



BASF



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Integrated Launch Campaign of Heat Herbicide Weed Burndown

To launch a new weed treatment called HEAT to Western Canadian growers, Quarry build a complete brand strategy for HEAT, including a communications plan, creative concepts, key message development and media relations.

To convey the burndown power and speed of HEAT against weeds, Quarry created a fantastical mascot. This sizzling dragon appeared in all the tactical executions – print ads, retail POP displays, direct mail, packaging, radio and in a digitally animated teaser video that showed the dragon in all its fire-breathing glory. The video was screened at meetings and tradeshow, uploaded to tablets that were given away to retailers and featured on the website.



