CLIENT: Kicker iKick

LENGTH: 56 SEC

TITLE: The sound you want  
COPYWRITER: Brandi Jones

ANNCR 1: (SLOW TALKING, VERY DEEP ANNOUNCER VOICE THROUGHOUT WHOLE COMMERCIAL) If this is the sound you want from your iPod docking station……(PAUSE)

SFX: REGULAR SOUNDING MUSIC PLAYING. BLAND, QUIET, NO EXTRA MUSICAL EFFECTS (ACDC THUNDERSTRUCK)) 10 SEC

ANNCR 1: then this commercial is not for you…turn the station. (SHORT PAUSE) If this is the sound you want…..

SFX: ACDC “THUNDERSTRUCK” PLAYING….SOMEONE ADJUSTING THE BASS AND AUXILIARY, MAKING THE MUSIC SOUND SLIGHTLY DIFFERENT (10 SEC)

ANNCR 1: then you need the Kicker iKick. The leader in car stereo systems brings this cool new product for the iPod….with all the same Bass and Auxiliary adjustments available in your car. It’s some serious ridiculous bass…

ANNCR 2: (REGULAR, FAST PACE RADIO VOICE) The Kicker iKick…available online at [www.kicker.com](http://www.kicker.com). Visit the Web site for special pricing details.

Creative Strategy Statement:

I wanted this ad to sound like the Kicker iKick was a big deal, hence the slow talking deep voice. Also, I wanted to portray a little serious humor by having the announcer actually tell listeners to turn the station if they don’t want to hear it. I think that the ad will actually attract more listeners that way, because it is interesting yet it arises the listener’s curiosity.

Radio station:

I would advertise on 94.7 “The Buzz” out of Oklahoma City. It is a hip, rock station that attracts many male listeners. I used ACDC’s “Thunderstruck” because it is a rock song that most everybody recognizes and it is easy for rock listeners to relate to. I would also want to use a rock song on this station, because I wouldn’t want to use a pop song like I did for the other bad, because a rock music listener wouldn’t relate to it. Also, it is easy to hear bass and auxiliary changes in the song.