

Beats Electronics LLC
Beats by Dr. Dre headphones

CREATIVE BRIEF

1. WHAT IS REQUIRED?

Placement in:

- Billboard
- Magazine
- Web

2. WHAT IS THE OPPORTUNITY?

Advertising is needed because the amount of competition is increasing rapidly, as more celebrities are partnering up for their own headphone lines. The new colorways released by Beats will be an excellent selling point, since custom options are gaining popularity with competitors.

3. WHO IS THE PRIMARY TARGET AUDIENCE?

Young adult men and women ages 18-35 who listen to music.

4. WHAT DO WE KNOW ABOUT THEM?

- Brand preferential
- Fashion-conscious
- Prefer custom options
- Form comes before function
- Listen to music on the go
- Always up-to-date
- Appreciate quality products

5. WHAT SINGLE MINDED RESPONSE DO WE WANT FROM THEM?

Beats are headphones that say something about who you are and what's important to you.

6. WHAT PROOF POINTS DO WE HAVE TO GET THEM TO BELIEVE THIS?

- Fashion-forward design
 - Many different colors to choose from
 - Stylish design
 - Endorsed by celebrities with style
 - Quality for those who care about the sound of music
 - Good lows, full mids, crisp highs
 - Noise isolating
 - Endorsed by celebrity musicians