Advertisement Brief:

The purpose of this advertisement is to draw potential customers to our business. We are a company that supplies livestock farms with equipment and chemicals to clean their barns and equipment to prevent disease and increase the longevity of their equipment. This ad is for a newspaper published at a very large farm show and will have exposure to 40,000+ viewers.

**Company Name:** The RSS Group International, Inc.

**Contact Information:** 380 Schley Street West

Vesta, MN 56292

800.221.1972

www.rssgroup.us

sales@rssgroup.us

**What are we looking for?** Our company prides itself on its professionalism and dedication to serving the customer above and beyond what they expect. Our advertisements are expected to show our professionalism. We expect our designers to come up with an advertisement that catches the viewer’s eye with the use of different shapes, lines that designate motion and different colors. The main colors that we prefer are shades of red, gray, black, and white. That being said, we are definitely open to the designers’ interpretation of our style and will consider any design.

Our primary customer base is the agricultural professional, aged anywhere from 30 to 60, and primarily male.

The advertisement should promote a feeling of confidence and security in choosing our company as their supplier and partner.

**ADVERTISEMENT TEXT:**

The RSS Group has been serving farmers in southwestern Minnesota and northern Iowa for over 20 years. We are your local experts in all things pressure washing. As an authorized Aaladin dealer and service center, we can pair you up with the industry’s leading technology and highest quality equipment to maximize your cleaning efficiency and minimize your time investment.

Whether your focus is in the pork, beef, poultry, or grain markets, our goal as a company is to be your partner. We supply the cleaning equipment, chemicals and, most importantly, the expertise to make sure that you get the best cleaning performance for your investment.

Come visit us at Farmfest 2015 at the Aaladin booth! If you can’t make it, give us a call - we will be glad to hear from you.

**TEXT TO BE INCLUDED IN “GHOST” LETTERING (IN THE SIDEBAR OR IN THE BACKGROUND, WORDS DON’T NEED TO BE IN ANY PARTICULAR ORDER.)**

* Bio-Security
* Barn Maintenance
* Animal Health
* Time Savings
* Quality
* Service
* Care
* Savings
* Industry Leader
* Innovation
* Professional
* Fleet Maintenance

Each of these words can be used as many or as few times as you see fit.

If you have any questions, please do not hesitate to contact me at [sheldonz@rssgroup.us](mailto:sheldonz@rssgroup.us) or through DesignCrowd.