

Unagi Electric Commuter Scooter Creative Brief



Company Background

Unagi is an American electric scooter company based out of Oakland, California that is aiming to fix the bridge between technology making communication easier but connecting harder.

Unagi helps its customers travel where they desire to be with an easier, cheaper and more fun style of transportation. The Unagi company was created because of the negative occurrences that appear with other types of public transportation or public sharing stations.

Objective

Unagi's objective is to help society travel without hesitation or frustration. With Unagi's Electric Commuter Scooter you won't have to worry about either of these.

Target Audience

- Young Adults
- Live in populated areas
- People with jobs
- Lower income
- Preferably don't own their own cars
- People who enjoy going out

Main Message

We want you to be able to get out, without the doubt.

Support for Main Message

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ADVRT 334

“First, we designed the finest electric scooter on earth. Our mission is freedom. We are hellbent on liberating people from the tyranny of transportation frustrations—the costs, inconveniences, the carbon emissions. So we built the ideal personal liberation device.

Then we figured out how to make it affordable. Our approach is direct-to-consumer, which allows us to put an Unagi scooter in the hands of everyone who could use one. Our financing options make that even easier, meaning you can cruise away in a brand-new Unagi for the price of a daily oat-milk latte.” - Unagi’s website

Mission

Create a new campaign for Unagi and their new Electric Commuter Scooter. The new campaign will include a 60 second radio advertisement, 30 second TV commercial, an outdoor or point of sale piece, a full page magazine print advertisement, and a social media concept.

The 60 second radio advertisement will have a narrator with a calming voice. The narrator will try to speak but get interrupted by loud traffic noises. The narrator pauses the noise and begins to explain how Unagi scooters can solve this problem.

The 30 second TV commercial will show a young man in his city apartment, he will receive a text from his girlfriend asking him to meet up at the cafe across town. He goes out on his balcony and stresses out because he hears loud traffic all over the place, but he goes back inside to see his Unagi scooter at the door. Then he rides peacefully to the cafe and meets his girlfriend right on time.

The Outdoor advertisement will be a poster on the outside of a bus stop. It will be a simple design but bold enough to grab the attention of bystanders.

The Magazine print advertisement will show a person having fun riding the scooter on a nice day, and list the price of the different scooters you can buy.

The social media concept will be 3 posts on instagram that Unagi’s account will post. They will show off different aspects of the scooter.