

One of a series of brochures for Furst-McNess.

Our work for QTI and Calpis sometimes uses multiple languages.



Bob Wyffels from a TV commercial for Wyffels Hybrids. (Ask about the Wyffels Hybrids case study.)



The public relations campaign for CASN won a Regional NAMA Best of Show award as well as a national NAMA award.

The changing face of agriculture means that farmers and producers are constantly in need of learning the latest trends and technologies. We're talking satellite GPS technology coupled with hybrid and genetic biotechnology. They need to understand safety for workers in the fields and plants, as well as for the end user. At the same time they must do everything to maximize the growth of animals or yields of grains and produce. It means understanding spreadsheets, insurance, staffing, and equipment issues, and how different choices affect bottomline profits. And let's not forget the certifications and regulations that are needed every step of the way.

Yes, agriculture is a high tech business, and we're not sure whether to emphasize the high tech or the business aspects.

Agriculture is also steeped in tradition and community. It means hard work and risk, pride and independence. If you want to reach this group, you need to understand this aspect as much as you need to know the business components.

The Gunter Agency has the experience to understand the dynamics of the ag world, but at the same time challenges the stereotypes and pushes for new ways to get attention and reach the ag audience. To learn more, contact the Gunter Agency at 608. 527. 4800 and ask for the *Agricultural Marketing DVD*.



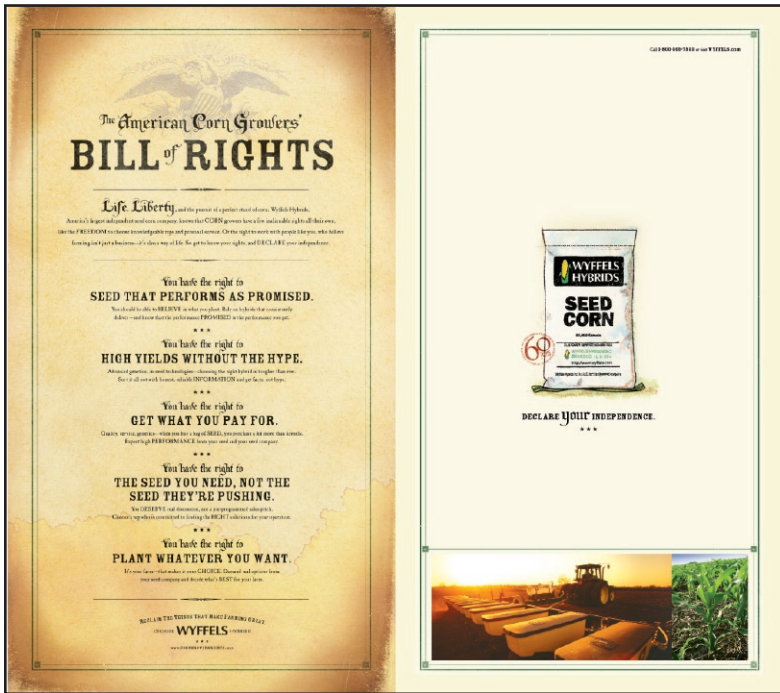
Part of an engineering recruiting program for John Deere. (Ask for our radio samples.)

Industry: Agriculture



Our media work for Wyffels Hybrids won Adweek's Media Plan of the Year award, the top recognition in the country for media strategy.

In addition, a print campaign won a NAMA award as the best agricultural print in the nation.

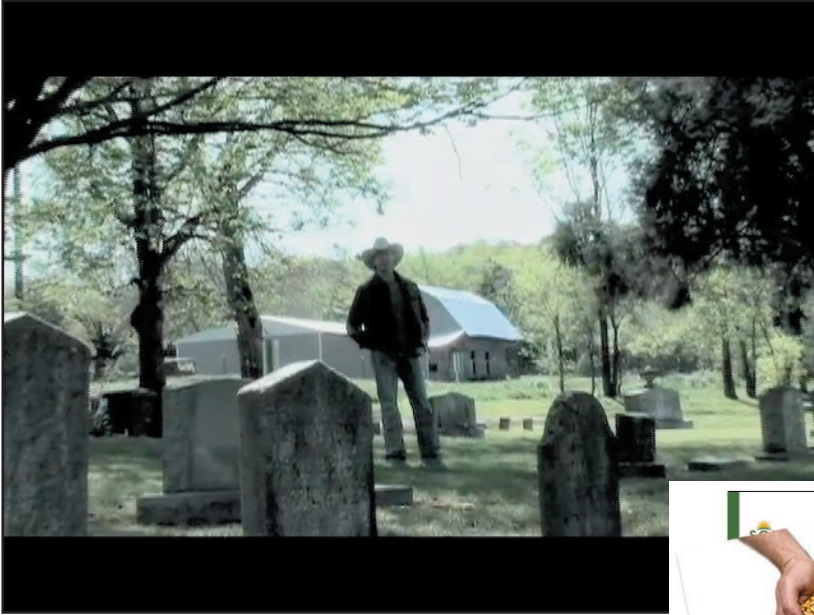


Direct mail campaign for ProBran.

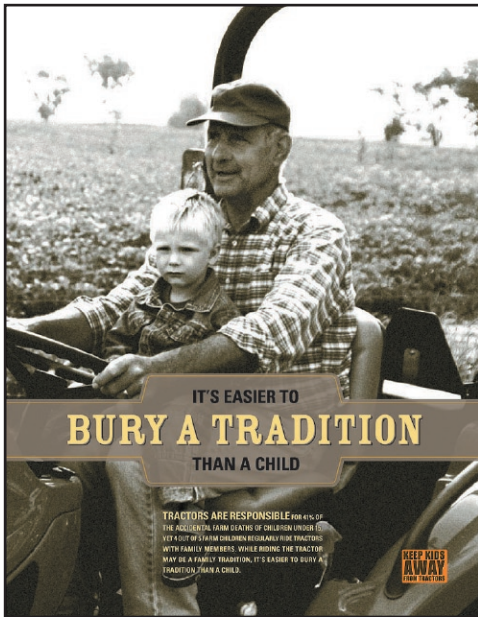


A consumer campaign for the Wisconsin Milk Marketing Board won a national NAMA and ADDY awards.

Industry: Agriculture



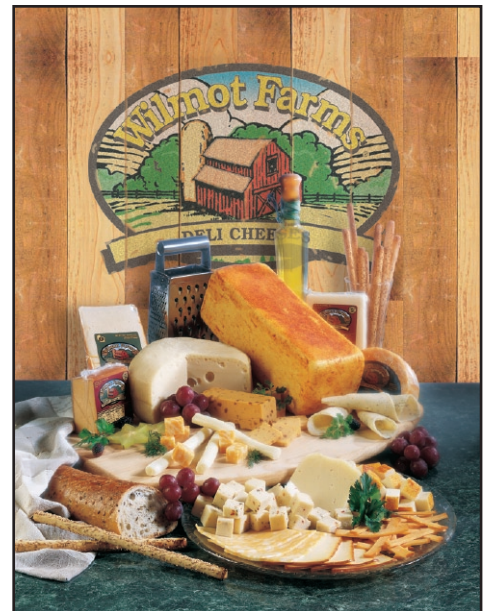
The television commercial for CASN won a national TELLY award along with an ADDY.



Print ads for CASN—The Childhood Agricultural Safety Network.



Brochure for Solaris brands.



Brochure for Wilmot Farms.

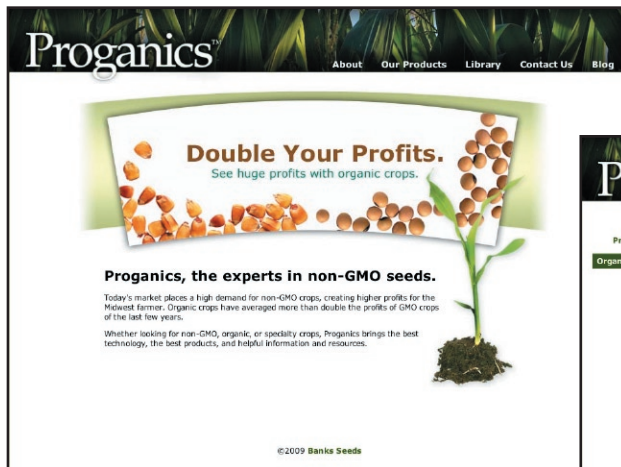


Some of the agricultural brand names we've created include Solaris, Grow Crazy, Puriden, Proganics, Pronanotech, WholeBran, and Energia.

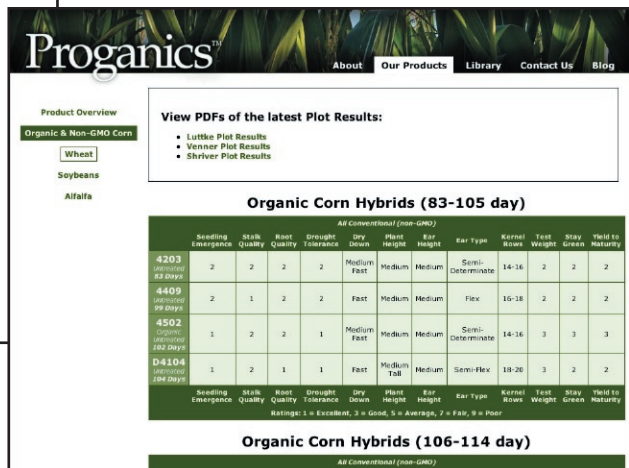
A specialty website for Wyffels Hybrids.



Label for Flying E Honey Farm.



Website for Proganics.



Series of ads for Proganics.

So profitable, your neighbors might think you're growing something illegal.

Proganics™
Increasing profits with organic and specialty grains

Available through Banks Seeds • 877.422.6575 • www.GrowProganics.com

So profitable, your bank will want to open a branch office in your barn.

Proganics™
Increasing profits with organic and specialty grains

Available through Banks Seeds • 877.422.6575 • www.GrowProganics.com

So profitable, you might start wondering if Lamborghini makes a tractor.

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