

Taylor Guitars Creative Strategy

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Taylor Guitars, founded in 1974 in El Cajon California, has been a leader and innovator in the guitar industry. (Beaumont, A., 2018) Taylor Guitars pride themselves on using exotic and unconventional woods in their guitar-making process. Taylor also invented both the bolt-in-neck in 1999 and the Expression System or ES for short, in 2004. The T5 Hollowbody, one of their newest designs, is an innovation in the guitar industry. It is compatible with both acoustic and electric amps and can instantly change playstyles. The T5 Hollowbody comes in four different models including Classic, Standard, Pro, and Custom. The T5 prices range from the “Classic” which starts at \$1899 to the “Custom” priced at \$3199. The target consumer for the T5 is going to be 25-34 years of age, and already playing either the blues, jazz or both. More than likely they will have been playing for several years and understand the value and versatility of the T5. According to the Bureau of Labor and Statistics, the average annual income for that age range is \$58,065 in 2016. (BLS, 2016) The income of this age group is vital since the cost of the T5 is on the higher end of the pricing spectrum. The most direct competition for Taylor would be Martin Guitars first, Gibson Guitars second, and Ovation guitars third.

The main advertising hurdle to overcome would be the price. While the T5 Hollowbody is a great guitar, the \$1899 price tag for the most basic model could cause some consumers to look at this as a hurdle. The price could leave beginning players not wanting to invest in the T5. The objective of the advertising strategy will be to show consumers that they do not have to limit themselves to buying an acoustic guitar over an electric one. With the T5 Hollowbody, they can have both.

Our positioning statement would be as follows:

For guitar players, the T5 Hollowbody is the best of both worlds, because it combines the rich, deep tones of an acoustic while delivering the clean, crisp sounds of an electric model through both acoustic and electric amps.

The T5 Hollowbody can instantly change playstyles thanks to its onboard five-way switcher. This ability will save the consumer thousands because they won't have to purchase more guitars to achieve the range of sounds that the T5 can accomplish on its own.

The strategy that would best suit this product is Affective/Emotional. Buying a guitar is an intensely personal event. Let's build the creative strategy around this premise. For instance, we can use the tagline "Why limit yourself?" or "No two guitars are the same, and neither are you." By showing off the capabilities of the T5, the different woods and patterns in used and the different play styles, we can show that the consumers are investing in more than one guitar. We will be able to build on the emotional investment that they are making and create a connection to the instrument.