

Launching an innovative product and creating a new market.

OUR COLLABORATION WITH THE GUITAMMER COMPANY.

SUMMERFIELD

Brand
Strategy
Design



From the beginning.

When a great new idea led to the creation of a whole new product category, The Guitammer Company turned to Summerfield Advertising to help give the ButtKicker an identity befitting of its powerful effect on the user.

With the challenge of creating desire and communicating both brand value and technical specifications, Guitammer identified audiences in the home theater, gaming, pro audio, car audio, and amusements segments.

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summerfieldadvertising.com



The Guitammer Company was founded by an accomplished musician to allow him to feel the low end of his music without turning the stage monitors up so loud that it disturbed the rest of the band. ButtKicker brand low frequency audio transducers send low frequency sound directly into the listener's body. The effect is amazing.

Summerfield Advertising worked with The Guitammer Company to create a strong brand and comprehensive marketing system across a variety of platforms.

These touch points for the launch of the ButtKicker included print advertising, product packaging, trade show booths and product animation. Communicating to both professional and consumer audiences, Summerfield developed everything from product guides and starter kits to catalogs, dealer kits, and sales materials.

The broad variety of work for ButtKicker reflects Summerfield's ability to deliver powerful design that communicates to a specialized and demanding audience while remaining practical and effective on the sales floor. And our intense collaboration with The Guitammer Company is just one example of our commitment to clients to work with them hand-in-hand to accomplish a daunting goal.





NEW!

ButtKicker **GAMER**

live the game,
feel the music.

Feel the low end without making the room loud.
Turn down or turn off your subwoofer and still feel all
the bass you want. Ideal for apartment or dormitory use.
Experience powerful bass even while using headphones.



er LIFE Kit

ED TO EXPERIENCE

OF HOME THEATER

ovies, music and gaming, the first
"ofer" that allows you to
ive volume.



ButtKicker

Awesome for gaming, computer entertainment and digital music playback

ButtKicker

ButtKicker **GAMER**

live the game,
feel the music.

Feel what you've been missing...

Powerful 500W
subwoofer



Realistic Special Effects

Convert Quality One

BuildKool

“Doing what you say you are going to do; doing it on time and within budget. Doing it over and over again until together you are satisfied that the best solution has been found. Being more concerned with serving the client than billing the client. That’s integrity and why I would trust Summerfield Advertising with my business.”

Mark A. Luden

President/CEO

The Guitammer Company, Westerville, Ohio

ADVERTISING

BRAND COMMUNICATION

IDENTITY DESIGN

ANNUAL REPORTS

CORPORATE COLLATERAL

WEB/INTERACTIVE

RETAIL VISUALIZATION

ENVIRONMENTAL

MARKETING COMMUNICATIONS

PRODUCT PACKAGING

At Summerfield Advertising, we are inspired by innovation and look forward to a challenge. For more information on our work, call us at 614.221.4504.

We journey together
in search of the perfect
solution for your needs.

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How can we help you?