

## **FULL SAIL STUDIOS**

### **Portfolio VII Copy Deck**

**PROJECT TITLE:** Hardley Davidson's Scooters – The Sidewalk King

**CLIENT/CONTACT:** Charlie James– Charlie@HardleyDavidsons.com")

**COPYWRITER:** Liza Sanchez

**VERSION #/ DATE:** V1 – 07/10/2019

**FORMAT:** Print

**BRIEF DESCRIPTION OF PROJECT:** Business to Consumer ad for Hardley Davidson's Sidewalk King

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#### **Notes and Guidelines**

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**Previous Version Notes:** N/A

**Client Requests/Goals:**

Company Name: Hardley Davidson's Scooters

Company Phone Number: 444-HDScoot

Company Website: www.HardleyDavidsons.com

Company Address: 333 Old Folks Lane

Campaign Idea: Geared towards men and women 65 and older

Event: The unveiling of The Sidewalk King

Event Date: 08/09/2019

**Formatting Guidelines:**

**Headline:**

**Subhead:**

**Body:**

**Sidebar Subhead:**

**Call to Action:**

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#### **Background Information**

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**Premise Summary:** The ad will be uplifting and fun, showing more mature seniors enjoying their newfound freedom with friends, family, and out and about. Photos will be candid, not staged to give a more realistic effect.

**Research Findings:** <https://www.pridemobility.com/c/go-go-travel-mobility>  
Site is easy to use and upfront, but unrealistic images of seniors with fake backgrounds.

<https://www.spinlife.com/Drive-Medical-Panther-Heavy-Duty/High-Weight-Capacity-Scooter/spec.cfm?productID=113698>

Drive Panther is a cleaner site and more upfront. Not many images of seniors using the scooters.

**Audience Analysis:** Geared toward Seniors 65 and older (however can be for anyone with mobility issues) for male or female.

**Competition Analysis:** Safety is our number one priority which includes protection from UV-rays and rain. The day-time blinking headlights allow vehicles to better see the scooters from farther away and night time running lights that turn on automatically at dusk keep the rider in view. Three wheels, as opposed to two, allow riders that don't have good use of their legs to stop, start, and control the scooter safely and easily.

**Reference Image(s):** Include one image of your product, service, event.

**HARDLEY DAVIDSON'S Medicare May Cover Part of the Cost!**

## Sidewalk King

**Standard Sidewalk King Features**

- 5-year Parts and Tires Warranty
- Memory Foam Seat
- Lap Seatbelt
- AM/FM Radio with Bluetooth and Auxiliary Cable
- Hand Breaks
- Speeds up to 35mph
- Cup Holder
- Day-Time Blinking Lights
- Automatic Headlights Turn on at Dusk

**Call for an IN-HOME Visit or Come By Our Store Today**

**WWW.HARDLEYDAVIDSONS.COM**

**Hardley Davidson's Scooter**  
**333 Old Folks Lane**  
**Snowbird Farms, FL**  
**1-444-HDScoot**

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**Copy**

**Headline:** The Wild and 3-Wheeler - Sidewalk King

**Subhead:** Hardley Davidson's Scooters is proud to announce our newest scooter for mature riders, the Sidewalk King. And with flexible payment options, we're in the business of getting YOU back to business.

**Body:** Do you like hanging out at the beach, the park, or taking a stroll in your neighborhood but you're finding it harder to get around like you used to? The Sidewalk King will get you where you want to go. It's safer and more comfortable than the two-wheel versions but goes just as fast, plus the added feature of the windshield will get you through those brutal Florida love-bug seasons. No more love-bugs in your mouth! Hardley Davidson's is here to help with all your recreational mobility needs. Be the King, or Queen, of the house again. Take your grandkids on a leisurely stroll or buy two and have a date night with the one who keeps your feet warm. Get back to mobility in style. Come to us or we'll come to you. We promise you'll love it!

**Sidebar Subhead: Standard Sidewalk King Features**

- 5-year Parts and Tires Warranty
- Memory Foam Seat
- Lap Seatbelt
- AM/FM Radio with Bluetooth and Auxiliary Cable
- Hand Breaks
- Speeds up to 35mph
- Cup Holder
- Day-Time Blinking Lights
- Automatic Headlights Turn on at Dusk

**Add-On Features**

- 2 USB Ports
- Mini-Fan
- Blinking Safety Headlights
- Customizable Storage Case
- And More!

**Call to Action:** Come by Our Local Showroom or Call 444-HDScoot for an In-Home Visit Today!