

Acadia Park Equipment Company Presentation

By Benjamin Jumpp






Acadia Park

Equipment Company

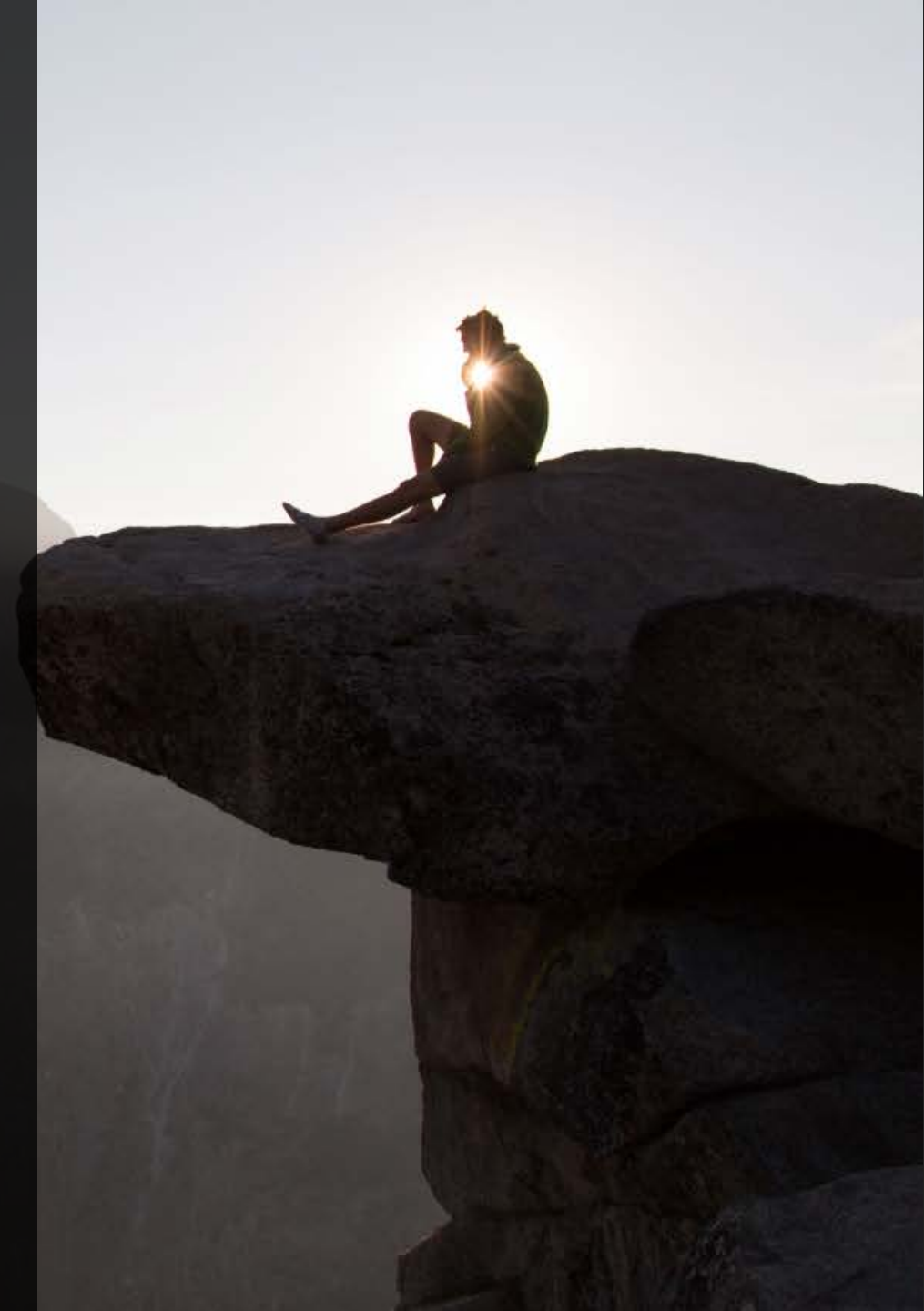


A photograph of a dirt path winding through a dense forest. Sunlight filters through the trees, creating a dappled light effect on the path and the surrounding foliage. The trees are tall and thin, with green leaves. The overall atmosphere is peaceful and natural.

Acadia Park Equipment Company's goal is to provide high quality equipment for their customers that won't break the bank. Their customer base is typically 18-40-year-olds adventure seekers.

Goals

- Prestigious Marketing's goal is to increase Acadia Park's Brand awareness and showcase the soul of the company.
- As well as guide there target consumer to Acadia Park's stores.



A sunset over a lake with a house in the foreground. The sky is filled with orange and red clouds, and the water reflects the colors. A house is visible in the lower left corner.

The Plan

Create a 30 second video that encompasses the essence of what Acadia park stands for and imprinting Acadia park in the brains of the consumers as a reputable source for equipment and supplies those who seek an amazing adventure.

The Commercial



WHY?

A person with long hair, seen from behind, stands on a beach at sunset. The person is looking out at the ocean. The sky is a mix of purple, pink, and orange, with the sun low on the horizon. The water is dark blue with white foam from the waves. The person is wearing a dark dress or top and leggings.

Visuals

The videos selected focused on people doing things that require equipment that Acadia Park provides. This was to inspire people in to action, to go have an adventure. People will only buy equipment if they need it.

Audio

Song: Dragon Strength by Saltflower (2015)

This track really give a feeling of adventure and experience. The voice over was deliberate and to the point to motivate people in to action using commonly used Clichés.

Does the video
accomplish its goal?

The combined effect of the
adventurous music, the witty
voiceover and the adventurous
imagery is a proven method
for grasping the attention of
outdoor enthusiasts.



Questions?





References

- Presentation By Benjamin Jumpp
- Commercial written and produced by Benjamin Jumpp
- Clips in video from Pixabay.com and Shutterstock, non-commercial use only
- Photos acquired from Pixabay.com and References photos from Acadia Park Equipment Co.