***For Immediate Release***

**AGCO Africa Contact**   
Robert Keir  
Brand Marketing Communications Specialist, Africa  
Email: [Robert.Keir@agcocorp.com](mailto:Robert.Keir@agcocorp.com)

+27 82 349 7441

**Digital Union brings MF Master Mechanic reality challenge to thrilling life**

**World-first show filmed over three days in Kestell in the Free State**

**Johannesburg, South Africa, 30 November 2021:** When AGCO Africa came up with the idea for the Massey Ferguson Master Mechanic reality challenge, it turned to award-winning multidisciplinary production, VFX and animation company Digital Union to bring the web series to life. “We were more than happy to submit our credentials and creative treatment, as we have a lot of experience producing branded content,” comments **Jonathan Done**, Creative Director and Co-Owner of Digital Union.

Over the years, the company has worked with the likes of Tsogo Sun, Samsung, Nike, Budweiser, J&B and Viacom, to name a few. It has won Gold and Silver Promax awards for Best Integrated Campaigns for its branded content for Nike and J&B Met. Jonathan worked closely with **Larney de Swardt**, Show Producer from Black Gosling, and **Julian Sun**, Show Director from Digital Union, to finetune the creative and logistical plan to produce the web series.

Black Gosling is a production partner that Digital Union collaborates with on larger productions, while Eventech supplied the staging and lighting for the set and staging design. “They did a fantastic job of bringing the show to life,” adds Jonathan.

The series was filmed over three days in the small town of Kestell near Bethlehem in the Free State. The town’s remoteness posed some logistical challenges to accommodate a production crew of 15 people, but Larney and her team had a plan in place and it all went smoothly in the end.

“After some very long days and nights shooting, we were delighted with the captured material. This was followed by the post-production process and the ultimate successful release of the series,” highlights a relieved Jonathan.

The world-first MF Master Mechanic reality challenge premiered on YouTube and Facebook at on 3 November 2021, with three episodes in total. Six participants in three teams competed for the R100 000 grand prize. The winning team was determined by a well-known television personality as the show host, in conjunction with two AGCO Africa specialist judges, who scored the teams on the criteria of technical ability, MF product knowledge and teamwork.

“Overall, we have to thank the team at AGCO Africa for its forward-thinking approach to creating this format. Compelling branded content has always shown itself to be of considerable value to brand perception. A branded format like this offers the audience and market an engaging series that is genuinely entertaining to watch. Importantly, it also rewards the MF mechanics for their service to the brand and farming industry,” stresses Jonathan.

“With the MF Master Mechanic reality challenge,we hoped to create an experience that provides value to our customers. MF has always been about the innovation of new concepts to make it easier for the farmer. The farmer is at the centre of everything we do, and we want to continue contributing to this space in a manner that benefits farmers most,” concludes **Lionel Coetzee**, Head of Marketing, AGCO Africa.

View the MF Master Mechanic reality challenge on the links below:

**YouTube:**

<https://www.youtube.com/MFMasterMechanic>

**Facebook:**

<https://www.facebook.com/MFMasterMechanic>

<https://www.facebook.com/MasseyFergusonSA>

**Instagram:**

<https://www.instagram.com/mfmechanic/>

**Website:**

[www.masseyferguson.co.za](http://www.masseyferguson.co.za)

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**Notes to the Editor**  
To download hi-res images for this release, please visit <http://media.ngage.co.za> and click the Massey Ferguson link to view the company’s press office.

**About Massey Ferguson**

Massey Ferguson has built up 175 years of global experience in manufacturing for the agricultural industry. It produces a full line of both high and low horsepower tractors, and has factories in China, Brazil, India, Europe and North America. Massey Ferguson also has a wide range of implements and combine harvesters. It has an extensive and established dealer network in South Africa and an extensive distributor network in Africa.

**About AGCO**

AGCO (NYSE:AGCO) is a global leader in the design, manufacture and distribution of agricultural machinery and precision technology. AGCO delivers customer value through its differentiated brand portfolio including core brands like Challenger®, Fendt®, GSI®, Massey Ferguson® and Valtra®. Powered by Fuse® smart farming solutions, AGCO’s full line of equipment and services helps farmers sustainably feed our world. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of $9.1 billion in 2020. For more information, visit [www.AGCOcorp.com](http://www.AGCOcorp.com).

For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.

**About Digital Union**

We are a collective of innovators and pioneers.

Our single-minded mission of always pushing the envelope is what burns at the core of this union.

Our talent pool includes highly experienced producers, directors, writers, designers, editors and animators.

We are creative media specialists focused on design and animation solutions for television broadcast.

Website: [www.digitalunion.tv](http://www.digitalunion.tv)

Email: [jono@digitalunion.tv](mailto:jono@digitalunion.tv)

**Media Contact**  
Nomvelo Buthelezi

PR Accounts Manager  
NGAGE Public Relations   
Phone: (011) 867-7763  
Fax: 086 512 3352  
Cell: 083 4088 911  
Email: [nomvelo@ngage.co.za](file://C:\AppData\Local\AppData\Local\Microsoft\Windows\INetCache\Lesley\AppData\Local\Microsoft\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\AppData\Local\Microsoft\Windows\INetCache\AppData\Local\Microsoft\Windows\INetCache\nelk\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\AppData\Local\Microsoft\AppData\Local\Lesley\AppData\Local\Microsoft\AppData\Local\Microsoft\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\AppData\Local\Karabo\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\Z8I5POLT\nomvelo@ngage.co.za)   
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