

MARKET SYSTEMS  
DEVELOPMENT -  
FACILITATION TACTICS  
LEARNING SERIES



# Contests & Competitions Series:

## Case Study on using CONTESTS in Ghana

as a media company & input supply firm tactic  
to amplify good practice with smallholder farmers

Designed by EcoVentures International 2016



Hmmm

What are ways that our project could help firms to expose farmers to new inputs and help farmers to feel comfortable trying them out?



Contests!



Contests are a common business tactic to market a new product/service or generate positive buzz around an existing product/service!



Okay, but how do contests apply in a rural, agricultural or non-ag. context?




Let's look at what the Golden Stork agricultural input supply company did in Ghana!

(with a little help from USAID's ADVANCE project)



They used a radio contest on Obuoba FM to expose rural farmers to their agricultural inputs!



I know the answer!

Listeners answered questions on air about agricultural inputs content that had been discussed in the programme.



Yay!

Winners won new products to try out: Input supplies plus a backpacker sprayer!



To receive the prizes, the winners had to attend a training on how to use the inputs and sprayers properly.

