

RED TRACTOR'S MARKETING TOOL KIT

Connecting farmers with their logo

THE OPPORTUNITY

Red Tractor Assurance works very hard to promote the logo and what it stands for to increase awareness and support from shoppers when they see it on food packaging and menus across the UK.

Many scheme members tell us that they are keen to play a role in promoting the logo to the public. The logo is there because of all your hard work and that's something we know you are proud of. We are now giving you, our farmers, the opportunity to promote the logo you have helped make a success story. This activity will help push awareness and support for the logo like never before.



WHAT HAVE WE DONE?

We have created a tool kit of marketing resources which can be used throughout the year. The centre-piece of this is a Red Tractor-branded Massey Ferguson which farmers can hire for events to help them to grab the attention of the public. We will also be releasing graphics with catchy slogans and a range of banners, literature and freebies to give to the public. They will cover combinable crops and sugar beet, dairy, red meat, pigs, fresh produce and poultry.



Just two of the graphics available to use

WHERE CAN THE GRAPHICS BE USED?

Pretty much anywhere. Scheme members can use them at any opportunity they have; presentations, meetings, shows, even email signatures - anywhere there's an opportunity to show people what the Red Tractor logo stands for and the chance to stimulate discussion about the scheme.



WHERE CAN YOU GET HOLD OF ALL OF THIS?

If you want to get these free marketing materials to promote the Red Tractor Scheme visit redtractor.org.uk/marketingtoolkit from 23 February 2016 or call 020 3617 3670. To book the Red Tractor-branded Massey Ferguson for an event you are attending email us on memberhelp@redtractor.org.uk or call us on the number above.