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Assignment #1  
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# Creative Brief

Due Date: 1/30/13  
Client: Yamaha

Project Name: Assignment 1-One-shot ad  
Product: Aventure A/V receivers

## **The Project**

Write and design one print ad.

## **The Objectives**

Promote quality of new line of receivers.

## **The Target Audience**

Upper-middle class males ages 20-40 with sophisticated entertainment tastes.

## **Personality and Tone**

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

## **Current Mind Set**

Yamaha is an established brand, looking to fill a niche market for premium receivers geared toward a mass market.

## **Key Target Audience Insight**

The target should be able to identify with Yamaha's brand promise and desire a product that will provide performance and longevity.

## **Big Idea/Key Concept**

The premium build quality, advanced features and Yamaha's brand history will appeal to the male upper-middle class market that desire quality, performance and value.



**BUILDING ON  
OUR PAST TO  
PRESENT THE  
FUTURE.**



OUR LOGO IS MORE THAN AN IMAGE OF THREE TUNING FORKS; IT'S OUR COMMITMENT TO YOU. 125 YEARS AGO WE STARTED CREATING PREMIUM QUALITY PIANOS TO DELIVER THE BEST SOUND.

OUR AVENTAGE LINE CARRIES THAT COMMITMENT USING PREMIUM MATERIALS WITH UNCOMPROMISING AUDIO REPRODUCTION AND 4K IMAGE PROCESSING FOR TODAY AND BEYOND.

**125**  
YEARS



**YAMAHA**