

# THE CREATIVE.

## THE THEME:



"People aren't hearing all the music. Artists and producers work hard in the studio perfecting their sound. But people can't really hear it with normal headphones. Most headphones can't handle the bass, the detail, the dynamics.

# LUXURY. RHYTHM. SOUND

Bottom line, the music doesn't move you. With Beats, people are going to hear what the artists hear, and listen to the music the way they should: the way I do." -  
*Dr. Dre*

  
beats by dr.dre

CONNECT.  
You   

What began as a print ad to be placed in strategic magazines soon grew to be an all-encompassing theme reflecting trendiness, class, luxury and most importantly, quality.

Three key words are used to express defining features of the brand and how they reflect the lifestyle associated with Beats by Dr. Dre.



beats by dr.dre

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## OOH BUILDING WALL POSTER:



Poster's featuring the campaign's key message points will be placed in strategic locations in major metropolitan areas. Examples of such locations include building sides in up-and-coming arts communities and trendy high-end neighborhoods with thriving nightlife.

These locations will feature bars and restaurants with outdoor seating or waiting areas where individuals can view the ad. Locations such as these will allow the consumer to view the ad when they are at their leisure and often times waiting to enjoy music themselves, such as at a club or bar. By this, the consumer can begin to associate the brand with the trendy lifestyle they so desire.



beats by dr.dre

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## MUSIC FESTIVAL STAGE:



Top: Banner to be placed on top of the sponsored stage.  
Left: Poster to be placed on the left of the sponsored stage. Right: Poster to be placed on the right of the sponsored stage.



Beats by Dr. Dre would reach its desired demographic by sponsoring a stage at music festivals such as Lollapalooza. The posters above would be large enough to create a visual frame around the entire stage: top, left and right.

In addition to sponsoring a stage, the brand would also sponsor an interactive tent at the music festival. These posters would also surround the entry way to the tent and the banner would be placed inside the tent as well (the posters would be scaled to fit the area, of course). Here, individuals would learn about important distinguishing features of the brand in a lounge type setting, complete with beverages and seating, and, of course, opportunities to purchase Beats.

Concert-goers would also have an opportunity to “Upgrade their Concert Experience” by registering to attend a VIP party at the Beats tent at the music festivals. These posters would be featured in the VIP area as well. By entering their serial number from newly purchased Beats online at the Beat’s website, customers would be able to acquire tickets to attend an exclusive party with a DJ (the winner from the YouTube mash-up contest, among others) and cocktails.



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## WEBSITE SPLASH PAGE:



**EXPLORE (top):** By clicking EXPLORE, visitors can learn more about the Beats by Dr. Dre tent at Lollapalooza. This page also makes it possible for them to register the serial number of their newly purchased Beats which would allow them to acquire two tickets to the VIP party at the Beats tent, complete with cocktails and music.

**CONNECT (left):** By clicking CONNECT, visitors are presented with links to various social media that the brand has a presence on.

**LISTEN (right):** By clicking LISTEN, visitors are presented with instructions as to how to enter a DJ contest hosted by the Beats by Dr. Dre YouTube channel. The contest allows individuals to submit a mash-up or mix video (which could include footage of them creating the mix wearing their Beats) to be judged. The winner of the contest would spin his/her music at the Beats VIP tent at Lollapalooza. By clicking on the video, visitors are redirected to the channel's YouTube page where they can view entries additional to the one showcased on the website, as well as get more specific details about the contest.

