

Pinnacle Pest Control Advertising and Outdoor Campaign 2012 Strategy

The decision to go with a particular pest control company is often made in a time of infestation, when immediate action is required. Given the potential damage and discomfort threatened by insects, the consumer places a premium on expediency. In this case, it is likely a consumer will decide quickly, selecting a company he is familiar with—a company that has good name recognition in the marketplace.

Therefore, it is important that Pinnacle advertising be bold, memorable, and immediately recognizable by potential customers. The campaign ideas presented here do not drill down into finer benefit points (expertise, trustworthiness, fast response, local company). Instead we pair a striking visual with a conceptual headline in order to create a unique and easily understood company image. We rely on the company website, video and other marketing materials to serve the complimentary function of articulating each of the specific selling points.

Campaign Idea 1 'Battle Cry'

In many cases, the exterminator is seen as the cavalry coming to the rescue in a time of crisis, killing the intruding insects and saving the day. This campaign runs with that idea, portraying the Pinnacle exterminator as a warrior sworn to his mission of killing bugs where they live. We utilize the power and machismo of military language. The exaggeration of applying military language to pest control is humorous and visually powerful. It taps into a deep instinct to 'defeat enemies' and protect the 'homefront.'

Campaign Idea 1 'Battle Cry'



**TERMINATE WITH
EXTREME PREJUDICE.**

**WAGING WAR ON INSECTS
BY ANY MEANS NECESSARY.**

916 381-5793 · PinnaclePest.com
24/7 Rapid Response
Greater Sacramento · Rocklin · Roseville · Davis · Vacaville · Fairfield · Dixon

PINNACLE
Pest Control^{INC.}

**Hunt the Enemy Where It Lives.
Our sworn mission is to take the
battle to the insects.**

**Shock and Awe!
Sometimes you have to fall
back on superior firepower.**

**Mortal Combat!
When you are at risk,
victory is the only option.**



Campaign Idea 2 'Humans Versus the Insects'

Insects are a visually strange category of creature, creepy, prehistoric and monster-like. People, especially women, are viscerally repulsed by the insect world. In this campaign we play off that repulsion, portraying insects in a larger-than-life scale as if they are creatures in a horror movie. Obviously this allows us to be visually bold and striking. The headlines remind our audience that we humans are smarter than the insects. We are higher up the food chain. The headlines talk about outsmarting insects by using our human superiority.

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**We are smarter than the insects.
Outwit, outplay, outlast.**

**Fight the swarms of prehistoric creatures
who challenge your highly evolved intelligence.**

**Using our brains and opposable thumbs
to enforce order in the food chain.**

Campaign Idea 3 'The Invisible Threat'

One of the most insidious aspects of insect infestation is that it occurs silently and is often unseen and unnoticed until there is a very big problem. This campaign raises the spectre of the problem you many not even know about. Unseen things are often the scariest. We see normal, everyday domestic scenes. Headlines above these tranquil scenes suggest all may not be well, creating a sense of doubt or fear. We don't play the 'fear' card too blatantly, but rather suggest it, and allow the darker spectre to hang unspoken in the background.

Campaign Idea 3 'The Invisible Threat'

10:43 PM ON SONOMA WAY. THE HOUSE IS LOCKED.
ALL IS QUIET. OR IS IT? **THE INTRUDER ISN'T WHO YOU
THOUGHT IT WOULD BE.**

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Jack and Liz sat down to watch the hoops game, unaware they were under attack. **The threat is invisible. Protect yourself.**



She knows how to get things done, but has no idea she has a real situation on her hands. **Silent. Unseen. They moved right in.**