

CLARITY GUITARS CASE STUDY

If you choose Clarity Guitars for your Capstone project, you'll compose a pitch memo, slides (at least one of which will be an advertisement for Clarity Guitars), and a presentation from the case study described below. In the design portion of the Capstone, Dave will provide you with design elements for your slides.

Situation:

You're an employee of Clarity Guitars, a premium guitar manufacturer. You've identified an exciting new market opportunity for the company.

Goal:

Your goal is to persuade the Clarity Guitars executive team to adopt this new strategy, because you believe it will open a significant new market and drive sales for Clarity Guitars.

- First, you'll compose a polished draft of a one- to two-page memo that will pitch your strategy and a proposed advertising campaign to the executive team.
- Second, you'll create at least six slides (also polished drafts) that will support an eventual presentation to Clarity Guitars' top executives.
 - At least one slide in your presentation must show a sample advertisement for Clarity Guitars. It should illustrate your vision for the new marketing campaign.
- Third, you'll deliver and record an initial presentation with slides (between five and fifteen minutes in length) in which you powerfully communicate why your plan and advertising campaign should be adopted.
- Finally, you'll revise and weave all three parts into a powerful singular statement.

As you progress through the Capstone, Quentin, Dave, and William will provide you with guidance and review materials for your project.

Background:

According to a January, 2016 Business Wire article (included as a reading in this lesson), the global market for guitars will reach U.S. \$2 billion by 2020.

You believe the Clarity Guitar Company (CGC) should address this market expansion in a unique way: by enticing customers away from traditional electric guitar brands and their traditional buying decisions. Historically, musicians have equated high quality with high price and brand mystique. You aim to open a new market for Clarity Guitars by illustrating to potential customers that quality need not be linked to mystique or high prices.

Your strategy also involves a product shift for Clarity Guitars. Traditionally, top-tier electric guitar manufacturers sell their instruments at very high prices, relying heavily on the role of status in how

customers make their buying decisions. You believe that Clarity Guitars has an opportunity to create a new product and a new accompanying advertising campaign that unsettles these perceptions. The advertising campaign will argue that affordably priced, entry-level instruments are fully capable of becoming life-long partners in a musician's creative growth.

For CGC, then, the challenge is this: customers shun "bargain-priced" instruments in the belief that these instruments A) will ultimately limit their artistic development because they are of lower quality, and B) will brand the musician as less-than-serious because they play a bargain brand.

You believe that CGC has an opportunity to capture the "bargain" market by launching a high-quality, low-priced guitar with a marketing campaign that combats the negative perceptions that surround bargain instruments. Your strategy calls for a national advertising campaign based around the theme "Best Friends." In this campaign, successful, serious guitarists will be shown as anti-establishmentarians that have chosen an instrument that grows with them and that is all about the tone, not the status.

Your capstone project will pitch this new opportunity to the marketing team. You will include your rationale as to why Clarity Guitars should pursue this market and you will include a presentation of your ideas for the advertising campaign.