



# CREATIVE BRIEF

**DESIGNER:** William Pan **BRAND:** Bamboo SK8  
**PRODUCT:** Skateboard deck line

# 1. ABOUT

**Bamboo Sk8:** This company is an ecologically-based skateboard and longboard manufacturer. They specialise in the creation of sustainable bamboo board decks from managed forests, and believe in the importance of giving back to the community. As the global leader in bamboo-based non-maple skateboard production, the company advocates for the use of the more sustainable and environmentally friendly material.

The company was founded in late 2007, and is currently based in the town of Oceanside, CA.

Source: The Bamboo SK8 website.  
[www.bamboosk8.com/bamboosk8](http://www.bamboosk8.com/bamboosk8)

**Product:** Aiming to lower carbon footprint, Bamboo SK8 Skateboard Decks are composed of sustainably forested fast-growing bamboo and a water-based sans-VOC glue. The production process is also streamlined to minimize environmental impact: handaxes are used instead of gas-powered chainsaws, production waste is recycled, and logistics and container load is maximized in shipping.

Products are sold on the company website at [www.bamboosk8.com](http://www.bamboosk8.com), and are also available through dealers in the United States and across the globe. Each decorated skate deck sells for \$35; blank decks are \$30.

Source: The Bamboo SK8 website.  
[www.bamboosk8.com](http://www.bamboosk8.com).

**Targeted Audience:** Young adults of both genders, ages 13 to 25. The main target is the group of young hobbyist skaters who are appealed by the sport, and who would care about the sustainability of bamboo boards and the preservation of the planet. The message should be authentic and still resonate with the hard-core professional skating demographic.

**Competitors:** Bamboo SK8 is by far the leading bamboo skateboard brand. However, there are multiple brands that produce *status quo* maple skateboards, including Powell Peralta and Element. To be successful, the equal durability of bamboo boards should be mentioned.

# 2. MISSION

**Overview:** Advertisements will be created to promote Bamboo SK8's skateboard deck line. Emphasis will be placed on its sustainability in order to attract eco-conscious customers to the brand, and the equal reliability of bamboo skateboards should be mentioned.

**Unique Selling Position:** Bamboo SK8 is the leading bamboo skateboard brand, and is therefore the most overall environmentally conscious of skateboard manufacturers.

**IMAGINE SKATING IN A PLACE WHERE THERE ARE FREQUENT DUST STORMS THAT COVER THE ENTIRE PLANET. THERE'S ONLY ONE EARTH.**

**Media:** Magazine advertisements will obviously appear in skating magazines. If budget allows, they will also appear in other sports magazines, especially those related to skating such as bike, ski, or surf magazines.

Transit ads will primarily be placed in cities, especially around skate parks and urban universities.

Banner ads will appear on skating websites and skater blogs, and on the websites of sports magazines. Any other sites frequently visited by a younger demographic will also be considered.

Finally, brochures will be designed and distributed on the streets, and around and within colleges, universities, and skate parks.

# 3. CONTENT

**Key Words:** Below is a list of words that successfully describe Bamboo SK8 as a company, and its products.

- sustainable/green
- bamboo
- alternative
- ecologically friendly
- earth-friendly
- streamlined
- raw

**Information:** Text to be included in the advertisement:

- name of company: Bamboo SK8
- product: skateboard deck line
- primary & secondary taglines (discussed below)
- factual information about the product

**Concept Ideas:** Possibilities for the final design concept:

- photo of a bamboo forest, with tagline "sustainable sources, reliable quality" or similar phrase
- hand holding a globe, with the tagline "There's only one Earth. Cherish it."

- photograph of maple tree stumps, with tagline "Don't skate the world to death."
- image of Mars, with tagline "Imagine skating in a place where there are frequent dust storms that cover the entire planet. There's only one Earth."

**Final Concept:** The final concept is based on the last one of the Concept Ideas above. It will be a series of advertisements employing an image of a lifeless planet and a primary tagline beginning with *Imagine skating in a place where...*

There will be a secondary tagline stating *There's only one Earth*, which will be common to all the ads, followed by a short description of the sustainability and eco-friendliness of Bamboo Sk8's boards. Below is a list of the planets that will be employed, with their taglines:

- Venus: *Imagine skating in a place where the average temperature is 863°F.*
- Mars: *Imagine skating in a place where there are frequent dust storms that cover the entire planet.*
- the Moon: *Imagine skating in a place where you land 50 feet away from your board whenever you do an ollie.*
- Jupiter: *Imagine skating in a place where there's a giant red storm larger than our planet.*

**Font experiments:** Experiments with possible fonts typed at 16 points and 10 points.

## Chivo Regular

The quick brown fox jumped over a lazy dog.

## Chivo Black

The quick brown fox jumped over a lazy dog.

## Source Sans Black

The quick brown fox jumped over a lazy dog.

## Source Sans Regular

The quick brown fox jumped over a lazy dog.

## Exo Black

The quick brown fox jumped over a lazy dog.

## Exo Regular

The quick brown fox jumped over a lazy dog.

## DIRTY EGO

THE QUICK BROWN FOX JUMPED OVER A LAZY DOG.

## Franklin Gothic Medium

The quick brown fox jumped over a lazy dog.

## Rosario Bold

The quick brown fox jumped over a lazy dog.

## Cabin Bold

The quick brown fox jumped over a lazy dog.

## BLACKOUT MIDNIGHT

THE QUICK BROWN FOX JUMPED OVER A LAZY DOG.

## League Gothic Regular

The quick brown fox jumped over a lazy dog.

## Orbitron Black

The quick brown fox jumped over a lazy dog.

My final choice is the Chivo font family, selected because of the strong contrast between the two weights and the sharpness and lifelessness of the neogrotesk letterforms. It brings a certain gravity and seriousness to the message. An example of its usage can be seen on the previous page in the black box.

**Images:** A series of images of the planets mentioned will be used in the advertising campaign. Images will be cropped close, as if the skater is actually only a few feet above the planet. This will also enhance the overall feeling of lifeless-

ness, and bring a sense of eerie intimacy to the planets similar to our intimacy with Earth.

Below are two examples of images for the ad campaign, depicting, respectively, the moon and Mars.

