

Concept to Completion

Beehive Bail Bonds

The Challenge:

Create a memorable print campaign for a bail bonds company.

The Process:

How do you market a Bail Bonds company? Drama or humor? Either way, it needs to make a lasting impression. Individuals who have a run in with the law, or rather, friends and family of those individuals, need to think of your bond company first. After much discussion, it was the mutual consensus of Beehive Bail Bonds and The Orton Group to use the humor approach.

When conceptualizing the campaign, the first matter of importance was to put a memorable phone number on all of the advertisements - 1-888-BHIVE-99. We then discussed specific locations where law-breaking, "trouble-prone" individuals may frequent. Images of a graffiti filled public restroom with writing on the walls, water leaking and rust around the drains came to mind. We thought of what the writing on the wall might say and how funny it would be if people actually wrote a message about a Bail Bonds company as a public service message of sorts. Once this concept was visualized, the taglines started rolling.



"Wanna Bond", "For a Good Bond Call" and "Restroom poetry" were sketched out. Some images were found but we felt a recon mission to take pictures was needed as well. Our designers created their own form of "Beehive graffiti", which was digitally scanned and manipulated over restroom images.

Implementation:

Not only must the ad be memorable and humorous, it must also be placed in front of the right target demographic. In the case of Beehive Bail Bonds, the majority of that demographic is made up of young men (age 18-34) both Caucasian and Latino.

Concept to Completion

Beehive Bail Bonds (continued)

Implementation (cont.):

An initial series of ads were created and scheduled to be rotated monthly in local Salt Lake City independent papers. We strategically targeted sections in these publications, such as the bar/club sections for placement.



Both black and white and color versions were used. A second series of ads was designed specifically for bus shelters in targeted areas across the Wasatch Front.

Results:

The Beehive Graffiti campaign has garnered a lot of attention. Tracking the results for a bail bonds company is a tricky thing to do. Due to the amount of positive attention and feed back the original "Beehive Graffiti" campaign garnered, the decision to expand into a larger print mediums that would be viewed by a greater audience was made.

