

# Marshall

RECOGNIZE REAL  
CAMPAIGN

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STC384



# STRATEGY

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*Marshall*  
RECOGNIZE REAL

01/

# 1. About

## **Client:**

Marshall Vintage Amps

## **Product:**

Woburn Bluetooth Portable Speaker

## **Competitors:**

- Other guitar amp manufacturers, such as Orange and Black star that carry speakers in the same price range and style as Marshall
- Alternative portable speakers in the same price range, but different personality, such as Bose



# 2.

## History

**1962**  
**JIM MARSHALL**  
**CREATION**

Created a drum store  
to teach local customers  
in Hanwell, London  
Area.

**1963**  
**THE AMP**

In a bar in West London,  
Marshall decide to  
reinvent the pricey  
american guitar amp by  
creating one of his own.

**1965**  
**DISTRIBUTION**

Marshall entered into a  
15-year distribution deal  
with British company  
Rose-Morris during  
1965, which gave him  
the capital to expand his  
manufacturing  
operations

**1965**  
**LAUNCH OF PARK**

Marshall launched the  
Park brand name,  
inspired by the maiden  
name of Johnny Jones  
(a distributor's) wife

Pete Townshend and John Entwistle of The Who were responsible for pioneering the widespread use of stacked Marshall cabinets, and the very first Marshall 100 watt amps were especially created for them.

**1982**  
**END OF PARK**

Park came to an end, as they really weren't popular

**1992**  
**30TH ANNIVERSARY**

1992 marked 30 years in the amplifier business. To commemorate this milestone, Marshall released the 30th Anniversary series of amplifiers, the EL34 powered 6100LE with commemorative blue covering and gold faceplate.

**2012**  
**RELEASE OF SPEAKERS**

As of 2012 Marshall produced a wide range of amps with the look and sound of the Marshall valve amp. The longest running of such models is the JCM2000 range, which is split into the two- and three-channel series, known as the Dual and Triple Super Leads.

**TODAY**  
**BLUETOOTH AND MERCH**

Now Marshall positions themselves as a lifestyle brand, selling everything from coat hangers to t-shirts to bluetooth speakers. They target themselves as a millennial brand and hope that hipsters will purchase their products.

T O D A Y

## T A R G E T

Middle to upper class adults, aged 40-55,  
without kids living in an urban area.

### R I C K Y

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A 52-year-old bachelor living in a beautiful apartment in Los Angeles, who always listens to the same classic rock station to and from work. He used to have an earring back in the day and still has his killer tattoo on his shoulder blade. He spent his early 20's at the Troubadour, the Roxy and Whisky A Go Go, rocking out to some of the most legendary bands to ever play, while picking up rocker chicks on the regular. He had permanent lighter burns on his thumbs. Led Zeppelin was his favorite then and it is still his favorite now.



## T A R G E T

Middle to upper class adults, aged 40-55,  
without kids living in an urban area.

### S H A R O N

A 49-year-old free spirit, living in a studio apartment in NYC because she can't fall asleep without the sound of buzzing streets. She has a steady job, but never forgot how to have fun and appreciate the moment. She spent her late teens being a proud groupie to the hottest rockers, and lost her voice endless times from screaming along to lyrics at the most raw MSG performances. She used to sit in her room and listen to her favorite records on repeat, she now does the same while cooking dinner and enjoying a glass of wine.



# INSIGHT

It's about reliving the live concert experience

# STRATEGY

If Classic Rock's not heard through a Marshall speaker, it just isn't real

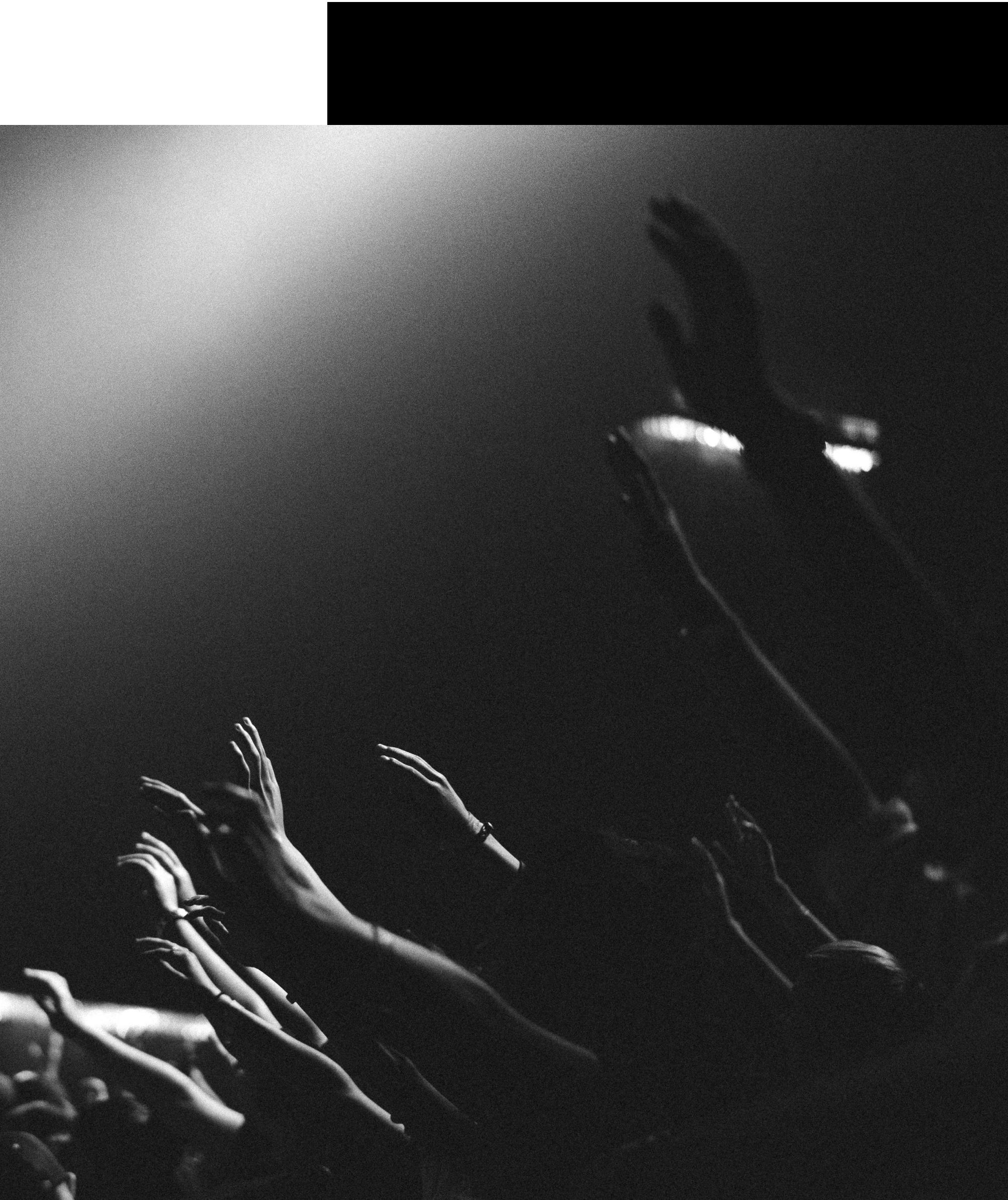
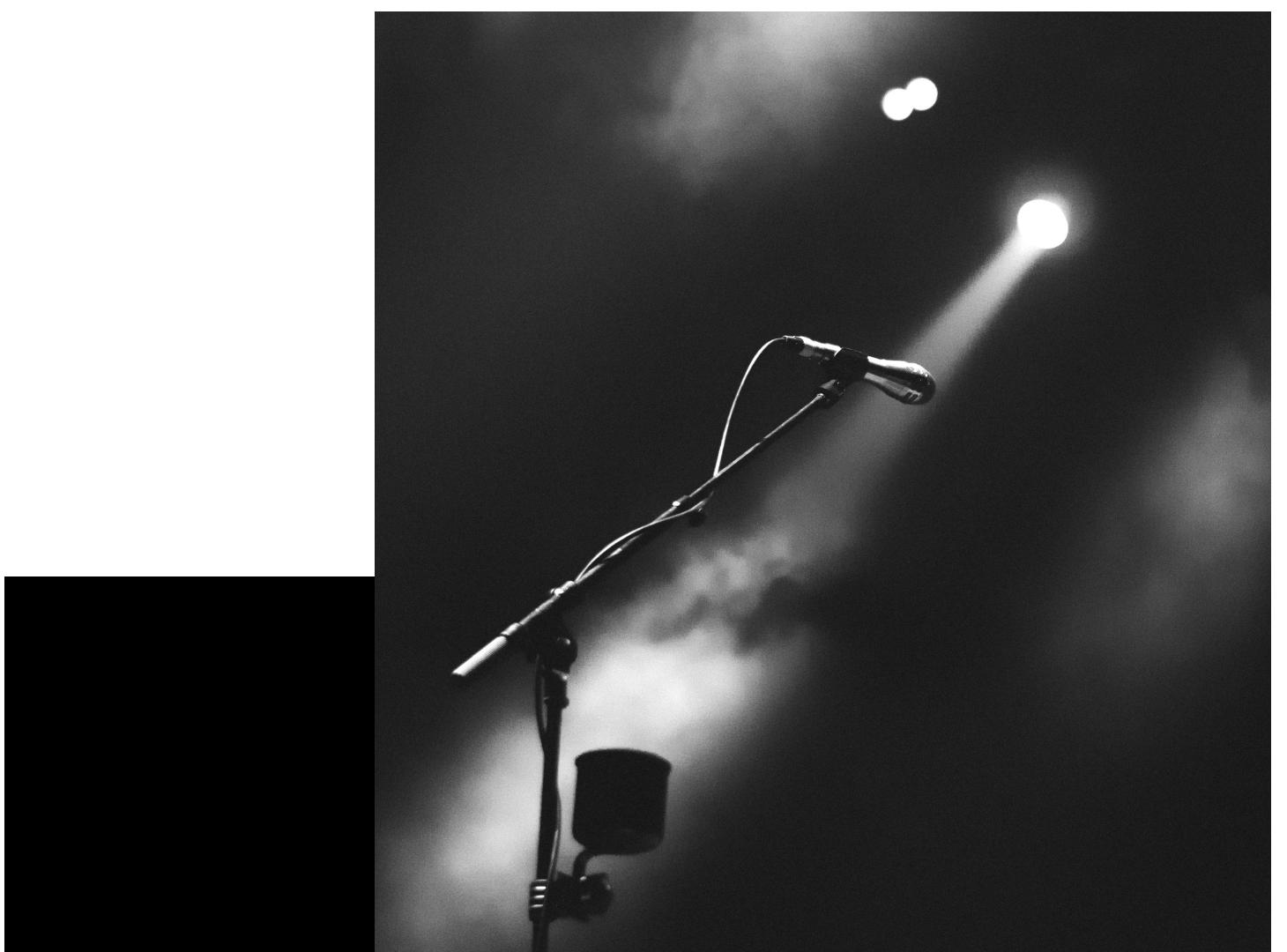
# BIG IDEA

Don't de-classic a classic. Listen through a Marshall.



## EXECUTIONS:

- Manifesto
- Print
- Video
- Ambient
- Social





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CREATIVE

02/

# MANIFESTO

A sea of people raising their glorious goblets of rock.  
The ringing thrill in the arena air.  
Those sticky elbow grazes.  
The image of lighters illuminating the night sky.  
Thousands of raspy voices never missing a word.  
In the most grand of venues or in a sweaty garage, the  
feeling is constant.  
There is nothing like that raw experience.  
When you hear it through Marshall it's real

SHE'S GOT A SMILE THAT IT SEEMS TO ME  
REMINDS ME OF CHILDHOOD CHEDDAR CHEESE.

If something doesn't feel right, it probably isn't.  
Don't mess with a classic. Experience music,  
the way it was meant to be heard.

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**YOU MAKE A SCONE MAN CRY.**

If something doesn't feel right, it probably isn't.  
Don't mess with a classic. Experience music,  
the way it was meant to be heard.

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**BUFFET WOMAN, SUNDAY AFTERNOON.**

If something doesn't feel right, it probably isn't.  
Don't mess with a classic. Experience music,  
the way it was meant to be heard.

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The Who logo (The Who) is centered in a blue circle with a white border, set against a textured, light-colored background. Below the logo, the text "OUT HERE IN THE FIELDS,  
I FIGHT FOR HIGH HEELS." is written in a bold, black, sans-serif font. At the bottom, a quote reads: "If something doesn't feel right, it probably isn't.  
Don't mess with a classic. Experience music,  
the way it was meant to be heard." The Marshall logo and "RECOGNIZE REAL" tagline are at the bottom.



## HEY! TEACHERS! LEAVE THEM KIDS COLOGNE!

If something doesn't feel right, it probably isn't.  
Don't mess with a classic. Experience music,  
the way it was meant to be heard.

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DON'T DE-CLASSIC A CLASSIC.  
LISTEN THROUGH A MARSHALL.

# 01/ SPOT

## 1:00 Video - Aerosmith

- Spot opens with a group of young adults entering a music venue, “Dream on” by Aerosmith plays in the background
- We see the crowd with a sea of lighters
- Up close shot of the hands fixing the microphone, the drummer wiping sweat off of his forehead, and the bass player getting ready to play
- Panning shot of their feet, we see the different types of shoes (maybe characteristic of Aerosmith), the wires, and a rusty old amp.
- The main singer takes a deep breath
- “Scream on, Scream on, Scream on, Scream until your screams come true”
- Cut to black
- Flash in small white letters, “It’s just not the same without Marshall.”
- Flash Marshall Vintage logo with Recognize real tag



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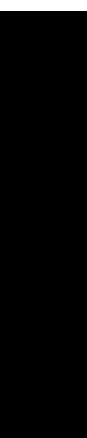


DON'T DE-CLASSIC A CLASSIC.  
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# 02/ SPOT

## :30 Video - Warrant

- Spot opens in a hooters style crowded bar, you see the beautiful women walking around the sports bar with trays in hand.
- We see a stage with red velvet curtains and a single chair in the middle with a spotlight. A little speaker amp is in the corner.
- We see a hand peek out invitingly from the curtains
- The singer (a man with a wig) jumps out singing at the chorus
- “She’s my hairy thigh, Cool drink of water such a sweet surprise”
- Cut to black
- Flash in small white letters, “It’s just not the same without Marshall.”
- “Tastes so good, make a grown man cry, Such a sweet hairy thigh”
- Flash Marshall Vintage logo with Recognize real tag





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DON'T DE-CLASSIC A CLASSIC.  
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# 03/ SPOT

## :40 Video - Led Zeppelin

- Spot opens with a huge marble staircase, the band is standing at the top
- We see a couple dancing at the bottom, maybe a wedding
- Up close shot of the singers, eyes, the rigged guitar and the bass player along with his curly hair
- Turning shot around the couple, and of the band from different angles of the staircase
- The main singer takes a deep breath
- “There’s a lady whose sure, all the glitters is gold, and she’s buying the stairway to Kevin”
- Cut to black
- Flash in small white letters, “It’s just not the same without Marshall.”
- Flash Marshall Vintage logo with Recognize real tag

# 3. Radio Spot

Introduction to Babba O'Reily by the Who

“Out here in the fields  
I fight for high heels”

If something doesn't feel right, it probably isn't.  
Don't de-classic a classic.  
Listen through a Marshall. The way it's supposed to be.

Marshall. Recognize Real.

“I don't need to fight,  
to prove my right”

End

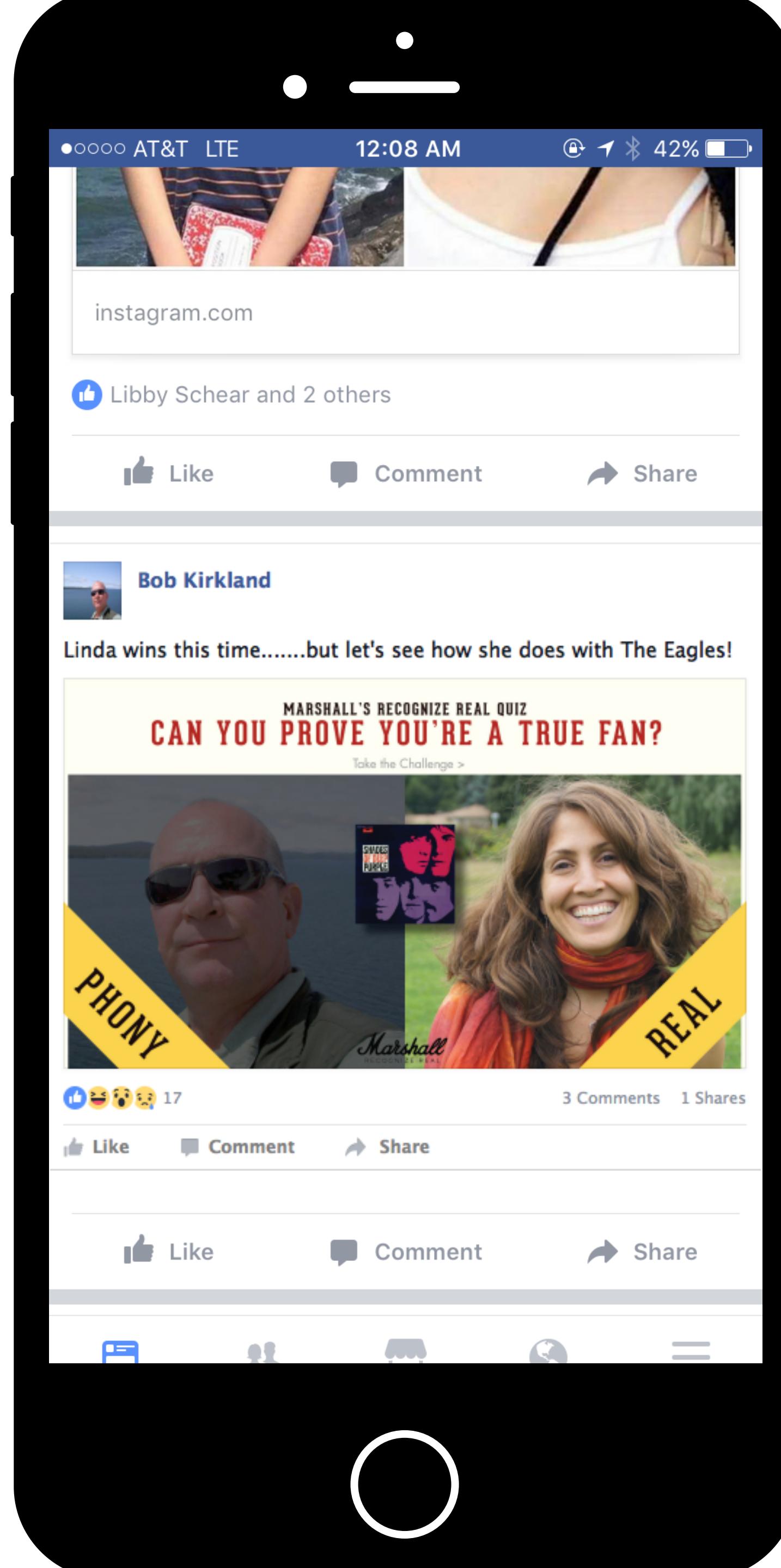


# 04.

## Concert Tent



The Recognize Real campaign will implement a special edition merchandise tent at relevant music festivals throughout the year, such as Rock Fest and Lollapalooza. The Marshall branded tent will display shirts, hoodies and other merchandise for sale with various fake logos of classic bands and of the bands performing. There will be music blasting from Marshall speakers to create an energetic and humorous environment that embodies the campaign and is appealing to festival goers.



# 05.

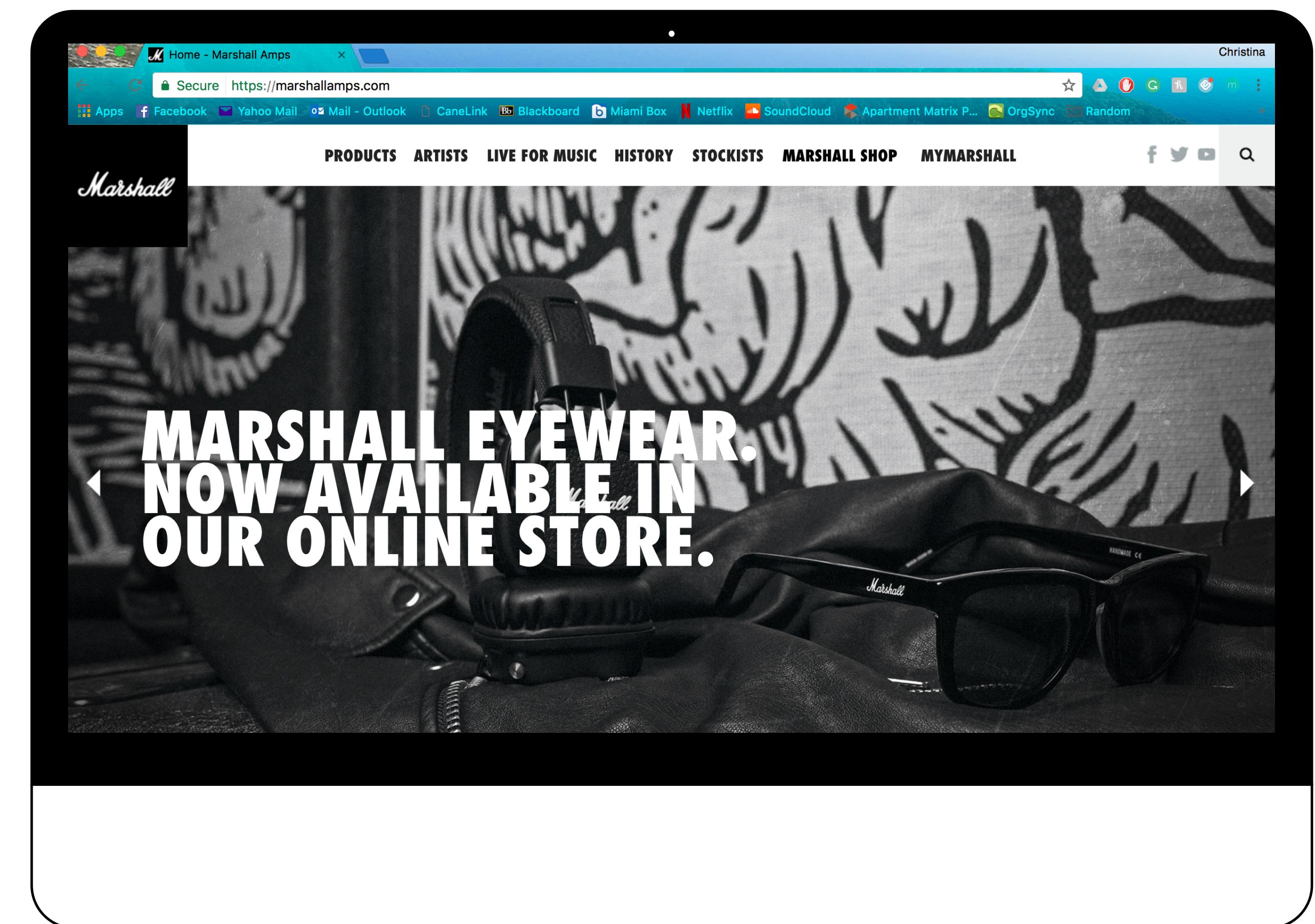
## Mobile App

Through Facebook, our target will be able to challenge their friends with our “Recognize Real” mini quiz. The quiz challenges users to listen to two versions of a classic rock song (the real version and a cover), and try to guess which version is real. The results are then posted on their wall revealing whether their friends know “real” music or not

# 06.

## Social

Customers can access all of the merchandise in addition to extra songs and quirky quizzes on [marshallamps.com](http://marshallamps.com)





THANK YOU.

*Christina, Alexa, Grace, Leeor*