

While most of our ads for musician magazines such as *Guitar Player* and *Guitar World* were aimed at currently active players...

...another group of ads was designed to appeal to the guitar novice — for the purpose of “recruiting” new guitar players, or “reactivating” men who had played when they were young, but had not picked up an instrument in many years. Specifically, our target age range was 30s to 50s...simply for the sake of their income level (most Gibson models fell in the \$4,000 to \$5,000 range — too expensive for most young entry-level buyers).

These ads were placed in men’s lifestyle magazines such as *GQ*, *Esquire*, and *Details*.

#### About the following ad collection...

If you are a man approaching mid-life, your increasing job responsibilities, family obligations, waitresses who call you “Sir”, the appearance of gray hairs, and the painful performance failures of your joints and muscles can all combine to make you long for a return to youth.

This series of ads is designed to tap into this desire to recapture the memories, spirit, and hormonal excitement of your High School days by making the association: Electric Guitar = Youth.

#### FYI...

This campaign, coupled with retail dealer promotions, and endorsing artist advertising was cumulatively successful enough to increase demand to a level that our factory could not keep up with. Backorders on many of our SKUs grew to **1 year out**. (As a result of that success, the Gibson CEO decided to stop advertising for a few years and laid off the entire Marketing & Sales staff of 15 employees on a Friday afternoon in March.)

## Recapture Your Rock & Roll Days



...a Gibson Guitar

Call 1-800-4-GIBSON for a free brochure

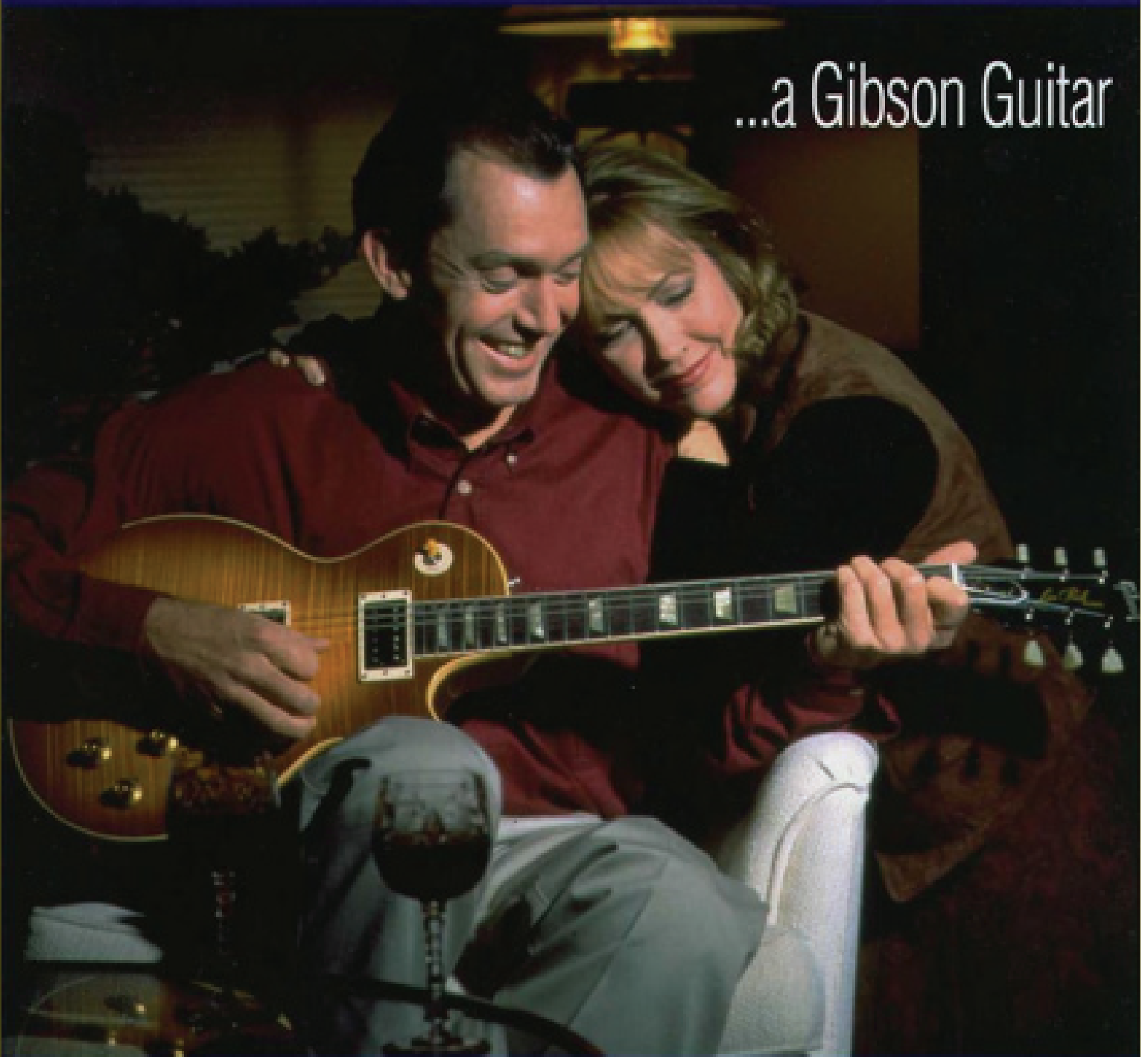


## Only a Gibson is Good Enough



# You Are Never Too Old To Play

...a Gibson Guitar



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