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Section 002

Advertising Assignment

Strategic Message Planner: See Rock Shoes

**Client and Product**

Oak Loft Music Room presents See Rock Shoes. See Rock Shoes are 6 inch platforms that enhance the quality of a musical show and the ability to see for petite women and men.

Oak Loft Music Room was founded 5 years ago by 2 women who have a passion for music and want to provide a place to enjoy quality musical shows.

Both being petite women, the co-owners of Oak Loft decided to come up with a shoe that is fashionable and comfortable as well as allow women, like themselves, to be able to see shows over all of the other tall people in the world.

Customers will be able to rent the shoes at the venue for $6 and there will be a variety of sizes to pick from. Customers will also be able purchase See Rock Shoes at the venue’s website.

Product testing has shown improved quality of the customer’s overall experience at an event at Oak Loft Music Room.

**Target Audience**

The target audience for this advertisement is women ages 18-35 who are particularly petite and worry about being able to view a performance at Oak Loft Music Room. Their heights typically range from 5’0’’ to 5’5’’.

The average age of the target audience is 24. Its members have a household income of about $25,000. Most are single and have no children. They are high school graduates and about 30 percent are college graduates.

Many are currently college students who are petite and have often attended musical events at Oak Loft Music Room.

Members of the target audience do not have a lot of money but want to attend evening events they can thoroughly enjoy. They enjoy evenings at musical or entertainment venues.

The target audience is interested in the performers being visible to them as they watch and hear the show.

**Product Benefits**

See Rock Shoes are so tall that any customers are going to be able to enjoy the show and see the performance.

**Current Brand Image**

See Rock Shoes are brand new to the market and at first glance, will look like just another pair of heels in the shoe market.

**Desired Brand Image**

See Rock Shoes are a helpful aid to the quality of the experience of customers of Oak Loft Music Room and to other entertainment venues around the nation.

**Direct Competitors and Brand Images**

Direct competitors are platform shoes.

Heels4Less Eight Inch Stiletto Heels: The target audience responds well to these shoes because they are fashionable. However, the target audience members wish they were more comfortable.

Jessica Simpson Platform Shoes: The target audience has a high regard for the Jessica Simpson brand, however the shoes are not tall enough for them to be able to see a performance.

Demonia Huge Platform Belt Strap Shoes: The target audience said these shoes were tall enough, however they were not fashionable and were not in the range of taste of the target audience.

**Indirect Competitors and Brand Images**

Indirect competitors include regular heels, the necessity of saving money, embarrassment of bringing too much attention to themselves and the desire to be fashionable.

**Advertising Goal**

To convince members of the target audience that See Rock Shoes are a good alternative product used to enhance the quality of a concert.

**Strategic Message**

See Rock Shoes enhances the quality of your musical experience.

Support Benefits

Feature Benefit

L.E.D. lights lights up a path for you to walk

Fashionable the envy of all your friends

Guaranteed results complete visibility of performance

Variety of sizes available to many customers

Title: They Can’t See A Thing/See Rock Shoes

Client: Oak Loft Music Room

Length: 30 seconds

Air Date: November 10, 2011

Radio Advertisement Production Script

SFX: Sound of concert with people cheering and a band performing (3 seconds)

Announcer: The crowd is anxiously awaiting the band. The show is supposed to be of epic proportions. The minute the band goes on stage the crowds cheer like they have never before. Two girls walk in the door right before the show starts. They walk to the back and try to make their way to the front. The fans at the front are packed together. The girls can’t get through.

SFX: rewinding sound clip (1 second)

Announcer: They can’t see a thing. They panic. They paid 20 dollars, practically their whole week’s savings for this. They need to see the band. They see a kiosk at the back of the venue that seems to be selling something.

Girls: Shoes.

Announcer: See Rock Shoes are platform shoes that enhance the quality of a musical show for those who are petite or too short to see above other concert go-ers. Visit www.oakloftmusicroom.com

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