

ADWEEK

PIONEER ELECTRONICS' AUTOMOTIVE AUDIO SYSTEMS

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By Mark Dolliver



Lots of companies can provide you with audio equipment for your car. Pioneer goes a step farther, providing you with a whole peer group. Or, more precisely, it does so if you happen to be a guy age 16-24 who is devoted to his car and the paraphernalia with which he's equipped it. This is a cohort known in the trade as "tuners." It may not be a club that the well-adjusted and highly successful people who read Adweek would care to join. But in the aggregate, even anti-social numskulls have plenty of discretionary income to spend. With this scene of two drivers drag-racing as a crowd of friends cheer them on, the ad prompts a reader to feel that Pioneer is part of a life that's more exciting than the version he's currently living. Actually, "reader" may not be quite the right word, since each ad in the series carries a one-word text—the likes of "Defy" (as in the ad shown here), "Disrupt" and "Disturb." This presumably won't overtax the target audience's patience for reading, while the sense of the words assures these guys (accurately or otherwise) that they have a big effect on those around them. The look of the ads seems rather gloomy, but I'm willing to believe that tuners will instead see it as conveying an air of menace—something to which they themselves may aspire! Each ad also lists a Web address, where video clips suitably glamorize the tuner lifestyle. In sum, the ads give these guys a sense of importance, and they'll feel disposed to reward Pioneer for doing so.

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