CLIENT: Kicker

PRODUCT: Kicker iKick

TIME: 58 sec

TITLE: “Seriously impressive audio”

COPYWRITER: Brandi Jones

SFX: SONG “BEAT IT” BY: MICHAEL JACKSON PLAYING IN BACKGROUND (10 SEC)

JOE: Dude…..What’s up?

SFX: MUSIC STILL PLAYING……NO RESPONSE FROM TOM (5 SEC)

JOE: (SCREAMING) Dude!!!!

TOM: (TURNS DOWN MUSIC) Sorry man…I was just listening to some tunes.

JOE: That’s some seriously impressive audio. What is it?

TOM: It’s the Kicker iK500.

JOE: The what???

TOM: The iKick. It’s this cool new product from the leader in car stereo systems, and it’s only for the iPod. It allows you to adjust the features just like a stereo system…without having to change the station.

JOE: Wow! Who would have thought…..Strong bass, high volume….all for the iPod!!!!

TOM: Yea….It even rivals my neighbor’s surround sound. That’s some serious beats.

SFX: “BEAT IT” COMES BACK ON AGAIN…FADING INTO ANNCR VOICE

ANNCR: Available online at [www.kicker.com](http://www.kicker.com). See the Web site for special pricing details. Kicker. Livin’ Loud.

Creative Strategy Statement for Situational Spot:

I used the concept of two young men having a conversation about the iKick. I used Michael Jackson’s “Beat It” because I thought it went with the “Beat and Sound” theme of the iKick. This ad is a combination of humor, cheesiness, and highly overexaggerated surprise.

Radio Station Summary:

I would advertise on 102.7 “KJ 103”. This is the top general audience “top 40” radio station in Oklahoma City. This station highly attracts teenage and young adult audiences, so this would be the right station for this particular advertisement.