

THE REBRANDING OF ESS-ESCOP INTO AGINNOVATION

RE-ENVISIONING THE ESS IDENTITY FOR GREATER IMPACT & ENGAGEMENT

The Challenge

ReBranding a Historical Organization for Greater Impact

The Experiment Station Section has led global agricultural innovation for more than 160 years, however ESS and other Land-grant enterprises have recently experienced dwindling capital investment, waning public familiarity and support, and—despite consistent cutting-edge agricultural innovation and creativity—diminishing global agency.

The ESS brand has not been revisited in more than 50 years and the time is now for a new identity and fresh engagement strategy to match the organization's global reputation as leader in food system and ecosystem innovation.

The rebrand effort—ESS to agInnovation—follows industry trends and presents an ideal opportunity to recapture the country's attention and favor—endearing the public to the life-changing impacts of our research. With greater support from the general public and potential strategic partners, agInnovation will empower the next generation of global heroes. To achieve this lofty goal, we must be positioned as the global leader in agricultural research, innovation & discovery.

The Project

A New Identity for a New Era of Agriculture

In order to address the pain-points shared by the ESS-ESCOP Rebranding Committee, the group set out to:

- Assess current digital persona and outreach efforts
- Develop an online presence that speaks clearly to an external audience
- Modernize ESS's identity
- Move past outdated and stagnant branding and messaging
- Develop a modern and fresh voice and brand identity
- Establish a focused and cohesive direction for outreach
- Engage audiences who benefit from ag research, education and innovation

The New Identity

Fresh. Modern. Engaging...and Ready for the Future

THEN.



Experiment Station
Committee on Organization
and Policy (ESCOP)

- Stale & Boring
- Unclear & Confusing
- Limited in scope
- Not updated in more than 50 years

NOW!

- Modern & Engaging
- Clear & Inviting
- Global
- Easy to understand

agInnovation
science that feeds the world



ESS Brand & Digital Marketing Committee

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[View Website](#)



Who We Are

Rooted in history. Forging the future.

At its core, the Experiment Station Section is an amalgamation of research leaders and dedicated research facilities housed within Land-grant universities. Our work is essential to the development of cutting edge agricultural research necessary to lead the world to better food, natural resource, and ecosystem sustainability.

OUR PURPOSE

Our purpose is to promote and elevate agricultural research that improves lives and makes the world more food secure.

OUR VISION

Enhanced human and world well-being through agricultural innovation.

OUR VALUES

**Collaborative
Solution-oriented
Impactful
Global
Innovative
Science-based**

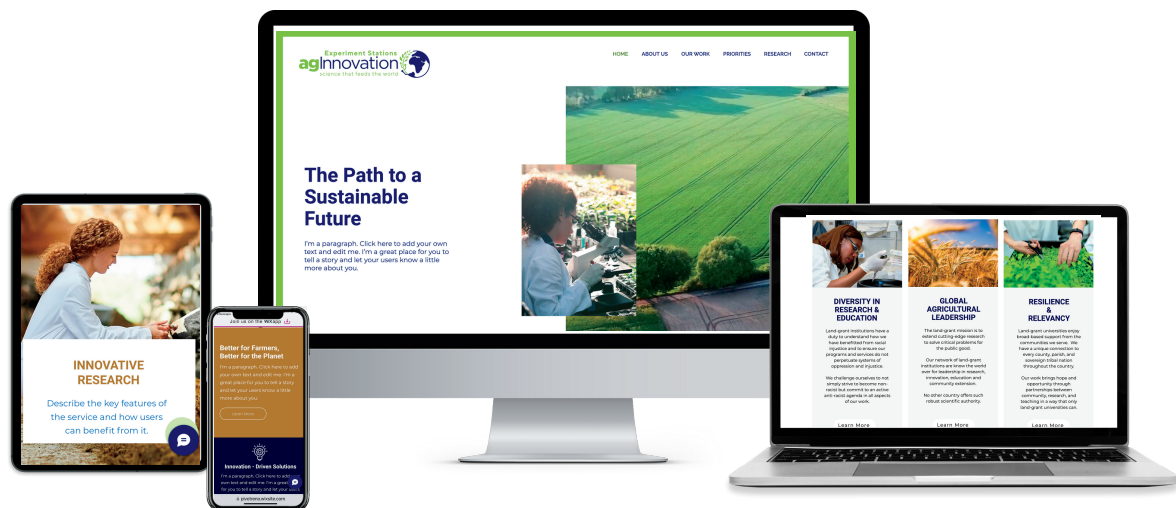
Thanks to this work, ESS—now agInnovation—has a distinct and modern identity that reflects its global impact. Of even greater importance, agInnovation acts as a collective umbrella—finally enabling all five regional memberships (ARD, NCRA, NERA, SAESSD and WAESSD) to be consolidated under one name.

See & Share Our Impact!

A New Digital Presence for a New Era of Agriculture

The agInnovation team—including brand experts and capacity builders PIVOT Creative & Consulting—collectively designed and developed a high performance website to generate more demand, engagement and interest.

The most important piece of the ESS to agInnovation rebrand is impact. Visitors will see maps that directly link viewers to the real, meaningful impacts of agricultural research. Ag research is not just something that happens in a lab—it changes lives of real people for the better, everyday. The new agInnovation website makes that connection directly and simply.



The ESS to agInnovation rebrand was a much-needed and timely effort to modernize the image of agriculture in the public eye. Making agricultural research sexy again, to the next generation of scientists, educators, farmers, and community members.

Today, with a strong brand identity and strategic communications plan, agInnovation stands out in a crowded, and often confusing, industry— positioning itself as the sophisticated and impactful global leader it has always been.

Regional Member Associations



**1890s Association
ARD**



**North Central Region
NCRA**



**Northeast Region
NERA**



**Southern Region
SAESSD**



**Western Region
WAESSD**

