



BUTE0
start

BUTE0® start

Social Media Kit

////////

Fall 2022





BUTEO
start

Purpose



- We've designed a social kit for BUTEO® start
- The intent of this social kit is to provide the tools to make it easy to create social content for your handles
- This kit includes key messaging, hashtags and digital assets that you can incorporate into your social posts to promote and educate growers about BUTEO start to help drive demand



BUTEO
start

How to support the brand



Share tweets on your Twitter account supporting BUTEO® start:

- a. Use established language and hashtags provided in this deck to keep consistency across all platforms.
- b. Download and utilize BUTEO start assets across platforms by accessing social assets on [Traits.bayer.ca/en/Social-Kits](https://traits.bayer.ca/en/Social-Kits).

Engage with [@BayerTraitsCA](https://twitter.com/BayerTraitsCA) on Twitter:

- a. Feel free to follow us, retweet, comment on our tweets, tag us, etc.



BUTEO
start

Creating Your Own Posts

Topics:

Superior flea beetle protection,
immediate protection, stronger
performance, powerful combination



BUTEO
start

Key Messaging



The following pages provide direction on key messages and assets that align with a fall timeframe. During this time, it is helpful to educate growers on the benefits of the new BUTEO® start insecticide seed treatment for canola.

Key messaging for BUTEO start at this point in the season includes:

- The BUTEO start Advantage
 - Superior flea beetle protection
 - Effective, immediate protection
 - Stronger performance
 - Powerful combination



Superior Flea Beetle Protection

Key messages:

- BUTEO® start protects your canola from **striped and crucifer flea beetles** while it is at its most vulnerable from **cotyledon to the 3 leaf stage**
- This effective and immediate protection results in outstanding plant resilience in the crucial **early stages**
- Start your season strong with **BUTEO start**




Superior Flea Beetle Protection




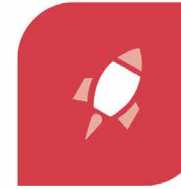


Available Assets:

BUTE® START ADVANTAGE

 SUPERIOR PROTECTION Protects your canola from striped and crucifer flea beetles while at its most vulnerable.	 STRONGER PERFORMANCE Powerful protection allows for quicker canopy, more uniform flowering and better maturity.
 EFFECTIVE, IMMEDIATE PROTECTION Rapid uptake and translocation, even in dry conditions.	 POWERFUL COMBINATION Works well with leading base seed treatment options.

BUTE start

BUTE start





Effective, Immediate Protection

Key messages:

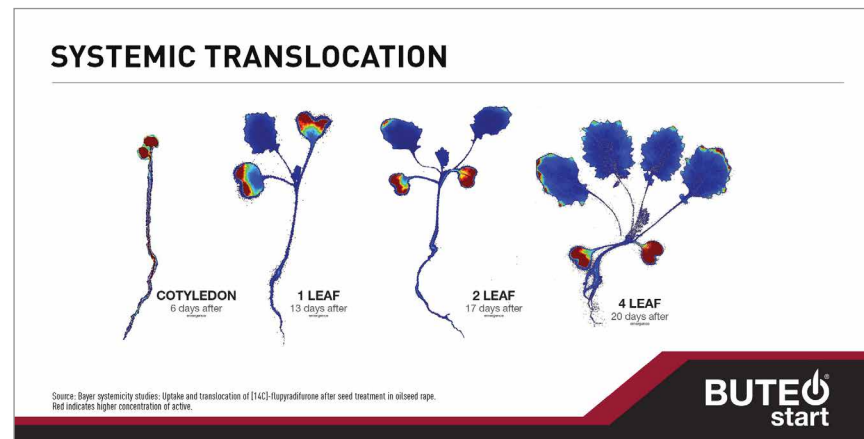
- **Rapid uptake and systemic translocation** from cotyledon to leaf margins allow for a strong plant right off the start, even in dry conditions
- This early distribution thoroughly protects the plant, thereby allowing it to grow and **develop a stronger plant stand even in dry conditions** and in areas of high flea beetle pressure



Effective, Immediate Protection



Available Assets:



BUTEO® START PERFORMANCE



PROSPER® EVERGOL®



PROSPER EVERGOL + INDUSTRY
STANDARD INSECTICIDE SEED TREATMENT



PROSPER EVERGOL + INDUSTRY
STANDARD INSECTICIDE SEED TREATMENT
+ BUTEO START

Source: Bayer Market Development Trials (photos taken June 26, 2020, Oakville, MO). Treated seeds were seeded the same day.



BUTEO® START PERFORMANCE



PROSPER® EVERGOL®



PROSPER EVERGOL + INDUSTRY
STANDARD INSECTICIDE SEED TREATMENT



PROSPER EVERGOL + INDUSTRY
STANDARD INSECTICIDE SEED TREATMENT
+ BUTEO START

Source: Bayer Market Development Trials (photos taken July 7, 2020, Carlsland, AB). Treated seeds were seeded the same day.





Stronger Performance

Key messages:

- Early flea beetle damage can cause poor plant stands, **delayed maturity and reduced yields** – **BUTEEO® start** gives your canola the chance to develop stronger – leading to **quicker canopy, more uniform flowering and better maturity**
 - *Best if paired with trial images*
- BUTEO start also works great in **combination with leading base canola seed treatments**




Stronger Performance



Available Assets:

BUTE0® START PERFORMANCE




PROSPER® EVERGOL®


PROSPER EVERGOL + INDUSTRY STANDARD INSECTICIDE SEED TREATMENT

PROSPER EVERGOL + INDUSTRY STANDARD INSECTICIDE SEED TREATMENT + BUTEO START

Source: Bayer Market Development Trials (photos taken May 29, 2020, High Bluff, MB). Treated seeds were sown the same day.



BUTE0® START PERFORMANCE

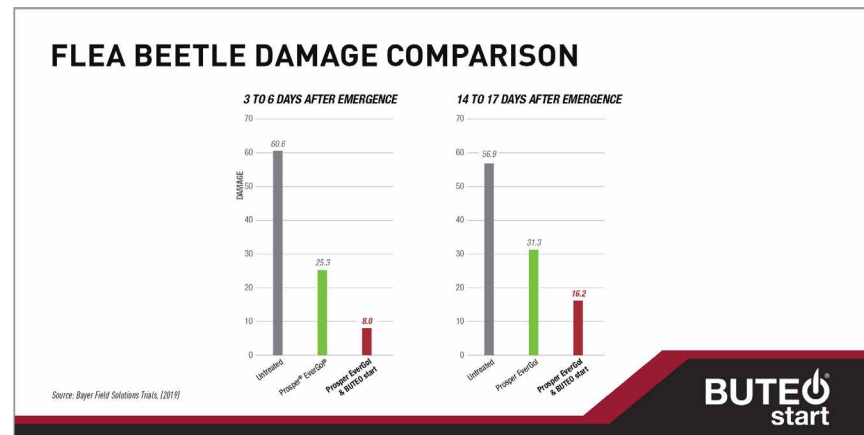



FUNGICIDE ONLY

PROSPER® EVERGOL® SEED TREATMENT

PROSPER® EVERGOL® + BUTEO® START INSECTICIDE

Source: Bayer Field Solutions Trials, 2019, Postville SK





Examples




 **Bayer Traits Canada**
@BayerTraitsCA

With BUTEO start you get powerful flea beetle protection from day one. Growers are finally seeing for themselves how [#BUTEOSTART](#) protects canola from flea beetle damage. We love seeing your healthy, protected canola! [BUTEOSTART.ca](#)




 **Bayer Traits Canada**
@BayerTraitsCA

Have you heard about [#BUTEOSTART](#) yet? It's a new canola [#seedtreatment](#) that provides superior early flea beetle protection. Just check out the comparison photo below! [bit.ly/2Qj4bLj](#)




PROSPER® EVERGOL®

PROSPER EVERGOL + INDUSTRY STANDARD INSECTICIDE SEED TREATMENT

PROSPER EVERGOL + INDUSTRY STANDARD INSECTICIDE SEED TREATMENT + BUTEO™ START



BUTE[®]
start

**Engage with
@BayerTraitsCA**



BUTEO
start

Engagement

////////

Hashtags: **#BUTEOstart**, **#seedtreatment**, **#BUTEOstartAdvantage**

Be sure to tag us on Twitter [@BayerTraitsCA](https://twitter.com/BayerTraitsCA) when you post.

- Retweet brand posts and add your own copy too
- Comment on brand posts with affirmations or answers to the post's call to action
- Post a question on your own page and tag us [@BayerTraitsCA](https://twitter.com/BayerTraitsCA) to answer
- Share awesome photos from either you or your farmers
- Consider responding to farmers' posts about their experiences with BUTEO® start this season and tagging the brand in your comment



BUTEO
start

QUESTIONS? CONTACT US

Corri Grozelle

Brand & Advertising Manager, Traits

corri.grozelle@bayer.com

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Bayer, Bayer Cross, BUTEO®, EverGol® and Prosper® are trademarks of the Bayer Group.
©2022 Bayer Group. All rights reserved.

