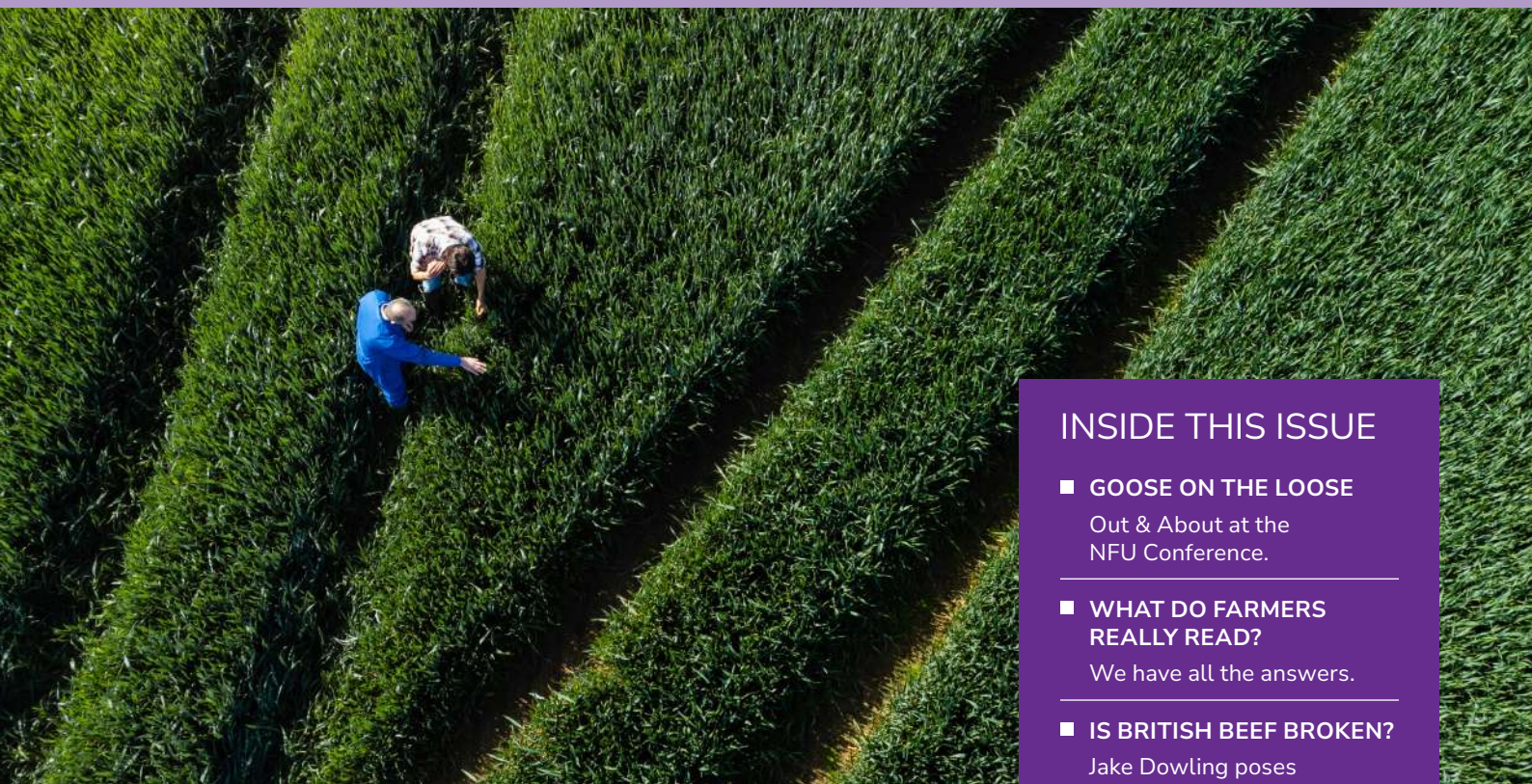


THE PURPLE GOOSE

NOISE FROM AROUND OUR AGENCY,
CLIENTS & THE AGRI INDUSTRY

SUMMER 2026 | ISSUE 01



Welcome to Issue One of our newsletter.

It's great to have you with us.

Writing my regular 'Inside Track' column for our website recently, I suggested that after many years of uncertainty, policy upheaval and external shocks, agriculture had, understandably, defaulted to a 'defensive' posture.

Ask any farmer how things are going, I wrote, and the conversation almost inevitably turns to what's wrong before what's right. To reach for problems before we acknowledge possibilities.

This reluctance to talk ourselves up isn't unique to farming – it's a very British trait. And it's one that at RDP we've perhaps been rather guilty of ourselves!

Which is why we've created The Purple Goose. It's a chance to share our agency news and success stories, wave the flag for our clients and celebrate extraordinary achievements across agriculture and animal health as a whole.

I hope you enjoy reading this issue. And if you've got an agri news story or useful insight you'd like to pass on in our next issue, be loud, be proud, and let us know! ■

INSIDE THIS ISSUE

■ GOOSE ON THE LOOSE

Out & About at the
NFU Conference.

■ WHAT DO FARMERS REALLY READ?

We have all the answers.

■ IS BRITISH BEEF BROKEN?

Jake Dowling poses
the question.

■ DATA DASHBOARDS TELL THE STORY

Monitor your campaigns in
real time.



Angus Chalmers

Managing Director

A handwritten signature in purple ink, which appears to read 'Angus'.

BLENDING INTELLIGENCE WITH EXPERTISE: DISCOVER OUR NEW AI TOOLS

The marketing landscape has fundamentally shifted. AI is everywhere, promising speed and efficiency. But when it's left unchecked, it can deliver generic, off-brand results that miss the mark.

The truth is, AI alone isn't the answer. It needs strategic direction, brand expertise and professional craft to truly deliver. That's why we've developed RDP Agency AI: a suite of four intelligent marketing solutions that combine AI-powered automation with agency-level craft and expertise. It gives you the speed and scale of AI with the quality and strategic insight of working with our dedicated digital and creative marketing team.

Get to know our four groundbreaking products:



Steph Ironside

Account and Ops Director



Ensures your organisation leads the conversation when prospects ask AI about your industry. We audit how AI platforms represent you, benchmark against competitors, create a data dashboard and a 12-month roadmap to establish your authority in AI search.



Smart Animation transforms your static brand assets into broadcast-quality animated content – without the traditional time and cost barriers. Perfect for product launches, social campaigns and multi-channel content at scale.



Leads To Succeed

Tracks every customer touchpoint from initial contact to conversion, revealing the true revenue impact of your marketing and eliminating guesswork around what's actually working.



Automatically converts your existing blogs and articles into professionally produced podcast episodes, helping you reach the 464 million podcast listeners worldwide without starting from scratch.

Traditional approaches can't keep pace. Pure AI can't deliver quality. But RDP Agency AI? That's where transformation happens.

TEAM NEWS

There's always a lot going on in our team – as you'd expect in a busy marketing agency.

Our Senior Creative Designer, Chris Alway has been adding to his skillset, upgrading his certifications in Adobe After Effects animation as well as UX and UI. You can read more about that in Chris' article opposite. The team has also had a big win with a VMA award for our client Rumenco. We sponsored the AIC Conference and Angus, our MD, was given a prominent speaker role at the IFCN Conference in the Netherlands.

We've also expanded our team with a new recruit – welcome Jake Dowling. Coming from the agtech sector, Jake has worked with NatureMetrics, Trinity Agtech, Agrimetrics and Farmplan, building experience across marketing strategy, stakeholder management and demand generation.

With CIM qualifications and a degree in Politics from the University of Southampton, Jake brings both strategic thinking and a genuine passion for the agriculture and animal health sectors – making him a great fit for RDP. You can read his thought-provoking article on British beef on our opinion page. ■



TEAM VIEW By Chris Alway

A FEW THOUGHTS ON ILLUSTRATOR'S TURNTABLE

– AND WHY IT HAS CAUGHT MY ATTENTION

I'll be truthful. After seeing a few clips of Adobe's Project Turntable across different social media platforms, my initial thought was that it seemed like just another AI-generated gimmick. I mean, rotating a 2D vector image? The demonstration appeared impressive, but how would it perform in real-life scenarios? Could this be beneficial for me as a designer who often invests a lot of time creating visuals, only for someone to later suggest, "Can we just try this..."? With tight deadlines and numerous projects in progress, would Turntable turn out to be yet another flashy feature that I'd never utilise?

Well, I've had some time to experiment with it in Illustrator, and wow, the results are fantastic. This isn't merely a new tool; it's a game changer. It offers a fresh perspective on what's achievable in Illustrator, After Effects, or even in animated AI generation. The first time I used it, I selected an illustration from a project I was working on, grouped the artwork, clicked the new Turntable icon, and waited. The AI generator sprang into action, and then a little slider appeared. Cautiously, I moved it. Just like that, the image rotated. It wasn't a flat shear or a perspective warp; it was a complete, clean rotation, as if I had shifted a physical object in a 3D space. I gasped a bit. It felt like pure, unfiltered magic.

The most impressive aspect is the time it saves. I recall the days of redrawing every angle of an object or character with multiple layers and stages. That's all behind us now. This feature instantly creates new vector views that align perfectly with your original style. It's a creative shortcut that feels almost like cheating. However, it's not without flaws. I've observed that extreme 180-degree rotations can become slightly distorted, particularly with more intricate artwork. Occasionally, you might end up with a somewhat wobbly vector path that requires some tidying up, parts editing, or deletion, etc. So, it's not a 'press a button and you're finished' solution, but rather an incredible starting point. It turns out that we're only scratching the surface of endless possibilities and exciting times ahead. ■



Chris Alway

Senior Creative Designer

CAMPAIGN FOCUS

Creative that's flown the nest

Title: **SY Kestrel**

Brand/Client: **Syngenta**

This campaign was created to launch an exciting new hybrid feed barley from Syngenta. Its goal was simple: introduce the market's first BYDV resistant hybrid barley and reinforce Syngenta's position as a leader in agricultural innovation. The campaign spoke directly to progressive arable farmers and growers who want dependable, high-performing crops that can stand up to increasingly tough growing conditions.

The thinking behind the campaign was grounded in a clear insight: today's farmers are practical and results-focused. With mounting

pressure from disease, climate variability, and unpredictable yields, reliability and disease resistance matter more than bold promises. So rather than talking in superlatives, the campaign focused on showing how this hybrid barley represents a genuine step forward in crop technology – not just a minor improvement.

The final chosen concept drew inspiration from the variety's name, Kestrel. Bold, confident visuals placed the bird of prey within real agricultural landscapes, contrasted with close-up crop detail echoing the kestrel's wings and visual acknowledgment to its DNA heritage. Together, these elements conveyed strength, resilience, and scientific advancement. Messaging focused on key benefits, including BYDV resistance, reduced reliance on insecticides, and long-term

value for farm productivity.

The campaign ran across print, digital, and social channels, timed to reach growers at key decision-making points in the growing cycle, and launched with a phased teaser approach.

Overall, it built strong awareness, encouraged early adoption, and showcased our ability to turn complex agricultural innovation into clear, engaging creative.



OPINION

Is British beef's brand architecture broken?

Last weekend, I spent £18.24 on a single rib-eye steak from my local butcher. It wasn't organic. It wasn't especially thick. And I hadn't been duped into paying for the bone. It was very good, but then again, it should be for £18.24.

I could have bought a lobster instead. Or a dozen oysters. Or most of the wines on Sainsbury's top shelf. For most consumers, that price point is premium; something enjoyed infrequently. Yet this isn't how we treat beef. Many vocally reject any suggestion that people should eat meat less. At the same time, some argue we should pay more for it.

Simultaneously pushing for high-volume consumption and premium pricing is ambitious. It's also dangerous. When commodity prices rise, consumers don't automatically reposition the product as a luxury; they see it as an overpriced commodity. The natural reaction is to switch commodities. Hence the indomitable rise of chicken.

The data plays this out. Beef consumption has long been losing market share to chicken. And it isn't because of taste. When asked, Brits say they prefer the taste of beef over chicken. But their shopping habits reveal the truth: their favourite flavour is 'cheap'.

But perhaps beef should let chicken have that market position. It can fight it out against imported pork or the textured vegetable protein patty. Because differentiation collapses in high-volume categories, and value dies with it.

Behavioural economics (and common sense) tells us that consumers tolerate higher prices when purchase frequency drops. By repositioning beef as something eaten less often but valued more highly, four important things happen:

1. **Price elasticity improves:**
Behavioural economics (and common sense) teaches us that consumers tolerate higher prices when purchase frequency drops.
2. **Differentiation becomes meaningful:**
Provenance, animal welfare, landscape management and craft become dominant purchase drivers (and value creators) as price levers disappear.
3. **Producers escape the volume trap:**
The race for efficiency and scale at all costs ends.
4. **Competitors are beaten off:**
Once the category-level focus on price diminishes, the threat from low-cost foreign imports decreases. (Shein, a super low cost Chinese fashion retailer, has irreparably harmed budget UK fashion brands... Burberry is doing just fine.)



What happens to mince?

"Fine. Côte de Boeuf can be premium, but what about mince?" is a legitimate challenge to the beef as luxury line. But does the existence of mince and budget cuts invalidate the entire positioning strategy?

I don't think so. Mince, in a premium beef framework, stops being about budget mid-week meals and starts being about whole-animal logic, heritage recipes and nostalgia. Beef maybe made a mistake in treating mince so anonymously: blended, price-led, disconnected from the animal it came from. That isn't an inherent property of mince. It's a marketing decision.

Reframed properly, mince becomes the conscientious expression of a premium animal. An ethical, rather than budget choice. But this only works if frequency is controlled. The moment consumption becomes habitual, value collapses.

"If Brits eat less beef, what happens to all the beef?" Is another legitimate challenge. And the answer – to the dismay of many who, like me, are advocating for lower beef consumption – isn't to shrink the industry, but to redirect it. Every kilo not consumed domestically should be earning a premium abroad.

There is serious global appetite for credibly sourced, sustainable, heritage beef. Consumers in the Gulf, East Asia and parts of Europe are actively searching for provenance stories that mass market producers in Brazil, Australia and the United States cannot authentically tell. But British beef can, by starting with the breeds.

Aberdeen Angus and Hereford are probably the most recognised cattle names in the world. Wagyu is the only serious challenger, and Japan has shown what disciplined provenance marketing can achieve with a native breed. There is no reason the UK cannot do the same.

Because the UK is their home. An Aberdeenshire hillside or a Herefordshire pasture is where these animals belong, and that authenticity can't be replicated, no matter how large or efficient an operation.

An Angus raised on a feedlot in Nebraska is an Angus in name. An Angus finished on native British grass is the real thing, and affluent international consumers understand that distinction instinctively. It is the same logic that sustains Champagne, Parma ham and Scotch whisky.

Layer sustainability on top and the proposition becomes formidable. British beef is overwhelmingly grass fed, low input and raised in pasture systems that support biodiversity, build soil and sequester carbon. This is a genuine point of difference and exactly why younger, wealthier, environmentally literate consumers abroad want to hear.

Reduced domestic frequency doesn't have to mean reduced output. It means reallocating volume to markets willing to pay for the story, the standards and the quality.



But repositioning at this scale cannot be delivered by individual producers or even retailers. It requires coordinated commitment both at home (to control meaning, frequency and narrative) and to building export channels abroad. And coordination requires leadership, maybe even Government leadership?

Japan shows what is possible when Government's take effective leadership. Wagyu did not become one of the most valuable agricultural brands on the planet by accident. The Japanese tax payer bankrolled international marketing for decades; they built the brand and opened the markets. Westminster can probably do the same... ■



Jake Dowling

Commercial and Account Director

GOOSE ON THE LOOSE

Out and about with Nicola, one of our Account Directors at the NFU Conference



Nicola Lumsden

Account Director

This year, RDP had the honour of attending the NFU Conference 2026, where the key theme was building farming resilience.

There was an array of informative, and inspiring speakers including Harry Smit from Rabobank who spoke about farming resilience. The key takeaway for me was the huge UK trade deficit. This was a thought echoed by Gail Soutar, Head of Trade & Business Strategy at the NFU, when she spoke about how the UK has opened the doors to more imports without requiring the high quality and standards that we produce domestically. Growing our domestic market is vital, alongside expanding our export opportunities within Europe.

Emma Reynolds, DEFRA Secretary of State, highlighted the changes the Government is bringing into place to support British farming. She announced a simpler SFI process and a goal to reach more farms. It will be interesting to see how her speech, and the actions she laid out, will be received by farmers.

Professor Tim Lang gave a sobering talk about the threats to food security and why we are not prepared for 'shock factors' in the UK. He called for a review of our preparedness and asked the audience to read his report, on narrowing the UK Civil Food Resilience Gap.

But the highlight for me was the member panel. NFU Members spoke passionately about what resilience meant to them, sharing deeply personal stories. Rozanne Delamore started a thriving flower farming business following a relationship breakdown. Dylan Jones, a farmer with an ambitious plan to make his farm net zero over a ten-year period, realised his dream against all odds – using circular farming methods to become self-sufficient. Bal Padda spoke about his family's fresh fruit business and the challenges they faced during Covid. Finally, Will Raw described how a supplier's collapse left his farm owed £1 million, and how they transformed the setback into a thriving AI-enabled poultry business.

The day was truly invigorating. It was great to see first-hand the strength of the relationship between the NFU and its members and hear the NFU's passion and determination for advocating, championing, lobbying and supporting the farming community. I couldn't finish without mentioning the produce supplied by the very generous members and the delicious food we were served over the course of the two days. Back British produce – it really is the best in the world!

Take a gander:

Bringing ORONDIS® VIP to life with AI-enhanced creativity

To support the launch of ORONDIS® VIP, Syngenta's new fungicide for vegetable crops, our brief was clear: develop a distinctive creative campaign that would drive growth in a niche market while reinforcing the product's premium positioning. This included developing a flexible creative idea and distinctive identity that could scale across channels and evolve with future campaigns.

Understanding the audience was key. Vegetable crops in the UK are grown by a relatively small number of professional farmers, meaning relevance and credibility were just as important as brand stand-out. Our approach began with what matters most to growers – protecting yield and crop health. We then balanced this with a bold, characterful creative idea designed to cut through in a crowded marketplace.

A core element of the campaign was the introduction of AI to enhance and extend the creative output. AI-assisted tools were used to help animate static illustrations, transforming vegetables into playful, expressive characters and giving the oomycete family a personality of its own. Importantly, AI was not used in isolation. The animations were developed and guided by the expertise of our team, who led the animation storyboard, refined the narrative and brought all elements together.

Using industry-standard platforms including Photoshop and After Effects, our team ensured creative control, consistency and polish at every stage. With AI acting as a powerful enabler rather than a replacement for human creativity. This hybrid approach allowed us to work efficiently while maintaining the high production values expected of the ORONDIS® VIP brand.

The final campaign delivered a cohesive suite of assets including animated social videos, landing page banners, Google ads, email campaigns and signature banners, pull-up banners and posters – bringing ORONDIS® VIP to life across every touchpoint. ■



WHAT DO FARMERS REALLY READ?

How our Farmers Readership Survey helps clients to understand farming audiences properly.

We spend a lot of time talking to farming audiences – and one thing comes up again and again: you can no longer rely on traditional media buying habits to be sure your content gets read.

That's why we created the UK Farming Readership Survey. Not as a headline-grabbing exercise, but as a practical way to understand how farmers actually engage with media – across print, digital and platforms – and how those channels work together.

The aim is simple: reduce guesswork. Understand real reach. And make media planning feel a lot more grounded.

We gathered responses from 1,000 farmers across the UK covering arable, livestock and dairy sectors. The survey explored farm type, size and location, decision-making responsibility plus which media they use and how often.

In total, more than 50 farming titles and websites were included. We looked at when publications were last read or visited, how frequently they're visited and how engagement changes over time.

This gives us a much clearer picture of actual readership and visits, rather than relying solely on reported figures.

The result is a richer, more realistic view of farming media and the audiences behind it. This data helps us plan campaigns with more confidence and care. For example, if the goal is to reach arable farmers, we can now see not only which publications they read, but how many of them are actually engaging, how often, and where there's overlap between titles. That means informed decisions around coverage, frequency and value and fewer wasted impressions.

It also lets us explore different media combinations to see what delivers the strongest reach, without over-exposing the same audience.



THE **GOLDEN EGG** AWARD Scouring the globe for agri's most creative ads



Massey Ferguson 'Born to farm'

Ask most farmers and they'll tell you farming isn't a career choice, it's a calling. You don't decide to be a farmer. (You could argue you'd be mad to.) You were always one.

That's why this Massey ad from New Zealand really hits the mark. Forget all the claims made by other tractor manufacturers about power, comfort, performance and versatility. Just demonstrate you get me. That farming is in Massey's blood, like it is mine. Then back that up with a

persuasive, testimonial approach.

Congratulations to independent Melbourne creative agency Balance who created this 'Born to farm' campaign that ran across digital channels, dealer network support materials and point of sale.

Watch the 30 sec commercial here



WATCH THE VIDEO



Get the **Inside Track**

Our MD Angus shares his personal insight into the **big issues** facing agri and animal health.

Angus



SCAN ME



OUR DATA DASHBOARDS TELL THE REAL STORY

We don't shout loud enough about some of our home-built technology but we should – and this feels like the perfect place to start.

Our dashboards are already in use across a number of client teams and the feedback has been positive and consistent. The real value isn't just the data itself, but the fact it tells a story that actually means something.

By pulling data from multiple sources into one place, our dashboards go beyond reporting. They analyse what's happening, highlight which activity is really resonating with audiences and show clearly where marketing can be improved – and where it's already working hard.

Our dashboards help marketing teams visualise, understand and make decisions through:

- Real-time data.
- Clear metrics and KPI tracking.
- Consolidation of multiple data sources into a single, easy-to-use interface.
- A straightforward view of performance and trends – week to week, month to month, quarter to quarter, and year on year.

We see dashboards as fundamental to all marketing teams. They make it easier to track performance, dig into what the data is really saying and decide what to do next.

The decisions our clients are making off the back of these dashboards have been genuine game-changers and that's exactly what we believe good data should do. ■



AGAINST THE GRAIN

Agriculture is an industry built on tradition, and for good reason. Proven practices, generational knowledge and experience are what keep farms productive, resilient and profitable. But tradition can also make it harder to imagine different ways of doing things, and, sometimes, the most important shifts happen quietly... against the grain.

Here's five changes we see happening in the not-too-distant future.

'Sustainable' will quietly disappear from the best ag campaigns

It will still be important, but it will become assumed. Businesses still leading with vague 'green' claims will look out of touch and untrustworthy. There will be baseline expectations, and the differentiator won't be saying you're sustainable, but proving it with metrics such as nutrient efficiency, carbon reduction, soil health improvement, water use data etc.

The most valuable agri-brands will become part of the furniture (or farm!)

The strongest brands won't simply communicate well; they will become integrated into farm systems. Whether through services, platforms, data integration, advice or consultancy, they will become sticky because they simplify decision-making, save time and, crucially, earn trust.

Agri-businesses will choose simplicity over complexity

Too many different dashboards, disconnected platforms, and unclear returns are causing technology fatigue. Successful ag-tech businesses won't be the most advanced or unique, but the ones that slot into existing systems. They will bring data together, saving time whilst delivering clarity.

'Farmer-first' will give way to 'Farmer-voice'

The most progressive businesses won't simply market to farmers; they will build with them. The shift will move toward co-development – with farmers helping to shape products, trials, advisory models and communications from the outset.

Farm businesses will think more like enterprises

Over the next decade, more farms will operate with corporate-style discipline with structured decision making, KPI tracking, benchmarking, formal strategy and succession planning. Farming will always be driven by instinct and heart, but resilience and growth will increasingly depend on data, planning and decisive leadership.

What ties these predictions together is a shift from noise to substance. From big claims to real evidence. From relying on instinct alone to thinking more strategically. The next chapter of agriculture isn't about dramatic change, but about improved planning, steady professionalism and stronger partnerships. ■



Emma Waller
Senior Account Manager

RDP WINS BEST INTEGRATED DIGITAL CAMPAIGN AT THE VMA AWARDS

We were thrilled to be recognised for our innovative and purpose-driven work for agricultural brand Rumenco at the prestigious 2025 Veterinary Marketing Association (VMA) Awards.

Our award-winning campaign was built around a powerful partnership with The Pink Ribbon Foundation, transforming Rumenco's iconic red Lifeline Lamb & Ewe buckets into limited-edition pink versions to raise awareness of breast cancer – a cause that affects more than 55,000 people in the UK every year and that has personally touched members of the Rumenco team. Each bucket sold triggered a donation of up to a maximum **£20,000** to the charity.

Our fully integrated digital strategy included influencer partnerships, organic and paid social media, targeted digital banner ads, email marketing, eshots, trade press PR, and custom point-of-sale materials. Lifeline Lamb & Ewe was selected as the campaign's flagship product for its strong health credentials for ewes and lambs during pregnancy and lambing.

The results were outstanding. Influencer posts alone achieved **93,192** views, while organic social content reached **47,166** views. Instagram views climbed **66%** with engagements up **152%**, and Facebook views surged **184%** with a **40%** uplift in engagement. Press coverage appeared across six trade magazine websites, including Farmers Guide and Farmers Guardian, with Farmers Guide running a follow-up piece featuring reader stories inspired by the campaign. Distributor support was equally impressive, with bespoke in-store displays created and a notable boost in brand sentiment across social media and press coverage.

We were delighted to craft a campaign that combined commercial impact with genuine social purpose and was recognised by our peers.

