

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...

Whether married, divorced, or single, the man approaching mid-life can often become concerned about his image. A desire to be perceived as still “cool” after all these years (rather than settled and dull) can lead him to adopt affectations such as: an earring, a ponytail, a motorcycle, a leather wardrobe, a Porsche, etc.

This series of ads is designed to tap into this desire couched in the midst of a mid-life crisis.

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.)

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The Alternative Fashion Accessory

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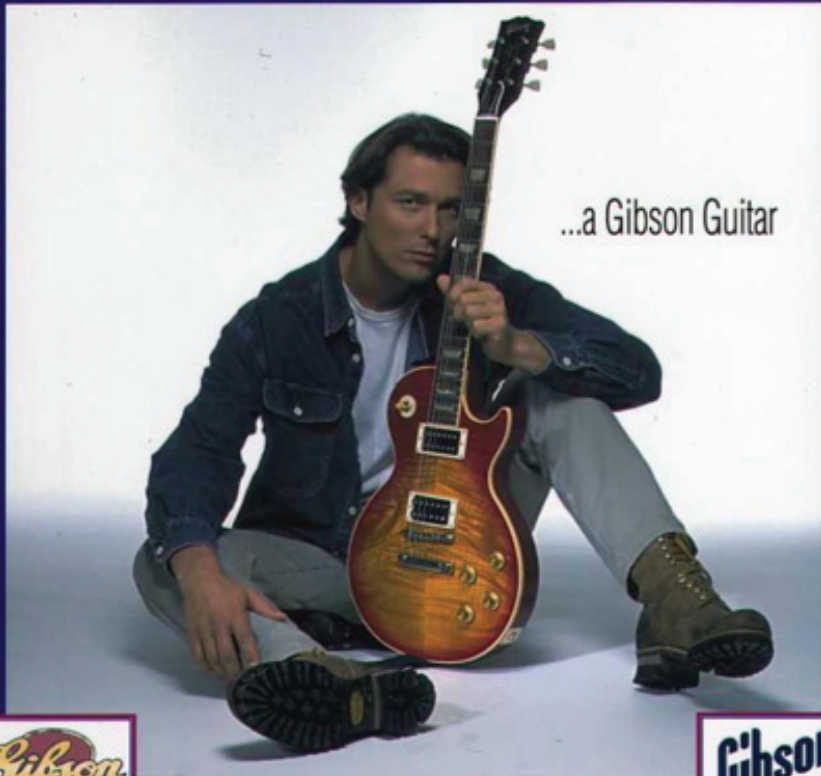
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