

The background is a dark blue gradient. On the left side, there are several vertical teal lines of varying thicknesses, some of which are slightly offset from each other, creating a layered effect. At the bottom, there are several horizontal teal lines that extend across the width of the page, with some lines having a slight downward slope towards the right. In the bottom right corner, there are several diagonal teal lines that slope upwards from left to right, also with a layered appearance.

Fender

ANTHONY ALBERS

The One. For All. Campaign Extension

Fender

**The One.
For All.**

Introducing
The American Professional II





Creative Brief

FENDER



BACKGROUND

One of the world's largest musical instrument and accessory retailer, Fender is headquartered in the same area it was founded, Southern California in the heart of Hollywood. Fender is well known for its popular electric guitars used by many of the founders of Rock 'n Roll; these include the Stratocaster, Telecaster, JazzMaster, and more. Led by CEO Andy Mooney, Fender offers everything from basic guitar shopping with low prices, to one-on-one instrument lessons, to digital musical assistance tools.

While their sales figures are unknown, from March to June in 2020 alone, Fender's digital app called Fender Play saw its user base increase from 150,000 to 930,000 with well over 1 million users now to date.

TARGET AUDIENCE

Fender wants to reach 18-30 year olds looking for a new experience or activity to do. In addition, Fender also wants to reach current musicians looking for new equipment or instruments.

ADVERTISING OBJECTIVE

With many people having more time to themselves, people are wanting to learn and try new things. Fender wants consumers to learn how to play guitar and other instruments through Fender Play and to offer them custom designed instruments to match their own likes and personalities.

COMPETITORS

Being the largest guitar manufacturer in the world with over \$700 million in annual revenue, Fender has many competitors. Gibson is their largest competitor as they offer both musical equipment and have their own music learn app.

In terms of competition for Fender Play, both Yousician and Simply Guitar are music learning apps that are growing significantly.

ADVERTISING PROMISE

Fender offers an experience to be free in expression and musical personality through the great sounds of the American Professional II and the many tools Fender offers.

SUPPORT FOR PROMISE

Fender Features	Consumer Benefit
Largest Guitar Manufacturer	Good Quality and Higher Trust in Purchase
Free App of Music Tools	No Cost and No Risk
Online Store Offering Guitars, Basses, Amps, Accessories, and More	Ability to Find Exactly What is Needed
Customizable Instruments	Personal Product Tailored to Own Desires

CONSUMER INSIGHTS

Most Fender consumers are looking to try something new without the pains of purchasing a product that is not worth its cost. They are wanting to either learn an instrument or find a new one with the knowledge that what they are getting is good quality. They also are wanting to express their feelings and emotions through music.

CREATIVE STRATEGY STATEMENT

This ad will convince people looking for a new musical expression and a new instrument that Fender offers the American Professional II guitar as well as free online resources to be able to fully capture themselves musically.

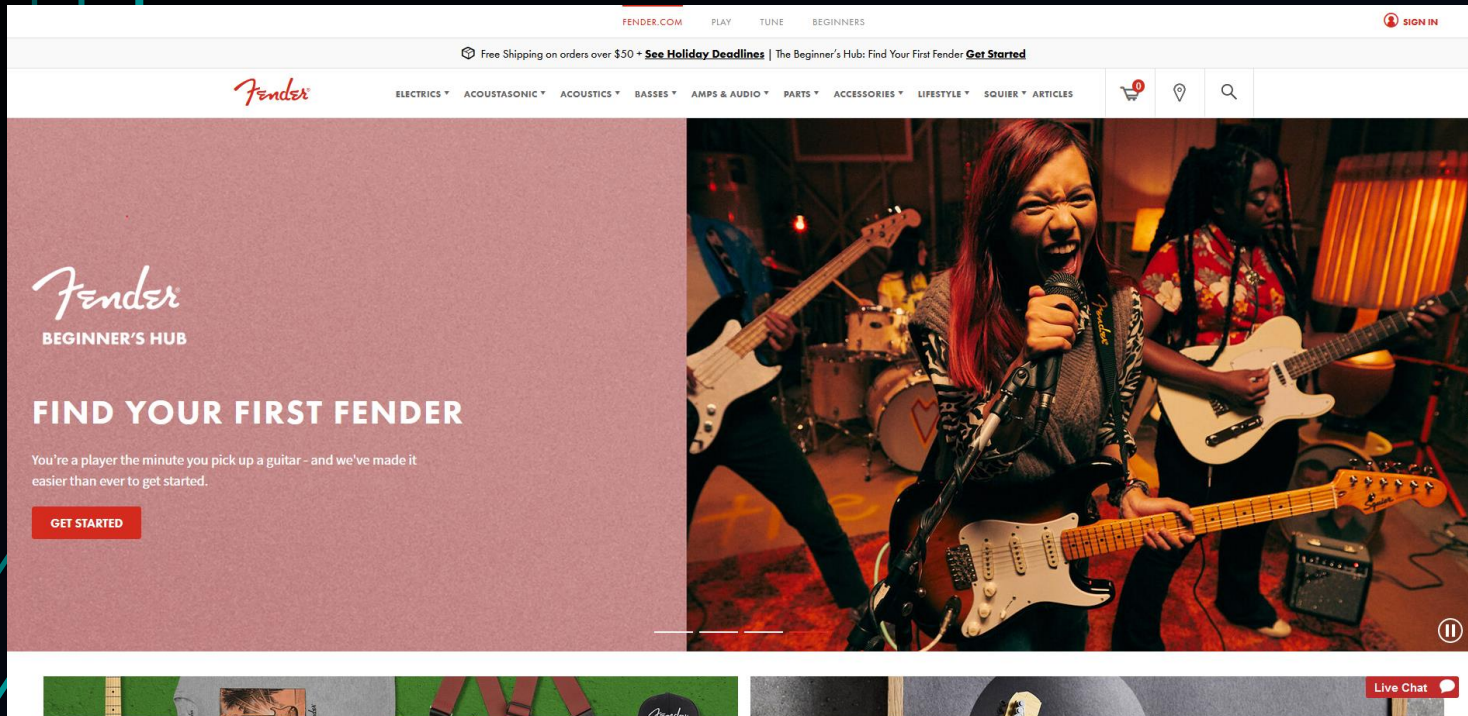


Current Advertising

FENDER



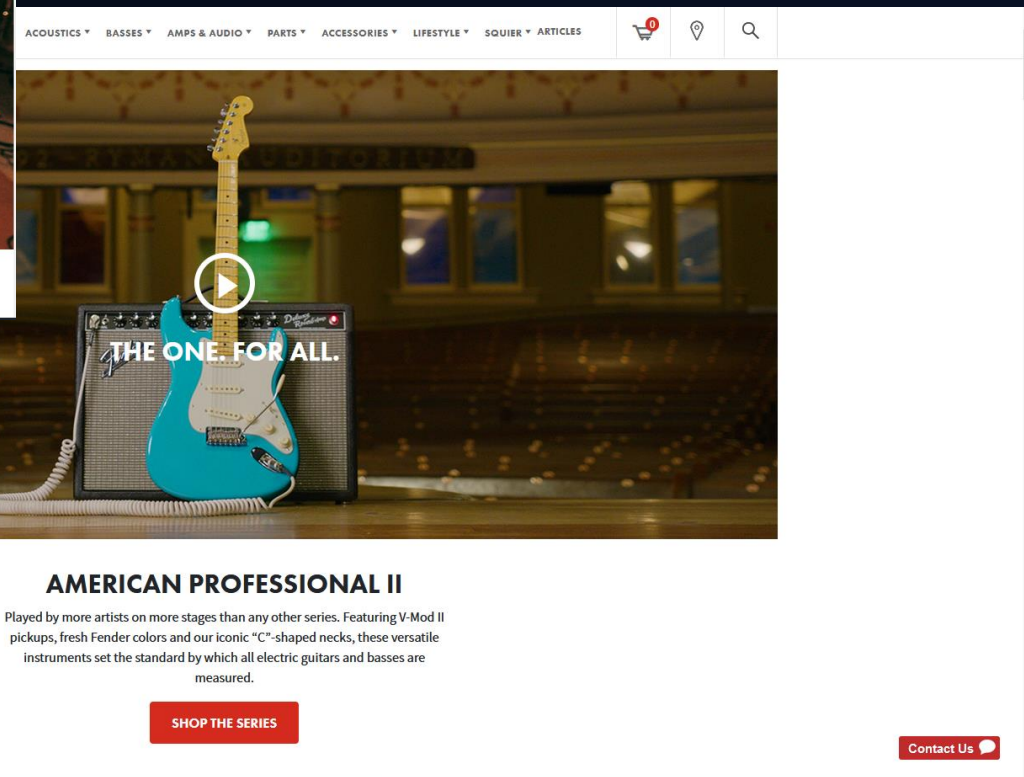
Current Website Display



The home page does not display the The One. For All. Campaign on it. There are several, visually appealing and helpful links on the home page, but nothing related to the current campaign.



However, there is a separate page found through the menus where Fender shows the campaign and discusses all information about the American Professional II and what it means to be a musician.



Ad Title: The One. For All.

Slide ID 1:

URL for Ad: <https://www.youtube.com/watch?v=ITtc3QwEm0Y>

Screen grab (Do a print screen and drop it to this ppt. Crop the image of the scene that you want to capture:



Narration Script (Dialog—identify character or if this is a narrator):

If you want to make it at a guitarist, there are rules to follow. Always hold your instrument properly, and treat it with care. Stick to simple melodies and don't try to do too many things at once. You have to hit the road to build a fanbase, but don't expect to change the world. Only play the biggest venues, and while on stage, smile for the cameras. The rules exist for a reason. And you're gonna need something to break them with. The American Professional II. The One. For All.

Music or background details:

Multiple guitar riffs and sounds being played throughout the entire ad.

Sound effects if any:

Broadcast AD

- The One. For All.

Creative Strategy Statement

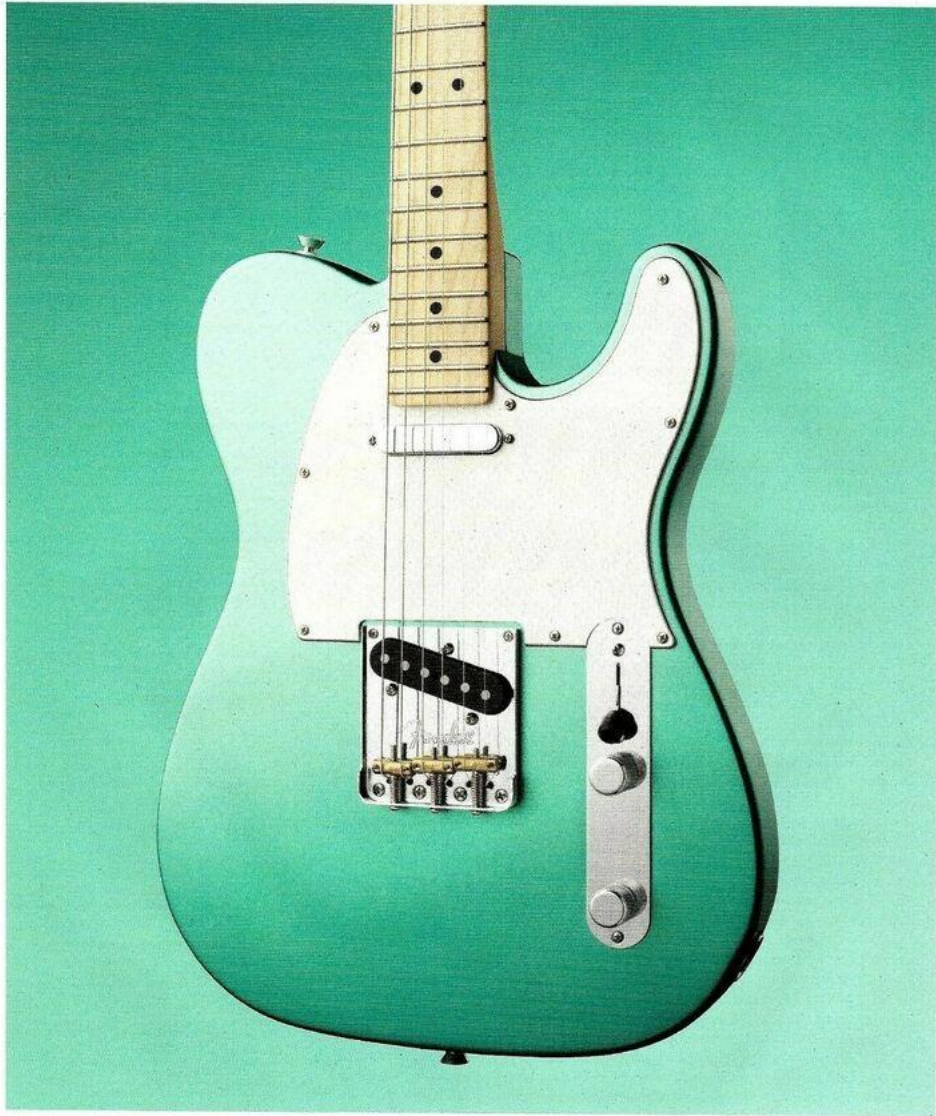
- This ad will convince those looking for a new guitar to express themselves that Fender's American Professional II is a quality guitar that is meant to break the "rules" of a musician.

Print Ad

- Raise Your Voice

Creative Strategy Statement

- This ad will convince those looking for a new guitar and way to express themselves musically that the Fender American Professional will allow them to raise their voice musically with a quality guitar and great sound.



Raise Your Voice

A New Series | Elevated Features | Limitless Possibilities

Fender | **AMERICAN
PROFESSIONAL**
Corona, Ca.

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Recommendations: Traditional

FENDER

Print Ad Concept



American Professional II

Customize It Your Way. The One. For All.

Creative Strategy Statement

- This ad will convince musicians looking to have a custom guitar and speak their mind through music, that the Fender American Professional II is customizable to their liking and is a quality guitar for any purpose.

Broadcast Ad Concept - Visuals



Broadcast Ad Concept – Explanation

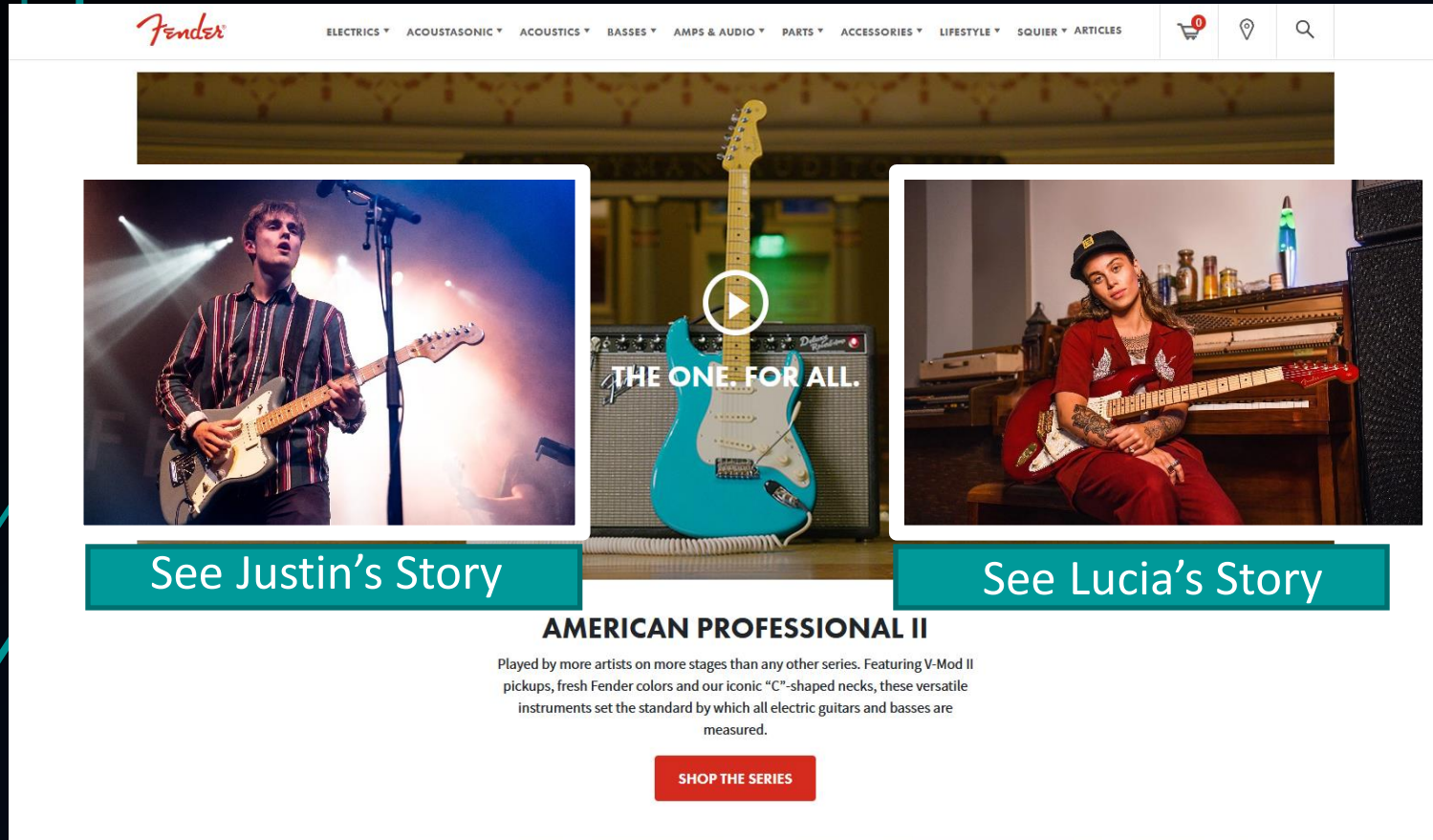
- This ad will feature three guitarists who struggled to find their place in the world of music, but through exploring and the American Professional II, they were able to find that they couldn't find their place in music, they had to make their place through expressing themselves.
- Name of Brand: Fender
- Target: Ages 18-30 looking to find their name in the music industry and wanting to express themselves musically
- Creative Strategy Statement: This ad will convince people looking for a way to express themselves musically and struggling to make a name for themselves musically that the Fender American Professional II will help them achieve just that with a customizable, quality guitar.
- Thesis: The American Professional II is about the player, not about this music industry
- Ad Structure: Montage with short storytelling
- Tone: Serious and Inspiring



Recommendations: Digital

FENDER

Website Front Page Concept



The image shows a conceptual website layout for Fender's American Professional II guitars. At the top is a navigation bar with the Fender logo and menu items: ELECTRICS, ACOUSTASONIC, ACOUSTICS, BASSES, AMPS & AUDIO, PARTS, ACCESSORIES, LIFESTYLE, SQUIER, and ARTICLES. To the right are icons for a shopping cart, location, and search. The main content area features a large central image of a light blue electric guitar with a white pickguard and a play button overlay. The text "THE ONE. FOR ALL." is written across the guitar. Below this are two smaller images: on the left, a man (Justin) playing a guitar on stage, and on the right, a woman (Lucia) sitting and playing a guitar. Below each image is a teal button with white text: "See Justin's Story" and "See Lucia's Story". Below the central guitar image is the heading "AMERICAN PROFESSIONAL II" and a paragraph of text: "Played by more artists on more stages than any other series. Featuring V-Mod II pickups, fresh Fender colors and our iconic 'C'-shaped necks, these versatile instruments set the standard by which all electric guitars and basses are measured." At the bottom center is a red button with white text: "SHOP THE SERIES".

See Justin's Story

See Lucia's Story

AMERICAN PROFESSIONAL II

Played by more artists on more stages than any other series. Featuring V-Mod II pickups, fresh Fender colors and our iconic "C"-shaped necks, these versatile instruments set the standard by which all electric guitars and basses are measured.

SHOP THE SERIES

- Change the top of the home page to feature the American Professional II along with linked images that brings the viewer to different stories about how someone used the American Professional II to express themselves musically.
- This would tie in with those shown in the Broadcast Ad.

Social Media Channels

TIK TOK

- Will reach younger side of target audience
- Able to easily stitch videos from a post, allowing for more consumer interaction
- Main use for contest explained in concept explanation

INSTAGRAM

- Primary channel for campaign
- Reaches more generally on target audience
- Will be used to share stories of musicians expressing themselves similar to broadcast ad
- Will show clips of winners of contest and interviews of them

Social Media Ad/Contest Concept



Contest Name: The One. For All. Challenge

- The contest begins with a man with an American Professional II Guitar quickly challenging the viewer to play a solo that expresses themselves. He then plays simple chords with other music playing for about 20 seconds. At the end, he tells the viewer that the top 10 most liked solos after 10 days will win a free American Professional II Guitar fully customizable to their liking.
- This contest will first shown on Tik Tok and will pick the winners from that social media channel. The winners will then be interviewed explaining how their solos are expressive of themselves and showing off their prized, custom American Professional II guitar. These interviews will be edited to be shown on Instagram.

Social Media Ad/Contest Concept

Creative Strategy Statement

- This ad will convince musicians looking to express themselves and make a name for themselves in their music that Fender and the American Professional II will help them achieve those goals by being a quality instrument and one that is fully customizable.

Mobile Integration Concept

- The mobile integration that could be used is through the already Fender Play app. The app will be updated to show the stories of the musicians like in the Broadcast Ad, but the app will also have tutorials on how to play an original song made by those musicians. There would also be an option to turn off a certain instrument in the song and record yourself playing to either show your skill or play something new over the music to be able to express yourself.
- Another feature added to the Fender Play app is to be able to create custom lessons of your own submitted music, so that you could share the lessons to a friend to show them your unique music writing or post them publicly on the app's platform.
- There will be optional tutorials and lessons to show users how to do all of these new functions as to make the experience easier and not difficult.

Mobile Integration Concept

Creative Strategy Statement

- This ad/app will convince musicians looking to be expressive and creative that Fender and the American Professional II can help them achieve their full creativity ability and be able to share that with the world.



Observations

FENDER

Observations

What key insights did you identify for the area that you were assigned?

- The main insight that I identified as clearly mentioned throughout this presentation is that Fender wants its consumers to be themselves. They want them to push the limits of music to new heights in order to bring out the best in everyone. I learned about how music is a very creative and expressive art that really is a unique way of showing emotions and telling stories. I also identified many insights in advertising campaign creation and management. There are so many channels to look at and consider how you could reach more of an audience.

What challenges did you face as you put this together?

- There were a number of challenges, but the biggest one was exploring how I could extend the campaign into social media. The campaign itself had no social media presence based on my research, so coming up with an original idea took a lot of brainstorming and ideas. Ultimately, I am proud of the idea concept and would love to see something like that actually happen.

Observations

Do you think that the current campaign works for your area of focus from an engagement perspective? Why?

- I do not believe that the current campaign involves much, if any, appealing ways to offer engagement from consumers. That is why I put a lot of effort into making the social media and mobile integration easily interactable to consumers. Adding share features and a contest where the users must engage would bring a lot of interaction from consumers.

What advertising copy development insights did you gain after completing this assignment?

- The primary insight that I received about advertising copy is just how much effort and thought must go into it. I had originally thought about how it only took a few seconds to come up with decent copy for an ad, but after completing this presentation, I see that it can take many ideas and brainstorming sessions to get ideal copy for each specific ad. I definitely appreciate the work that goes into copywriting much more now.