


Advertising creative strategy pdf

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Reebok

Company Background

Reebok is an American fitness company that has expanded worldwide. They specialize in sport and lifestyle products. They have a strong heritage and authenticity in sports and fitness. The brand is committed to designing products that reflect creativity and change growth.

Objective

Create awareness of Reebok and 25% of discount while removing stigma of men wearing EasyTone.

Target

- Men
- 30 - 50 years old
- Married with children
- \$70K - \$90K
- Career is very important to them
- They spend a lot of hours at work
- When they aren't working they are spending time with their families
- They like to exercise but there are not enough hours in the day
- No one likes being out of shape but it is hard to stay in shape while managing a career and family life
- They're good employees who work hard and when they get home they wish hard to keep their marriage on track and to make sure their kids are growing up properly
- They are definitely not lazy, if they had the time to exercise they would but unfortunately they don't

Brand Voice

Compassionate Understanding

Insight

Most men like to be in shape but don't have time because of work and family life.

Single Minded Thought

For men EasyTone are for men who don't have enough time in the day to exercise.

Execution Requirements

Print

THIRD EDITION

ROBYN BLAKEMAN

INTEGRATED MARKETING COMMUNICATION

CREATIVE STRATEGY

from IDEA to IMPLEMENTATION

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