

Zildjian Cymbals: Advertising Strategy

Objective Determine best positioning for drummers

Data Source 300 telephone interviews among pros

Question *“What about Zildjian is most appealing to you?”*

ThoughtSCAN[®]

VERBATIMS

Proven

History

Years

ThoughtScan Frequency

138

119

87

ThoughtTalk

*“They've been around for **years**. Cool!”*

*“They must be good to be around that many **years**.”*

*“Give me the **proven** cymbal with a **history**.”*

Results

While the musical instrument segment has nearly flattened, Zildjian has increased its global leadership. Avid users range from Ringo Starr and the Dave Matthews Band's Carter Beauford to the Boston Symphony Orchestra. A new brand message and tag line, “Since 1623” was launched successfully.

www.wallacewashburn.com