

SUBJECT: COBRA USA

INDUSTRY: MOTORCYCLE

FILE# COB-17-008

PROBLEM/OPPORTUNITY:

COBRA USA came to us requesting some recommendations for a new logo for their Harley Davidson after market exhaust systems. They were facing a declining market and scant brand awareness within the category even though the company had been around since 1977. Fortunately for Cobra, they make a product that sounds as good it looks. For Harley riders, sound is everything and the louder the pipe the better. Survival for Cobra meant gaining a larger piece of market share. We quickly realized simply creating a new logo would not get it done.

STRATEGY:

1. Own the garage
2. Feel as if the brand is a natural extention of Harley Davidson
3. Own #RIDELOUD



WORK

Labs

Work

ADDRESS:
2014 Monument Avenue Richmond, Virginia 23220

PHONE:
(804) 358-4372

WEBSITE:
www.WorkLabs.com

NH-6107



Built Louder

Louder Than You

You've probably heard of COBRA because, heck, we've been around since 1977. You've probably heard that no one makes better exhausts for your V-Twin than we do and that we have a lifetime warranty to back it up.



However, you may not of heard that our brand has a new look and we've just introduced a new line of pipes "The NH Series", our loudest yet. Follow us on social media to hear more because this year we're making more noise than ever.

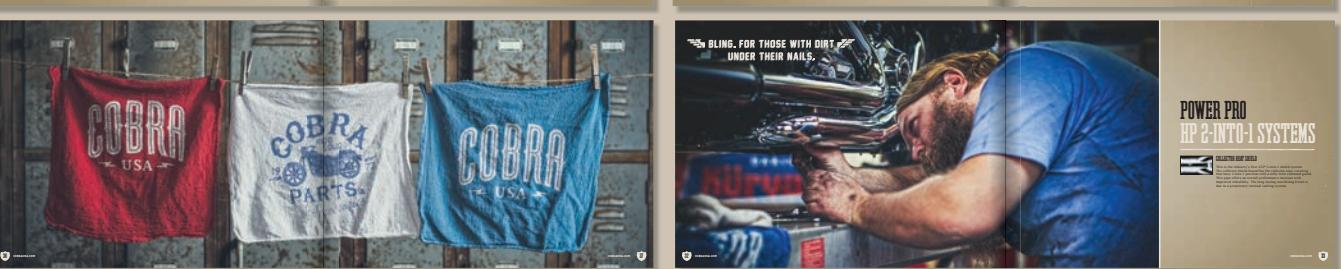


WWW.COBRAUSA.COM





DISCLAIMER: NOT LEGAL FOR SALE OR USE IN CALIFORNIA ON ANY POLLUTION CONTROLLED MOTOR VEHICLES



*Quality
Time*
IS OPEN FOR
INTERPRETATION



RIDE LOUD™
SINCE 1977





BLING
FOR.
THOSE WITH *Dirt*
UNDER THEIR
NAILS.

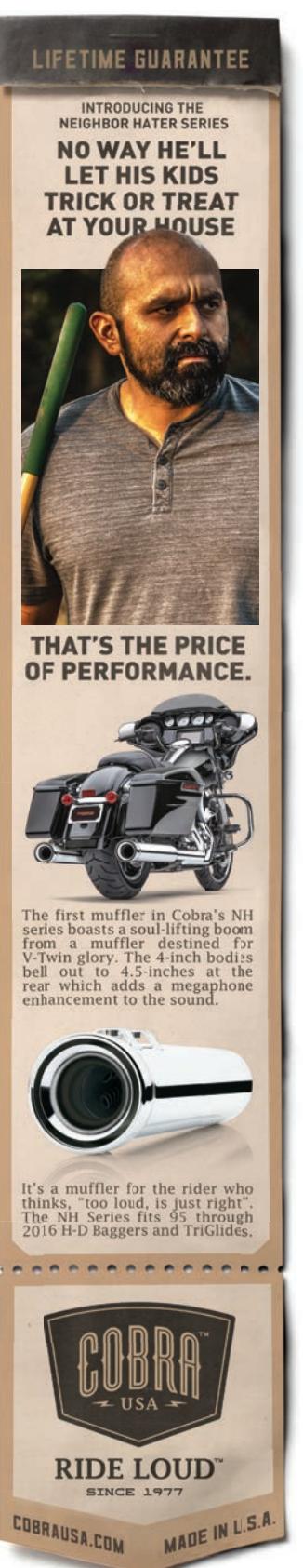


RIDE LOUD™
SINCE 1977





LIKES:
Gardening, classical music, and cooking
DISLIKES:
Dogs, modern music, and you



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LIFETIME GUARANTEE — MADE IN THE U.S.A.

HEAVEN SMELLS LIKE GAS, OIL, AND GREASE.

Your prayers have been answered with the PowrPort Dual headpipes from COBRA. Designed to deliver optimal torque and power. Amen.



RIDE LOUD™
SINCE 1977





LIFETIME GUARANTEE - MADE IN THE U.S.A.

THE CENTERPIECE OF THE MOST PERFECT ROOM NOT IN YOUR HOUSE.

From a simple 4-inch slash down to the popular Race Pros, you can find the perfect pitch and volume that suits you. Take our PowerPort Dual head pipes for

example. They have a built in cross over that produces more power while retaining the look of a true-dual system. And they are incredibly easy to install.



FIND A BIKE WORTHY OF THE PIPE.

We start out every day to make the perfect exhaust. And we come darned close. It helps that we use state-of-the-art lasers to cut our steel and aluminum, and that we make use of the latest generation robotic welders. But we also use an incredibly talented team of craftsmen and craftswomen to ensure a personal, human touch

remains at the heart of every product that ships out to you. And that goes to our fundamental advantage over everyone else. We balance the machine's precision with the artist's imagination. Oh, that and the simple fact we make the best looking, sounding and performing products available.



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RIDE COBRA LOUD

VOL. CXIX | NO. 27/28

FINDING YOUR QUIET PLACE

MEET THE NEIGHBORS

SHOW SOME RESPECT

LEARN TO FOLD THE AMERICAN FLAG

SEVEN SUPER-BAD BIKER MOVIES FROM THE 70'S

ONLY A BIKER KNOWS WHY A BIKER STICKS HIS HEAD OUT OF A CAR WINDOW

WHEN TO FLY THE AMERICAN FLAG

IF IT'S A DIRTY JOB AND YOU ARE THE ONE WHO GETS TO DO IT

MEET THE NEIGHBORS

FIVE ROAD TRIPS THAT REDEFINE FREEDOM

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

MEET THE NEIGHBORS

SOME MEAN WHAT THEY SAY, AND OTHERS SAY WHAT THEY MEAN

THEY GIVE YOU A LOT OF COWBOY COUNTRY

YOU WON'T FIND A BETTER BIKER THAN MY BROTHER

LEARN TO FOLD THE AMERICAN FLAG

DOOM & GROOM

THE BAD BOY SPOTTERS GUIDE

8 KINDS OF FRIENDSHIP A MAN NEEDS

AMERICA YOU CAN PEE UP INSTEAD OF WITHDRAWAL

DOOM & GROOM

REAL MEN RIDE WITH TWO PAIRS OF PANTS

GEARHEAD THROWBACK

FIVE NOBLE CAUSES WORTH YOUR TIME

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

DOOM & GROOM

REAL MEN RIDE WITH TWO PAIRS OF PANTS

GEARHEAD THROWBACK

FIVE NOBLE CAUSES WORTH YOUR TIME

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

ALL ABOUT THE PIPES

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

FIND A BIKE WORTHY OF THE PIPE

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

RIDE COBRA LOUD

FINDING YOUR QUIET PLACE

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RIDE COBRA LOUD

VOL. CXIX | NO. 27/28

FINDING YOUR QUIET PLACE

SIX WAYS TO WIN A FIGHT

WHERE DO YOU KEEP YOUR WORK ETHIC?

IF WHITE COLLAR MONEY ISN'T ENOUGH, THEN BLUE-COLLAR MONEY IS

HOLLOWED GROUND & HARLEY HEAVEN

WHEN LIFE GIVES YOU A BUSTED CAR, JUST BUILD A MOTORCYCLE INSTEAD

IT'S GIMP TIME, SO GET OUT THERE FOR SOME SKILLS AND RISK, Y'KNOW?

DO YOU STILL WORK AS HARD AS YOU DID IN 1984? WHEN WE USE TO WORK, IT WAS DIFFERENT.

CATCHING A YELLOW JACKET IN YOUR SHIRT AT 70 MPH CAN DOUBLE YOUR VOCABULARY

MEET THE NEIGHBORS

FIVE ROAD TRIPS THAT REDEFINE FREEDOM

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

RIDE COBRA LOUD

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WHAT DOES YOUR WORK ETHIC SAY ABOUT YOU?

RIDE FAST, PLAY LOUD

THE COBRA EXHAUST & ACCESSORIES LINEUP

WE STAND BEHIND EVERYTHING WE MAKE

EVEN IF YOU'VE NEVER HEARD OF US, YOU'VE HEARD US.

ON THE ROAD AGAIN

AMERICAN STRONG

MOTORCYCLE RIDE LOUD

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

A LETTER FROM OUR CEO

TRANSLATION

LET'S BE FRIENDS

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

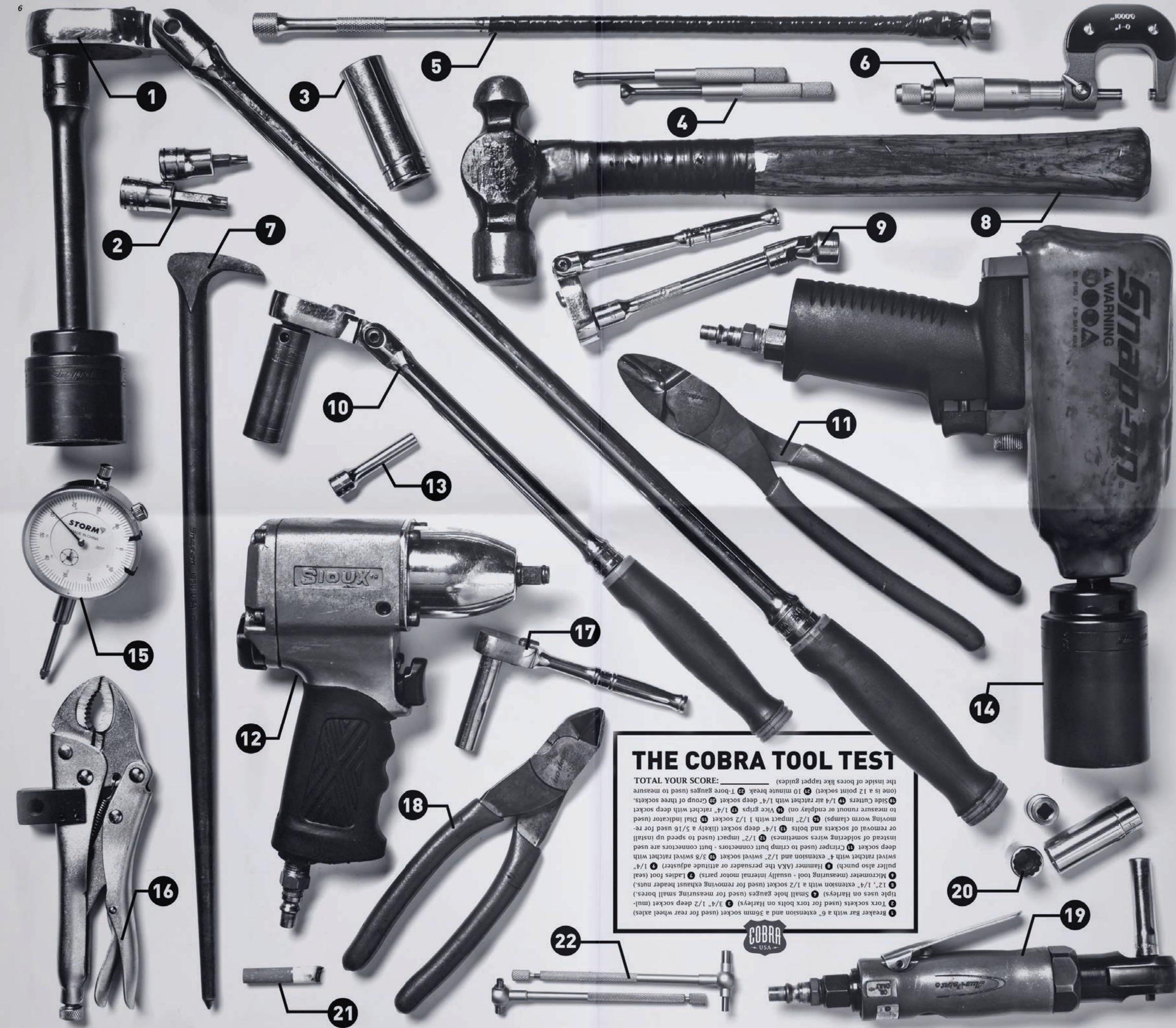
COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

HAND SIGNALS

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

WARNING: IF HORN IS BROKEN, WATCH FOR FINGER!

COBRAUSA.COM



MADE IN THE
USA
ENOUGH SAID









A PIPE YOU CAN CHOOSE WITH YOUR EYES CLOSED

DOWNLOAD THE COBRA APP AND LISTEN TO ALL OUR LATEST PIPES.

LIKE US ON FACEBOOK: @COBRAUSA

COBRA USA
AVAILABLE AT: App Store & Google Play

23801 E LA PALMA AVE | YORBA LINDA, CA 92887
TEL (714) 692-8180 | (714) 692-5019 | FAX
RIDE LOUD! RIDE FOREVER

www.COBRAUSA.com

COBRA™ USA

Quality Time is open for interpretation.

SPEDSTER EXHAUST

THREE-INCH RPT SLIP-ON MUFFLER

DRAGSTER EXHAUST

BAGGER HEAD PIPES

BAGGER 4.5" SLIP-ONS

AIR CLEANER KITS

To be truly happy, surround yourself with the things that matter most.

COBRA
YORBA LINDA, CALIFORNIA
40TH YEAR ANNIVERSARY
1977

THE COBRA ADVANTAGE

Quality Time is open for interpretation.

COBRA™ USA

BAGGER HEAD PIPES

THOU SHALT NOT COVET THY NEIGHBOR'S PIPES

BAGGER 4.5" SLIP-ONS

COBRA™ USA

BAGGER 4.5" SLIP-ONS

FENDER FLARES

THOU SHALT NOT COVET THY NEIGHBOR'S PIPES

COBRA™ USA

SPEDSTER EXHAUST

THREE-INCH RPT SLIP-ON MUFFLER

DRAGSTER EXHAUST

COBRA™ USA

THREE-INCH RPT SLIP-ON MUFFLER

DRAGSTER EXHAUST

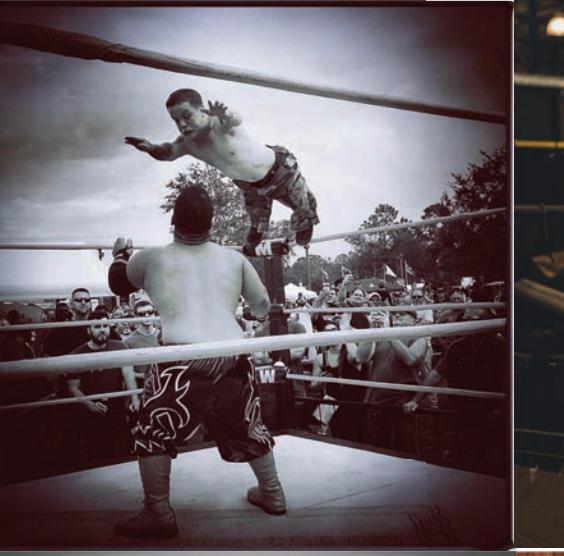
COBRA™ USA

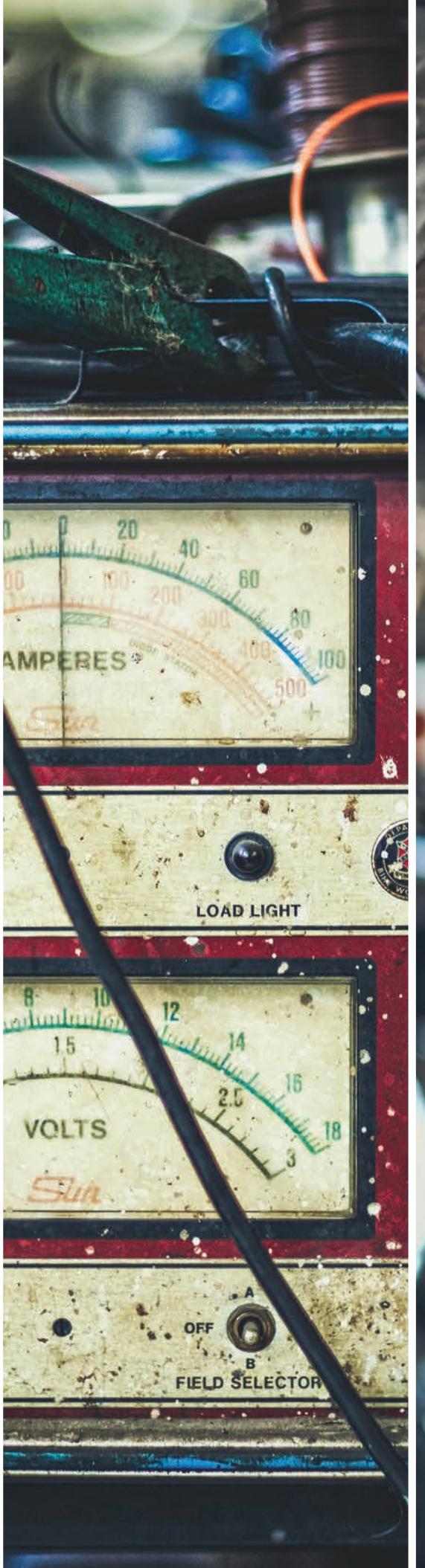
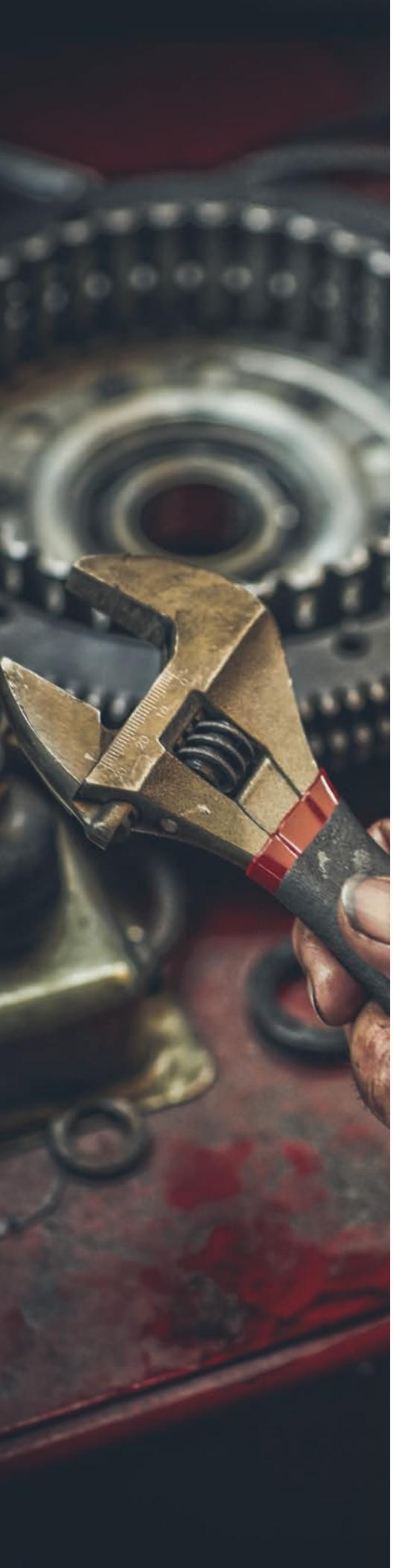
AIR CLEANER KITS

COBRA™ USA

To be truly happy, surround yourself with the things that matter most.







Laptop Screen (Top Left):

- Header:** COBRA USA
- Navigation:** APPAREL, POSTERS, SHOP RAGS, INSIDE COBRA
- Content:** A grid of images featuring people wearing COBRA USA apparel (t-shirts, tank tops) in various settings like a bar, a motorcycle shop, and outdoors.
- Bottom Left:** CALIFORNIA CUSTOMERS CLICK HERE button and a URL: <https://cobra-usa-hd.myshopify.com/collections/apparel/products/cobra-usa-made-in-the-usa-shirt>

Smartphone Screen (Bottom Left):

- Header:** COBRA USA
- Navigation:** APPAREL, POSTERS, SHOP RAGS, INSIDE COBRA
- Content:** Product page for "ELBOW GREASE - CHROME POLISH". Price: \$10.00. Description: Size: 12 Ounces, Transforms rusty, tarnished chrome to its original gleaming luster, Works great on chrome. Buttons: ADD TO CART, Share this.

Smartphone Screen (Bottom Right):

- Header:** COBRA USA
- Navigation:** APPAREL, POSTERS, SHOP RAGS, INSIDE COBRA
- Content:** Shopping cart summary: 3 items in bag, Total: \$25.00. Buttons: In Line, View Bag.

Map (Top Right):

A detailed map of the western United States, highlighting states like Washington, Oregon, Idaho, Montana, Wyoming, Colorado, and New Mexico. Major cities and rivers are labeled.

Branding Items (Bottom Right):

- T-shirt:** COBRA USA MADE IN THE USA T-SHIRT, \$25.00
- Tin Can:** COBRA ELBOW GREASE - CHROME POLISH, EST. 1977, MADE IN USA
- Shirt Tag:** 100% COTTON TEE, QUALITY GOODS, ROAD TESTED, XXL, WWW.COBRAUSA.COM

AFTER 40 YEARS, WHAT'S NEXT?



SINCE 1977

PLACE IDENTIFICATION CARD HERE



WORK LABS  APPROVED