

# **Mikel Galicia**

## **Brand Marketer & Strategist**

**2021 Portfolio**

# About Me

Mikel Galicia is an agent of change who turns creative and innovative thinking into business success. He's always willing to learn, explore and become a subject matter expert in the task at hand. Mikel's spent his career creating strategy and content for a wide range of industries and markets, including livestock agriculture, education, and journalism with great results.

## Previous Work:



# Allflex Livestock Intelligence

## Brand Management, Rebranding, Internal Creative

**Company Overview:** Allflex Livestock Intelligence is the world's No. 1 Livestock Identification and Monitoring company and plays a crucial role in our food supply chain.

**Situation:** The company was acquired by Merck Animal Health in 2019 and required rebranding to solidify itself as a technology leader in agriculture.

**Solution:** Through a series of omni-channel rebranding campaigns I repositioned its formerly fragmented product lines into a cohesive portfolio of solutions for livestock producers and clearly communicated how it simplifies dozens of management tasks with greater efficiency.

**Biggest wins:** Even as a market leader, Allflex Livestock Intelligence grew by 10% each year since 2019 and saw 7:1 ROI on campaigns with channel partners.



# Allflex Livestock Intelligence

## Connected Markets Campaign - Print



### The Sky is the Limit

Allflex Digital ID tools increase the ease and accuracy of data collection, saving time and money while helping you streamline many breeding, management and milking processes. Connect cows to vital records using our fast, clean Allflex Tissue Sampling Units, our conveniently matched visual and EID tags and our powerful new wand readers. The Allflex Digital ID system helps your dairy march ahead with predictable consistency.

At Allflex® we help you bring it all together.

[www.allflexusa.com](http://www.allflexusa.com)



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### The Sky is the Limit

The future is a connected market. An installed base of Allflex panel readers, handheld devices and paired visual and EID tags is an ecosystem of opportunity for you. Our Digital ID products connect thousands of ranches, feed yards and beef processors. Save time and money in feedlot operations. Gain on opportunities in your supply chains. Deliver data on program cattle. Verify specifications and prove the value of load lots.

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### The Sky is the Limit

The future is a connected market. Allflex Digital ID products make it easy to collect cow herd data for many decisions on your ranch. Plus, an industry-wide installed base of panel readers, wands and EID tags enables digital connection of seedstock and cow-calf production to feed yards and beef processors. This ecosystem helps ranchers validate quality in feeder cattle while gaining insight into finishing performance, grade and yield.

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# Allflex Livestock Intelligence


## Connected Markets Campaign - Digital

The Connected Markets campaign repositioned Allflex' line of products into one cohesive portfolio, increased average order value and presented value to producers who need help in establishing simple, repeatable processes to ease labor shortages and increase profits.

See how Allflex® helps you bring it all together




Livestock Intelligence®



MERCK  
Animal Health

See how Allflex® helps you bring it all together



Livestock Intelligence™

Merck Animal Health Intelligence

See how Allflex® helps you bring it all together.



Livestock Intelligence™



MERCK  
Animal Health



The Sky is the Limit.

See How Allflex helps you bring it all together





Livestock Intelligence™

Merck Animal Health Intelligence



# Allflex Livestock Intelligence

## UTT3S 'Get A Grip' Product Launch

**Product Overview:** The UTT3S Tag Applicator is a re-engineered, premium update to an older model of applicators from Allflex. The new product is much easier to use than previous versions and the market has been demanding an update because of hand fatigue.

**Launch goals:** Generate buzz and awareness of the new product and get it in as many hands as possible so they can feel the difference. For those who can't get ahold of it our marketing will clearly state the ease-of-use and comfort it offers.

**The campaign:** Planned, created and executed the NPI of the UTT3S Tag Applicator 'Get A Grip' campaign. With buy-in from stakeholders, the omni-channel campaign included a teaser box to commercial influencers in the industry to generate buzz about a new product, media buy of cover wraps for top-tier trade publications, press conference at key industry event, activations at trade shows, social media ads and extensive internal communication of the journey.

**Biggest wins:** Major channel partners stocking product based on market demand and organic posts from agricultural social media influencers driving awareness.



# Allflex Livestock Intelligence

## UTT3S 'Get A Grip' Product Launch

SEPTEMBER 2021

**DROVERS**

Drovers.com

Driving the Beef Market



Get a Grip  
on the **New**  
UTT3S Applicator

Smooth. Simple. Safe.



Livestock Intelligence®



Animal Health

■ A Year After The California Wildfires | 16

■ Grasshoppers Ravage The Northwest | 36

■ Cattle Producers Gaining Market Leverage | 40

FARM JOURNAL

**Dairy Herd**

Management

SEPTEMBER 2021

DairyHerd.com



Get a Grip  
on the **New**  
UTT3S Applicator

Smooth. Simple. Safe.



Livestock Intelligence®



Animal Health

Farm Journal's Dairy Farmer's Story  
Page 18

The New Frontier In Pain Management  
Page 22

FARM JOURNAL

Connecting your operation just got easier.  
The UTT3S – Smooth. Simple. Safe.





003 123 456 789

**12345**

**We Help You Bring It All Together**

The future is a connected market. Allflex Digital ID products make it easy to collect cow herd data for many decisions on your ranch. Plus, an industry-wide installed base of panel readers, wands and EID tags enables digital connection of seedstock and cow-calf production to feed yards and beef processors. This ecosystem helps ranchers validate quality in feeder cattle while gaining insight into finishing performance, grade and yield.



Livestock Intelligence®



Animal Health



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Connecting your operation just got easier.  
The UTT3S – Smooth. Simple. Safe.





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**12345**

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Livestock Intelligence®



Animal Health



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# Allflex Livestock Intelligence

## UTT3S 'Get A Grip' Product Launch





### The UTT3S

is a completely re-engineered applicator from Allflex for modern tagging systems and farm labor today.

Uses much less force to squeeze. When applying ear tags, anyone – from young to old, expert to novice – can safely tag animal after animal with less fatigue.

**Smooth.**

The UTT3S ergonomic grip requires low force, resulting in less hand fatigue and easier application of multiple tags.

**Simple.**

Lightweight and robust with one pin for nearly all applications, including Allflex two-piece tags, electronic tags and monitoring tags.

**Safe.**

Designed with reduced pinch points for the user, the UTT3S is also quick and quiet, reducing animal startle reflex.





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### Innovative Design

- Enables faster and quieter application for maximum animal comfort
- A simple pin change enables efficient switching between device types to help you maintain workflow on the farm
- A spare pin is conveniently located in the handle of the applicator, ensuring a pin is easily accessible when needed

### Supported Tags

- Allflex two-piece visual identification tags (VID)
- Allflex two-piece electronic identification tags (EID)
- Allflex monitoring ear tag

\*The UTT3S Applicator does not work with piglet tags, lightweight EID button tags for cattle and swine, AXA tags, or one-piece tags





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### Get a Grip on the Brand-New UTT3S Tag Applicator

**Smooth. Simple. Safe.**

[allflexusa.com](http://allflexusa.com)

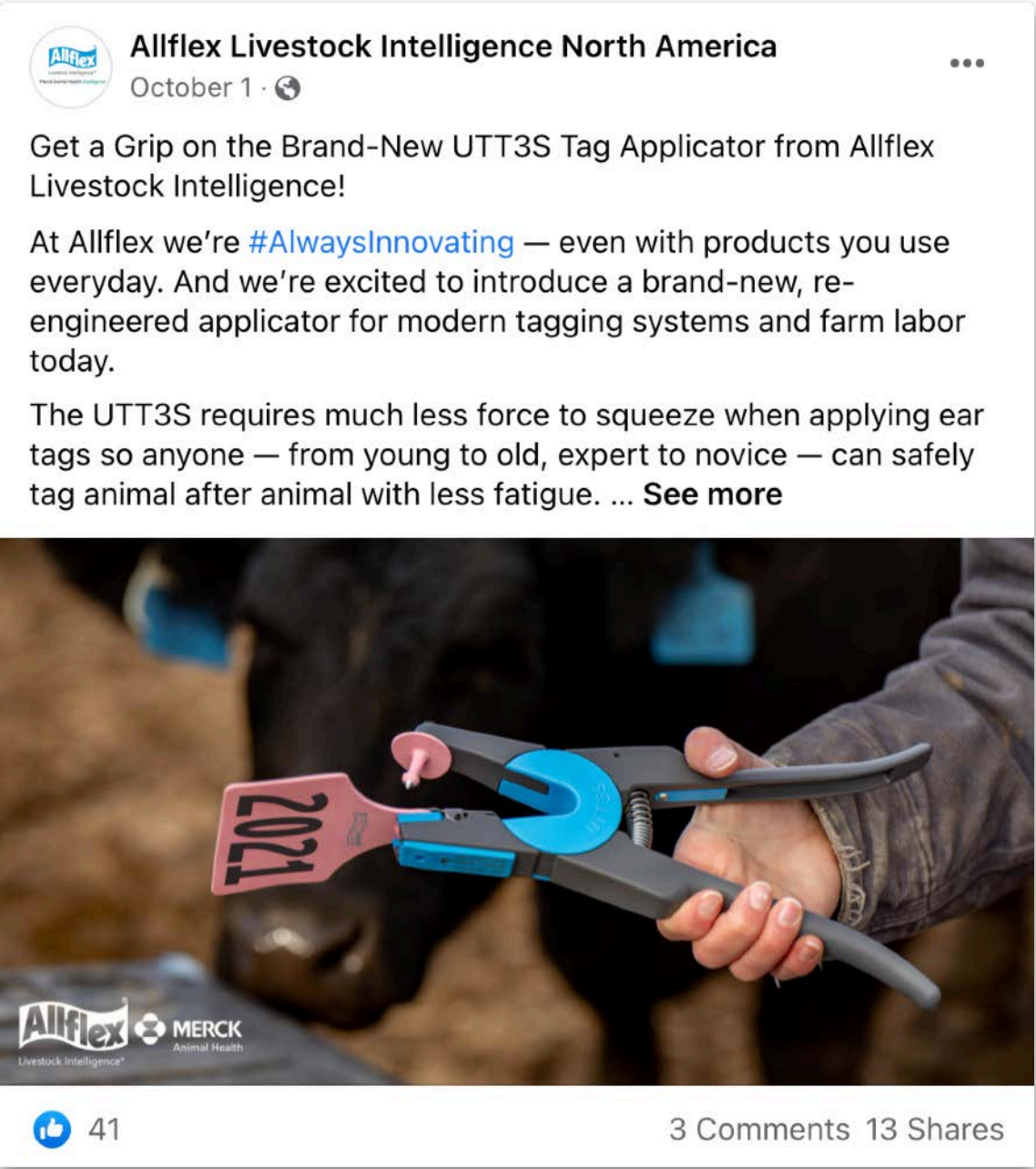




# Allflex Livestock Intelligence

## Social Media Management

Allflex Livestock Intelligence is a premier brand in the agriculture industry but its digital presence was not yet established. By creating a consistent schedule of content that positioned the brand as an advocate of its customers, a thought leader, and an educator our social media presence grew by 400% and our audience began to create user-generated content for the brand.





# Agile Mind

## Website Redesign

**Company Overview:** Agile Mind is a top-rated math publisher struggling to stand out against large, legacy publishers like Pearson and Houghton Mifflin.

**Situation:** Agile Mind needed a new website to generate more qualified leads and efficiently show educators their evidence-based blended learning model was a paradigm shift.

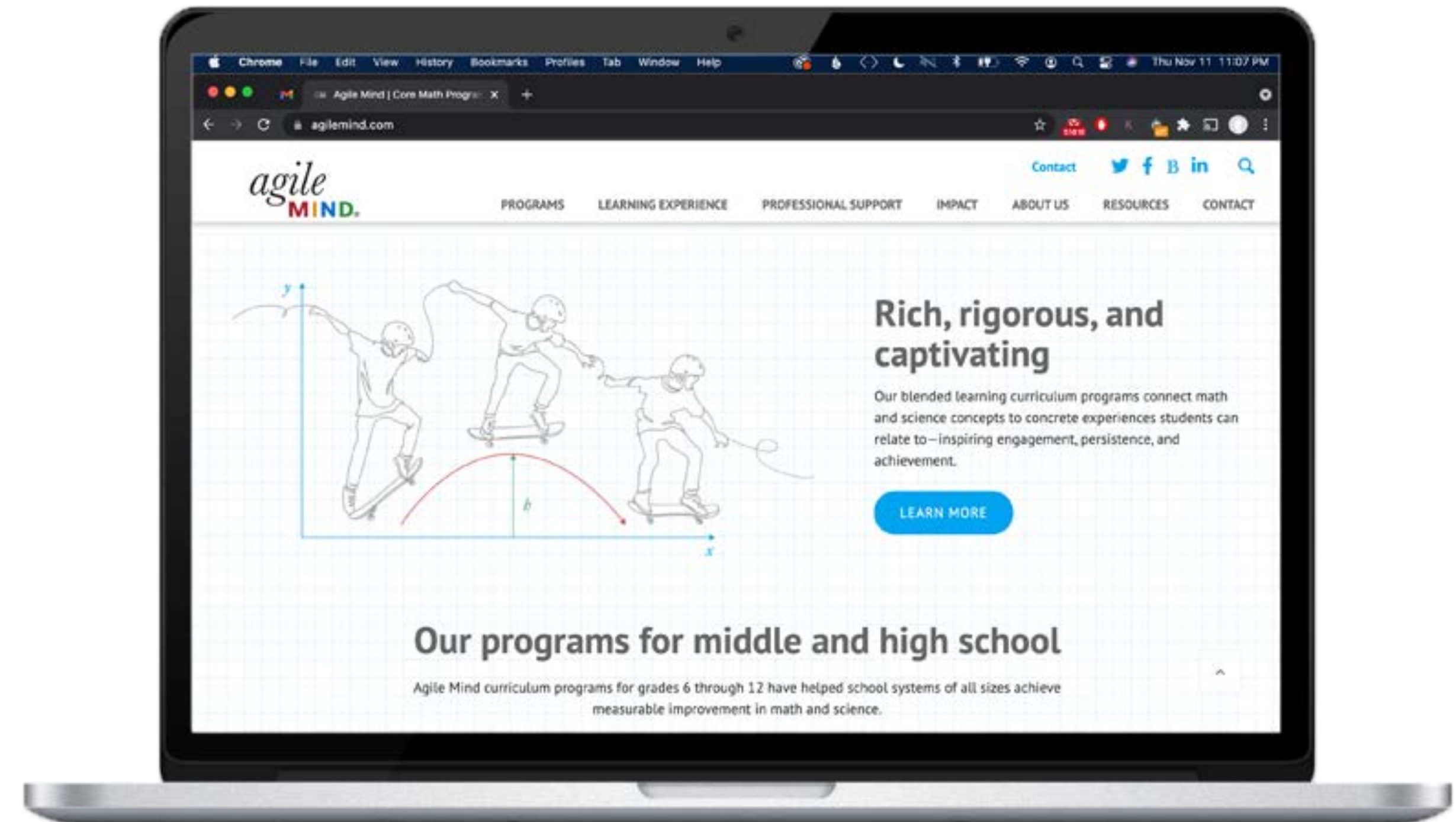
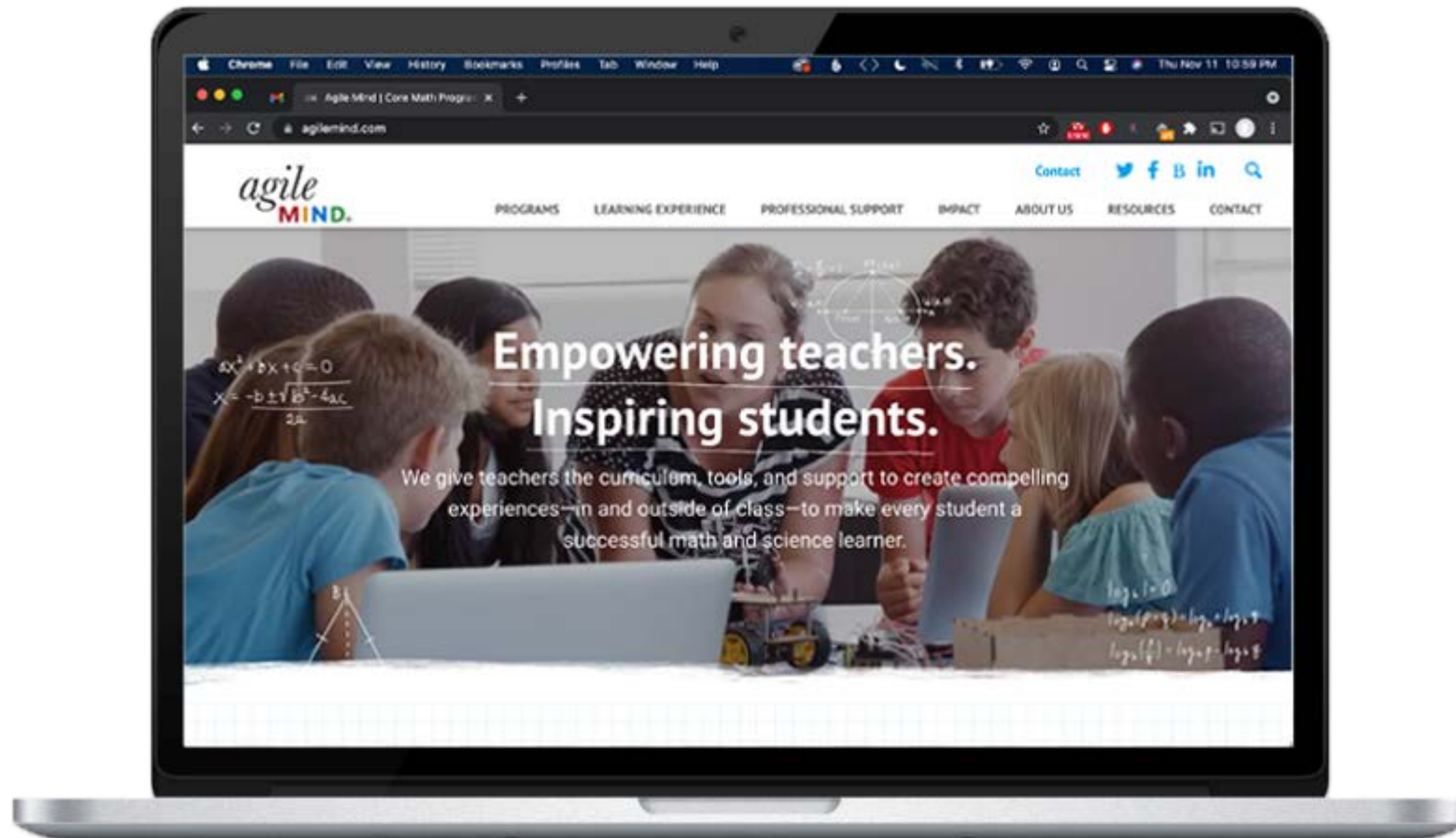
**Solution:** We overhauled the design of the website, rewrote the copy, and incorporated greater show vs. tell elements.

**Biggest Win:** Increased qualified leads by 200%



# Agile Mind

## Website Redesign





# Photography Portfolio





# Contact

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