

Kimberly McDonnell

Morgan Kolson

Kirsten Matthewman

Madison Spears

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Elements Of Creative Advertising

Assignment #2 Print Ads

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ROCKTOWN BICYCLES

1. company background

The company of Rocktown Bicycles was started by a man named Ken bell, a JMU alum. He started off as a designer but could not fight his love for Virginia's mountains and found his way back to Harrisonburg. He opened Trade Show Direct, which has massively grown over the past 15 years. Ken rekindled his passion for bicycling after filming a few documentaries about cycling. His first award winning documentary with this friend Jason Berry consisted of 8 Olympic cyclers that they followed in different areas of the world.

2. Objective

The objective of the print ad and out of home ad is to increase the number of people joining the weekly rides by 10% in the next two months, while weather is still pleasant to ride in. The design and concept of the ads are to encourage our chosen demographic to feel more willing to experience some of the alternative rides that Rocktown Bicycles has to offer. Our focus on these weekly events will set us apart from the competition, giving riders new ways of experiencing bicycling. The design we chose will give the rider the feeling of our company, our overall goal of wanting our customers to "seek and discover". When we form the connection with our riders through an experience they will remember then we hope that will bring them back to the store, and will make them more willing to purchase equipment from us.

3. Audience

The target audience for these advertisements reside in Harrisonburg, Virginia, since the company is based in this area. We will be aiming our ads towards 50-70 year old empty nesters, who live middle to upper class lifestyles. The reason we are targeting this age group is because cycling rates for these ages have been on the rise since 1995 (peopleforbikes.org, 2014, para 1). The target consumers for these ads, according to VALS, are classified as Survivors. They are the oldest consumers, and are very comfortable with routine, therefore making them a good target for *Rocktown Bicycles "Weekly Rides,"* as the Weekly rides will give Survivors a

routinely workout, as well as seeing familiar faces on the rides. Survivors are also the least likely demographic to use the Internet, therefore making transit/poster ads the perfect medium to reach them. (VALS, 2017, para 1) The target audience also have fairly high incomes or are retired, so have money/time to spend on purchasing bikes and going on leisurely bike rides. The audience are also classified as Experiencers, this is because they are empty nesters and probably have a lot more time and money on their hands than they had previously. They may want to involve themselves more in a wide range of activities that they might not have had the time to do before.

4. The Competition

The competition in the area are the Shenandoah Bicycle Company, Bluestone Bike & Run, and Mark's Bicycle Shop. Mark's Bicycle Shop is considered competition due to their ability to focus solely on selling bikes to customers and their expertise in the field in fixing and distributing bikes and other accessories. The Shenandoah Bicycle Company and Bluestone Bike & Run are companies that sell bikes and other biking necessities, provide weekly rides and other events for people to participate in, and showcase other activities in which they participate in. All of these companies work to provide the area with a sense of community and assistance in helping their customers find their niche.

5. Current Mindset

The target audience/current customers view the company as very customer-service oriented and praise the employees highly on their knowledge, and eagerness to help. Current customers report that the employees are experts on the topic of bicycles, and their mechanics. In addition to making sure customers rent/purchase a suitable bicycle, employees are happy to discuss training, technique, and local riding trails(Facebook comments ,2017).

6. Desired Mindset

It would be beneficial for potential and current customers to know that renting/purchasing a bicycle from Rocktown Bicycles provides an experience greater than just acquiring a bike. This business creates an environment in which customers and employees enjoy spending time. In the Rocktown Bicycles environment, customers can shop and socialize with the employees, as they share similar interests. Weekly rides and events are held to create relationships with individuals of the biking community.

7. Consumer Promise

Rocktown Bicycles is a business that remains active in the biking community. Aside from exceptional customer service, the employees of this business are eager to communicate with customers out of the shop. Events are frequently held to further the employee-customer conversation, and to place them in an intimate environment.

8. Supporting Evidence

Rocktown Bicycles offers bike fittings, bike repairs, and personal coaching. The employees are devoted to helping their customers, and making sure that they have a positive biking experience. Additionally, a number of events are held to ensure an employee-customer relationship. These events are different rides that take place every Monday, Tuesday, Wednesday, Thursday, and Friday. These rides include, Massanutten Social/Intermediate Ride, Morning Road Ride, Women's Road Ride, Tuesday Night Fast Ride, Social Road Ride, Thursday Steady Road Ride, and Friday Fatty(Rocktown Bicycles, 2017, paragraph 1).

9. Tone of Voice

The tone of voice for the campaign is inviting, friendly, and cordial.

10. Mandatories

Located at 50 South Mason St. Harrisonburg, VA 22801

For more information on rides, events and sales, you can go to www.rocktownbicycles.com or contact us at (540)-689-0070

Design rationale for print AD: (layout format, headline format, typography, colors)

The Print Ad holds different design aspects for different reasons. The layout format is a poster, because of the contrast between night and day it looked great on a larger page, rather than a magazine! The format for design would be silhouette, with the use of the bikers image and the picture that takes up the entire space. The headline format “Weekly Rides with Rocktown Bicycles” would be considered a benefit. Rocktown bicycles, provides a service and this is a benefit to the services. The subheadline is the slogan used on both ads because together this is campaigning for the same thing. The type used is a sporty font, moving in the direction of the biker, also moving your eye down the page. The colors used on the fonts are black and white to make readability and legibility as easy as possible. The white is also a great contrast on the dark photo that is used. The design is intended to represent the night and day. Rocktown provides night and day rides every week for all ages, and this is what this ad is focused on. The subheadline goes up the riders back to leads you to the next page.

Media Rationale For Print Ad:

The print ad will be placed all around harrisonburg, as a poster or flyer. The choice to put the advertisement in here is the basic fact of the audience demographic. The Advertisement being placed all around Harrisonburg is able to reach the target audience for this ad. The posters will also attract people who want to be outdoors, and want to adventure and take ride bikes. The demographic chosen is not one to use social media or the internet as much as other demographics, they are more likely to roam around town, in their normal setting and see what is around them. The advertisement will fit perfect as a poster because it will make people stop and wonder, and hopefully come and join Rocktown for a ride.

Design Rationale for Out-Of-Home AD: (layout format, headline format, typography, colors)

To parallel with the design of the print ad showing night and day, the billboard follows the same concept. To convey this, the layout format is done as a poster style so the image could be large and there could be limited text. This is so the audience (a driver, biker, or pedestrian) would be attracted to the large image and get the message from the simple statement without having to spend a lot of time looking at it to comprehend the call to action. The headline format is in the benefit style because it serves as a way to let the audience know what the company is offering in the friendly and open tone of voice the company has. "Morning or Night Seek And Discover With Rocktown" serves as an invitation to inform the reader of the benefit of Rocktown Bicycles having multiple rides available during different times of the day without being too wordy. "Seek and Discover With Rocktown" could be read as a subhead but due to the nature of the media channel being something that needs to be read quickly, it could also be considered part of the headline. The typography is the same sporty, forward slanting type that is used in the print ad to keep with consistency and with the mood of the campaign. The font chosen also compliments the font used in the logo where it is different enough to not contrast too much, but it still different to create contrast. The white used in the type allows for prime readability against the dark background and compliments the white strip along the bottom of the advertisement where you can find the logo and phone number. The colors of the image are done to show contrast between night and day, so the left side is bright, sunny, and colorful to signify the daytime, where the right side is extremely dark. This was done to make sure people would

understand that there are weekly rides available during the morning and nighttime and they can choose what works best for them.

Media Rationale for Out-of-Home AD

This billboard will be placed on roadsides downtown and in the Blue Ridge area. The concept of this advertisement is to inform the community of the opportunity for the weekly rides to have fun and create friendships and memories. It is good to have this outside of just the downtown area so people driving to and from work will be able to see it without having to have been downtown to hear about the opportunity.

Reference Page

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