



Trecepta
RIB COMPLETE[®] CORN

TRECEPTA[®] RIB COMPLETE[®] CORN

Social Media Kit



Fall 2022





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RIB COMPLETE CORN

Purpose

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- We've designed a social kit for Trecepta® RIB Complete® corn
- 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 about Trecepta corn to help drive demand for your Traited seed products



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How to support the brand



Share tweets on your Twitter account supporting Trecepta® RIB Complete® corn:

- a. Use established language and hashtags provided in this deck to keep consistency across all platforms.
- b. Download and utilize Trecepta corn 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.



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Creating Your Own Posts

Topics:

Proven performance, broad spectrum control of above-ground feeding pests, healthier stalks and cleaner ears



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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 Trecepta® RIB Complete® corn.

Key messaging for Trecepta at this point in the season includes:

- Benefits of Trecepta corn
 - Broad spectrum control of above-ground feeding pests
 - Proven performance
 - Cleaner ears



Broad Spectrum Control

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Key messages:

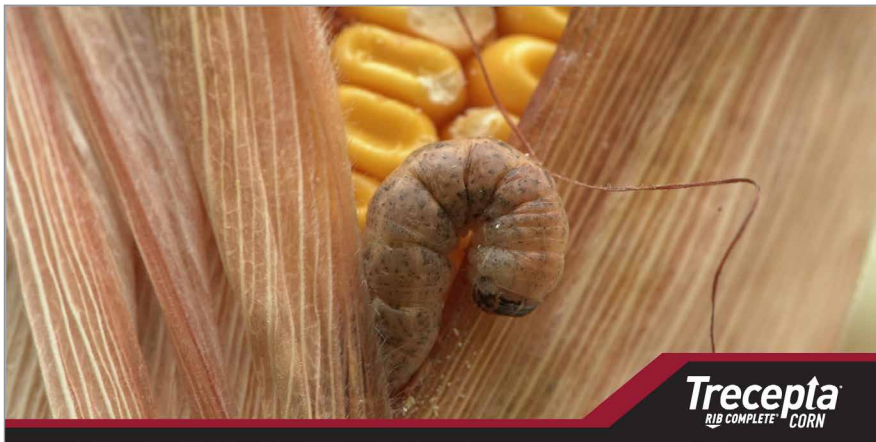
- Trecepta[®] RIB Complete[®] corn provides the most complete above-ground protection, with the power of **three different modes of action** to control above-ground feeding pests including **Western bean cutworm**, **European corn borer**, **corn earworm**, **fall armyworm** and **black cutworm**
- Trecepta technology reduces yield loss by protecting your corn crop from a wide range of pests
- Different modes of action give you more complete control against above-ground insects that can inflict serious crop damage



Broad Spectrum Control

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Available Assets:






Broad Spectrum Control




Available Assets:


EFFECTIVE AGAINST




WESTERN BEAN CUTWORM




BLACK CUTWORM




EUROPEAN CORN BORER





CORN EARWORM



FALL ARMYWORM



		
	Modes of Action	
European Corn Borer	2	2
Corn Earworm*	2	3
Fall Armyworm	2	3
Western Bean Cutworm	-	1
Black Cutworm	-	1

*Cry1A, IBS and Cry2Ab2 from 8:1 controls or suppresses corn earworm.



Proven Performance



Key messages:

- Trecepta® RIB Complete® corn is built on the **proven performance** of VT Double PRO® technology
- Trecepta includes Roundup Ready® 2 technology for **effective weed control and excellent crop safety**
- Allows growers to apply a Roundup® branded herbicide for effective weed control, by reducing weed pressure, plants have access to the nutrients and water they need



Proven Performance



Available Assets:

PROVEN PERFORMANCE





Cleaner Ears



Key messages:

- Trecepta® RIB Complete® corn promotes **healthy stalks and cleaner ears** that can help **improve grain quality**
- Trecepta is part of a **tailored solution against DON** when used in combination with a fungicide and other management techniques

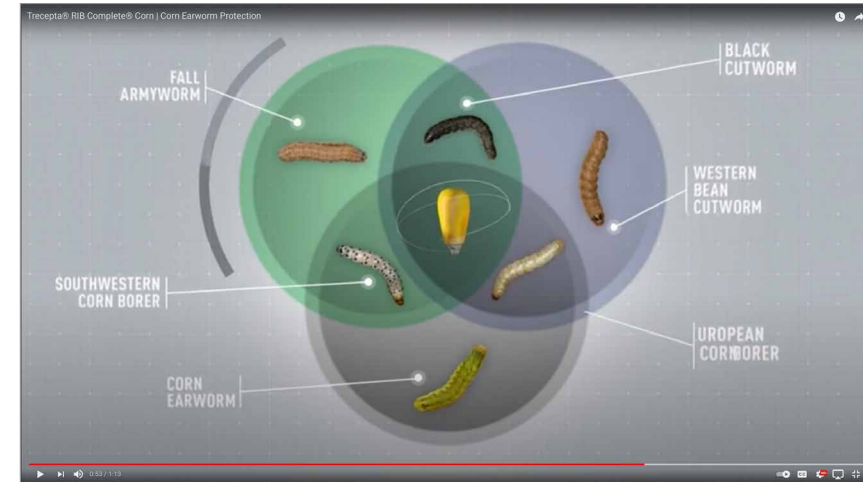


Cleaner Ears

Available Assets:



Trecepta® RIB Complete® Corn Overview | Get Cleaner Ears with Broad-Spectrum Pest Control

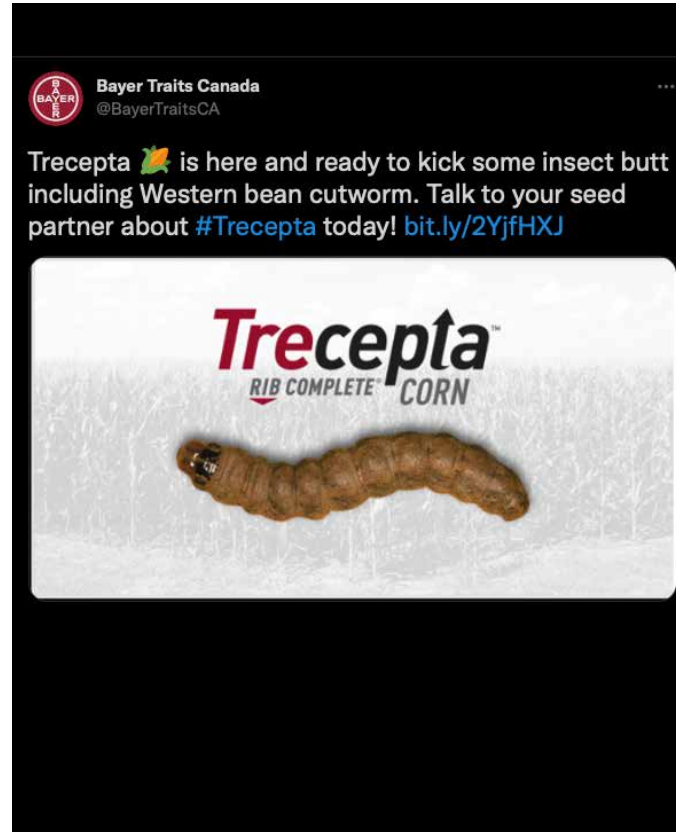
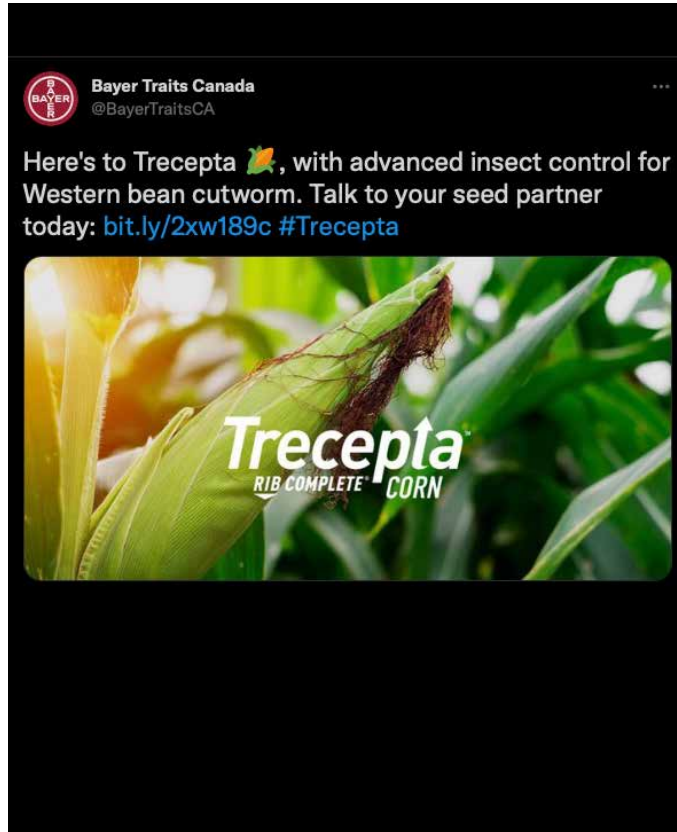


Trecepta® RIB Complete® Corn | Corn Earworm Protection



Examples

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**Engage with
@BayerTraitsCA**



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Engagement

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Hashtags: **#Trecepta**

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 Trecepta® RIB Complete® corn this season and tagging the brand in your comment



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Roundup
Ready²
TECHNOLOGY

QUESTIONS? CONTACT US

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Bayer is a member of Excellence Through Stewardship® (ETS). Bayer products are commercialized in accordance with ETS Product Launch Stewardship Guidance, and in compliance with Bayer's Policy for Commercialization of Biotechnology-Derived Plant Products in Commodity Crops. These products have been approved for import into key export markets with functioning regulatory systems. Any crop or material produced from these products can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Growers should talk to their grain handler or product purchaser to confirm their buying position for these products. Excellence Through Stewardship® is a registered trademark of Excellence Through Stewardship.

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Roundup Ready® 2 Technology contains genes that confer tolerance to glyphosate. Glyphosate will kill crops that are not tolerant to glyphosate. Insect control technology provided by Vip3A is utilized under license from Syngenta Crop Protection AG. Bayer, Bayer Cross, RIB Complete®, Roundup Ready® and Trecepta® are registered trademarks of Bayer Group. Used under license. Agrisure Viptera® is a registered trademark of a Syngenta group company. Used under license. ©2022 Bayer Group. All rights reserved.

