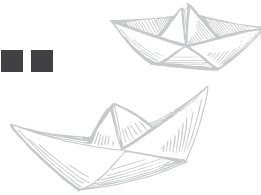


# A CASE FOR...



## A MULTI-PLATFORM CONTENT MARKETING CAMPAIGN

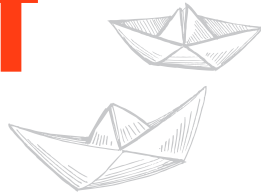
TELUS Agriculture recently partnered with *Top Crop Manager – West* to promote the launch of their Connected Worker solutions, technologies available through Decisive Farming by TELUS Agriculture. A variety of devices and solutions are available under the Connected Worker umbrella that provide real-time monitoring of worker activity and location, promoting a safer work environment for employees on farm operations of all sizes.

Amplify created a thought-leadership style long-form article speaking to the importance of farm safety, relying on stats and valuable research to inform the reader while weaving in details about the Connected Worker technologies and insights from a real-life user. A multi-platform approach to this content marketing campaign extended the reach of the content, targeting *Top Crop Manager's* print, digital and social audiences. Further awareness to the campaign was achieved through additional social media shares from the client's marketing team.

- A long-form article that appeared on TopCropManager.com, pinned to the homepage for two weeks (after this time, the article lives on TopCropManager.com indefinitely within the chronological flow of news items)
- The same article was featured as a double-page spread in the Mid-March print edition of *Top Crop Manager West*
- A content eBlast, used to drive traffic to the article on TopCropManager.com
- An eNewsletter Sponsored Content spot, used to drive traffic to the article on TopCropManager.com
- Social media posts on *Top Crop Manager's* Facebook and Twitter pages
- A custom report written specifically to this campaign, provided by Amplify to the client at the end of the campaign

**“78% of B2B consumers prioritize the content source’s trustworthiness.”**

*Source: 2018 Content Preferences Survey Report.*



“83% of content marketers stand out from their competitors through high-quality, unique stories.”

Source: 2023 B2B Content Marketing Report, Content Marketing Institute/MarketingProfs/ON24.

SPONSORED CONTENT

## MAKING THE CONNECTION TO IMPROVED FARM SAFETY



PHOTO BY: HEDD IMAGES

Type the words “Canada + farm accident” into any internet search engine and the results will quickly populate. A farmer is injured after becoming trapped under a tractor. A victim is in critical condition after a grain entrapment. Another loses a limb after being struck by moving machinery.

In 2020, the Canadian Ag Safety Study – prepared by FCC Market Insights in partnership with the Canadian Agricultural Safety Association – reported 72 per cent of surveyed producers have had an incident (either an injury or a close call) on their operations at some point in their lifetimes. From 1990 to 2012, there were 2,324

agriculture-related fatalities in Canada, according to Canadian Agricultural Injury Reporting – that’s an average of 85 deaths per year.

On-farm injuries and fatalities can happen at any time, but the study provides a glimmer of hope, suggesting safety continues to be a priority for Canadian farmers. The report says 74 per cent of producers surveyed are highly motivated to continuously improve safety on their farms, and the majority note this commitment to farm safety is driven by the need to protect their greatest asset: people.

### Prevention in your pocket

Keeping people safe is a priority for Tyson

Ormann, who runs a mixed grain and cattle operation near Foremost, Alta. Ormann works with his father and two other full-time employees. Most of the time, Ormann says, everyone is accounted for. But the farm is located in a rural area where the nearest emergency medical station is more than 20 kilometres away and runs on a volunteer basis. And, like most Canadian farms, the daily tasks on Ormann’s farm often mean someone is working alone.

In the spring of 2021, Ormann began using TELUS Connected Worker solutions, technologies available through Decisive Farming by TELUS Agriculture. The service provides real-time monitoring of worker

activity and location. With different device options, including a smartphone app, a standalone one-button cellular device and a satellite-enabled communication device for remote locations, the technology gives farmers like Ormann a way to ensure employees are easily able to access help when working alone. Ormann says this gives him extra peace of mind, which goes a long way when it comes to protecting his staff.

“Our operation is not overly huge – 95 per cent of the time, we know where everybody is and what they’re doing. But if someone was alone, or if I wasn’t around, it gives me a sense of security,” he says. “It’s all about safety.”

### Safer work environment

Ormann’s operation is like many farms in Canada that employ both family members and external workers in locations with limited connectivity. To address this need, TELUS has partnered with government-funding bodies to bridge the digital divide and connect every underserved community in Canada to high-speed internet by 2030 – a target committed to by the Government of Canada.

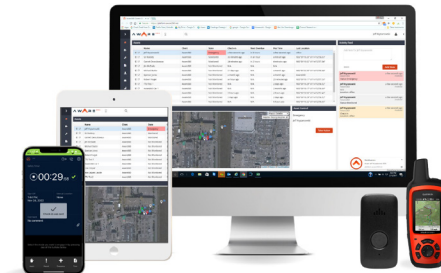
Fortunately, farmers today can access a range of Connected Worker solutions. Ormann, for instance, has used two devices: a one-touch button device powered by cellular data that can be worn on the body and a two-way satellite-enabled device that works even when cellular service isn’t available. In both cases, if a worker is in trouble, a simple press of a button will connect the user to a lineup of contacts, which could include himself, other colleagues, or an emergency-response centre.

“Most of the time, our customers opt to engage our professional response centre. This means as soon as help is needed, somebody comes on and activates the escalation path, which the farmer establishes based on their needs,” says Christiane Deschênes, senior product manager at TELUS. This could include a phone call to the farm manager, a next of kin, and/or dispatching 911.

Ormann feels both devices have their perks. He notes larger-sized operations with more employees may have different needs, but he appreciates having options available to best suit his farm and employees.

“The smaller, wearable device is so

SPONSORED CONTENT



PHOTOS COURTESY OF TELUS AGRICULTURE

simple to use. I could give it to my father or any of my workers and all they’d have to do is push a button to send a signal to call for help,” he says of the Fall Detection Wearable. An extra layer of prevention is added with the device’s built-in fall detection, which will automatically call for help when the device senses a sudden drop or abrupt change in location.

“It’s simple to use,” Deschênes adds. “You can wear it on your belt, or as a pendant around your neck, and the device will detect when you fall and trigger a call to the response centre, with an escalation path if needed.”

As an added benefit, this particular device doesn’t require a personal license, making it an ideal grab-and-go option for anyone on the farm who might be performing a potentially dangerous task, notes Susan Cooley-Pottier, senior product manager at TELUS.

For areas with little to no cell coverage, Ormann prefers the satellite-powered device, called the inReach SE+. This pocket-sized device features a screen that shows longitude and latitude co-ordinates to share a precise location – something he says is useful if needed to locate a person or a problem, or to mark a non-urgent safety issue on the farm that he can revisit later. While this device is larger than the Fall Detection Wearable, it provides more information and was reliable in spots where service wasn’t

available. Deschênes says these devices also offer check-in and check-out services for farmers who are working in potentially hazardous situations by themselves.


“For example, let’s say you’re working in a dangerous area or handling hazardous material for 30 minutes. You can set a hazard timer where [the response centre] can monitor you for a set period of time, and if you don’t check back in after that time, someone will call to ensure everything is OK,” she says.

### Small changes, big impact

In order to ensure safety remains a top priority, the TELUS Connected Worker solutions are designed to be incorporated into daily life on the farm without being disruptive.

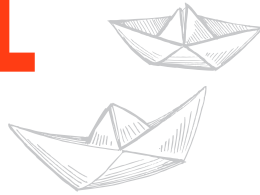
“There’s a duty of care [for farm managers] to keep their family and employees safe,” Cooley-Pottier says, pointing to the different types of technology and monitoring services available, including a smartphone app and other wearable and handheld devices.

“Farmers are resourceful,” she adds. “They have to do so much creative thinking on the farm because they’re doing so many things on their own. Connected Worker solutions are an extra layer of security that can take the burden off of the farmer. It adds some peace of mind to some of those activities. We’re there in your back pocket when you need it.”

 For more information, visit [decisivefarming.com/connectedworker](https://decisivefarming.com/connectedworker).

The print article is clearly marked as sponsored content, but is stylized to appear similar to the magazine’s look and feel, creating a seamless reading experience.

# DIGITAL



“70% of Internet users want to learn about products through content rather than through traditional advertisements.”

Source: MDG Advertising



The digital version of the article is also marked as sponsored and features images and hyperlinks.

**TOP CROP MANAGER** | KNOW. GROW.

NEWS > Sponsored

## Making the connection to improved farm safety

January 17, 2023

**Sponsored**  
by Decisive Farming by TELUS Agriculture

Type the words “Canada + farm accident” into any internet search engine and the results will quickly populate. A farmer is injured after becoming trapped under a tractor. A victim is in critical condition after a grain entrapment. Another loses a limb after being struck by moving machinery.

In 2020, the [Canadian Ag Safety Study](#) – prepared by FCC Market Insights in partnership with the [Canadian Agricultural Safety Association](#) – reported 72 per cent of surveyed producers have had an incident (either an injury or a close call) on their operations at some point in their lifetimes. From 1990 to 2012, there were 2,324 agriculture-related fatalities in Canada, according to Canadian Agricultural Injury Reporting – that’s an average of 85 deaths per year.

On-farm injuries and fatalities can happen at any time, but the study provides a glimmer of hope, suggesting safety continues to be a priority for Canadian farmers. The report says 74 per cent of producers surveyed are highly motivated to continuously improve safety on their farms, and the majority note this commitment to farm safety is driven by the need to protect their greatest asset: people.

**Prevention in your pocket**

Keeping people safe is a priority for Tyson Ormann, who runs a mixed grain and cattle operation near Foremost, Alta. Ormann works with his father and two other full-time employees. Most of the time, Ormann says, everyone is accounted for. But the farm is located in a rural area where the nearest emergency medical station is more than 20 kilometres away and runs on a volunteer basis. And, like most Canadian farms, the daily tasks on Ormann’s farm often mean someone is working alone.

**TOP CROP MANAGER** | KNOW. GROW.

MENU NEWS AGRONOMY EVENTS PODCASTS WEBINARS TOP CROP SUMMIT INFO

March 13, 2023  
**Suppressing weeds with covers in sweet corn**

March 8, 2023  
**Developing decision support tools for effective herbicide**

March 8, 2023  
**Agromon Agronomy update: Nitrogen management strategies for spring wheat**

**Sponsored**  
**Making the connection to improved farm safety**

March 9, 2023  
**RDAR funding aimed at helping Alberta producers access crop and variety performance data**

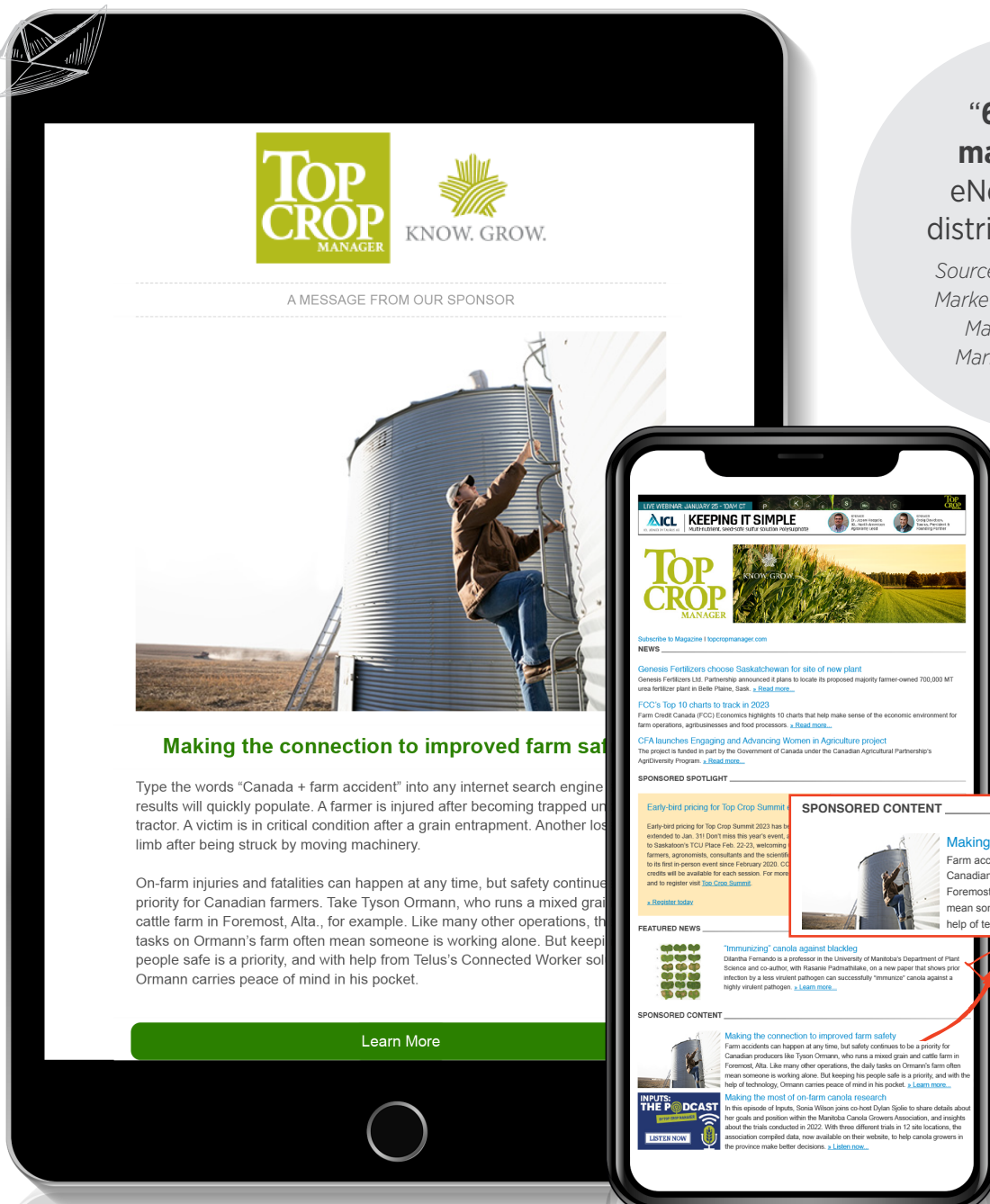
March 8, 2023  
**Nuffield Canada scholar applications open April 1**

# DIGITAL

# amplify

by ANNEX

A dedicated content eBlast to a geotargeted portion of *Top Crop Manager - West's* subscriber list and a content position in *Top Crop Manager - West's* weekly eNewsletter provide a direct link to the article posted on [TopCropManager.com](http://TopCropManager.com)



“69% of B2B marketers use eNewsletters to distribute content.”

Source: 2023 B2B Content Marketing Report, Content Marketing Institute/MarketingProfs/ON24



A MESSAGE FROM OUR SPONSOR



### Making the connection to improved farm safety

Type the words “Canada + farm accident” into any internet search engine results will quickly populate. A farmer is injured after becoming trapped under a tractor. A victim is in critical condition after a grain entrapment. Another lost limb after being struck by moving machinery.

On-farm injuries and fatalities can happen at any time, but safety continues to be a priority for Canadian farmers. Take Tyson Ormann, who runs a mixed grain and cattle farm in Foremost, Alta., for example. Like many other operations, the daily tasks on Ormann’s farm often mean someone is working alone. But keeping people safe is a priority, and with help from Telus’s Connected Worker solution, Ormann carries peace of mind in his pocket.

[Learn More](#)



Subscribe to Magazine | [topcropmanager.com](#)  
**NEWS**  
Genesis Fertilizers choose Saskatchewan for site of new plant  
Genesis Fertilizers Ltd. Partnership announced it plans to locate its proposed majority farmer-owned 700,000 MT urea fertilizer plant in Belle Plaine, Sask. [Read more...](#)  
FCC’s Top 10 charts to track in 2023  
Farm Credit Canada (FCC) Economics highlights 10 charts that help make sense of the economic environment for farm operations, agribusinesses and food processors. [Read more...](#)  
CFA launches Engaging and Advancing Women in Agriculture project  
The project is funded in part by the Government of Canada under the Canadian Agricultural Partnership’s AgriDiversity Program. [Read more...](#)

#### SPONSORED SPOTLIGHT

Early-bird pricing for Top Crop Summit  
Early-bird pricing for Top Crop Summit 2023 has been extended to Jan. 31! Don't miss this year's event...  
[Register today](#)

#### SPONSORED CONTENT



**Making the connection to improved farm safety**  
Farm accidents can happen at any time, but safety continues to be a priority for Canadian producers like Tyson Ormann, who runs a mixed grain and cattle farm in Foremost, Alta. Like many other operations, the daily tasks on Ormann’s farm often mean someone is working alone. But keeping his people safe is a priority, and with the help of technology, Ormann carries peace of mind in his pocket. [Learn more...](#)

#### FEATURED NEWS

“Immunizing” canola against blackleg  
Diantha Fernandez is a professor in the University of Manitoba’s Department of Plant Science and co-author, with Rasanie Padmashakale, on a new paper that shows prey infection by a less virulent pathogen can successfully “immunize” canola against a highly virulent pathogen. [Learn more...](#)

#### SPONSORED CONTENT



**Making the connection to improved farm safety**  
Farm accidents can happen at any time, but safety continues to be a priority for Canadian producers like Tyson Ormann, who runs a mixed grain and cattle farm in Foremost, Alta. Like many other operations, the daily tasks on Ormann’s farm often mean someone is working alone. But keeping his people safe is a priority, and with the help of technology, Ormann carries peace of mind in his pocket. [Learn more...](#)

#### INPUTS: THE DCAST

Making the most of on-farm canola research  
In this episode of Inputs, Sonia Wilson joins co-host Dylan Spille to share details about her goals and position within the Manitoba Canola Growers Association, and insights about the trials conducted in 2022. With three different trials in 12 site locations, the association compiled data, now available on their website, to help canola growers in the province make better decisions. [Listen now...](#)

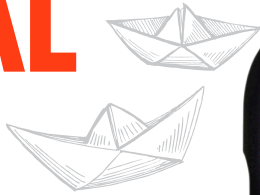
[amplifybyannex.com](http://amplifybyannex.com)

PROJECT MANAGER  
**Stefanie Croley**

T: 226-931-4949

[scroley@annexbusinessmedia.com](mailto:scroley@annexbusinessmedia.com)

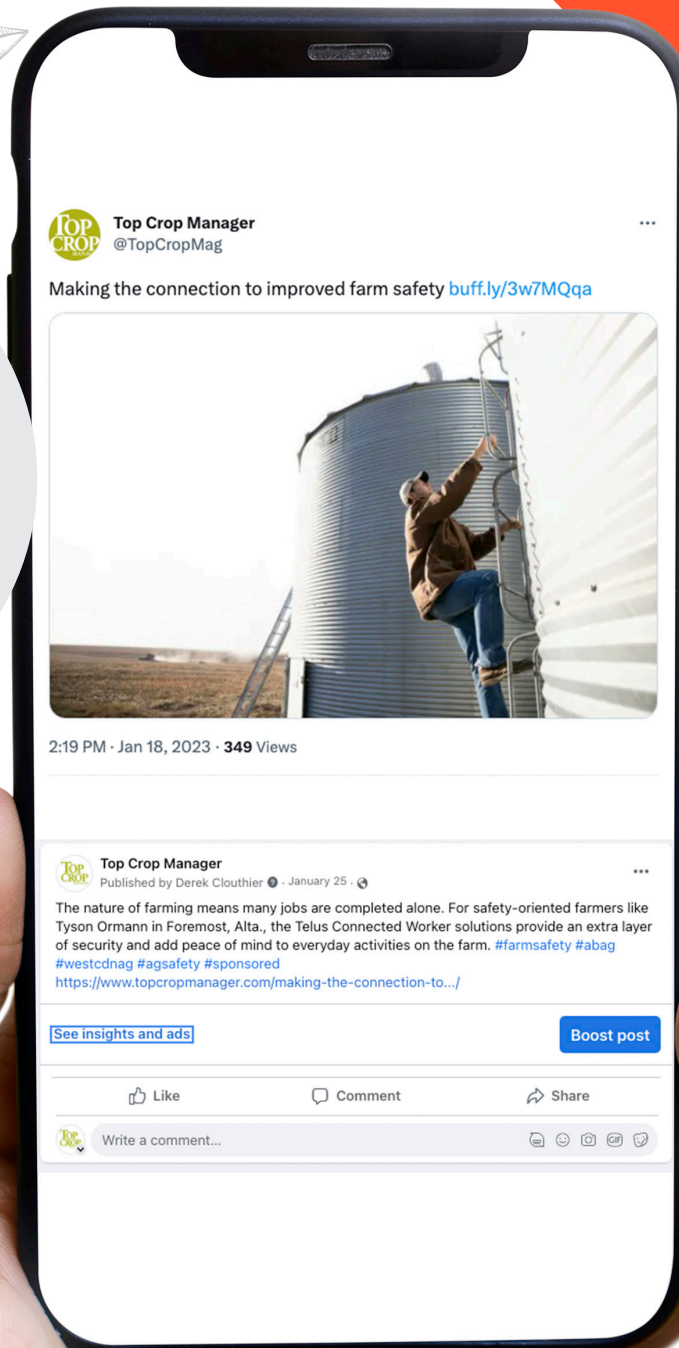
# SOCIAL



“95% of B2B marketers used social media platforms to distribute content in the last 12 months”

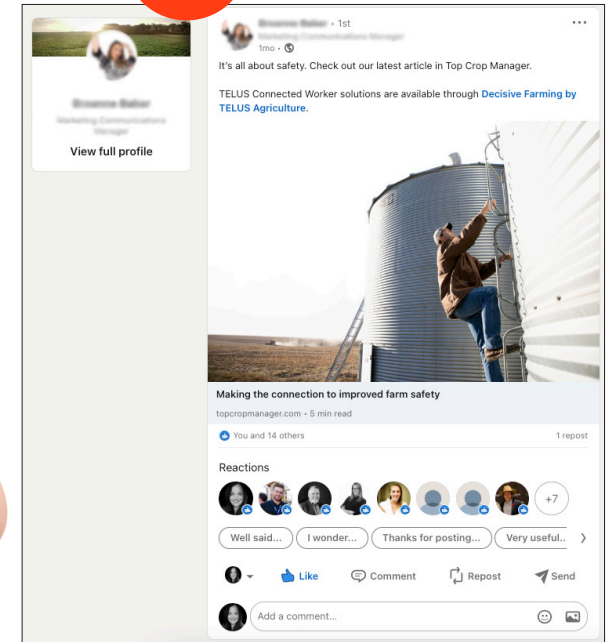
Source: 2023 B2B Content Marketing Report, Content Marketing Institute/MarketingProfs/ON24.MarketingInstitute/MarketingProfs/ON24

Social media posts to promote the article are shared on the media brand's preferred social platforms.



**amplify**  
by ANNEX

**BONUS –**  
expanded reach



Members of the client's marketing team shared a link to the post on LinkedIn, reaching a new audience outside of the *Top Crop Manager* brand socials.

[amplifybyannex.com](https://amplifybyannex.com)

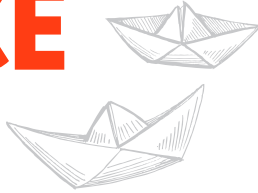
PROJECT MANAGER

**Stefanie Croley**

T: 226-931-4949

[scroley@annexbusinessmedia.com](mailto:scroley@annexbusinessmedia.com)

# PERFORMANCE



**After the campaign has wrapped up**, a custom report is created to share insights and details about the content's reach and performance, including:

- Campaign details
- Website engagement
- Social engagement
- Time on page
- eNewsletter opens and clicks
- eBlast opens and clicks
- Industry benchmark statistics
- In-article hyperlink clicks
- Other highlights specific to your campaign

**“Most publishers, brands and marketers define their campaign wins through traffic data, social media shares and engagement time.**

*Source: MDG Advertising*

## READY TO START?

**Reach out to your brand sales manager today, or contact Amplify's project manager**

**Stefanie Croley**

T: 226-931-4949

[scroley@annexbusinessmedia.com](mailto:scroley@annexbusinessmedia.com)