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Assignment #6
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Creative Brief

Due Date: 2/27/13
Client: Good Year

Project Name: Assignment 6-Outdoor Ad
Product: Good Year Tires

The Project

Write and design an outdoor ad.

The Objectives

Promote brand awareness in different markets.

The Target Audience

Automobile drivers.

Personality and Tone

The ad will reflect a sense of playfulness, confidence, performance, sophistication and optimism.

Current Mind Set

Good Year is an iconic brand that needs to continue to promote its brand to stay relevant among competitors in the tire market.

Key Target Audience Insight

Keep Good Year at the top of their minds when purchasing new tires.

Big Idea/Key Concept

Appeal to the target audience's sense of adventure and region through varying market ads best suited for the region.



GOOD  YEAR

To get mud on the tires

A billboard advertisement for Goodyear. The billboard is a large rectangular panel with a black border, mounted on a metal structure with three spotlights. The background image shows a two-lane asphalt road curving through a vast, open landscape of rolling hills under a dramatic sky with a bright sun setting or rising, casting a golden glow. The text 'GOODYEAR' is written in large, bold, white, italicized capital letters across the center of the image. The 'Y' in 'GOODYEAR' is replaced by the Goodyear winged foot logo. Below the main text, the phrase 'For a roadtrip' is written in a smaller, bold, white, sans-serif font.

GOODYEAR

For a roadtrip



GOODYEAR

To hit the slopes