**THE BRIEF.**

* Design an advertisement to appear within a supplier catalogue.
* The size of the add is 200W x 253.5D
* The add is for Ryco Air Filters. Ryco make air filters for vehicles.
* Refer to <https://www.rycofilters.com.au/> to see info on Ryco brand and to identify key brand colours.
* Ryco are running a competition giving away a Volkwagon Polo Car.
* There are two cars to be won
* The ad needs to appeal primarily to Men who work in a car workshop.
* Its to leverage of the Ryco Red colour and be impactful
* The add is show the Car as the hero picture and contain all below copy excluding points highlighted in yellow which are for design direction only.
* Note that 2 x images of the car are attached. These are the only two images we can find of the **2021 Volkswagen Polo 70TSI Trendline (Pure White) 7 speed DSG**. Use pic which has the best resolution OR feel free to try and find a better image online but ensure any other image is the correct car specification.
* Also a few different variations of the Ryco logo attached. Use the one which best suits your design
* Create two options of the same design. One using the headline ‘Rev up with Ryco’ and one without.

**REV UP WITH RYCO**

**WIN**

**A VOLKSWAGON POLO**

**2 TO BE WON!**

< SHOW ‘2 TO BE WON’ AS A STARBURST OR SIMILAR STANDOUT NEAR HEADLINE>

<SHOW BIG PIC OF CAR>

**Simply spend $300 or more on any participating Ryco Filter**

**to suit European vehicle applications for your chance to WIN!**

**PLUS**

**Receive one entry additional entry for every $50 spent over $300**

**<SHOW RYCO LOGO>**

Entry open to Australian residents aged 18 years or over who are existing Repco Trade customer’s only (resellers excluded). Starts 8am AEDST 01/02/21 & ends 17.30pm AEDST 31/03/21. Major Prize Draw: Prime Accounting & Consulting, 5/109 Whitehorse Road, Blackburn, Vic 3130 at 3:00PM AEST on 14/04/21. Winners published on 16/04/21 at [www.winwithryco.com](http://www.winwithryco.com). Major Prize: (2 to be won). A Volkswagen Polo 70TSI Trendline (Pure White) 7 speed DSG valued at $22,980AUD inc GST. Includes 1-year registration, stamp duty and dealer delivery charges. Insurance, options, petrol and all other ancillary costs are the responsibility of the winner. Total Prize Pool value is $45,980AUD. Promoter: RYCO GROUP PTY LIMITED

(ABN 13 004 237 727), 29 Taras Avenue, Altona North VIC 3025 Australia. See [www.winwithryco.com](http://www.winwithryco.com) for full Terms and Conditions and full list of participating Ryco Filters. Permits: NSW Authority No: TP/XXX; ACT Permit No: TP20/XXX; SA Permit No: T20/XXX.