... [Post](#)

Summary

- **John Deere plays a huge role in the community in the U.S and globally.**
- **Tools for farmers and urge people to care about these important issues.**
- **Reaching the Gen Z audience through Fortnite**
- **Gen Z has the opportunity to give back while having fun online.**
- **More donations towards GFN, improving food network**
- **Anyone can be the GOAT if they care about the world around them.**





THANKS