

advertising

MARKETING AND PUBLIC RELATIONS

creative case study number twelve

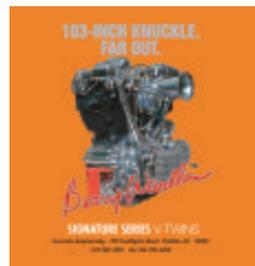


for the powersports industry

advertising

Does Yours Deliver?

Winning campaigns start with killer heads,



smart copy, bright art and fresh design. Out of the box template layouts and ho-hum cookie cutter content ads won't get seen, don't get read, just waste money.

Would you know if it didn't? We create ads that actually relate to bikers. From logos that make sense to brands that turn heads, it's a market we understand. (Our first Daytona tickets were in '66. Pipes and speed - we probably haven't seen our last.)



Big Twin

Big Twin's special panhead issue provided the perfect opportunity to dramatically showcase the client's retro engines for an upscale and informed buying audience.

American Rider (above right) ad's effectiveness was enhanced by: **A** placement next to monthly editorial, **B** white

space around art, **C** position opposite page ad for name-sake replica. These examples are why our ads get read. And remembered. 



American Rider



Hot Rod Bikes

Client:
Accurate Engineering

Designing competitive powersports campaigns that leave an impression includes taking advantage of opportunity. We do both. No extra charge.

public relations

Become Well Read

Press info and fresh marketing materials – editorial copy, logo art, product photography,



ads and publicity – are sent out digitally, already formatted in the graphic file standards preferred by print media.

A good marketing plan includes media specific public relations and publicity materials. First, we analyzed the client's products and services. Then we created spiffy new logos, brands, trademarks, and press releases before distributing information kits containing photography, copy, and artwork. The resulting campaign dramatically increased both consumer and trade awareness in a very short time.

Our professional services generate coordinated, international exposure in both consumer and trade pubs.

Easyriders Tech Tips (above right) ran five pages of four-color art and targeted copy in time for Daytona. *Ironworks* (right) multipart feature included project promotion. *Motorcycle Industry Magazine's* engine/drivetrain issue (opposite) included **A** editorial roundup; **B** directory listing and ad; **C** product spotlight review. 



Easyriders



IronWorks



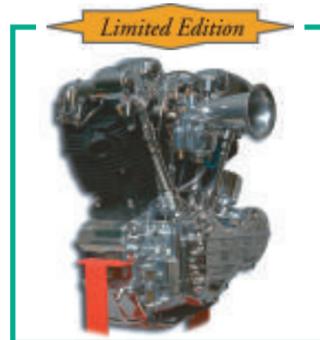
Motorcycle Industry Magazine

Public relations adds credibility advertising alone simply can't. When presented in the form of our content driven campaigns, editorial publicity becomes a very potent equalizer.

marketing

Guesswork? Guess Again.

Our business is making your's look good. By



delivering innovative creative, from state-of-the-art corporate identity to seat-of-the-pants branding, you get results – instead of guesswork.



In the beginning, a shop's 'marketing plan' usually meant a working phone, some pickled eggs, a case of 60-weight, and an ice chest full of cold beer. My, how times have changed.



Berry Wardlan
SIGNATURE SERIES V-TWINS

Today's gold-card bikers don't build a ride. They buy a stone dream, complete with flames, chrome, and dyno printout. And while they might not mind scuffing up those \$400



Tony Lamas on the back of Ol' Blue, your one-eyed pit bull - who, by the way, is quite content licking himself when he's not sneezing slobber and snot all over the customers - they demand brands, identity, targeting,

and association. It's how they define personal lifestyle. It's what image - theirs - is all about. Sorry, Blue.



As the powersports industry matures and unseen challenges arise, new approaches to market building are needed. So, too, are professional approaches to public and business communication processes.

If your company or corporation is at a stage where growth is required, yet the road there is uncertain, we can help define the way. 

It's about more than just because, and maybe we oughta'. We think it should be hip. Fun. Energizing. We put the funk into traditional content and contemporary techniques. It's about what's up. And it's what sells.



Advertising & Public Relations
Indian Rocks Beach, FL 33785
(727)397-5087 Fax 398-4953

