

Seed/Growth

*Communication Playbook –
5 steps to successful communication*



The purpose of this playbook

This playbook is for everyone in the world of SeedGrowth. It gives you a clear, accessible guide to how we talk about, write about and depict seed treatments at Bayer.

Today, we communicate more flexibly than ever, across many different media and in fast-changing situations. In this context, it is natural to have questions about your daily communications and marketing activities. This playbook is designed to answer those questions and make communication activities easier.

The playbook covers wording and tone of voice, visuals, videos, and overall guidelines for presenting information. In each section, you'll find practical tips on designing and using assets, with some useful and easy-to-follow dos and don'ts.

Overall, this gives you the insight you need to create successful and consistent SeedGrowth communication. We hope you find it useful.

SeedGrowth at Bayer

WHO WE ARE

SeedGrowth is a global leader in seed treatment. We combine our broad portfolio with over 100 years of expertise...



BROAD PORTFOLIO

- /// Effective, comprehensive range of chemical and biological solutions
- /// At the forefront of innovation, pioneering new technologies and tailored solutions



100 YEARS OF EXPERTISE

- /// Setting the industry standard for field-testing with extensive R&D efforts
- /// Strong expertise in breeding and genetics

WHAT WE OFFER

...to offer products and solutions tailored to our customers' needs, paired with best-in-class services and support.



PRODUCTS AND SOLUTIONS

- /// Optimal seed treatments for our customers' seeds
- /// Treatment packages tailored specifically to Bayer seeds (Acceleron®)



SERVICES AND SUPPORT

- /// Services from training, analysis, and customization to hands-on technical support and troubleshooting
- /// Committed to excellence in stewardship, delivered by experts
- /// Specialized equipment to optimize treatment results and enable tailored solutions

Benefits of seed treatment



GOOD FOR THE PLANT

Protecting the plant in its infancy when it is most vulnerable to attacks by various pests and diseases

Securing field emergence, uniform and healthier plants, and reliable yields



GOOD FOR THE FARMER

Prevention is better than cure – seed treatment is an effective, precise and cost-efficient insurance for farmers against early pest and disease pressure

Reducing need to handle chemicals and dispose containers on-farm, less reliance on weather conditions



GOOD FOR THE ENVIRONMENT

Reducing overall use of crop protection products and lowering resistance risk through highly targeted application

Minimizing exposure of non-targeted species and environmental impact of crop protection

Dos & Don'ts

A red tractor with a sprayer attachment is shown in a field of green soybeans. The tractor is positioned in the middle ground, facing right. The field is filled with rows of soybean plants. The background shows a clear sky and a distant horizon. The overall scene is a typical agricultural setting.

DOS

DON'TS

For further information, please click on each statement.



CHAPTER 1

WORDING AND MESSAGING

- /// "Bayer SeedGrowth" or "SeedGrowth" only?
- /// The New SeedGrowth Storyline
- /// Communication Basics: Message House
- /// Existing Communication Material
- /// Updated Communication Material

"Bayer SeedGrowth" or "SeedGrowth" only?

SeedGrowth is not a brand anymore:

- /// SeedGrowth is **not** its own brand anymore
- /// Therefore, we do **not** talk about "Bayer SeedGrowth" anymore
- /// Now we use "SeedGrowth" only, or "SeedGrowth by Bayer"
- /// We will continue calling the business unit SeedGrowth

There are no longer four competence areas:

- /// Instead we focus on our SeedGrowth products & solutions and our SeedGrowth expertise
- /// In February 2021 the SeedGrowth coatings business was sold to Solvay (closing July 2021) – another reason why we cannot talk about four competence areas anymore
- /// We only offer equipment services in selected locations

Or you can use terms like the following ones:

**SeedGrowth
by Bayer**

**Bayer's
SeedGrowth
business unit**

**Bayer's seed
treatment
business**

**Bayer's
SeedGrowth
experts**

The new SeedGrowth Storyline

Focus on products & solutions and SeedGrowth expertise when talking about SeedGrowth.

You don't know what the new storyline for SeedGrowth looks like? We give you some guidance in the following pages.

DEFINITION: SeedGrowth is Bayer's business unit, perspective, approach and philosophy of looking at and performing seed treatment.

SEGMENTS

SeedGrowth has **two main segments** offered to customers and partners around the world.

First and foremost: Innovative best-in-class **seed treatment solutions**, from familiar AIs to our latest proprietary and in-licensed technologies. Second: **Services** (testing, training, advice, technical support, equipment in selected locations). All taking place at the intersection of chemistry and biology – whether it's a fungicide, insecticide or crop efficiency solution that protects your seed investment.

We possess **in-depth knowledge built over generations of experience** and therefore **comprehensive competence** not only in all areas “around” seed treatment but also relating to seeds themselves – as **the world's largest seed company**.

USP

SeedGrowth proves that the whole is more than the sum of its parts.

Our offering is supported by **more than 100 years of experience and unparalleled research and development**, giving us a holistic view on seed treatment possibilities. Our well-developed expertise and stakeholder network in additional areas – such as breeding and genetics – sets us apart from the competition and allows us to offer customers tailored solutions, backed up by **extensive field testing**.

So thanks to SeedGrowth, we at Bayer are able to speak to all our customers on their terms.

ARGUMENTS

Who personifies, represents and therefore in the end really is SeedGrowth?

Our people.

People who always start from and aim to meet your needs and demands, share your passion, act as your hands-on partner. People who apply their skills and outstanding expertise in the seed treatment business every day.

People connected globally, giving us on-the-ground insight into the challenges and opportunities in each region and giving customers a worldwide support network they can trust.

MEANING:

Why is SeedGrowth called SeedGrowth? Because, quite literally, what we promise and deliver to our farmer, seed company and retail customers is 'seed growth'. The dual connotation is intentional since...

- ||| ... it's not just about the strong, healthy and sustainable growth of our customers' plants, helping them thrive and flourish with improved vigor, emergence and increased yields...*
- ||| ... but also about growing our customers' business, their environmentally and economically sustainable success, and ultimately their well-being as a business leader, an individual and an agricultural custodian.*

**All this is based on Bayer's purpose
“Science For A Better Life” and
strongly oriented towards our vision
“Health for all, Hunger for none”.**

Communication Basics

Message House

CORE MESSAGE

Bayer's seed treatment business is unique, combining expertise in seeds with an extensive and tailored portfolio of on-seed applications. To our customers, we are more than suppliers: we are partners in growth.

We are constantly at the forefront of innovation as environmental and societal needs evolve. Our best-in-class genetics and portfolio of seed-applied solutions all work to align a sustainable future with success for your business.

SUB MESSAGES

SeedGrowth stands for expertise and commitment, both enabled by consistency:

INNOVATION

/// Our SeedGrowth team is a trusted partner and consultant in maximizing seed value with strong global, regional, and local expertise. We are passionate about innovations and tailored solutions that translate into customer value.

EXPERTISE

/// Our SeedGrowth business is an established leader in seed treatment solutions, combining a comprehensive portfolio with an in-depth understanding of market needs – all due to its competence in product solutions and extensive knowledge in seeds.

CONSISTENCY

/// Bayer has a pioneering heritage: our ground-breaking achievements in seed treatment have changed the world of farming for over 100 years. We are committed to using our expertise and experience to keep innovating and building on the success of our long-term partnerships.

Communication Basics

Message House

PRODUCTS & SOLUTIONS

- /// Our innovative and comprehensive portfolio of chemical and biological seed treatment solutions protects plants above and below ground against pests, diseases and nematodes, and enables them to thrive to their full genetic potential
- /// Furthermore, we push boundaries in crop efficiency through improved root health, nutrient uptake, as well as strengthening the abiotic stress tolerance of crops – all to the benefit of growing seed investments
- /// Our Acceleron® solutions give growers added peace of mind, offering treatment packages tailored specifically to Bayer seeds. These combinations of proprietary and in-licensed technologies are ready-made to provide optimal results, protecting and promoting plant health and resilience across Bayer's seed portfolio

SEED TREATMENT EXPERTISE

- /// We set the industry standard for field-testing with our extensive R&D efforts, giving customers full confidence in our solutions
- /// Our seed treatment experts offer services from training, analysis, and customization to hands-on technical support and troubleshooting – all following the philosophy “Dealing with seed treatments is purely a people business”
- /// Our treatment expertise meets equal expertise in breeding and genetics. We strive to optimize the traits of our industry-leading seeds, setting them up for sustainable growth from the outset
- /// Seed treatment is an accepted and important tool for sustainable agriculture. At Bayer we follow our purpose – “Science for a better life” – and take product stewardship seriously. We are committed to excellence in stewardship, delivered by experts and with a wide range of practical measures

Existing Communication Material

What about existing SeedGrowth communication materials which you've been using a lot to promote SeedGrowth among your customers or other important stakeholders, such as:

- /// SeedGrowth brochure
- /// SeedGrowth stewardship flyer
- /// SeedGrowth magazines
- /// SeedGrowth testimonial cases (mini magazines)

The answer is simple:

- /// Due to the changes mentioned above we recommend not to use the old "Bayer SeedGrowth" branded materials anymore (see list above)
- /// These materials contain older contents which highlight SeedGrowth as a fourfold competence brand
- /// But there are other helpful materials which can help you understand and promote SeedGrowth best with our updated wording

Helpful Material to give you guidance

/// [SeedGrowth FAQ](#)

/// [SeedGrowth 1-Pager](#)

/// [SeedGrowth Powerpoint presentation \(Intro; external version\)](#)

/// [New SeedGrowth Website](#)

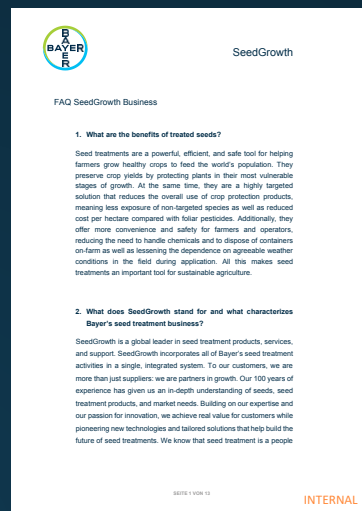
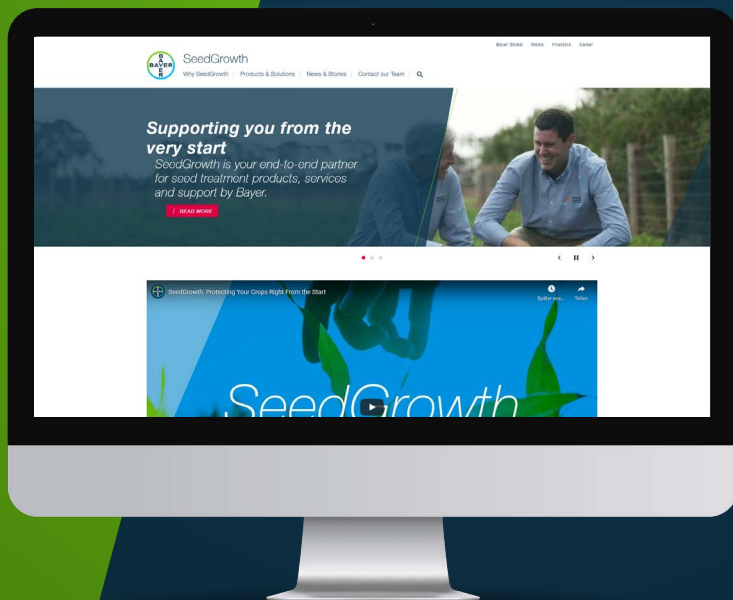
www.seedgrowth.bayer.com/en-us.html

/// [Everything available in SGR Global Community Teams Channel](#)

/// [Need access to the Teams channel?](#)

[Click here to request via e-mail](#)

To access each underlined material, please click the links.



CHAPTER 2

APPEARANCE

- /// The Badge / No Globe of Competence
- /// New Look and Feel
- /// Advertisements
- /// BayStep is now S.T.E.P. Technology

The Badge / No Globe of Competence

How we present the SeedGrowth business and how it appeals to our customers is important. As SeedGrowth is not a brand anymore there won't be brand guidelines that we can share with you. Instead, we can share a new look and feel for SeedGrowth. This will ensure that we continue to be unique. **So, what is new?**

There is no globe of competence anymore! Instead of using the globe of competence as a distinctive branding asset we have created the "SeedGrowth Badge".

SeedGrowth
Partners in Growth

SeedGrowth
Partners in Growth

SeedGrowth
Partners in Growth

How to use this new SeedGrowth badge?

- /// **You can insert it into your Powerpoints, Word documents, PDFs, etc. to give them the unique "SeedGrowth" stamp / look and feel**
- /// **The badge is available in three colors for your convenience**
- /// **You can find the badge in our SeedGrowth Powerpoint template on our Teams Site**
- /// **Attention: Please don't use the badge right next to the Bayer Cross (as this would indicate a "brand") - you can use it in the opposite corner**



/// **Stickers on trucks / trailers / equipment**

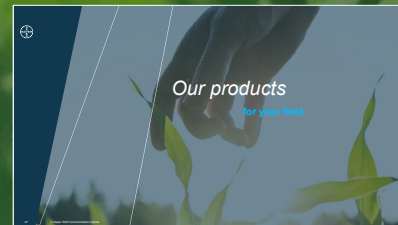
Don't use the old logo on equipment, trucks, trailers, merchandise anymore. Please only use the Bayer Cross.

New Look and Feel

We have a refreshed new look & feel
(based on the current Bayer CI).

What does this new design look like?

The new SeedGrowth Powerpoint presentation
and website demonstrate some creative ideas.



COLOURS

BLUE
Hexcode: #10384f
RGB: 16 | 56 | 79



RED
Hexcode: #922832
RGB: 146 | 40 | 50



GREEN
Hexcode: #89d329
RGB: 140 | 191 | 50



ICONS



Products/Solutions



Expertise



Digital Solutions



Stewardship

You can access the new
SeedGrowth Powerpoint
template containing
all slides, badges and
icons **by clicking here.**

Advertisements



Don't use advertisements like this anymore.

These advertisements are not available in the ImageBank anymore. Just in case you have it on your computer – please don't use them anymore.

Please don't use these elements anymore as the Globe of Competence is outdated because SeedGrowth is no longer a brand.

Advertisements

*It is now de-branded and looks like this
(no globe of competence anymore):*

We recommend promoting respective SeedGrowth product brands with their respective claims and key visuals when booking advertisements in trade magazines or other communication channels. To strengthen SeedGrowth not only from a local or regional but also global perspective, placing a link to our global SeedGrowth website on the advertisement is highly appreciated.

You can find the updated ads in the [ImageBank by clicking here.](#)

URL to global SeedGrowth website

No SeedGrowth Globe



The advertisement features a central image of a sugar beet with a green leafy top, set against a background of a green field with a tractor. The text 'Unleash new seed power' is prominently displayed. The Bayer logo is visible in the top right corner, along with the 'BUTEO start' logo. A 'NEW STANDARD' badge is also present. The text 'BUTEO start strengthens sugar beets from day one:' is followed by three bullet points: '// Powerful control of various soil pests (e.g. wireworm, atomaria, pegomyia, blattillus).', '// Outstanding plant emergence and protected field stand.', and '// Sustainable power due to targeted application and high efficacy.' A small box at the bottom left contains the text 'Get more information at seedgrowth.bayer.com'. A white box at the bottom right is empty.

Unleash new **seed power**

BUTEO start

NEW STANDARD

BUTEO start strengthens sugar beets from day one:

- // Powerful control of various soil pests (e.g. wireworm, atomaria, pegomyia, blattillus).
- // Outstanding plant emergence and protected field stand.
- // Sustainable power due to targeted application and high efficacy.

Get more information at seedgrowth.bayer.com

Use plant protection products safely. Always read the label and product information before use.
© 2021 Bayer AG, Crop Science Division, Alted-Nebel-Str. 51, 40789 Monheim am Rhein, Germany



BayStep is now **S.T.E.P.** Technology

For more information please contact [Frank Laubert](#).

In case you would like to use the sticker for your communication you'll find it in the [ImageBank](#) by [clicking here](#).



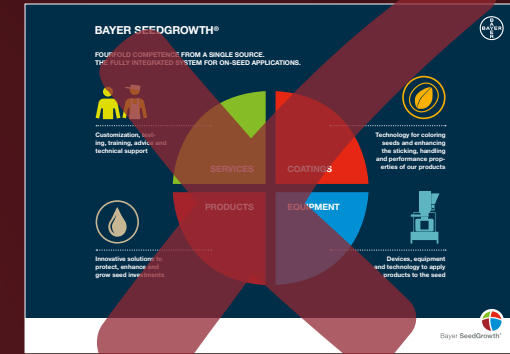
CHAPTER 3

IMAGES AND INFOGRAPHICS

/// Branding

Images and infographics

DON'T use
infographics like
this anymore



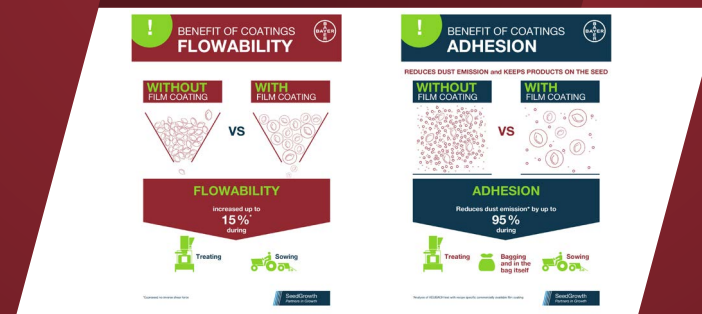
NEW INFOGRAPHICS ARE AVAILABLE FOR:



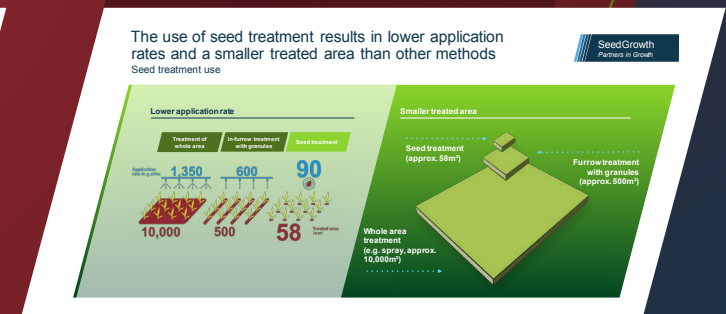
WORLDMAP SEEDGROWTH SERVICE CENTERS



BENEFITS OF COATINGS IN GENERAL



BENEFITS OF SEED TREATMENT (TO COME)



You can find the new infographics in the [SGR Global Community Teams Channel](#) by clicking here.

CHAPTER 4

VIDEOS

/// SeedGrowth Video Animation

Videos

SeedGrowth Animation

The energizing identity video explains that SeedGrowth is following a new business and communication approach. The short video animation enables us to show that SeedGrowth is still an important player and thought leader in the field of seed applied technologies but with a slightly new positioning. It helps us to explain our approach in an eye-catching way. It can be used in the Powerpoint presentation, at events and is even used on the relaunched SeedGrowth website as an introduction piece.

We are currently screening all videos we have developed in the past: for ISF, ESA, partnership communication or to explain SeedGrowth assets, such as BaySTEP or Deflector technology.



CHAPTER 5

FIRST HAND BACKGROUND INFORMATION

/// Tools, Formats, People

RESOURCE LOCATIONS

SeedGrowth Teams Channel

- Powerpoint template
- FAQ
- SGR 1-pager
- Further communication material

ImageBank

- Updated advertisement material
- New Icons

YouTube

- Animation video
- Older videos
(currently under adjustment)

Website

- External communication around our key products, services, equipment
- Partnership stories
- Interviews

To access each underlined material, please click the links.

PEOPLE



Ralf Glaubitz
Head of Global Asset
Management SeedGrowth



Robert Puhl
SGR Segment Manager Corn
& SeedGrowth Strategy Lead



Nora Eischet
Global Asset
Management SeedGrowth



Birgit Rehbein
Assistant Global
Head SeedGrowth

Thank you

