

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...

We find that many guitar players also utilize the guitar as a recreational tool...often **alone**. In this sense, the guitar can serve the same purposes as any other hobby. It is a toy that *adults* play with.

Interestingly, players also report the usefulness of the guitar for **stress relief**. A hard-driving experimental solo session can vent pressure and offer distraction from the problems of the day.

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.)

Alternative Stress Relief



...a Gibson Guitar

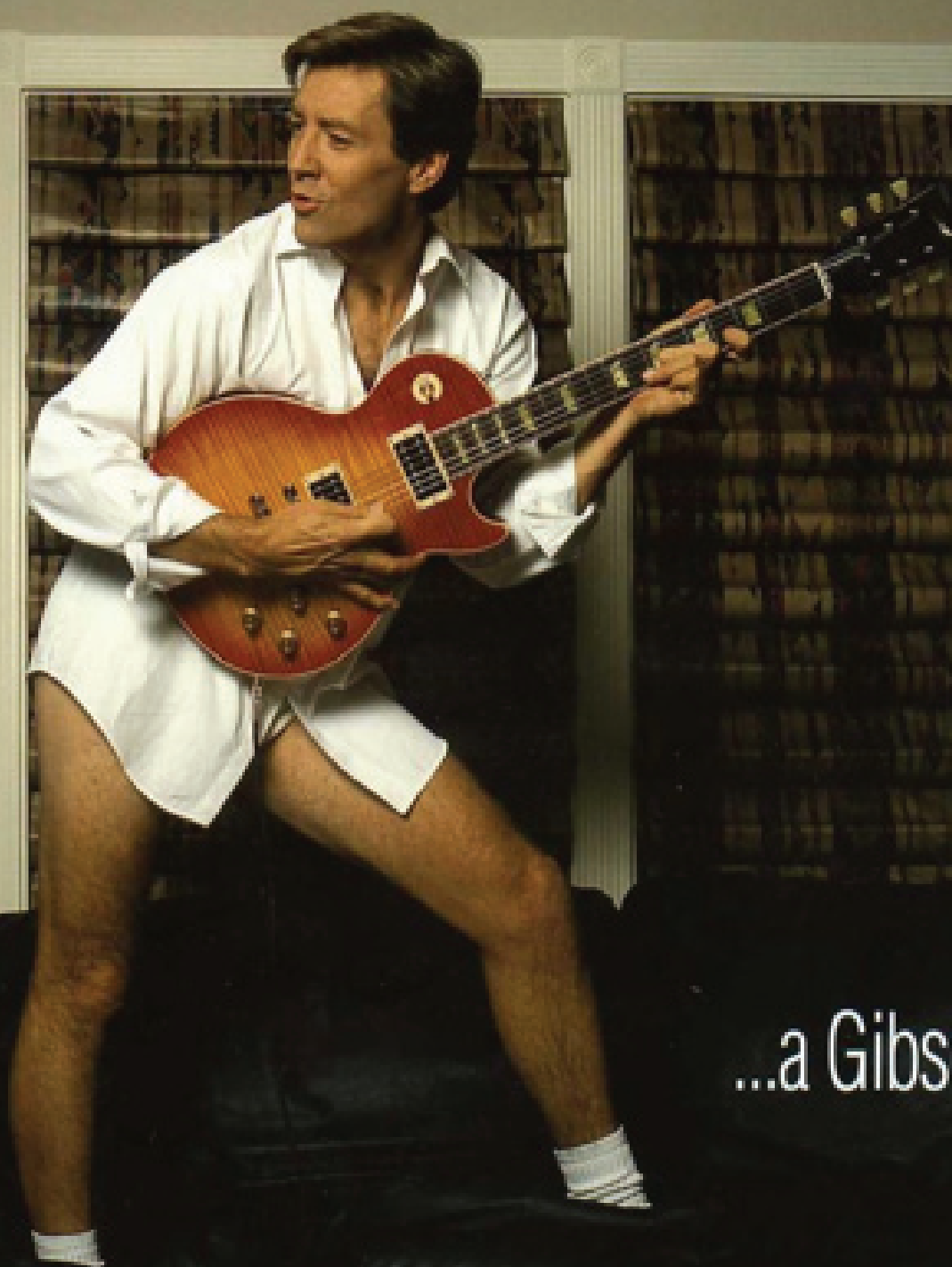
Call 1-800-4-GIBSON for a free brochure



Only a Gibson is Good Enough



The Toy for Adults



...a Gibson Guitar



Call 1-800-4-GIBSON for a free brochure

Only a Gibson is Good Enough



Don't Work So Hard



Go Home And Play



Call 1-800-4-GIBSON for a free brochure



Only a Gibson is Good Enough

Don't Just Sit There



Make Your Own Music



Call 1-800-4-GIBSON for a free brochure

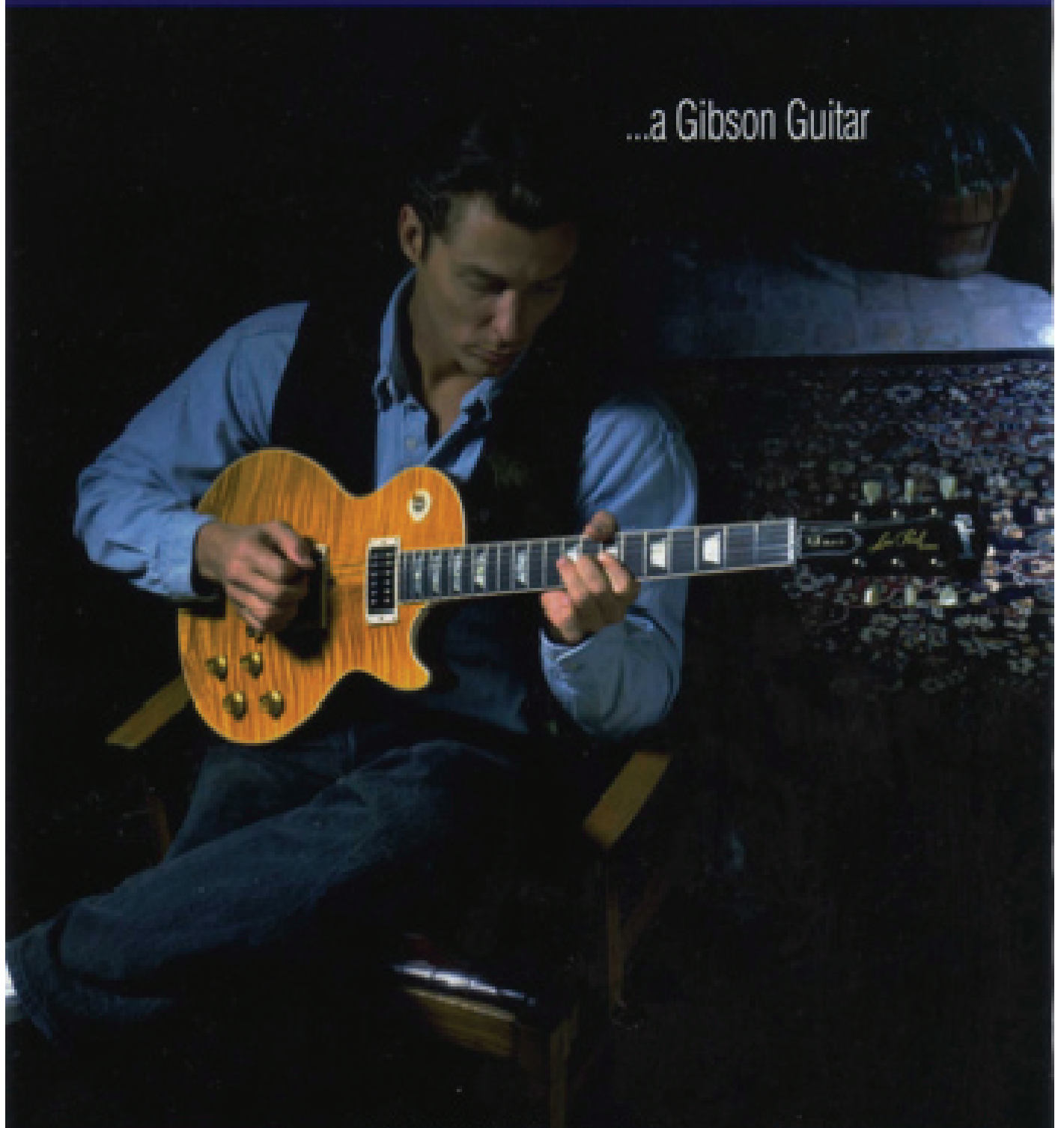


Only a Gibson is Good Enough



The Alternative Hobby

...a Gibson Guitar



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