



Creative Brief

# Fender

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# Fender's 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.

# Fender's 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.

# Target Audience of Fender

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.

# Fender's Advertising Promises

Fender offers the greatest tools to learn, play, perform, and produce any and all music that any individual has the desire for.

# Support for Advertising Promise

Fender Features	Consumer Benefit
Largest Guitar Manufacturer	Good Quality and Higher Trust in Purchase
Free App	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

# Fender's Competition

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.



# Key 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.

# Creative Strategy Statement

This ad will convince people looking for a new hobby or experience during their free time that Fender will offer them quality instruments and equipment as well as free online resources to be able to master said instruments and equipment.