

FULL SAIL STUDIOS

Portfolio VII Copy Deck

PROJECT TITLE: Scoots, Inc. - G'Ma-Mobile and the G'Pa-Mobile

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VERSION #/ DATE: V1 -- 10/25/2018

FORMAT: Print

BRIEF DESCRIPTION OF PROJECT: Business-to-consumer ad for Scooter Print Ad Launch

Notes and Guidelines

Previous Version Notes: N/A

Client Requests/Goals: Appeal to retirees living within a retirement community and also to retirement community directors who need to find an economical, environmentally friendly, and safe solution to golf-cart/tricycle congestion that currently exists on retirement community campuses.

Formatting Guidelines:

Headline: H1

Subhead: S1

Body: B1

Sidebar Subhead: SS1, SS2

Bulleted Sidebar: BS1, BS2

Call to Action: C2A

Background Information

Premise Summary: G'Ma-Mobile Scooters and G'Pa-Mobile Scooters want to become the preferred provider of comfortable, efficient, and safe transportation for retirees in Retirement Communities. The base model has a more comfortable seat, takes up less room, and costs the same or less than a golf cart or adult tricycle.

Research Findings: Golf Carts are too big and cost more than the G'Ma-Mobile and its similar product the G'Pa-Mobile. Many retirees in retirement communities find parking to be an issue at gathering places. Their tricycles and golf carts simply take up too much space. Additionally, there is such wasted space for a single rider in a four person golf-cart. However, with G'Ma and G'Pa-Mobile Scooter Series this is no longer an issue.

"There is nothing like arriving at your destination and still having to walk a great distance to the dining hall, bridge, art class, or that library coffee date," says Sam Smith of the Julington Retirement Community.

"Congestion is a big issue for us. We had to hire someone to direct traffic for the tricycles and golf carts before and after meals," says Lara Fine, Community Director at Sweet Hills Retirement Community.

Audience Analysis: Intended audience is retirees in Retirement Communities and Retirement Community Directors. The G'Ma-Mobile is for females over the age of 62 of any nationality who need to quickly, safely, and comfortably arrive at their destination within the retirement community. The G'Pa-Mobile is for males over the age of 62 with the same needs.

Competition Analysis: Most golf carts run off of gas power, however, the G'Ma-Mobile and the G'Pa-Mobile have a re-chargeable electric battery. It comes with an extra battery so that one can always be fully charged for you. It's good for the environment and more comfortable to ride than a golf cart or tricycle.



Reference Image(s) Above: Congestion at the dining hall on the left and retirees who cannot find a place to park. Photo Credit: Betsy Free.

The solution/product below:



Copy

Headline: H1: Rollin' in Style

Subhead: S1: on the G'Ma-Mobile and the G'Pa-Mobile

Body: B1:

Watching your elderly parents ride off toward the dining hall on their tricycles causes us all a bit of anxiety. What if they fall? Did they take their phone with them? Should they be wearing a helmet? Right, like I could get them to wear a helmet. Fear no more with the G'Ma-Mobile and the G'Pa-Mobile which has a built in safety feature limiting the maximum speed, comes with a roll-bar, and helmet.

Body: B2:

G'Ma-Mobile Scooters and G'Pa-Mobile Scooters want to be your preferred provider of comfortable, efficient, and safe transportation for retirees in Retirement Communities. The base model has a more comfortable seat, takes up less room, and costs the same or less than a golf cart or adult tricycle.

Sidebar Subhead: SS1: 100% Satisfaction Guaranteed

Bulleted Sidebar: BS1:

- Most Comfortable Customizable Ride!
- No more traffic jams at the dining hall, library, or art class!
- Bug shield included!
- Handy mini-trunk included!

- Environmentally Friendly!
- Maintenance and Warranty Packages Available!

Sidebar Subhead: SS2: Perfect for Retirement Communities

Bulleted Sidebar: BS2:

- Electric and Solar Power Available!
- Takes up Less Space than a Trike or Golf-Cart!
- Comes with Extra Re-Chargeable Battery!

Call to Action: C2A: Now, go online to KeepMeRollin.Scoots.com, Call 800-ROLLING, or Text "I want one" to SCOOTs for a 20% discount!

If you are a Veteran additional discounts apply.

If you are a Community Director placing a mass order additional discounts apply.