

COPY PLATFORM

Advertising Objective:

Advertising will convince serious guitar players that the Taylor guitar is a distinctive, high-value instrument and persuade them to consider it the next time they are in the market for an acoustic guitar.

Target Audience:

The primary target audience is comprised of serious musical enthusiasts who play acoustic guitars and are willing to spend \$2,000 to \$5,000 for a superior instrument...

Consumer Benefit:

One of the benefits to the consumer is the guitar's superior sound.

The _____ is important because it will do _____.
feature benefit

Supporting Selling Point(s):

Support is that Taylor guitars are handcrafted from the finest woods available, which gives the instrument a distinctive sweet sound.

Creative Strategy (style, approach, tone):

Advertising should convey beauty, quality, sophistication, and value, with just a touch of good-natured humor.

=> The creative team develops the message strategy from the copy platform