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BADER RUTTER LAUNCHES CAMPAIGN TO PROMOTE MILWAUKEE ART MUSEUM LAKEFRONT FESTIVAL OF ARTS

MILWAUKEE – Bader Rutter, an integrated marketing services agency based in Milwaukee, recently unveiled a pro bono advertising campaign for the 2010 Milwaukee Art Museum Lakefront Festival of Arts (LFOA).

The campaign centers on an artistic, photographic image that leverages the familiarity of both the iconic Santiago Calatrava-designed Quadracci Pavilion and the shores of Lake Michigan. With the blue sky and grassy shoreline as its setting, the image features a simple art festival tent that appears to sprout sail-like wings, à la the Burke Brise Soleil.

“By creating this striking image that is at once playful and sophisticated, we created a visual shorthand for the caliber of the event and its location, providing a platform to promote the museum-quality art for sale and the great festival entertainment,” said Larry Engel, Bader Rutter account team leader.

The image is central to the campaign, which includes print, outdoor, online and broadcast advertising in the Milwaukee, Madison and northern Illinois markets. The image also is featured on the festival program guide.

Bader Rutter also is providing a comprehensive public relations and media outreach campaign to promote LFOA.

“Bader Rutter is committed to lending its talents to promote the best of Milwaukee to audiences both locally and outside the city,” Engel said. “We’re proud to support LFOA as one of Milwaukee’s gems, providing cultural entertainment that enhances our city’s quality of life.”

LFOA is one of the premier art festivals in the country, featuring artists from across the nation with art for sale in a variety of media. LFOA will take place June 18–20 on the Milwaukee Art Museum grounds. <http://lfoa.mam.org/>.

Bader Rutter is an integrated marketing services agency headquartered in Milwaukee, with additional offices in Chicago and Lincoln, Neb. www.baderrutter.com

