TUDDER FOR COWS'

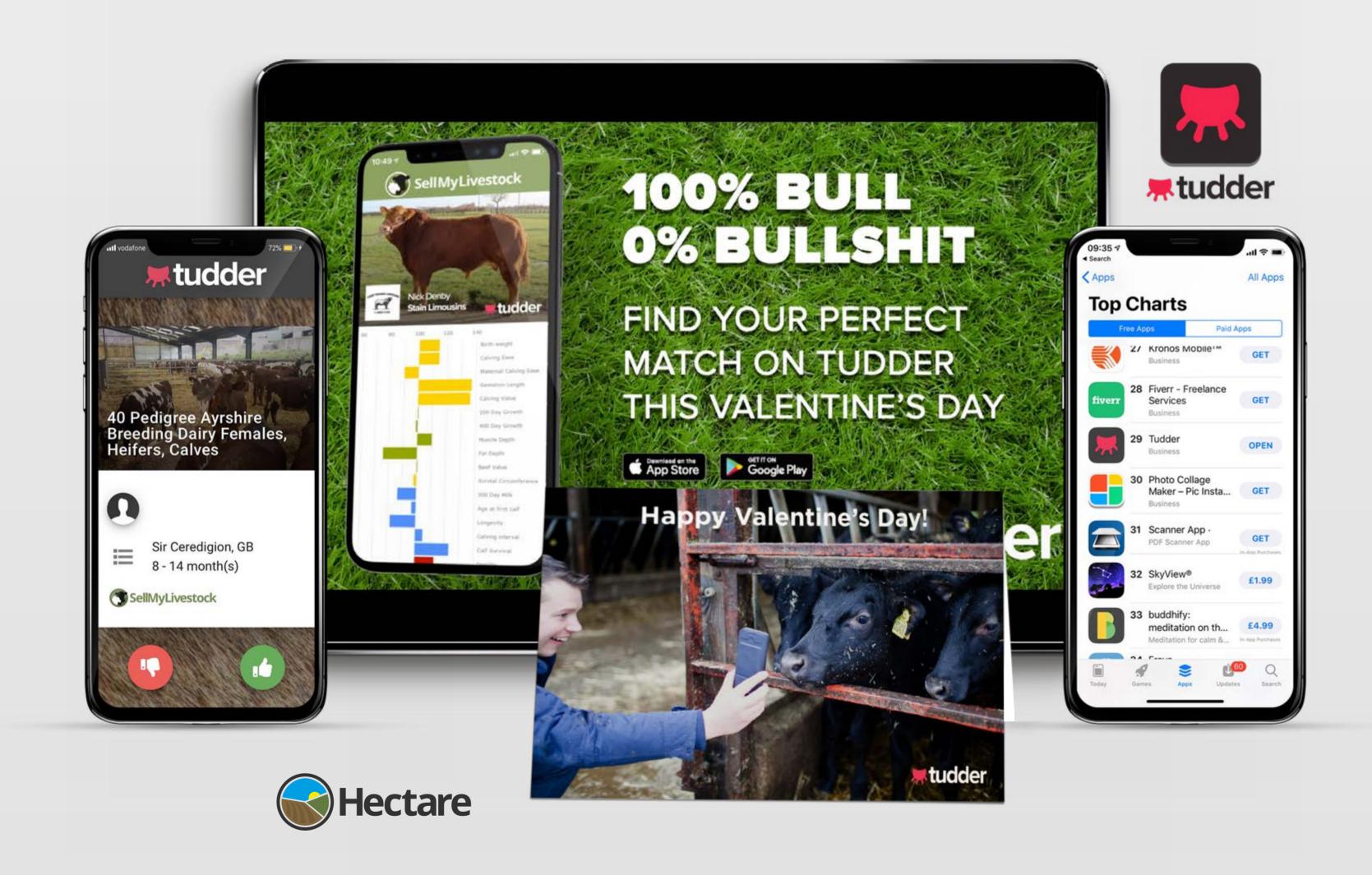
C THE BRAND TO SALES™ AGENCY

'We were overwhelmed by the results of the Tudder campaign.

The incredible media coverage led to an unprecedented increase in new registrations to the SellMyLivestock platform, and put us at the centre of the agritech conversation with both media and investors.

'The campaign has also opened doors for us in strategic locations, such as the US and continental Europe, which we're continuing to explore and expand on now.'

Doug Bairner, CEO Hectare



Category name:

Category number(s):

Contact:

Campaign name:

Brand:

Agency:



TUDDER

'TINDER FOR COWS'

Tudder allows farmers to find breeding has been launches to help farmers perfectly match for their livestock. The app is called matches for their cattle, and it may just be better than Tinder "Tudder" & farmers can swipe right if they like the look of a beast @petebarronBarron goes with - SOMETHING IN THE WAY SHE MOOS in SellMyLivestock traffic during the coverage With a shudder from @BBCSimonMcCoy, I milked the news about 'Tudder' Tinder for cows on #afternoonlive @BBCNews. Amid our reports Tudder: the Tinder for cattle helping cows about economic growth meet their ideal bull prospects and trade wars, the @sellmylivestock story was a 6,776 views Swiped right on tudder and sprained an **Tudder** ranked among top 10 business

in new user registrations

compared to previous

six-month average

When searching for a significant udder, cows can now swipe right on a dating app for

New Tinder-style app

@BBCStreeter

INQUISITR

There's Now A Tinder

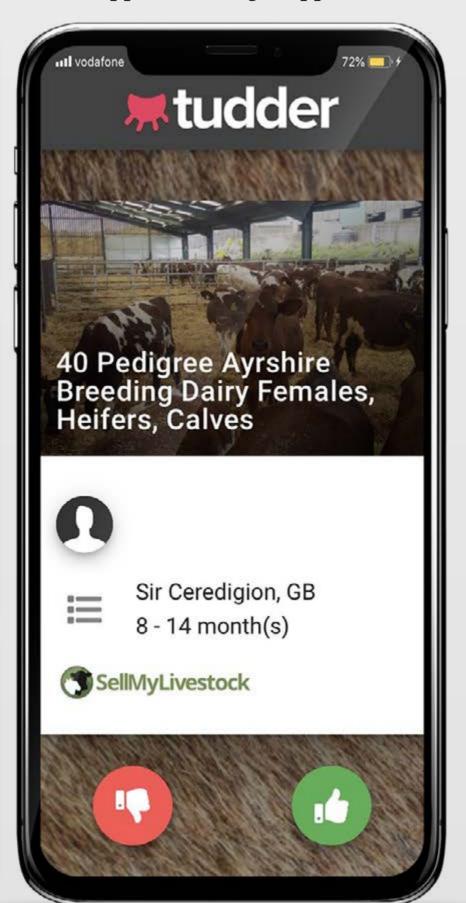
'Dating' App For Cows

Called Tudder

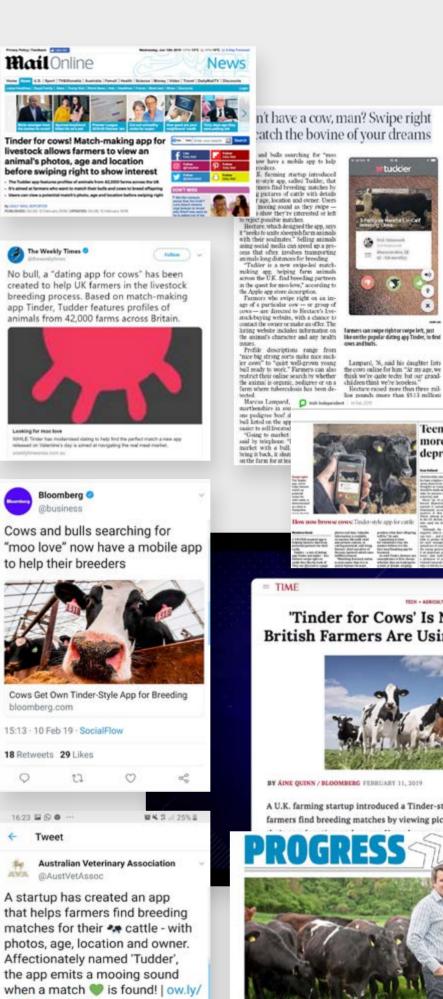
Founder *@dougbairner explains why

downloads across

Apple and Google App stores



#tudder



1.3 BILLION print media reach

THE BRAND TO SALES™ AGENCY

Bloomberg is Get Own Tinder-Style for Breeding nore likely to suffer from

'Tinder for Cows' Is Now a Thing, and British Farmers Are Using it to Breed Cattle

App aims to match cows with bulls Cows and bulls searching for "moo love" now have a mobile app to help their breeders. A U.K. farming startup introduced a Tinder-style app, called Tudder, that lets farmers find breeding matches by viewing pictures of cattle with details of their age, location and owner A U.K. farming startup introduced a Tinder-style app, called Tudder, that lets farmers find breeding matches by viewing pictures of cattle with details of

global broadcast segments

global print media mentions

Category name:

Category number(s):

apps during

launch week

Contact:

Campaign name:

Brand:

Agency:

