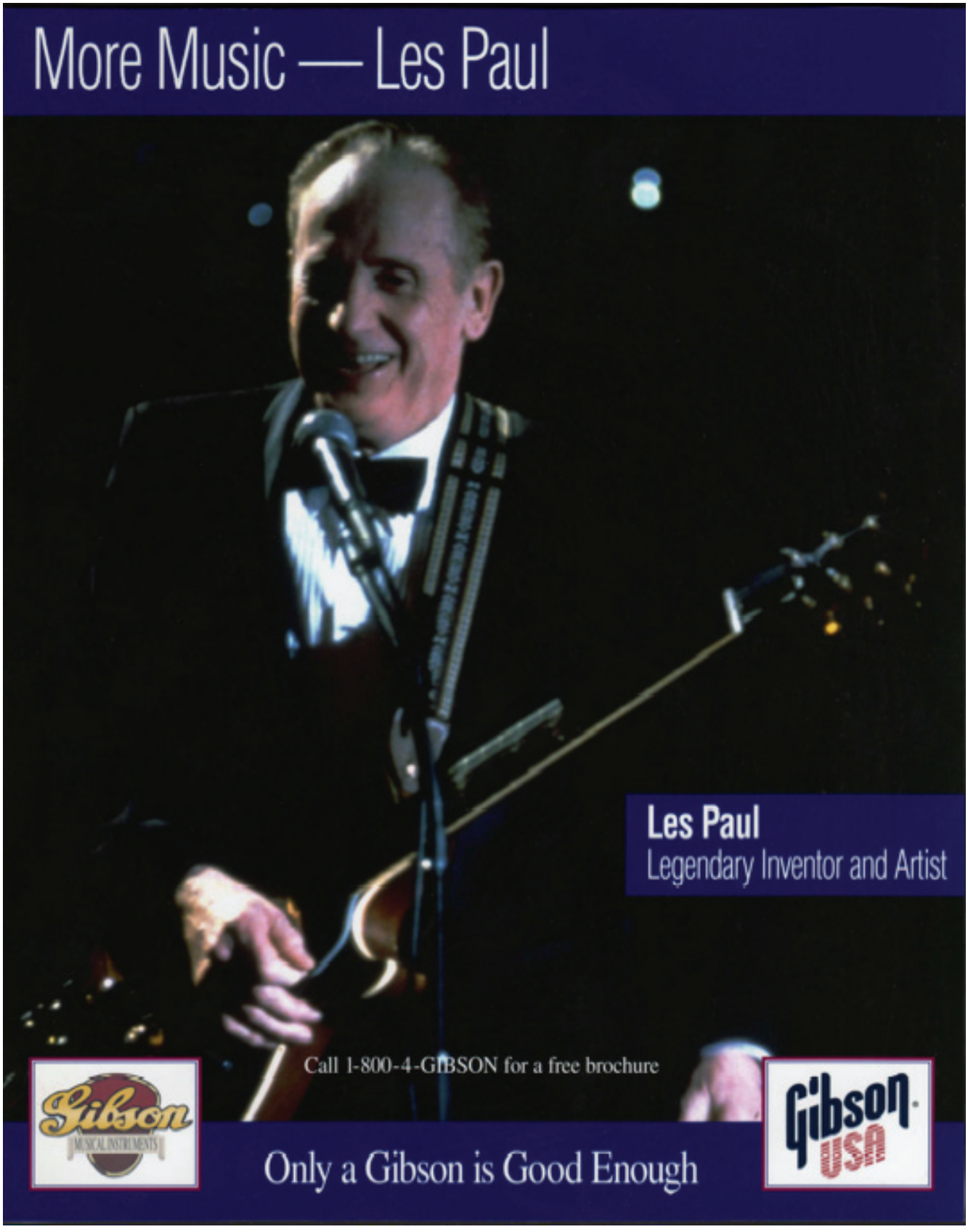
Our endorsing artist ads were placed in musician magazines such as *Guitar World* and *Guitar Player*.

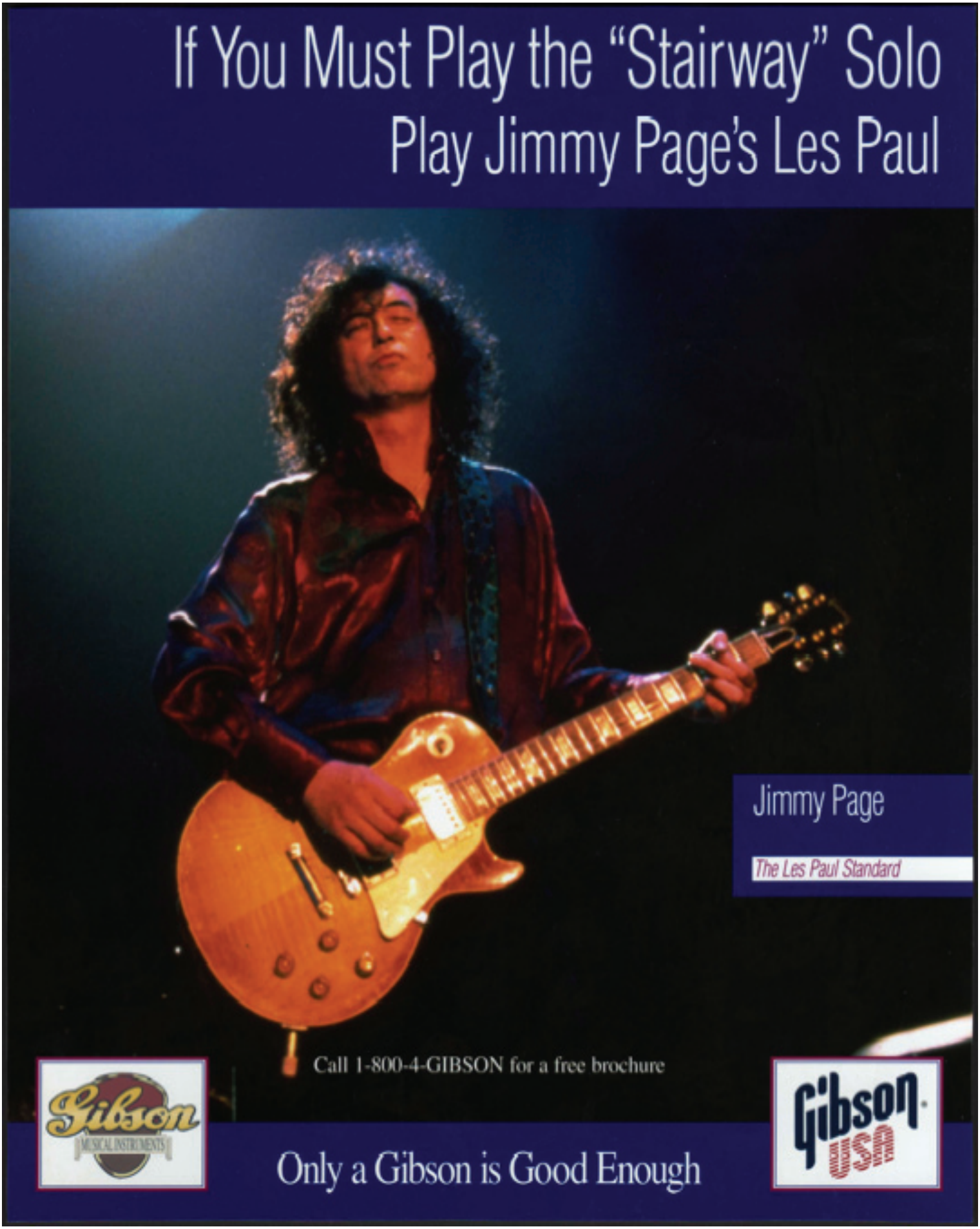
FYI…

This campaign, coupled with retail dealer promotions, and lifestyle advertising im men's magazines 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.)

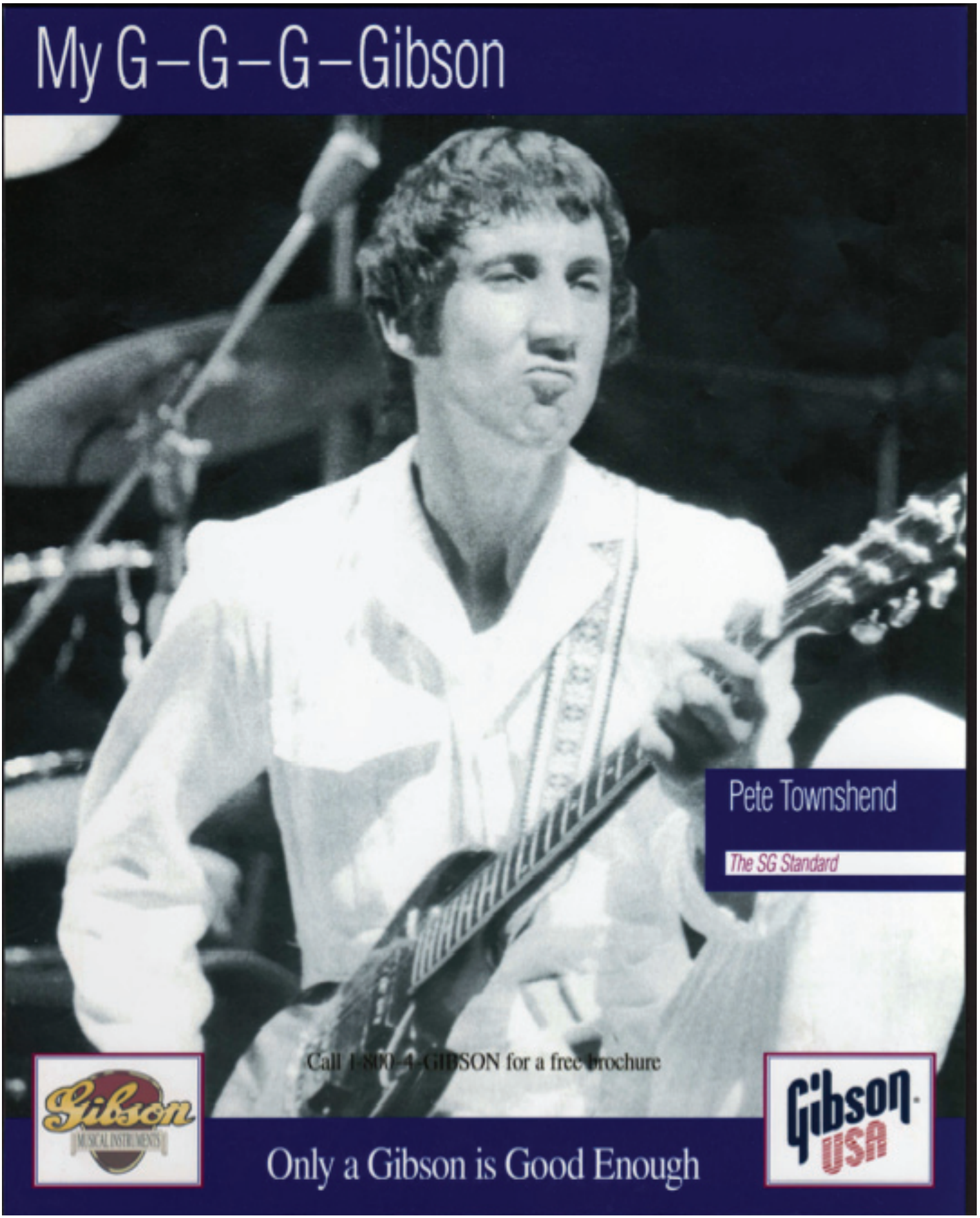
Although the Gibson Les Paul guitar had become an icon…and although inventor Les Paul was still alive, willing, and able to play…I could find no recent example of Mr. Paul appearing in Gibson advertising. I decided to change that with this ad.

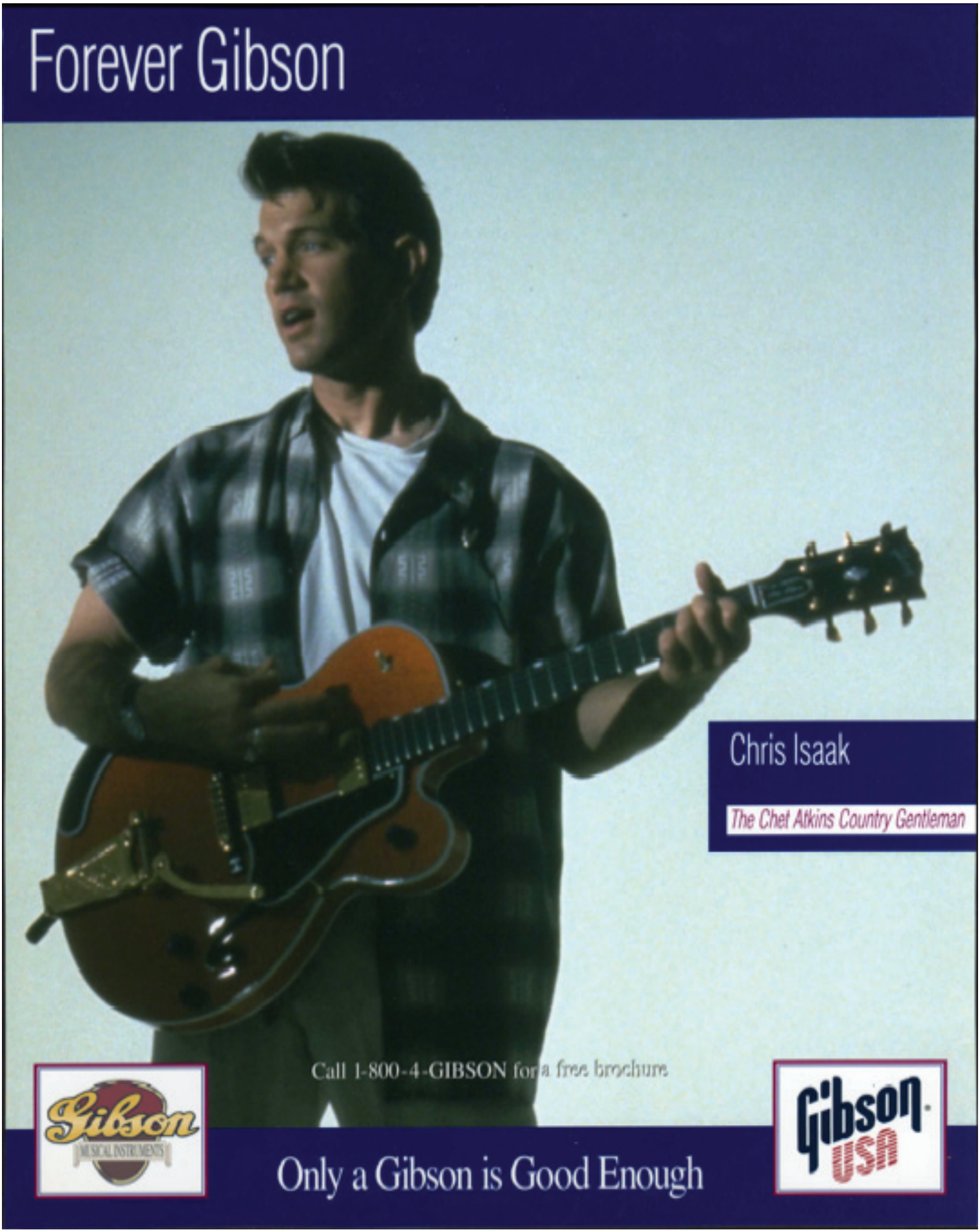


The teenage novice guitar player's attempt to play Jimmy Page's guitar solo from the Led Zepellin standard *Stairway to Heaven* is so common, it has become a cliche. Mike Myers mocked that cliche in a scene from the movie *Wayne's World* when he posted a sign in a guitar store that read "No Stairway Solos". In keeping with that universal desire to play "Stairway", this ad directs how to do it right.



A classic shot of Pete Townshend from the early days of The Who reminded me of an early hit, *My Generation*. The group liked vocalist Roger Daltrey's accidental stutter of "my g…g…g…generation" and kept it's repetition throughout the song. This ad pays homage to that moment.



Chet Atkins was amused by the pretentious use of abbreviations people placed after their names to signify their education, certification, or title. Therefore, toungue-in-cheek, he came up with an abbreviation to follow his own name — Chet Atkins, C.G.P. (Certified Guitar Player). Our later tie-in to Gibson was only natural.

At the time of this ad, Chris Isaak had recently released the album *Forever Blue.*