Melinda Carter

Client: iKick

Full-page magazine ads

The objective is to build awareness in males 18-25 with a household income of more than 85,000 who are in college. It, also, relays the information that kicker makes the loudest docking station with the best quality. To do this, the ad uses the theme of definitely rocking loud. The reader will identify with wanting to rock out loud. This theme reinforces the idea that iKick is the only thing you want to rock with. The reader should feel the right to be definite and listen to their music too loud. They know they are going to get in trouble for their music being too loud, but they want to do it anyways. This ad relays the information of what the iKick is, who makes iKick and where to get an iKick.

Headline: Why would you rock with anything else?

Visual: A hero shot of the product under the headline.

Body Copy: This docking station is sure to receive complaints, from your neighbors. If you want to be left alone this iKick is not for you. Kicker makes iKick with the loudest speakers and best quality; because there is no such thing as rocking too loud. If you are man enough to handle the rocking ability that iKick gives you, go to kicker.com and live life loud.

Visual: Kicker Logo placed in the bottom right. Tagline placed underneath

Tagline: Live Life Loud