Melinda Carter

JB 3606 Advertising Copywriting

Project 6: Direct Response Letter and Reply Card

April 15, 2009

One-liner for envelope: Realize the party life you could be having.

Reply card:

Front: Kicker cracking your windows since 1980.

Visual: The back of a house with a large window that is cracked. Beer cans and other party leftovers can be seen. The Kicker logo will be on the bottom right with the tagline “Livin’ Loud”.

Back: We will let you hear what you are missing first. Fill in your information and send in this card to receive two free iTune codes via your e-mail. No postage is necessary.

Kicker

3100 N. Husband

Stillwater, OK 74075

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ E-mail:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Daytime Phone Number: ( )\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Evening Phone Number: ( )\_\_\_\_\_\_\_\_\_\_\_\_

1.800.256.3746

Target Audience: The direct mail piece will be sent to males 18-34 that have purchase a Kicker product in the past. Individuals that have bought products from Kicker in the past may still lack awareness about the iKick. The list can be attained from the company’s own database.

 Overall theme: The target audience likes their music and their parties. They also respect the technology that makes great sounding music possible. The letter was more directed toward their respect for technology and the reply card was directed toward their attitude toward partying. The envelope the direct mail piece will be sent in is in the shape of the iKick. The address and one-liner will be on the back.

Kicker’s iKick 500

Shane Williams

5210 West First Avenue

Stillwater, OK 74074

Dear Shane:

Hear at Kicker, we continue to produce products that let you live loud with quality. Our speakers are moving from the car to your party room. We are introducing you to the Kicker iK500 docking station.

Your iPod now has a buddy that lets you rock with the bass pumping.

iKick takes the high-performance that I developed for the car and makes it portable. Our digital stereo system has reached perfection. You adjust the bass and treble to optimize your level of enjoyment. This digital stereo system with its five-inch woofers and 40-watt amplifiers delivers the crisp sound that everyone has waited for.

 To get you started livin’ loud fill out the information and receive two free iTune codes. This afford is only good if you act now. We will let you hear what you are missing first. Once you get a taste of what kicker can do for your, hears you will never have to live without knowing, but it is up to you to purchase the dream.

Sincerely,

Steve Irby

Founder and President

P. S. Our high-performance stereo systems are the first step to livin’ loud. The iKick delivers the bass with quality that every party could have.