

Creative MAKEOVER

The evolution of a
great idea on Outdoor!

A simple message is usually more effective than all the details.

For a local seed company, a marketing idea takes root on their billboard.

Seeds for Sale <ul style="list-style-type: none">• Lawn & Pasture Grass Seed• Wildlife Food Plot Seed• Wild Flower Seed• Organic Vegetable Seed• DOT & Erosion Control Mixtures	HANCOCK FARM & SEED CO., INC. FARMER DIRECT WHOLESALE GRASS SEED 18724 Hancock Farm Road Dade City, FL 33523 www.HancockSeed.com 1-800-552-1027	Services for Hire <ul style="list-style-type: none">• Hydro Seeding• Seed & Mulch• Erosion Control• Tractor Services• Light Land Clearing
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ORIGINAL IDEA:

- ✗ Type OVERLOAD!
- ✗ The image is not used well.
- ✗ Because of all the copy, it's not apparent what is being advertised.

PHASE TWO:

- ✓ Copy was shortened.
- ✓ The image was simplified.
- ✓ The company's name was better emphasized.

HANCOCK FARM & SEED CO., INC.
LAWN & PASTURE GRASS SEED • TRACTOR SERVICES
WILDLIFE FOOD PLOT SEED • HYDRO-SEEDING
18724 Hancock Farm Road, Dade City, FL 33523
www.HancockSeed.com
1-800-552-1027

THE FINAL PRODUCT...

An open-minded customer, working with a designer experienced in out-of-home design, resulted in a clever, memorable and truly stellar outdoor campaign!

**"Our grass really
IS greener.."**

HANCOCK SEED COMPANY
Seeding Services 1-800-552-1027 www.HancockSeed.com

Effective outdoor design requires an understanding of the outdoor medium. Outdoor is consumed differently than other types of advertising, and must be adapted for use in the out-of-home environment.

Let our experienced graphic design team help make your ad more outdoor savvy!