



## Artistic Angus Advocates

*The graphic design contest hosted with the National Junior Angus Show displays members talent for promoting the breed.*

*by Kaci Foraker, editorial intern*

Today there are a host of apps or programs that will automatically generate marketing materials. However, they don't even come close to matching the creativity National Junior Angus Association (NJAA) members exhibit in the graphic design contest at the National Junior Angus Show (NJAS). With each age category tasked with developing their unique piece to fulfill a marketing program and advocate for the industry, there was a wide array of approaches.

Senior contestants designed an entire branding campaign that included a business card, advertisement and logo. The intermediate division had the



Adam McCauley's winning junior postcard.

challenge of creating a brochure that highlighted the *Certified Angus Beef*® (CAB®) brand's 40 years in business. Junior members were to design a postcard for an NJAA event of their choosing.

Alexandria Cozzitorto from Olathe, Kan., took home first-place honors in the senior division with her branding portfolio that incorporated a simplistic, but bold, design for a cattle company. Mattie Harward of Richfield, N.C., created a CAB brochure that caught the judges' eyes in the intermediate division as well as conveyed informative material. In the junior division, Adam McCauley from Cynthiana, Ky., rose to the

top with his invitation postcard to the championship drive held at the NJAS.

The Graphic Design Contest continues to be a popular competition as and youth continue to advance their computer skills. **AJ**



Alexandria Cozzitorto's winning senior portfolio.



Mattie Harward's winning intermediate brochure.