

CLIMATE
**FIELD
VIEW** T&C

FEEL A PULSE OF THE LAND
IN THE PALM OF YOUR HAND

EXPLORE YOUR INPUTS

SOLUTIONS



Climate FieldView

CASE STUDY

MOBILE TOUR

A targeted mobile tour that brought Climate FieldView directly to major farm communities, combining hands-on product education with brand awareness and customer acquisition.



Agricultural Engagement • Mobile Tour • Product Education

CLIMATE
**FIELD
VIEW** TM

BRINGING FIELDVIEW DIRECTLY TO THE FIELD

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PROGRAM FOCUS

Reach farmers where they already gather: agricultural events, field days and major farm communities.

CORE OBJECTIVE

Demonstrate Climate FieldView and build meaningful farmer engagement.

OUR APPROACH

Activated a mobile tour in targeted farm communities, demonstrated the Climate FieldView mobile app and technology, and educated farmers on how the platform can support yield, informed decisions and efficiency.

THE TAKEAWAY

Hands-on education turned a technology demonstration into a relevant, field-level brand experience.