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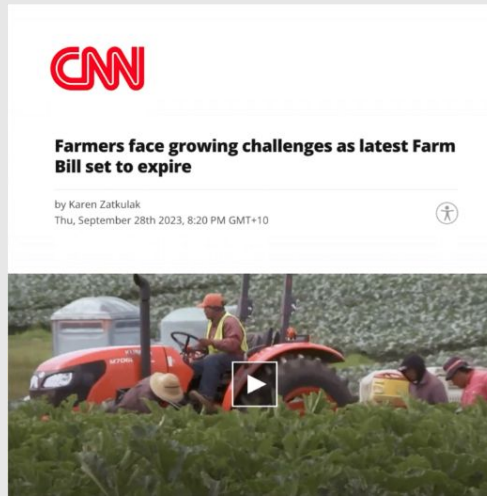
Incredible Beast x NRDC

Submission for:
Hatch Awards 2024



Advocating for Regenerative Agriculture


Incredible Beast Omnimedia and The Natural Resources Defense Council (NRDC) faced the daunting task of promoting regenerative agriculture and advocating for the COVER Act during the Farm Bill negotiations. The goal was to increase the use of cover crops, a practice only utilized on 5% of American cropland, without any paid media support for the initiative.



CNN

Farmers face growing challenges as latest Farm Bill set to expire

by Karen Zatkulak
Thu, September 28th 2023, 8:20 PM GMT+10



REUTERS

Expect farm bill in December, says chair of Senate farm committee

By Leah Douglas



The Economist

The Economist explains

What is America's farm bill, and why does it matter?

It has transformed the agriculture industry and given millions of Americans food security



modern farmer

FARM BILL, POLITICS

The Farm Bill Expired. What Happens Now?



Laughing Our Way to Change

How do you make soil engaging? By giving it a (ruggedly handsome) face and a voice (with a touch of potty humor)! Enter farmer Nick Offerman, buried neck-deep in dirt, humorously portraying soil's plight. The strategy was to use wit and humor to capture attention, educate, and drive people to take action...



Face Plant

Directed by Emmy-winner Morgan Sackett, our "Face Plant" video starred Nick Offerman, a farmer himself, humorously portraying degraded soil. The 60-second spot illustrates the transformation of soil health through cover crops, making a complex subject relatable and engaging for our audience—capturing public interest and educating viewers on regenerative agriculture.



[Watch "Face Plant"](#)

Dirt Cheap Fame with Earned Media

Our campaign launched during Climate Week NYC across social channels generating extensive media coverage and social engagement. This approach effectively amplified the campaign's reach, making it a topic of national conversation and highlighting the importance of sustainable agricultural practice.



MSNBC

MORNING JOE

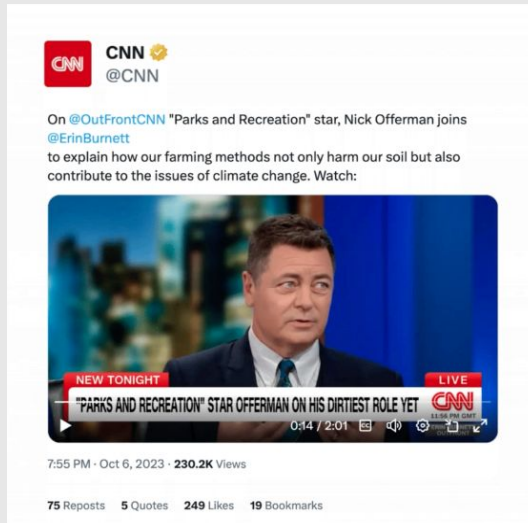
Nick Offerman joins the fight for regenerative farming

SHARE THIS -   



AdAge

NICK OFFERMAN GETS DOWN AND DIRTY IN CAMPAIGN ABOUT COVER CROPS AND CLIMATE-FRIENDLY AGRICULTURE



CNN @CNN

On @OutFrontCNN "Parks and Recreation" star, Nick Offerman joins @ErinBurnett to explain how our farming methods not only harm our soil but also contribute to the issues of climate change. Watch:



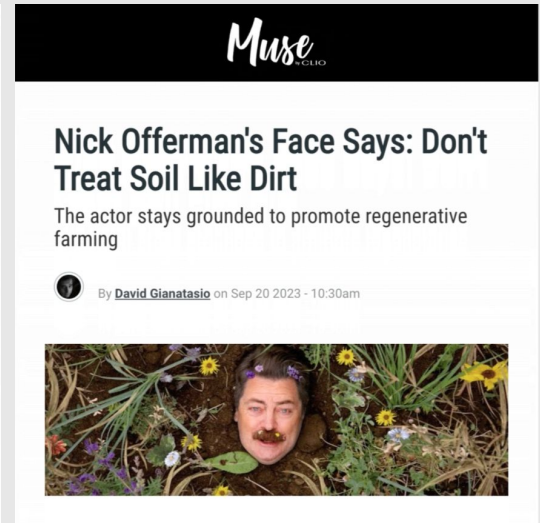
NEW TONIGHT **LIVE**

"PARKS AND RECREATION" STAR OFFERMAN ON HIS DIRTIEST ROLE YET

0:4 / 2:01

7:55 PM · Oct 6, 2023 · 230.2K Views

75 Reposts 5 Quotes 249 Likes 19 Bookmarks




Muse STUDIO

Nick Offerman's Face Says: Don't Treat Soil Like Dirt

The actor stays grounded to promote regenerative farming

By [David Gianatasio](#) on Sep 20 2023 - 10:30am



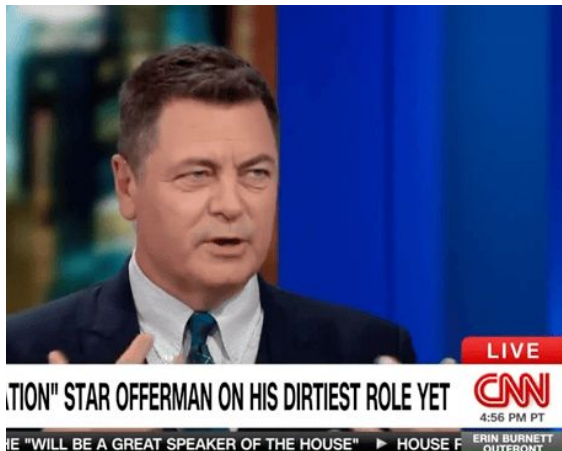
Soil Takes the Spotlight



Morning Joe, MSNBC

Waking up to Regenerative Agriculture: 'Face Plant' reaches nearly a million views on 'Morning Joe', planting seeds of change with a value equivalent to \$134K in advertising.

[Watch Now](#)



Erin Burnett OutFront, CNN

Front and Center on CNN: Over 57K viewers tuned in to watch soil get the star treatment, translating to an ad value of \$46K, all without spending a dime.

[Watch Now](#)



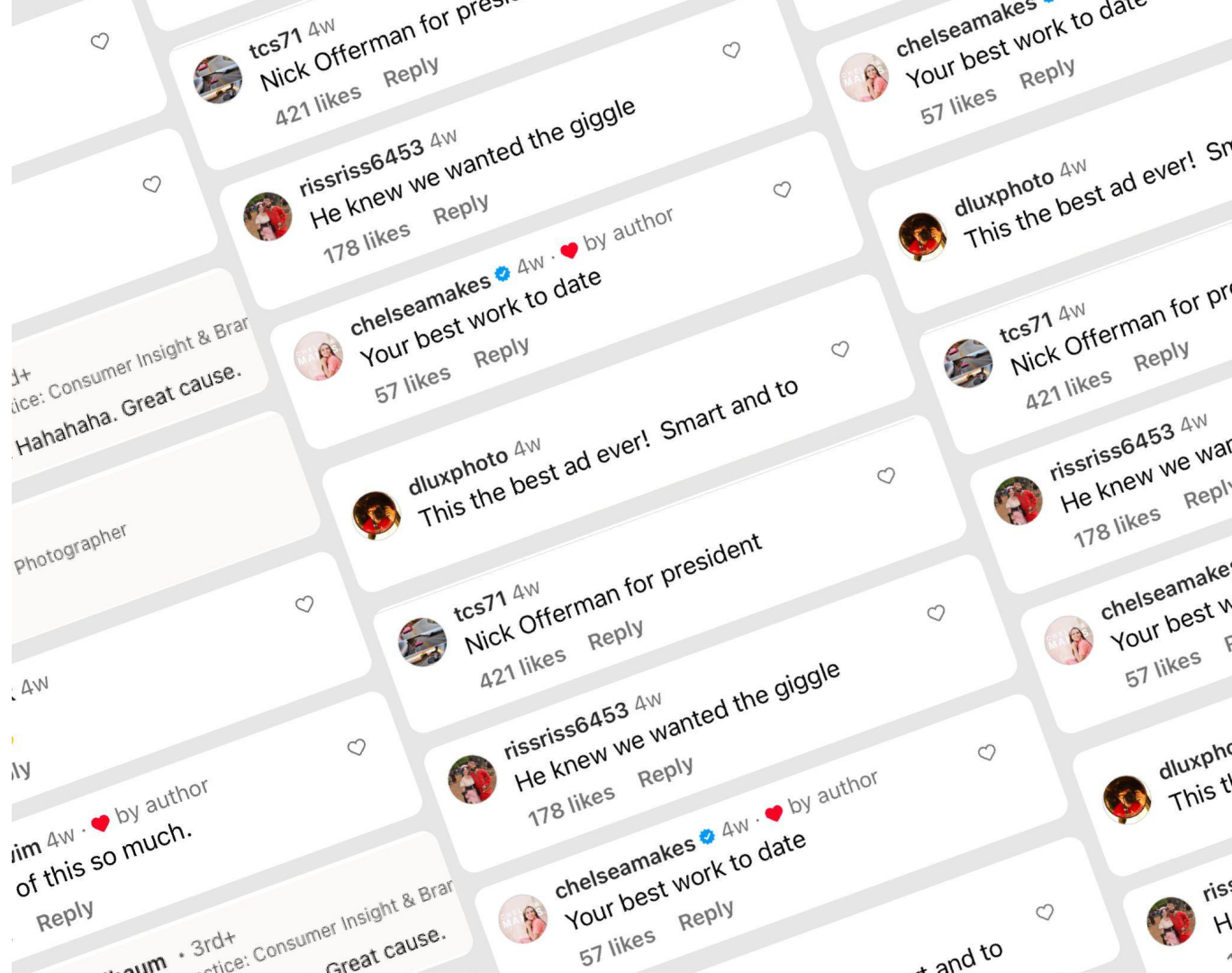
The View

Talk of the Day on 'The View': 'Face Plant' captivates 1.7 million viewers, yielding a massive ad value of nearly \$292K, proving humor and advocacy can share the stage.

[Watch Now](#)

Soil Humor Sprouts Viral Conversations

Nick Offerman's portrayal of talking soil wasn't just a hit—it went viral! The "Face Plant" video tickled the funny bone of the internet, racking up a 3% engagement rate, over 34K interactions, and nearly 1.2 million reel plays. Audiences couldn't resist sharing - with 6.3K+ shares, this campaign not only brought laughter but also sparked a global conversation about regenerative agriculture.



tcs71 4w
Nick Offerman for president
421 likes Reply

chelseamakes
Your best work to date
57 likes Reply

rissriss6453 4w
He knew we wanted the giggle
178 likes Reply

dluxphoto 4w
This the best ad ever! Smart
and to

Practice: Consumer Insight & Brand
Hahahaha. Great cause.

chelseamakes 4w · by author
Your best work to date
57 likes Reply

dluxphoto 4w
This the best ad ever! Smart and to

tcs71 4w
Nick Offerman for president
421 likes Reply

Photographer

rissriss6453 4w
He knew we wanted the giggle
178 likes Reply

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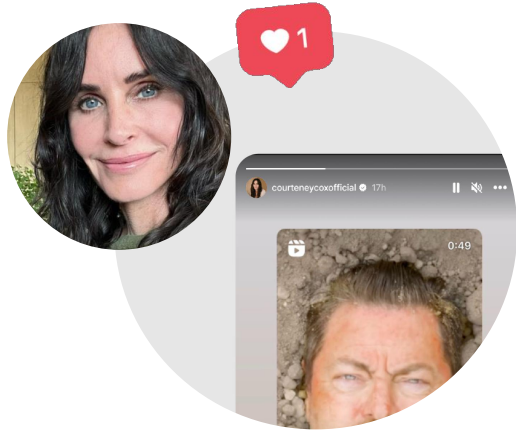
Practice: Consumer Insight & Brand
Great cause.

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H

Stars Reshare Our Earth-Friendly Mission



Courtney Cox
14.9M followers



Bill Weir
Chief Climate Correspondent, CNN



Green Cover Seed
Cover crops and forages

Impact

+203M

Earned PR Impressions

+ 27.7

Social Media likes

+ 2.3M

Earned media value