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2019 — Tractor Supply Company

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**WHETHER YOU'RE A SEASONED BACKYARD
CHICKEN KEEPER OR JUST GETTING STARTED,**
Tractor Supply carries everything you need.

[Exclusive Brands Landing Page](#)



Tractor Supply's exclusive brands were developed to make Life Out Here easier for you. Discover an assortment of quality products across a number of lifestyle categories - like workwear, pet food, outdoor power and more - all at a great value.

[Christmas Toybox Landing Page](#)



This Christmas, watch your child's face light up as they unwrap something new and exciting. From stocking stuffers to gifts for under the tree, Tractor Supply carries the games and toys that are sure to make their spirit bright!
Shop by age and category to find the perfect toy.

Christmas Social Ad

Featured on Instagram and Facebook



Halloween Sale Banner

Featured on Tractor Supply's homepage



Cold Weather Supplies Banner

Featured on Tractor Supply's homepage



Storage Solutions Banner

Featured on Tractor Supply's homepage



In-Store Touch-Screen Kiosk Ads

Goal of ads was to encourage customer engagement with the kiosks



Digital Animation Ads

Note: Listen to the scripts by clicking the linked titles below

[Veterans Day](#)
[Black Friday Sale](#)

Radio Ad & In-Store Messaging Scripts

Radio Ads

These geo-targeted ads ran on radio stations during the sale run dates

1. *Fall Super Sale* — Tractor Supply's Fall Super Sale has arrived, and we've lowered prices on 100s of items! Now through October 13th, save on Husqvarna, Purina Pet Food, Cub Cadet and DEWALT. Whether you're gearing up for the cold or taking care of your pets, we've got what you need to get the job done. Like toughwear from Carhartt and Ridgecut, and the best prices on brands like 4health and Pedigree Pet Food. Now through Sunday, shop our Fall Super Sale by heading into your local Tractor Supply store or TractorSupply.com.
2. *Pre-Thanksgiving Sale* — Shop Tractor Supply's Pre Black-Friday Sale, going on now through November 10th! We've lowered prices on 100s of items for Life Out Here, and from brands you know and trust like Husqvarna, Cub Cadet, Purina Pet Food, and more! Gear up for winter with savings on outerwear and toughwear from Ridgecut and Carhartt, and take care of your pets with unbeatable prices on food from

Purina and 4health. Why wait until after Thanksgiving to score great deals like these? Take advantage of low prices now by heading to your local Tractor Supply store or TractorSupply.com.

In-Store Messaging

These ads ran in Tractor Supply stores across the country for an allotted time period, typically seasonally

1. *Dog Food* — Searching for a new pet food? We have the brands you know and trust, like Purina Pro Plan, Hill's Science Diet, 4health, and Taste of the Wild. Plus so many more! Tractor Supply has the best brands of pet food for every pet's needs, and at prices that can't be beat — guaranteed. Find exactly what you're looking for here, at Tractor Supply.
2. *Tractor Supply Omni* — We work hard to make sure we have everything you need for Life Out Here. If you can't find exactly what you're looking for at your local store, be sure to head TractorSupply.com! Our website features an extended assortment of products for your home, pets, garden, and more, as well as online exclusives that you won't find in store. Shop now at TractorSupply.com.
3. *Holiday* — Tractor Supply is your holiday shopping headquarters, where you can find something for everyone on your list — including your pet! From bird feeders and power equipment, to tools and workwear, we have gifts that'll fill your loved one with loads of holiday cheer. Plus, shop for your pet's favorite food, and stuff their stocking to the brim with treats and toys. Make this Country Christmas one they'll be dreaming of for years with a gift from Tractor Supply.
4. *Toro Announcement* — The wait is over – introducing Toro, now sold at Tractor Supply. For over 100 years, Toro has maintained their reputation of providing top-of-the-line mowers and power equipment. And now, you can get a professional-looking lawn with one of their mowers at Tractor Supply. Like the 54" TimeCutter, engineered to be tough enough for the pros with features like the IronForged cutting system and MyRIDE suspension that promises a smooth ride, every time. Shop our extended assortment of Toro products now, at Tractor Supply.