

# Hi Voltage



FOR THOSE  
WHO RIDE



# Company Proposal



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# Overview

- Company Founder: Zay Bates
- Company Name: HiVoltage
- Tag-Line/Slogan: "For those who ride"
- Company Logo: Combination of "Hi" and a Lightning bolt.
- Company Type: Apparel and consumer goods
- Company Location: Virginia Beach Virginia



# *Company Background*



HiVoltage is a designer, promoter, and distributor of artistic sports-oriented products i.e. Surf, Skate, Snowboard, BMX, DH MTB, MX. The company primarily produces youthful men and women's clothing, footwear, accessories, and related products.


# Executive Summary



The goal is to create an abundance of visuals which convey any messages that the HiVoltage Company represents, continuously throughout all its products. Understanding that there were a series of events in each individual's life which lead them to the lifestyles they live today, we know that there should also be a step by step promotional method in our advertising that will lead those individuals to our products which best represents their hobby, personality, attitude and style.

Through a stylistically treated approach I plan to create a psychological connection between the consumer and the company while exploiting some subtle nuances rarely focused on during artistic displays of successful feats. For example, instead of a fast paced video combined with loud obnoxious music, I would rather find ways to isolate the artsy dynamics of the sports through slow motion videography fused with down-tempo melodramatic scores and/or sound effects.

# Mission Statement



HiVoltage exists to promote the overlooked intricacies of aggressive sports.


The skill and precision required to kick-flip nose grind a six stair railing. The shear physics involved in an 80ft table-top no-hander at the motor cross track. The courage and risks so very present when dropping a 60ft bone crushing wave in Teahupo. The utter dedication and courage to fail over and over and over until you stomp a landing.

# *Vision Statement*

HiVoltage's fundamental objective is to increase the awareness of raw artistic amazement found in every aspect of aggressive sports while promoting the company's spin on the term "Aggressive Sports," thus introducing its concept of "Artistic Sports," in hopes to be adopted by its supporters and sought after by its competitors. We hope to broaden the perception of open-minded viewers and consumers as the company grows with plans to spread its ideologies worldwide.



# Core Values



HiVoltage stands by its perception on aggressive sports with its artistically warped twist on all visual promotion items. Integration of our concepts should not be difficult with current artistic sports riders and affiliates. The challenge will be influencing those who are not big supporters of the sports. Validating our outlooks through well choreographed ad productions and apparel will aid in legitimizing a non-supporter's decision to represent HiVoltage without feeling like an advocate of counter-cultures.



# *Key Features, Brand Attributes, Messages, Benefits and Value*

Graphically represented while comfortably dressed. Our products are manufactured with comfort and precision in mind. Whether it is the cotton/nylon-blended shirts that are form fitted to the athletically inclined, the vast array of boards and sunglasses, or the headphones bumping while you ride. From rails to trails, HiVoltage stands by their products with devotion to the consumers quality, service and delivery needs.



# Target Market, Target Consumer and Positioning

- Geographically- US regions with high concentration of multiple aggressive sports, seasonally and year-round.
- Demographically- Both male and females ages 13-30 with minimally required education, low-middle income and low to middle wage occupations.
- Socioeconomically- no religious, nationality, race or language focus.
- Psychographically- Personality should be adventurous and risk taking. Attitude should be outgoing and open minded. Considerable interest in unique and gratifying styles. Should have strong values and convictions applicable to individual's dedication to the sport. Should be apart of a well-knit community comprised of rookies and novice alike, all sharing a sense of comradery.
- Behavioral- Should want to benefit from the items sought after and used and feel a sense of brand loyalty while proudly representing our company.



# Major Competitors



## **Volcom:**

- *Pro's*- Deeply rooted into all aggressive sports scenes with apparel and hard goods. Brand loyalty to lifestyle representation. National market saturation.
- *Con's*- Not fundraising for charity.

## **Billabong:**

- *Pro's*- Simple clean designs
- *Con's*- Specific to surf community

## **Rusty:**

- *Pro's*- Unique graphic styles.
- *Con's*- Outdated approaches to marketing strategies

## **RVCA:**

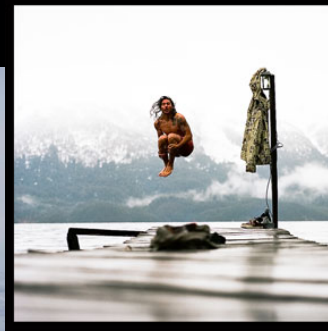
- *Pro's*- Comfortable apparel fabrics, simplistic design approach that unifies art and sports while promoting peace and creativity. Easy to feel welcomed into the idea.
- *Con's*- Minimal promotional advertising.

# *USP (Unique Selling Proposition) Competitive Advantage*

HiVoltage represents a unique look into the vital emotions, products, environments, attitudes, consequences and outcomes which are essential when understanding what all these variables equate to.



# Mood Board Snow



# Mood Board Skate



# Mood Board Bike




# *Brand Essence, Key Message, Voice, Tone and Image*

Casually specific yet aesthetically encouraging. HiVoltage seeks to reveal the articulated physics behind these death-defying arts through the melding of slow-motion videography complimented by inspiring down-tempo melodies and sound effects. Our goal is to associate the mathematical beauty so under exposed in these calculated arts, with it's related sport, while simultaneously provoking self-reflection of "inspiration and energy within," synonymously known as "your inner voltage," which should be "High."





# *Deliverables Needed*



Product Catalogues to include consumer items i.e. Soft goods- shirts, hoodies, shoes, hats, backpacks etc.

Hardline- surf / skate/ snowboards, helmets, sunglasses, energy drink.

Product posters and flyers that promote the brand incorporating its logo in highly dynamic photo/graphic visuals.

# *Productions Needed*



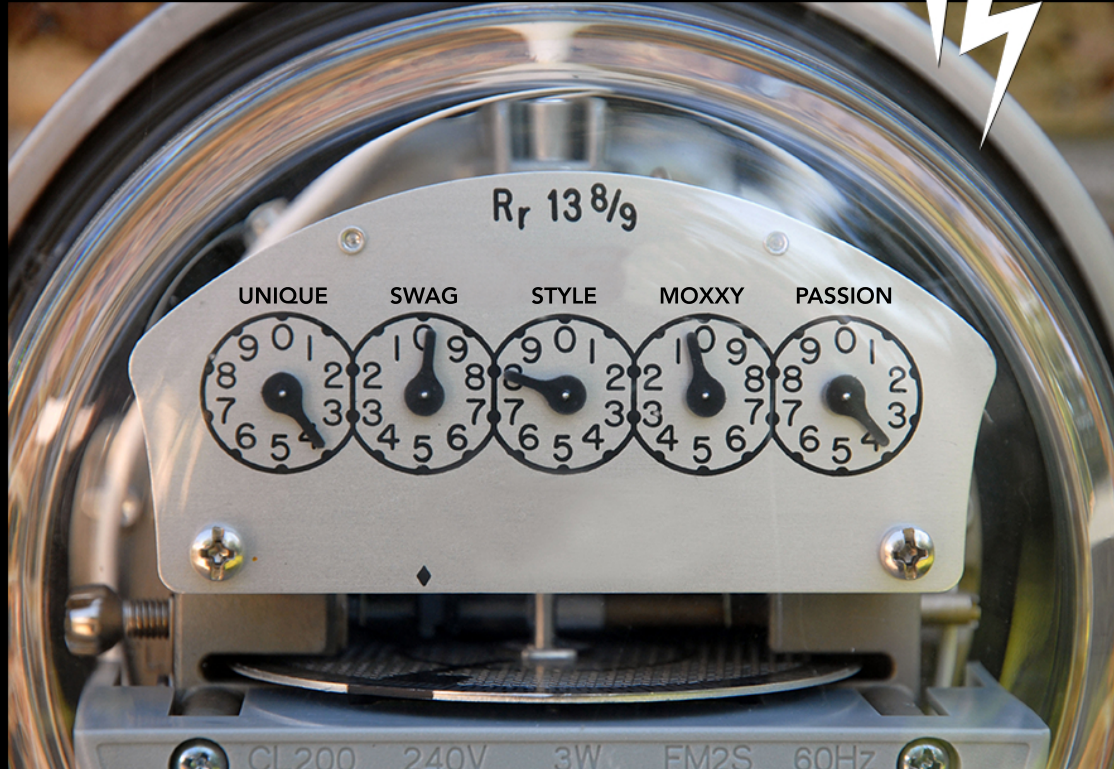
Multiple commercials covering the wide range of Artistic Sports that which HiVoltage represents and in a treatment that conveys HiVoltage's perception of said sports.

Attempts will be made through cinematic and audio collaboration to convey HiVoltage's perception of each sport, in its physically artistic entirety, to be understood by viewers.

Website for viewing and ordering consumer products will be interactive and ordering should be customizable to include individual customer profiles entitled "MiVoltage."

# Web Home

HOME | SHOP | CART | MEN'S | WOMAN'S | SKATE | SURF | SNOW



# Women's Lines



[HOME](#) | [SHOP](#) | [CART](#) | [MEN'S](#) | [WOMAN'S](#) | [SKATE](#) | [SURF](#) | [SNOW](#)



SHORTS



ACCESSORIES



SUN GLASSES



SHIRTS



# Signage




# Budget and Schedule



Plans to launch the apparel and skateboard lines are in the works and deadline for all media and marketing products is January 2013 with launch of the products to follow Spring that year.

These few months of ad exposure and visual media viewed on TV is hoped to increase desire for the products subsequently driving web traffic to the website.

Budget is \$30,000 for production of ad materials to include flyers, ad poster, photos, website, promotional video ad of 10, 15 and 30 second spots to be viewed on local Virginia Beach TV stations such as Cox channel 11.



# Process

A stylized lightning bolt graphic in a dark blue color, positioned in the upper right corner of the slide. It has a jagged, zig-zag shape with a glowing effect around its edges.

The owner and founder of the company will be in charge of review and approval of all materials before sign off and execution.

*FOR THOSE  
WHO RIDE*

A large, dark grey lightning bolt graphic, positioned in the lower center of the slide. It is a stylized, jagged shape with a glowing effect around its edges, similar to the one in the upper right corner.