

incredible!

American Egg Board

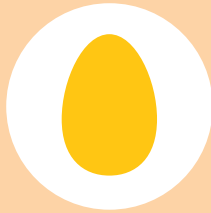
# From Farm to Table, Educating Students About Eggs

## The Challenge

The mission of the American Egg Board (AEB) is to connect America's egg farmers with consumers and to carry out proactive programs to increase demand for eggs and egg products through research, education, and promotion. The AEB wanted to further students' knowledge of eggs, egg farmers, and egg farms by providing practical, ready-to-use materials for preschool and grades K-9.



Needed materials to educate students about eggs and egg farming



Sought alternatives to further students' knowledge and to provide scientific explorations using eggs



Lacked educational materials specific to preschoolers and older children

## The Solution

TECMG developed an integrated solution using custom content and advertising to help inform teachers about program details. We created a collection of new and engaging egg-themed resources, and teachers were provided with an opportunity to win cash and valuable egg-themed prizes and to download the materials on an egg-themed microsite.



For grades K-9, created grade-specific materials aligned with standards, as well as scientific explorations



Created a preschool-specific unit that incorporated popular activities



Developed content for AEB's website for further engagement by teachers, students, and parents



Secured placement inside classrooms nationwide with the distribution of a poster through our *Learning* magazine

## The Results

The new grade-specific materials were well received by teachers and students throughout the country, with more than 6,570 teachers opting to receive further communications from AEB.



**27,361** teachers visited the microsite page



**16,106** downloads of content



**8,532** teachers entered the contest, and **6,788** shared the contest



**75,000** classrooms received the posters, reaching more than 1.8 million students