

CASE STUDY



RIMAI Agribusiness School

A brand system, the copywriting and user experience design of a 277-page learning platform, fifteen live web applications, a 36-day social media strategy and a display advertising campaign, built as one agribusiness school for five markets.

12

colour tokens
BRAND SYSTEM

277

pages written
COPYWRITING

13

modules, one route
USER EXPERIENCE DESIGN

15

live tools
WEB APPLICATIONS

36

days of posts
SOCIAL MEDIA STRATEGY

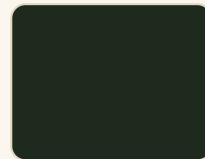
12

animated banners
DISPLAY ADVERTISING



01 - BRAND SYSTEM

A Field, a Sun and a Ledger.



Ink
#1F2A1F



Field Green
#2E5A35



Deep Leaf
#4F7F45



Leaf
#7FA35A



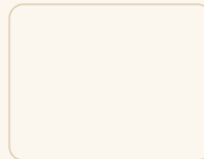
Ochre
#C27A2C



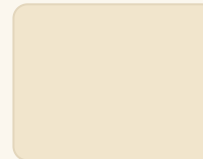
Maize
#E6B33A



Soil
#8A5A35



Paper
#FBF7EE



Sky
#F1E5CC



Clay
#D9C3A0



Rule
#E3D6BC



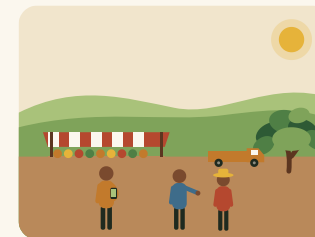
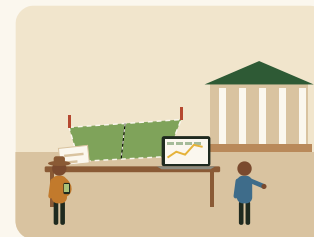
Muted
#5E6457

Fraunces

Display. Headlines with the weight of a printed almanac.

IBM Plex Sans

Body. Keeps every figure exact and every lesson easy to read on a phone in the sun.



02 - COPYWRITING

Words That Count Like a Banker.

The copy makes one argument on every page: land is capital, and an owner who knows where the money sits on it runs a serious business. It names what the school makes, a Certified RIMAI Agribusiness Professional, and what it costs, one RIMAI code at US\$18.

The voice is plain, commercial and respectful of an owner's time. It gives the money-making answer first, names the buyer, the cost and the return, and never talks down to the reader.

HEADLINE - HOME HERO

**Think Like a Farmer.
Count Like a Banker.**

HEADLINE - UNLOCK THE SCHOOL

**One Code
Opens the
Whole
School.**

BODY - HOME LEAD

A 13-day business school for people who hold land and want it to make money, without first becoming agronomists. Read the first lesson of any module now, then open the whole school with one RIMAI code and finish as a Certified RIMAI Agribusiness Professional, with a costed plan for your own land.

INTERFACE - CALCULATORS

Pick a calculator, type over the example figures and read the answer as you type. Nothing you enter leaves this device.

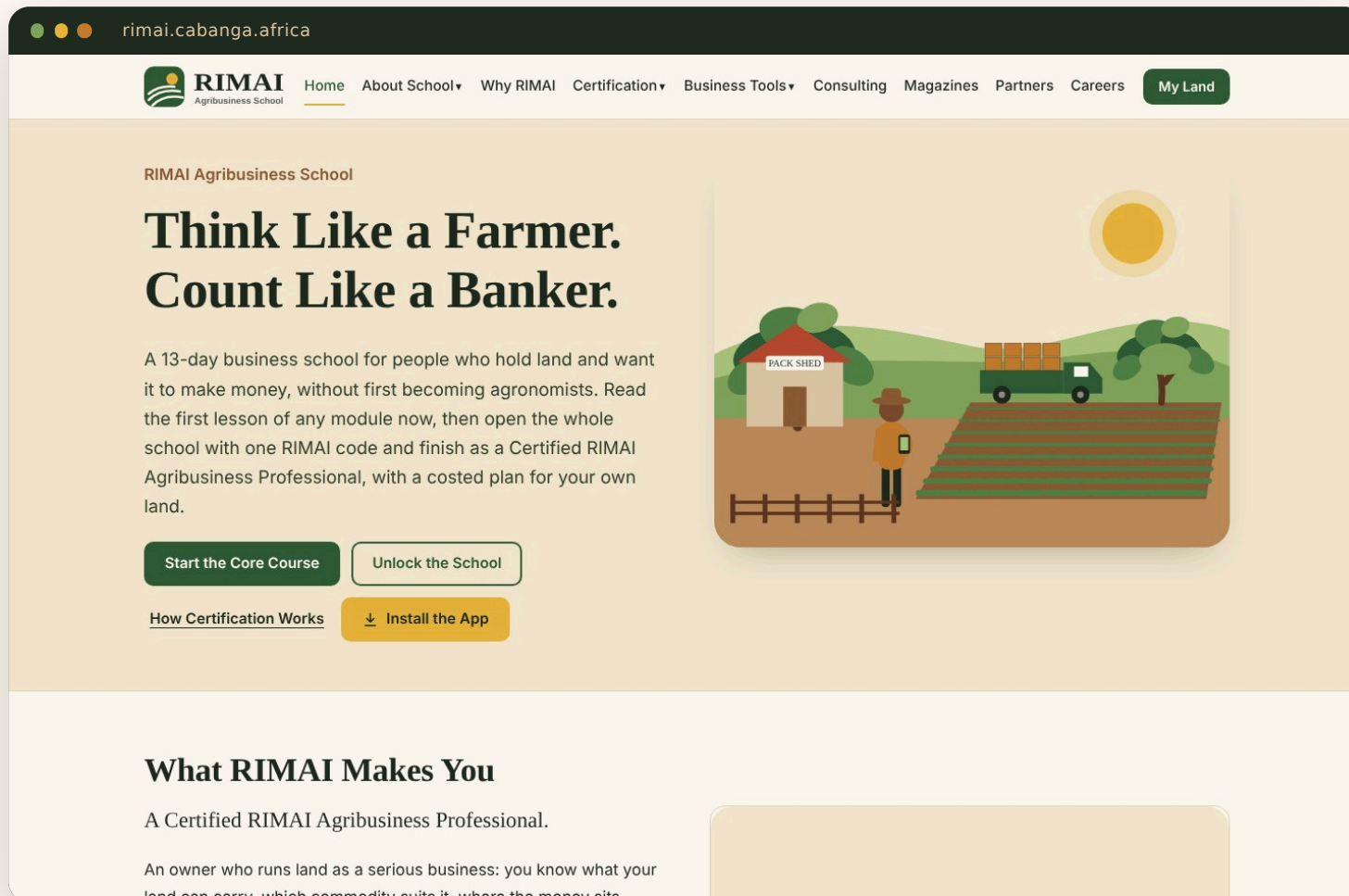
REASSURANCE - MY LAND

Saved on this device only.
Nothing is sent anywhere.

CALL TO ACTION - HOME

**Start the Core
Course**

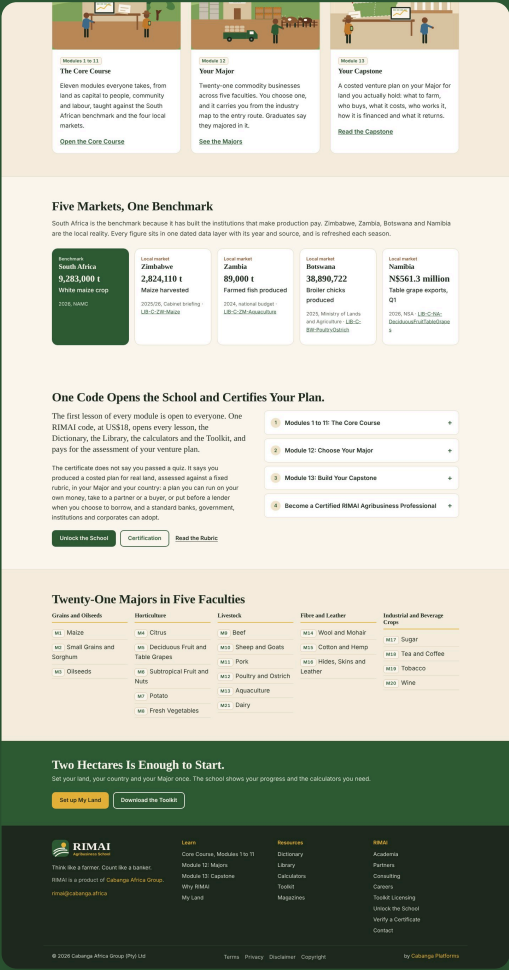
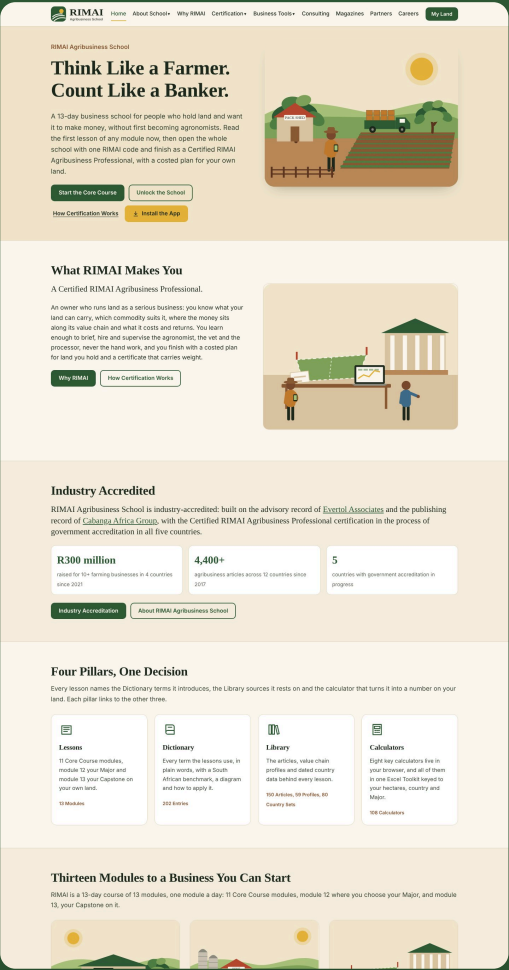
One Route from Land to Certificate.



Built for a Phone, Thirteen Days and a Plot.

A visitor lands on the promise, meets what the school makes of them and the record it stands on, then the four pillars: Lessons, Dictionary, Library and Calculators. The course runs as one route of thirteen modules, one a day: eleven Core Course modules, module 12 where the student chooses one of twenty-one Majors, and module 13, the Capstone on their own land.

The first lesson of every module opens for everyone, and one RIMAI code opens the rest on up to two devices. Every lesson remembers where the reader stopped, every accordion and form opens only when asked, and the whole school installs as an app and keeps working offline.



04 - WEB APPLICATIONS

Tools That Work the Answer Out.

These are working applications, not information pages. An owner types in a code or their own figures, the application works the result out, and they leave with an open school, a number they can take to a bank or a reading on themselves.



Unlock the School

One Code Opens the Whole School.

Takes a RIMAI code, the holder's name and email, sends a six-digit confirmation to that email and opens every lesson, the Dictionary, the Library and the calculators on up to two devices.



Live Calculators

Farm Numbers, Worked Out on the Spot.

Eight farm calculators, from break-even to the farm-gate price, answer as the owner types and show the result in six currencies.



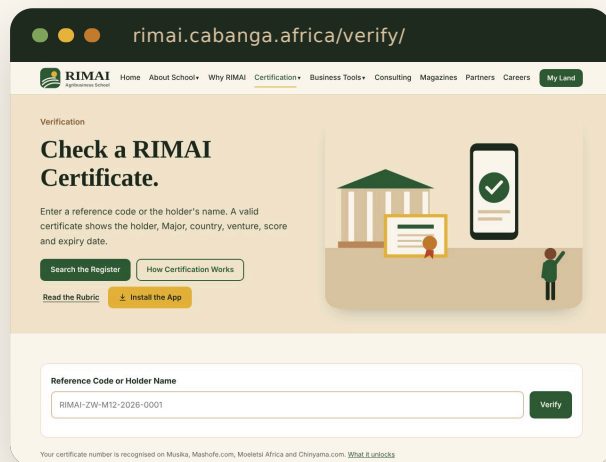
My Land

My Land: Set It Once, Follow It Through.

Records the land, the country and the Major, tracks progress through the modules and lists the calculators that Major needs.

Answers a Lender Can Check.

The certificate is earned and checked on the same platform. The owner submits a plan for assessment, a lender confirms the result by reference code, and the people instruments inside module 11 return a reading on the spot.



Certificate Verification

Check a RIMAI Certificate.

A lender types a reference code or a holder name and the register confirms the holder, Major, country, venture, score and expiry.



Plan Submission

Submit Your Plan for Assessment.

Sends the finished Capstone workbook and RIMAI code for assessment against the fixed rubric, routing to the right country line on WhatsApp if the upload fails.



FBI Virus Audit

How far has this gone, and which parts of your life has it reached?

One of three Kufunga Foundation instruments inside module 11. The owner answers, the audit works out a reading across five areas of life, and returns it on the spot.

Every Owner Sees Their Own Business Named.

A 36-day launch run with four advertising images, in feed and vertical formats, speaks first to land owners across the five markets, then to the sales agents who carry the school to them, and to families, lenders and universities. It sweeps across all twenty-one Majors so a maize grower, a cattle owner and a dairy farmer each meet their own business, and every post sends the reader to that business's own page on the school, with the follow line for the RIMAI Facebook page.



05 - SOCIAL MEDIA STRATEGY

Published as Written.



DAY 10 - THE MAIZE MAJOR

You plant maize every year. Do you know what it pays?

The Maize Major shows you who sets the price, who buys and where the money is made after the farm gate.

Then you plan your own field with your own numbers.

Know your buyer and your price before you buy seed.

Start at <https://rimai.cabanga.africa/majors/m1/>

Follow us at <https://www.facebook.com/RimaiAgriSchool>

#RIMAI #ThinkLikeAFarmer
#Maize #FarmBusiness
#KnowYourPrice
#SouthAfrica #Zimbabwe
#Zambia #Botswana
#Namibia



DAY 18 - THE BEEF MAJOR

Know every cut on the animal before you sell it.

The Beef Major maps the whole carcass and shows you which cuts earn the most.

You will never sell blind again.

Brisket, fillet, rump and shin do not earn the same. Know the difference before you sell.

Start at <https://rimai.cabanga.africa/majors/m9/>

Follow us at <https://www.facebook.com/RimaiAgriSchool>

#RIMAI #ThinkLikeAFarmer
#Beef #Cattle
#KnowYourCuts
#SouthAfrica #Zimbabwe
#Zambia #Botswana
#Namibia



DAY 31 - YOUR PLAN

Finish with a plan for your own land.

What to farm, who buys it, what it costs and what it returns.

A plan a lender can read.

The plan is checked against a fixed test, so a lender can trust what it reads.

See how at <https://rimai.cabanga.africa/capstone/>

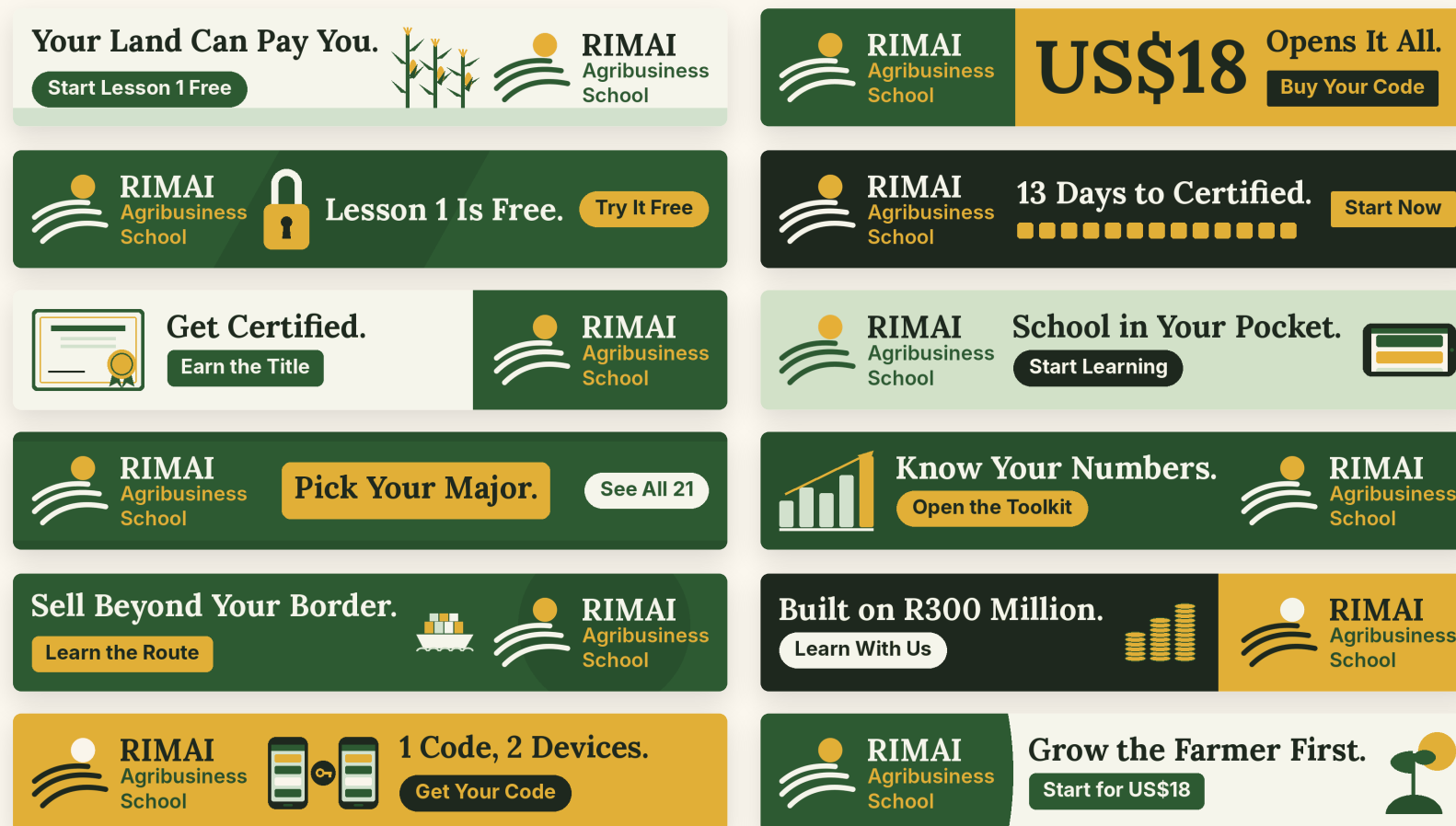
Follow us at <https://www.facebook.com/RimaiAgriSchool>

#RIMAI #ThinkLikeAFarmer
#FarmPlan #FarmFinance
#LandOwners
#SouthAfrica #Zimbabwe
#Zambia #Botswana
#Namibia

06 - DISPLAY ADVERTISING

One Story, Told Twelve Ways.

A display advertising campaign of twelve animated 1500 x 250 banners for the Cabanga AdServe network, running below the article image and at the end of every article. Each tells the same story, get land owners onto the school and paying for their US\$18 code, with its own scene, layout and motion, and each comes to rest on the logo, the headline and the button, legible at phone size.



RIMAI AGRIBUSINESS SCHOOL

Think Like a Farmer. Count Like a Banker.

Brand system, copywriting, user experience design, web applications, social media strategy and display advertising for RIMAI Agribusiness School.

rimai.cabanga.africa

