

# TRACTOR SUPPLY COMPANY

## A NEW BRAND FOR “RURALPOLITANS”

We helped Tractor Supply Company celebrate the hardworking ritual of cultivating one’s own backyard with the new Groundwork product line.

### WHAT WE DID

- Strategy
- Naming
- Positioning
- Consumer Research
- Brand Identity Development
- Production Management



Upgraded positioning helped Groundwork appeal to a broader, “ruralpolititan” audience

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### CHALLENGE

To achieve its aggressive growth objectives, Tractor Supply Company (TSC) sought to broaden its audience while maintaining its loyal core customer base. Because most consumers in TSC trade areas own property, the company decided that an upgrade of its dated and fragmented lawn and garden department would appeal to customers, both old and new. TSC turned to us to assist with this challenge and to create a new brand.

### SOLUTION

We created a strategic umbrella brand allowing for differentiation of multiple subcategories, designed to resonate with TSC’s core customers—farmers and ranchers—whose use of it would validate the brand among suburbanites moving into TSC’s “ruralpolitan” markets.

Building on TSC’s expertise and their reputation for offering unique products, we developed a positioning that became the strategic underpinning for GroundWork, TSC’s new lawn and garden brand. The brand exemplified the dependability and agricultural roots of TSC as well as the hardworking nature of its customers. The new design provided maximum shelf impact, visual unity and “shop-ability” for lawn and garden products. After a 30% sales increase in the grass seed category, the brand was quickly extended to other products. TSC now offers dozens of items under the auspices of GroundWork, a brand its customers have come to trust.

