

For Immediate Release
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Bernard Marketing & Advertising, LLC Evolves, Rebrands As Tout Advertising, LLC

Rapid City, S.D.—After more than a decade of creating and implementing successful advertising campaigns for businesses throughout western South Dakota, Bernard Marketing & Advertising is reshaping its own image.

Effective immediately, Bernard Marketing & Advertising will now be known as Tout Advertising. Founder and president Tracy Bernard says rebranding makes sense as the company grows into a new phase.

“We did our own brand assessment, and found that the name Bernard often evoked images of an aging British man,” explained Bernard. “That’s not who we are, so we’ve taken a proactive approach to align our image with how we’re seen by the outside world.”

The word “tout” means to “promote” or “talk up”. High quality, effective advertising does just that for a business—it promotes a business or company in the best light possible.

“We always tell our clients that your business’s name should make it clear to potential customers what you do. The name ‘Tout Advertising’ does that for us in a way that is simple and memorable,” said Bernard.

Tout Advertising will launch its new brand with a ribbon cutting hosted by the Rapid City Chamber of Commerce at 2 p.m. Friday, Feb. 28 at 622 Main St.

About Tout Advertising

Tout Advertising was founded in 2003 as Bernard Marketing & Advertising. Tout Advertising is an award-winning full-service advertising agency that specializes in research-based marketing strategies, graphic design, website development, branding, video and audio production, internet marketing, and media buying services. Tout Advertising also publishes *Black Hills Woman* magazine, a publication targeted to women throughout the Black Hills created by the agency in 2010.

Tout Advertising is located at 622 Main St. in Rapid City, S.D. and can be reached at 605-716-5696. You can also visit ToutAdvertising.com to learn more.