

Shenandoah Bicycle Company

Harrisonburg, VA

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Introduction

This booklet entails a corporate advertising campaign for *Shenandoah Bicycle Company (SBC)* and its collaboration with the *Environmental Protection Agency (EPA)*. The main theme for this campaign is air pollution and the negative impact that it has on the environment as a whole. The campaign provides multiple definitions for corporate advertising and distinguishes which definition will be adopted for the entirety of the assignment. Other aspects included in this assignment are a corporate description of *SBC*, a radio advertisement, a TV advertisement, a print advertisement, and a social media banner. These aspects provide detailed information about *SBC*, as well as multiple creative corporate advertisements that showcase the partnership with the *EPA* and the main theme of tackling air pollution. The stance being taken is done in order to enhance the image of *SBC*, rather than promote or sell the company's products.

CORPORATE ADVERTISING DEFINITIONS



Corporate Advertising

Definitions

Corporate advertising is widely regarded as a sub function under the corporate communications umbrella. While most professionals agree that corporate advertising plays an important role in corporate communications, its definition comes in many shapes and forms.

Definition #1

One definition of corporate advertising describes it as “the paid use of media that seeks to benefit the image of the corporation as a whole rather than its products or services alone.” (Vilela, 2017, p. 27-28) Furthermore, this definition exudes that “corporate advertising should present a clear identity for the organization based on a careful assessment of its overall communication strategy.” Both parts of this definition clearly define corporate advertising as a way a company can try to improve its image, rather than simply sell a product or service.

Definition #2

A different definition of corporate advertising references it by a different name: institutional advertising. It describes institutional advertising as “advertising by a company or organization that attempts to create an image, address an issue or communicate with specific audiences, including a company’s own employees, about matters important to the company.” (AdAge, 2003) It adds that corporate advertising is

especially useful to “redefine an organization after a name change or after the company has weathered rough times.”

Definition #3

One last definition of corporate advertising coins it as a corporate communications function that aims “to educate, inform, or impress the public with regard to the company’s policies, functions, facilities, objectives, ideals, and standards.” (Garbett, 1981, p.13). Garbett also mentions that corporate advertising “sells the company as a good place in which to work.” He mentions that corporate advertising has a “long list of aliases”, but the primary functions can be narrowed down to these two basic definitions.

Adopted Definition

The definition that best aligns with the approach being taken for this corporate advertising campaign is definition number one: “the paid use of media that seeks to benefit the image of the corporation as a whole rather than its products or services alone.”

CORPORATE DESCRIPTION



Corporate Description

Company Background

Beginning in 2000, Tim Richardson and Thomas Jenkins opened *Shenandoah Bicycle Company* to support cyclists of all ability levels. *Shenandoah Bicycle Company* provides the highest quality of services and products. The shop expresses a welcoming environment with its unique layout for the local consumer. To help the local community, the store along with the website offers information about riding tips, training videos for safety, as well as places to bike around the Valley. The staff of *Shenandoah Bicycle Company* consists of seven local, dedicated employees (*Shenandoah Bicycle Company*, 2017). Utilizing search engines, the company website, and contacting the store itself, we were unable to come across the overall and current profits/revenues for the *Shenandoah Bike Company*.

Competition

Rocktown Bicycles:

In business for more than 15 years, *James Madison University (JMU)* Alum Ken Bell opened *Rocktown Bicycles* in hopes to plant its roots in the Harrisonburg/Rockingham Counties. The dedicated staff has accomplished cycling in their own right in which they offer knowledge of local routes and trails, quality service and products such as *SRAM*, *Specialized*, and *Shimano* (*Rocktown Bicycles*, 2017). *Rocktown Bicycle* serves as a competitor to *Shenandoah Bicycle Company* due to its presence in the community, quality products, and knowledge of the Valley's trails.

Bluestone Bike and Run:

Formerly known as *Mike's Bike Shop*, *Bluestone Bike and Run* has been in the heart of the Shenandoah Valley for over 40 years (*Bluestone Bike and Run*, 2017). Located just a few blocks from *James Madison University's* campus, *Bluestone Bike and Run* has roots within the student community as well. Cemented in Harrisonburg for so long, *Bluestone Bike and Run* serves as a large threat to *Shenandoah Bike Shop* due to its dedicated presence. The staff offers knowledge of trails and bike paths around the Valley which serves as a constant theme when it comes to quality customer service. Establishing itself as *Bluestone Bike and Run* in 2015, the shop also offers running shoes and quality bicycle brands such as *Cannondale*, *Surly*, *Santa Cruz*, and *Raleigh*.

DICK'S Sporting Goods:

Founded in 1948 by avid fisherman Dick Stack, *DICK'S Sporting Goods* has served the American population with its 610 stores in 47 states (*DICK'S Sporting Goods*, 2017). This Fortune 500 company has a high range of sporting equipment, accessories, footwear and apparel. *DICK'S* has a store located in Harrisonburg which serves as possibly the largest threat to *Shenandoah Bicycle Company* due to its well known presence nationwide, prices, and customer satisfaction. Headquartered in Pittsburgh, Pennsylvania Current CEO and Chairman Ed Stack has led *DICK'S* to own several other corporations such as *Golf Galaxy*, *Field & Stream*, and *True Runner*.

Target Audience

The target audience for *Shenandoah Bicycle Company* is people looking to live a healthy, eco-friendly, and active lifestyle who are already immersed in the bike culture or are interested in entering it. This audience is filled with people of all experience levels, ranging from no experience to those who have been around bikes for years. This audience is looking for high

quality bike services as well as bike products ranging from 1 on 1 repairs, bikes for sale or rental, and even apparel. Due to the specialization of the company, the primary target audience is a very niche market in today's society (*Shenandoah Bicycle Company, 2017*).

Demographics

Shenandoah Bicycle Company is primarily targeting people ages 18-34 years old both male and female with no specific ethnic group in mind. Due to *Shenandoah Bicycle Company* being located right down the street from *James Madison University* the company targets this specific demographic due to its high population in the immediate area with 10-20 year olds making up 75 percent of the population while 21-34 year olds make up 20 percent (Nielsen, 2017).

Geographics

While being named *Shenandoah Bicycle Company*, the main geographic area that the company is targeting is the city of Harrisonburg. The city offers numerous areas to use the company's products either on the main roads or outdoor trails. Due to being a small and local business, *Shenandoah Bicycle Company* tailors most of its marketing and advertising towards highlighting the numerous bike riding areas that are close by as well as featuring employees who were born and raised in or around the Harrisonburg area (*Shenandoah Bicycle Company, 2017*).

Behavioristics

The target audience for *Shenandoah Bicycle Company* features medium to heavy consumers. This audience has a stable income and is willing to pay for the high quality products and services that the company offers. Most of *Shenandoah Bicycle Company's* target audience is young and up to date on all the latest technology (Nielsen, 2017). Currently, the audience's

consumption of social media is high due to being younger age and having easy access to the many existing social media platforms. *Shenandoah Bicycle Company* currently uses a website, blog, and *Facebook* which it updates regularly. This makes it perfect for the target audience to use their extensive accessibility to these social media outlets and get the latest news on the company.

Psychographics

The prime purchasing behavior of the target audience corresponds most with Innovators and Experiencers. Innovators frequently travel and are invested in a wide variety of activities, while Experiencers' median age is 24 and usually go against the current mindset (Strategic Business Insights, 2009-2017). Both Innovators and Experiencers are likely to own or rent a house, have high technology usage, and research before making a large purchase. The target audience falls somewhere between "innovators" and "early adopters" on the Market Life Cycle scale and are some of the first people to try new technologies and turn them into a trend (Nielsen, 2017). Innovators make up the heavy consumption of the target audience due to high availability of resources to them while Believers make up most of the medium consumption.

CREATIVE PIECES



Radio Ad

The radio ad is a 30 second advertisement that includes a script from one young and inspired female speaker and one male announcer. The female shares some statistics on how pedaling instead of driving reduces CO₂ emissions significantly for every mile pedaled. She also provides insight on how greatly the air is polluted when people choose to drive, fly, or use any type of fueled transportation. The male announcer informs listeners on where the audience can more information regarding *Shenandoah Bicycle Company's* partnership with the

Environmental Protection Agency and the initiatives being taken to reduce air pollution locally and nationally can be found. The voices are both male and female because it looks to target both gender demographics. The advertisement is simple, easy to understand, and interesting because of the relevant and astonishing statistics. Each fact evokes a connection with the listener and clearly portrays the multitude of the problem. However, it is also positive, as a solution to the problem is explained.

Client: *Shenandoah Bicycle Company & The U.S. Environmental Protection Agency*
Title: A World in Rotation
Produced
Time: 30 seconds
Date: February 15, 2017

<p><u>SFX:</u></p> <p>ANNCR (GIRL AGE 21, STERN AND INSPIRATIONAL TONE): (20 SECONDS)</p> <p>ANNCR (MAN AGE 30, WELCOMING AND WARM): (10 SECONDS)</p>	<p><u>INSTRUMENTAL SONG PLAYS IN BACKGROUND FOR THE DURATION OF THE AD (30 SECONDS)</u></p> <p>The <i>Shenandoah Bicycle Company</i> strives to get the community on wheels because for every mile pedaled, a pound of CO₂ pollution is cut.</p> <p>Emissions from transportation accounted for 26 percent of United States greenhouse gas emissions, making it the second largest contributor of air pollution and <i>SBC's</i> primary target.</p> <p>To learn more about <i>Shenandoah Bicycle Company</i> and its joint efforts with the <i>Environmental Protection Agency</i> visit www.shenandoahbicycle.com/</p>
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TV Script

The commercial serves as a quick way to animate a couple surprising facts about how transportation impacts the environment. It is meant to serve as a call to action to contribute less carbon dioxide into the air by cycling instead of relying on vehicles to get around. A young, 20 year old woman announces these facts, and offers other incentives for cycling such as saving money and

getting fit. A young announcer may be able to appeal to an audience of people 18-34 years old in the *JMU* community, and surrounding Harrisonburg area. The background used is a green paper-textured pattern to give an eco-friendly feel to the video. The music is uplifting and empowering for the audience to want to get involved in cycling to help the cause.

Client: Shenandoah Bicycle Company & The U.S. Environmental Protection Agency

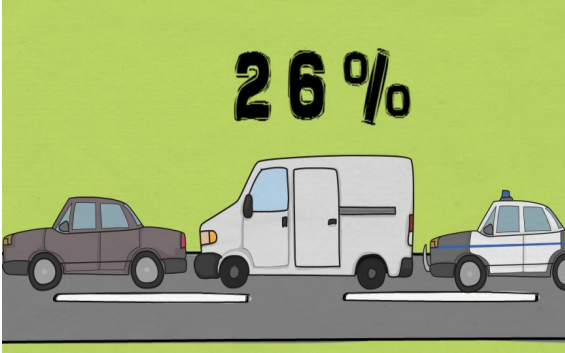
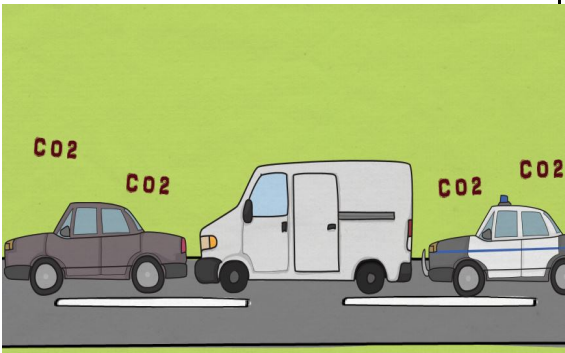

Title: "Shifting Gears"

Produced

Time: 45 seconds

Key Frame: Frame 2

Date: February 15, 2017

<p>1. (MS) HAND DRAWING TRAFFIC WITH A LARGE "26%" STAMPED OVER IT. (7 SECONDS).</p>	 An illustration on a light green background showing three vehicles in traffic: a brown sedan, a white van, and a blue and white police car. The text "26%" is stamped in large, bold, black letters across the top of the scene.	<p><u>SFX: UPLIFTING MUSIC THROUGHOUT COMMERCIAL</u></p> <p>VOICE OVER (20 YEAR OLD FEMALE SERIOUS VOICE): In 2014, transportation contributed to 26 percent of greenhouse gas emissions. (7 SECONDS)</p>
<p>2. (MS) CO2 IN AIR APPEARS OVER CARS, BICYCLE RIDES PAST (10.5 SECONDS).</p>	 The same traffic scene as in the first frame, but with the text "CO2" appearing in red above each of the three vehicles.	<p>VOICE OVER (20 YEAR OLD FEMALE ENCOURAGING VOICE): If Harrisonburg got cycling, we could spare the environment one pound of carbon dioxide for every mile pedaled. (10.5 SECONDS).</p>
<p>3. (MS) INCENTIVIZING GRAPHICS APPEAR OVER CYCLIST (8.5 SECONDS)</p>	 An illustration of a person in a grey shirt and blue shorts riding a green bicycle. Above the cyclist, there is a grey money bag with a dollar sign (\$) and a yellow fist icon with a red flame-like shape.	<p>VOICE OVER (20 YEAR OLD FEMALE ENCOURAGING VOICE): Cycling can serve as a way to not only save money and get active, but as a way to make our Earth a better place to live. (8.5 SECONDS)</p>

4. (MS)
SHENANDOAH BICYCLE
COMPANY
AND EPA
LOGOS
APPEAR
WITH
WEBSITE
LINK. (19
SECONDS)



VOICE OVER (20 YEAR
OLD FEMALE
ENCOURAGING
VOICE):

To learn more about

Shenandoah Bicycle

Company and its joint

efforts with the

Environmental Protection

Agency to improve the

environment, visit

[www.shenandoahbicycle.](http://www.shenandoahbicycle.com)

[com](http://www.shenandoahbicycle.com)

(19 SECONDS)

Print Ad

The print ad goes for the scare tactic approach and begins with a startling fact about the health concerns related to emissions from vehicles. It shares the same headline that the social media advertisement does to grab the viewer's attention. The main focus of the print ad is the smoke coming out of the car in the shape of a skull. This image was chosen to really represent the harmful effects of carbon dioxide from automobiles. The body copy then goes into more detail about greenhouse gas emissions and how

to get more information. The ad does not have a lot of color variation, and this was done on purpose to go along with the "harming the environment" theme-how the world will be black and grey if there is no effort to keep it green. The *Environmental Protection Agency* logo and the *Shenandoah Bicycle Company* logo are then featured in the bottom left corner to tie the two organizations together. This print ad would likely be placed in a newspaper such as the *Daily News-Record*.

30,000 people are killed by car emissions every year in the US.



That really grinds our gears.

Transportation accounts for 26% of greenhouse gas emissions in the United States. The health effects of mobile source air pollution affect millions of people each year, and the greenhouse gas emissions from transportation have been rising since 1990.

The Shenandoah Bicycle Company strives to get the community on wheels because for every mile pedaled, we can spare the environment 1 pound of carbon dioxide. To learn more about our joint efforts with the

Environmental Protection Agency, visit

www.shenandoahbicycle.com



Social Media Banner

The social media banner is consistent with the print ad in the sense that it uses the fear approach. The headline is a frightening and drastic statistic that is intended to grab attention and spark interest. The background is an empty road with a dark gray overlay to imply polluted air. There are no people or animals seen in the photo in order to emphasize the fact that fuel emissions kill. Both the white and green text are used to stand out against the dark

background, but the green is used to associate the overall message with the environment. The subhead “that really grinds our gears” is a play on words that addresses the issue at hand as well as relates the statistic back to *Shenandoah Bicycle Company*. Although there are no bicycles in the photo, using the word “gears” associates both the ad and the solution to the problem back to bicycles.

30,000 people are
killed by car emissions
every year in the U.S.

THAT REALLY
GRINDS OUR GEARS



Shenandoah Bicycle Company | 135 S Main St, Harrisonburg, VA 22801 | (540) 437-9000 | www.shenandoahbicycle.com

Conclusion

The goal of this corporate advertising campaign was to make a connection between *Shenandoah Bicycle Company* and the *Environmental Protection Agency* without promoting *SBC*'s products. After all, the definition of corporate advertising is to “benefit the image of the corporation as a whole rather than its products or services alone.” Since *Shenandoah Bicycle Company* advocates for healthier lifestyles and a more sustainable environment, the *Environmental Protection Agency* seemed to be a great organization to support.

The common theme among the creative pieces was to bring attention to the harmful greenhouse gas emissions produced by cars. At the same time, the advertisements aimed to encourage the public to ride bicycles more without trying to sell specific bike brands. Other bicycle shops in the community have similar products and a large following, so advocating for a good cause can set *Shenandoah Bicycle Company* apart from the competition.

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