

Thursday, Dec 16, 2004

Sign up to receive our free newsletter

- [home](#)
- [free subscription](#)
- [media kit](#)
- [classifieds](#)
- [industry calendar](#)
- [pronet webguide](#)
- [pro audio education](#)
- [archives](#)
- [contact us](#)
- [about us](#)
- [privacy statements](#)

- [2-pop.com](#)
- [Cinematographer.com](#)
- [DesignInMotion.com](#)
- [DigitalCinemaMag.com](#)
- [DigitalTelevision.com](#)
- [DirectorsWorld.com](#)
- [EditorsNet.com](#)
- [GovernmentVideo.com](#)
- [MedialineNews.com](#)
- [PostIndustry.com](#)
- [SurroundPro.com](#)
- [VFXPro.com](#)
- [Videography.com](#)

News

Neutrik Kicks Off Ad Campaign To Connect With Aspiring Musicians

Email this article
Printer friendly page

Lakewood, NJ (December 15, 2004)--Already well known in the pro audio industry, Neutrik has kicked off an ad campaign targeting aspiring musicians. Concerned that up-and-coming musicians are turning to poorly manufactured imitation products in order to minimize costs wherever possible, Neutrik has launched its "Are You Good Enough for Neutrik" campaign to remind young musicians of the benefits and professional grade quality of its XLR connectors and accessories.

"Top tier artists and studio pros already know the Neutrik name, brand mark and quality level--and they insist upon it," said Jim Cowan, president of Neutrik USA. "Our new campaign will extend Neutrik awareness to aspiring musicians so that they will specify Neutrik with equal conviction, both when they buy equipment and when buying connectors separately."

Introduced in early November, the "Are You Good Enough For Neutrik" campaign will run through the Winter NAMM (National Association of Music Merchants) trade show. The campaign, created by Neutrik advertising agency Arena Partners, grew out of intensive insight workshops conducted among aspiring musicians to better understand how they choose the equipment they buy.

"Jim saw the success of 'professional grade' advertising efforts by quality leaders in other categories. He challenged us to convey that to aspiring musicians in a unique and emotional way," stated Peter DePasquale of Arena Partners. "During our insights workshops, we learned that the most cost effective way to accomplish this is to tie Neutrik connectors to the musician's perception of himself."

The series of ads featuring hip young musicians whose sole existence is the music they create, includes pithy statements like "Sleep is for the weak," "Food and water are overrated" and "Relationships are for everyone else." Each ad also includes a specific Neutrik connector and the increasingly popular brand mark, or "bug," which the campaign describes as "The Mark of a Lifetime Performance Guarantee."

"We are the quality leader in our category," said Cowan, who is also active in PAMA, a trade group comprised of leading manufacturers whose goal is to promote industry-wide quality standards and policies. "We believe that the most effective way for Neutrik and other quality leaders to remain leaders is through continued investment in both quality products and branding efforts that convey that quality. This campaign reflects that belief."

Neutrik
www.neutrikusa.com

