

A FAMILY TRADITION
OF QUALITY BEEF
AND QUALITY
PARTNERSHIP



(308) 882-2222

**FOOTE
CATTLE
COMPANY**

Miranda Spady - Chase County High School

For this advertisement, I wanted to create something that truly encapsulated the essence of the company I was representing. I reached out to the owners of the business to hear their thoughts and better understand their vision. From there, I created a couple of design options that I felt would best meet their needs. After reviewing the choices together, we decided on a final direction, and I developed a more refined version of the selected design.

I chose a bright color palette to make the advertisement eye-catching without being overwhelming. I felt the cattle should be the main focal point, so I intentionally layered them in the foreground to draw immediate attention. I finished the ad by adding the business's information, logo, and slogan to ensure it was both visually appealing and informative. This advertisement took me about 1 hour and 30 minutes to complete plus time spent with the owner discussing it.