

CLIENT:



**COPYWRITER: NATALIE
WALLACE**

**PRODUCT: BIG DOG
MOTORCYCLES**

Index

1...Cover
2...Index
3...Creative Brief
5... Magazine Ad 1
6... Magazine Ad 2
7... Magazine Ad 3
8... TV Script
9... TV Script Checklist
10... TV Script Story Board
14... Radio Script 1
16... Radio Script 2
18... Outdoor Ad 1
21... Outdoor Ad 2
24... Outdoor Ad 3
27... Outdoor Ad 4
30... Outdoor Ad 5
33... Outdoor Ad 6
36... Outdoor Ad 7
39... Outdoor Ad 8

Creative Brief

Client Name: Big Dog Motorcycles

Key Fact or Basis for Opportunity

Big Dog Motorcycles are all one of a kind in look and performance while having a lasting quality.

Principal Competition

Big Dogs are not a cheap mode of transportation and in the struggling economy people are less willing to spend their money on luxury products like this one when family and work vehicles come first.

Target Consumer/Prospect Profile

The message should primarily be sent to rich urban bikers (RUBs), young and single professionals (SIPs) and hard-working blue collar family men (Blue Necks). Rich urban bikers should be accessed prospectively in very obvious ways. The RUB segment is not naïve and looks for all of the information that truly makes the bike special and will not consider Big Dog a prospect without accurate and useful information that gives it a valuable image like that of the reliable Harley-Davidson. . For the RUB a Big Dog will not be their first bike, it will be an addition to a growing collection. Young, single professionals are more interested in the “wow” factor that they are purchasing. Because they are generally less interested in the history of the brand or what makes a Big Dog a Big Dog, using things like magazine advertisements and billboards in urbanized areas with purely visual concepts will work better for this segment. The less clutter there is the more likely a SIP is to recognize the bike itself as “cool” and with the extra income and lack of family make the buy with little research. Hard-working blue collar family men need a mix of the two approaches. Because a Blue Neck has had less time to create complete financial comfort than a RUB he must think about his luxury purchases wisely. They are also generally younger men looking to keep their youth as their family grows in size and age. So the “cool” factor is also a positive image. The Blue Neck will generally pay less mind to obvious advertisements and will already be wanting a motorcycle. The challenge is getting them to buy a Big Dog rather than a Harley. With internet advertisements and articles the Blue Neck can discover the Big Dog in the research of his product category. And when he realizes the individuality in body type and unique engine he can make an informed decision to make the purchase of a Big Dog.

Consumer Benefit

The RUB will benefit with the purchase of a Big Dog with personal enjoyment and maybe even status. The SIP will benefit with the purchase of a Big Dog with an enhancement of image and status. A SIP will love to show off his Big Dog to strangers on the street and relish the compliments of uniqueness. The Blue Neck will benefit with the purchase of a Big Dog with all personal

achievement, personal enjoyment, status and enhancement of outward and self-image. With a Blue Neck having the hybrid prospects of a RUB and a SIP, he will receive the most personal benefit of all the segments.

Advertising Problem or Consumer Barrier

Because the bike is a luxury purchase it may take more valid convincing via advertisements and word of mouth. The problem is also that the motorcycle community doesn't know about Big Dogs.

Advertising/Creative Objective Statement

Awareness of the quality and individuality of the motorcycles must be promoted amongst the biker community via internet, radio and magazine advertisements.

Support Statement

Because Big Dog's have been hand-made in Wichita, KS for ten years the reliability and image are very distinct and worth the buy.

Magazine Ad 1

Client: Big Dog

Full-page Magazine Ad

Headline: These puppies ain't house trained.

Subhead: Release the Big Dog inside of you.

Body copy: Quality without sacrificing individuality. With anything from a custom body kit to custom rims, Big Dog has built a reputation on the idea that personalization is important not only to the rider, but also the people making the bikes. They value the diversity of a Big Dog and want nothing more than to make a rider proud.

Product Name: Big Dog

Tagline: Unleash Yourself

Magazine Selection

I have chosen Cycle World as my magazine of choice because Big Dog Motorcycles are a pretty clear market that fits with Cycle World. Cycle World has been circulating since 1965 and has a good reputation for ratings and showcases of a variation of motorcycles. Because Big Dogs are motorcycles and we are trying to raise brand awareness in the experienced motorcycle community this would be a good magazine to place an advertisement in.

Visual

The theme will include colors that correspond with flame detail on the showcased motorcycle. The text will be simple, white lettering with an emphasis on the brand. Big Dog will be in lettering that looks quick and edgy, bigger than the rest of the text, and have color as if it is bursting off of the page. On the motorcycle will be a white pit bull with blue eyes and light brown spots personified as a human on the bike. It will have a full biker get up and its arms crossed over each other leaning back into the saddle. The background will be vague and dully colored because the motorcycle must stand out with its bright body detail and chrome. Around the neck of the pit bull will be a spiked collar with a tattered leash connected to it, as if he had escaped domestication.

Theme

The theme that comes from a combination of the visual and the copy should call the reader to action. They want to be different and invest in something that is made not only for them, but with the care and precision of men who truly love motorcycles, as well.

Magazine Ad 2

Client: Big Dog Motorcycles

Full-page Magazine Ad

Headline: Embrace the madness.

Subhead: Be your own dog.

Body copy: Stop fencing yourself in. Be the raging dog you so carefully have tamed. Big Dog Motorcycles let you customize from what kind of engine you want to what color paint you can't live without. Let us help to unleash the beast.

Product Name: Big Dog Motorcycles

Tagline: Quality without sacrificing individuality.

Magazine Selection

I have selected Hot Bike Magazine because the readership is wide but they all have the same thing in common: wicked bikes. The readers are looking to find cool, different motorcycles with the classic, American hot rod appearance.

Visual

A man sitting on a Big Dog pulling at the skin on his face madly as if he is tearing a mask to reveal an angry Rottweiler. The motorcycle is colorful with a blurred background and again the lettering is simple in color and font aside from "Big Dog Motorcycles".

Theme

The theme is that every man has a wild beast inside, it's just a matter of whether or not you let it loose. The call to action will be for the readers to realize that they have a part of themselves that only a Big Dog could represent, leading them to buy one.

Magazine Ad 3

Client: Big Dog Motorcycles

Full-page Magazine Ad

Headline: Sometimes you have to take sides.

Subhead: Who doesn't want the wild side?

Body copy: Just because it's not who you are every day doesn't mean you can't let the wild side have some fresh air sometimes. With Bog Dog's fat tires and hand-crafted engines made just for you, we give you a chance to take your alter ego through a wind-blown, cross-country tour of America. And believe us when we say: you won't regret it.

Product Name: Big Dog Motorcycles

Tagline: Quality without sacrificing individuality.

Magazine Selection

I have chosen the Rolling Stone. The readership for this magazine is broader than a general motorcycle magazine. Many older, well-educated and wealthy men read this magazine. Also, the magazine showcases many different kinds of advertisements in different ways. Putting a Big Dog ad in this magazine will call the reader's attention quickly.

Visual

A Big Dog faced from the front with a side car. The background is a smooth country road with fields and pastures amongst it and a very blue sky. The driver of the Big Dog is a bull dog decked out in a leather jacket, red scarf blowing in the wind, black goggles and a leather helmet. In the side car is a man wearing a business suit who looks completely terrified that the motorcycle is moving. The bull dog has a smile through his under bite. The copy is smooth and elegant in red with "Big Dog Motorcycles" enlarged.

Theme

The theme is that every man has two sides: one for every day and one for the wild days. Men will identify that sometimes they wish they could just cut loose and be themselves. The call to action will be that the readers will see the ad and wish they were the goofy, wild dog on the bike instead of the scared passenger in the side car. Purchasing a Big Dog will be a way of expressing a side of themselves they think no one else ever truly understands or sees.

TV Script

CLIENT: Big Dog Motorcycles

TITLE: Release the Dog

DATE: March 27

AIRDATE: April 2012

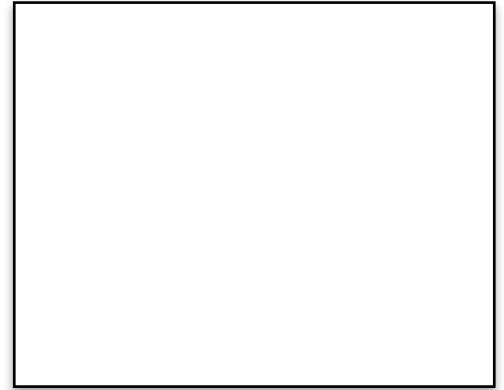
PRODUCER: Natalie Wallace

<i>VIDEO</i>	<i>AUDIO</i>
[1] Est. CU- Country road with open sky and green grass.	[1] SFX- "Life In the Fast Lane"
[2] Zoom In WS- Motorcycle wizzing through the curvy road.	[2] SFX- Motorcycle rumbling and birds chirping
[3] FS- See scarf and helmet of person riding.	[3] SFX- Music gets louder and birds stop
[4] CUT- CU To face of dog with goggle and helmet flying through the wind.	[4] SFX- Dog grunts over rumble of engine
[5] CUT- WS Another motorcycle pulls up. It's a human who looks over to speak and looks shocked.	[5] SFX- Other motorcycle sounds crappy under the roar of the Big Dog VO- Nice bike, man!
[6] CUT- CU Shot of other motorcycle. Dog grins and barks to him. OS	[6] SFX- Ferocious dog bark as music fades
[7] CUT FS- Both motorcycles speeding.	[7] SFX- Crappy bike sounds like it's running out of gas
[8] CUT- WS Dog speeds away.	[8] SFX- Music fades up
[9] CUT- SUPOR: Big Dog Motorcycles logo on top of country road.	[9] VO- Release the madness inside of you. Big Dog Motorcycles.
[10] FO- To black	[10] SFX- Dog growl and bark

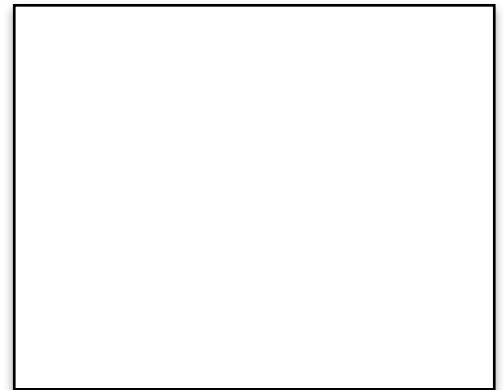
Client Info Big Dog Motorcycles	www.bigdogmotorcycles.com
	custom motorcycles
	Middle aged white collar family men
Target Audience Rich Urban Bikers	
Action Items -Dog -Motorcycles -The Big Dog is better	Customized motorcycles
Theme and Goal To get the consumer to see the dog on the Big Dog and want to be as free, happy and different as him.	
Graphix Big Dog Motorcycles Logo	
	No cost
Talent Dog from SPCA Arnold Palmer, a mechanic from Big Dog	
Shoot dates April 2-4	Beautiful spring landscape
Post April 20	Summer ad
Audio "Life In the Fast Lane"	Copyright issues?
TV Station: Discovery Channel, History Channel	

Story Board

Est. CU- Country road with open
sky and green grass.
SFX- “Life In the Fast Lane”



Zoom In WS- Motorcycle wizzing
through the curvy road
SFX- Motorcycle rumbling and
birds chirping



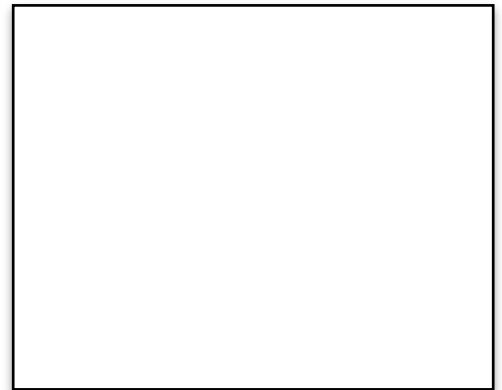
FS- See scarf and helmet of person
riding.
SFX- Music gets louder and birds
stop



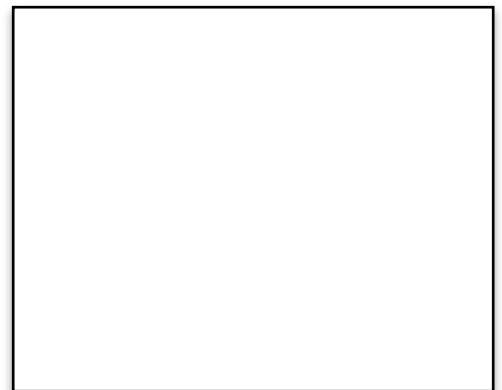
CUT- CU To face of dog with
goggle and helmet flying
through the wind.
SFX- Dog grunts over rumble of
engine



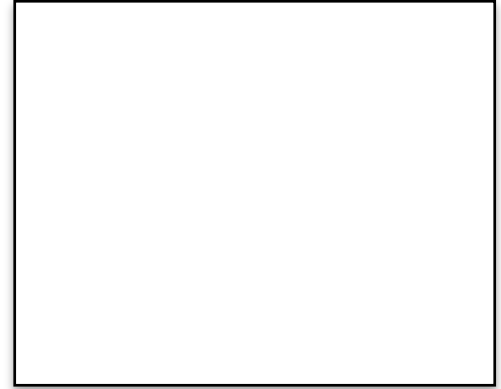
CUT- WS Another motorcycle
pulls up. It's a human who looks
over to speak and looks
shocked.
SFX- Other motorcycle sounds
crappy under the roar of the Big
Dog
VO- Nice bike, man!



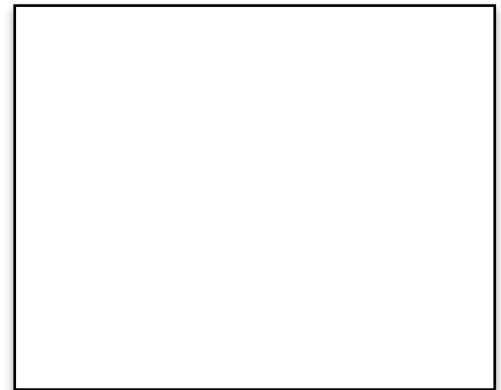
CUT- CU Shot of other
motorcycle.
Dog grins and barks to him. OS
SFX- Ferocious dog bark as
music fades



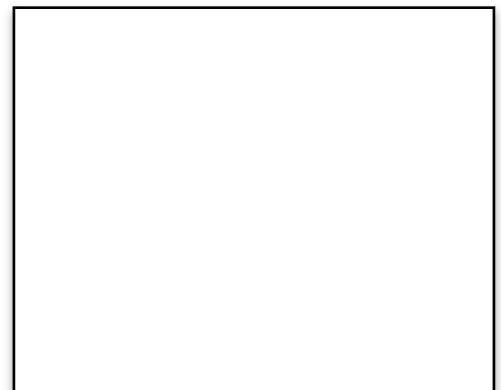
CUT FS- Both motorcycles
speeding.
SFX- Crappy bike sounds like it's
running out of gas



CUT- WS Dog speeds away.
SFX- Music fades up



CUT- SUPOR: Big Dog
Motorcycles logo on top of
country road.
VO- Release the madness inside
of you. Big Dog Motorcycles.



FO- To black
SFX- Dog growl and bark



Radio Spot 1

CLIENT: Big Dog Motorcycles

PRODUCT: Motorcycles

TIME: :60

TITLE: "MAD DOG CRISIS"

COPYWRITER: Natalie Wallace

SFX: ROAR OF MOTORCYCLE ... BOOTS HITTING THE GROUND (4 SECONDS)

SETH: Since when do you have a motorcycle, Mike? Goin' through some sort of mid-life crisis or something? (6 SECONDS)

MIKE: I got a bonus the other day. (2 SECONDS)

SETH: So you went and bought a motorcycle? C'mon, man! How cliché can you get? (6 SECONDS)

MIKE: Dude, it's not just any bike. It was made for me. (4 SECONDS)

SETH: Psh, right. JUST for you. (3 SECONDS)

MIKE: Ya, man. I got to pick the detail, the body style ... whatever I wanted those Kansas boys did it for me. (6 SECONDS)

SETH: Huh, wish I got a bonus. (2 SECONDS)

MIKE: That's the best part. I didn't take a big hit with the buy. Big Dog Motorcycles are affordable. Especially for how much you get to personalize them. (7 SECONDS)

SETH: Big Dog wha? I don't buy it. (3 SECONDS)

SFX: BOOTS CLICK AGAIN ... MOTORCYCLE REVS (3 SECONDS)

MIKE: Well, I did. And it was totally worth it. (3 SECONDS)

SFX: MOTORCYCLE SKIDS AWAY (3 SECONDS)

ANNCR:

Don't be a house pet like Seth. Let yourself be free. Ride Big Dog.
Quality without sacrificing individuality. (8 SECONDS)

Radio Station:

I have selected 103.3 The Edge because the listeners are broad, but mostly older people who listen to the radio on their way to and from work.

Theme:

The theme is that Big Dog Motorcycles are customizable and affordable. The listener will hear this from the relatable speakers and feel a part of the conversation. The call to action will be that the listeners will hear Seth and Mike talking and think further into buying and researching a Big Dog for themselves.

Radio Spot 2

CLIENT: Big Dog Motorcycles

LENGTH: :60

TITLE: "Big Dogs Never Lie"

COPYWRITER: Natalie Wallace

SFX: OPEN TO DOGS BARKING VICIOUSLY AND GROWLING (4 SECONDS).

SFX: A RUMBLING MOTORCYCLE SCREECHES ITS TIRES AND ALL THE DOGS GO SILENT WITH SOUNDS OF CURIOSITY (5 SECONDS)

ANNCR: It's impossible to tame an angry dog. (2 SECONDS)

SFX: MOTORCYCLE POWERS OFF ... BOOTS HIT GROUND AND WALK ... A ZIPPO CLICKS OPEN AND IT LIGHTS ... (6 SECONDS)

ANNCR: But there certainly are ways around it. (3 SECONDS)

SFX: ZIPPO CLICKS CLOSED ... CIGARETTE BURNS ... MAN BLOWS OUT SMOKE... (7 SECONDS)

ANNCR: Some people just learn to blend in. (4 SECONDS)

SFX: DOG BARKS ... MAN GROWLS FEROCIOUSLY ... ALL DOGS WHIMPER (5 SECONDS)

ANNCR: Others command as the alpha. (4 SECONDS)

SFX: FOOTSTEPS ... MOTORCYCLE REVS ... MAN HOWLS ... AN ASSORTMENT OF DOGS HOWL ALONG WITH HIM (8 SECONDS)

ANNCR: Find your wild side without losing who you are. Command crowds and become the alpha you deserve to be. Jump outside of your fence and let the mad dog inside of you run rampant. Big

Dog Motorcycles: creating alphas since 1994. (12 SECONDS)

SFX:

HOWLS

Radio Station:

I have selected 107.7, a classic rock station in Oklahoma City that is well established and will have high traffic from older men on their drive to and from work.

Theme:

The theme of this spot is that everyone deserves to be that badass alpha in the group. The listener will hear the boots and the howls over the roar of an amazing Big Dog engine and wish they could be that guy. The theme is that any listener could imagine themselves in the shoes of the alpha man and one of the best ways to show it off proudly is with the purchase of a Big Dog.

Outdoor Ads



21



**DOG: GREY, BLACK, WHITE,
WITH RED EYES**

**MOTORCYCLE: CHROME,
BLACK TIRES, ORANGE AND
LIME GREEN PAINT**

FONT: WHITE

BACKGROUND: PURPLE

BIG DOG

MASTIFF

WRINKLES DON'T DEFINE YOU



**DOG: DARK & LIGHT BROWN,
BLUE EYES**

**MOTORCYCLE: CHROME,
BLACK TIRES, BLUE AND
YELLOW BODY**

FONT: WHITE

BACKGROUND: RED-ORANGE

**TAKE A
RIDE
ON THE
WILD SIDE**

**BIG DOG
//
WOLF**



**DOG: BLACK AND DARK
BROWN WITH GREEN EYES**

**MOTORCYCLE: CHROME,
BLACK TIRES, LIME GREEN AND
MAGENTA BODY**

FONT: WHITE

BACKGROUND: DARK RED

RELEASE THE MADNESS INSIDE

BIG DOG//BULLDOG



**DOG: BLACK, WHITE, PINK AND
GREY WITH WHITE EYES**

**MOTORCYCLE: CHROME,
BLACK TIRES, BLACK AND
WHITE BODY**

FONT: WHITE

BACKGROUND: NAVY BLUE

BIG DOG//ACCESSORIZE

YOU DON'T HAVE TO BE A WOMAN



DOG: NONE

MOTORCYCLE: CHROME

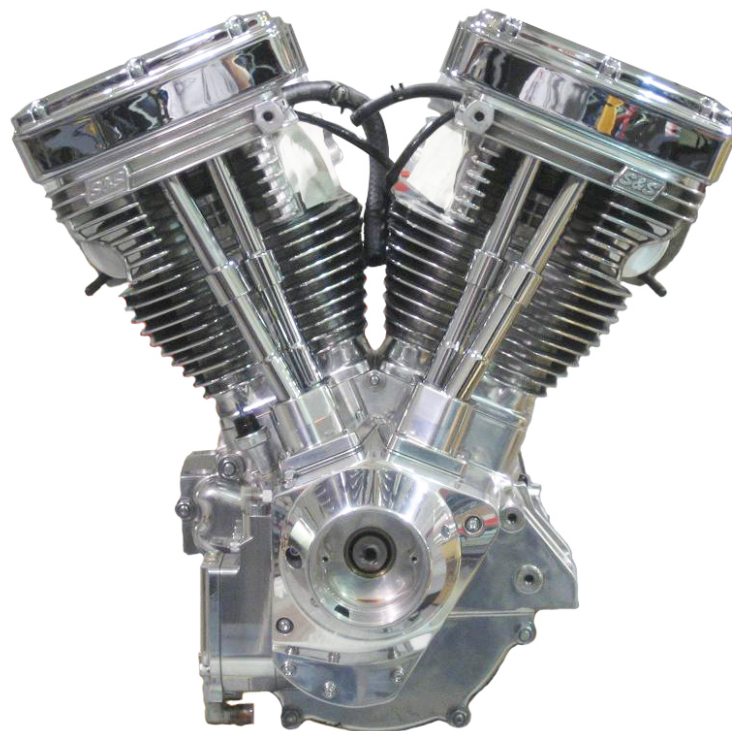
FONT: WHITE

BACKGROUND: ORANGE

BIG DOG//

//ACCESSORIZE

CHRISTMAS AIN'T JUST FOR GETTING PUPPIES.



DOG: NONE

MOTORCYCLE: CHROME

FONT: WHITE

**BACKGROUND: NAVY
BLUE**

BIG DOG//

//ACCESSORIZE

TATTOOS DON'T HAVE TO BE ON SKIN.

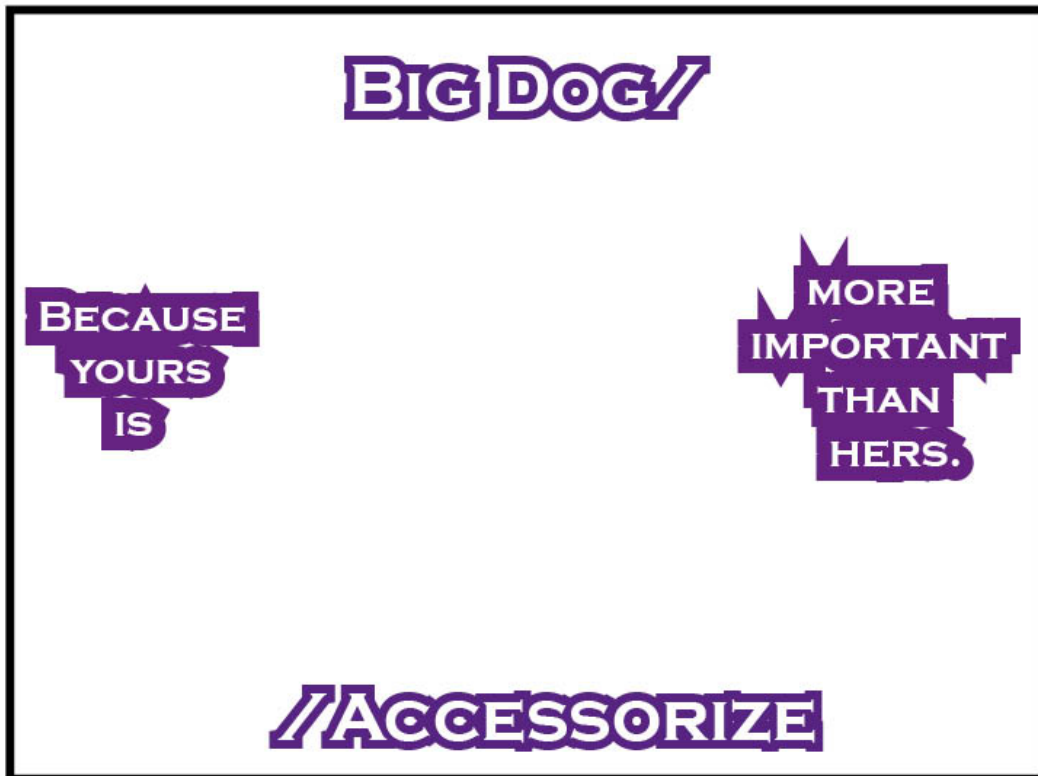


DOG: NONE

**MOTORCYCLE: LIME &
DARK GREEN AND
FUSCIA**

FONT: WHITE

**BACKGROUND: DARK
RED**





PSN

DOG: NONE

**MOTORCYCLE: BLACK
SEAT, ORANGE AND
LIME GREEN BODY**

FONT: WHITE

**BACKGROUND: DARK
PURPLE**