

SKULLCANDY: EMBRACING THE INTENSITY

MEJO 371: ADVERTISING CREATIVE
FINAL PRESENTATION

WASABI + PEPPER

AMRY RIVERA, RENN GUARD, SANJANA
NUKALA, NAKAYLA MCCONNAUGHEY

WASABI + PEPPER



AMRY RIVERA '27

MEDIA AND JOURNALISM: &
FOCUS IN FASHION MARKETING
AND COMMUNICATIONS



RENN GUARD '26

MEDIA AND JOURNALISM &
GLOBAL STUDIES DOUBLE MAJOR
KOREAN MINOR



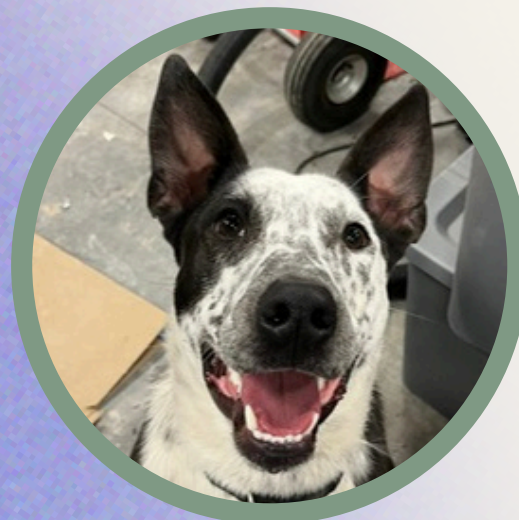
SANJANA NUKALA '27

MEDIA AND JOURNALISM &
COMPUTER SCIENCE DOUBLE
MAJOR



NAKAYLA MCCONNAUGHEY '26

MEDIA AND JOURNALISM &
ENGLISH DOUBLE MAJOR



WASABI



PEPPER

WHAT IS SKULLCANDY?

Audio products company founded in 2003 in Park City, Utah.

Skullcandy's products are primarily targeted at the outdoor action sports demographic and have since expanded into the premium audio market.

Based on our research, Skullcandy listeners are primarily attracted to the bass function.





FACT

SKULLCANDY IS KNOWN FOR ITS
POWERFUL BASS, CREATING A DEEP
AND IMMERSIVE LISTENING

OBSERVATION

PEOPLE WHO DON'T LIKE
SKULLCANDY FIND THE BASS
TOO INTENSE

INSIGHT

SKULLCANDY IS ONLY FOR THE
ONES THAT CAN HANDLE IT



CONVINCE

“ALL OR NOTHING” TYPES

BECAUSE

SKULLCANDY CREATES A
LISTENING EXPERIENCE THAT
MATCHES YOUR INTENSITY

THAT

WITH SKULLCANDY, YOU DON'T
HAVE TO SETTLE FOR AN ORDINARY
LISTENING EXPERIENCE

SUPPORT

SKULLCANDY HEADPHONES
HAVE A STRONG, IMMERSIVE
BASS FIT FOR THE BOLD,
INTENSE, AND EXTREME—YOU
CAN FEEL IT IN YOUR BONES.

IDEA STATEMENT

Let's unleash your intensity.

You deserve not just to listen to music, but to feel and embody it. Skullcandy is made for people who want to live life bolder and louder — more bass, more color, and more expression.

MANIFESTO

We're always told to lower the volume.
Kill the noise, take it down a notch.

That's not us.

We're here for the loud.
The intense.
The bold.

You need music that can keep up.
That matches your energy.

Why not max it out?

Embrace your sound.
Embody your self-expression.

Skullcandy gives you bass you can feel in your bones.
Color that refuses to blend in.

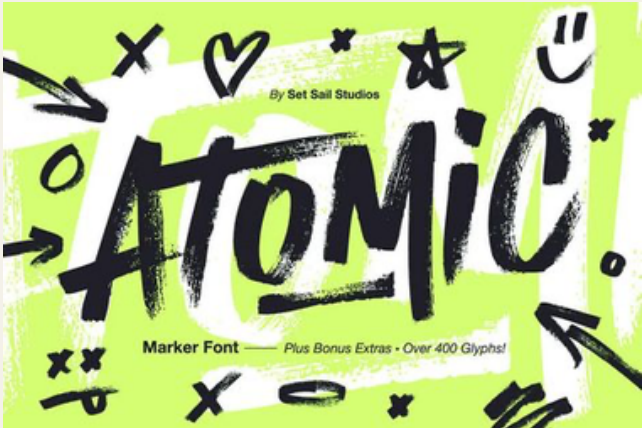
Your pace.
Your energy.
Your intensity.

Live life on full blast.

TAGLINE

Live Life on Full Blast. Skullcandy.

MOODBOARD



AD LOBS



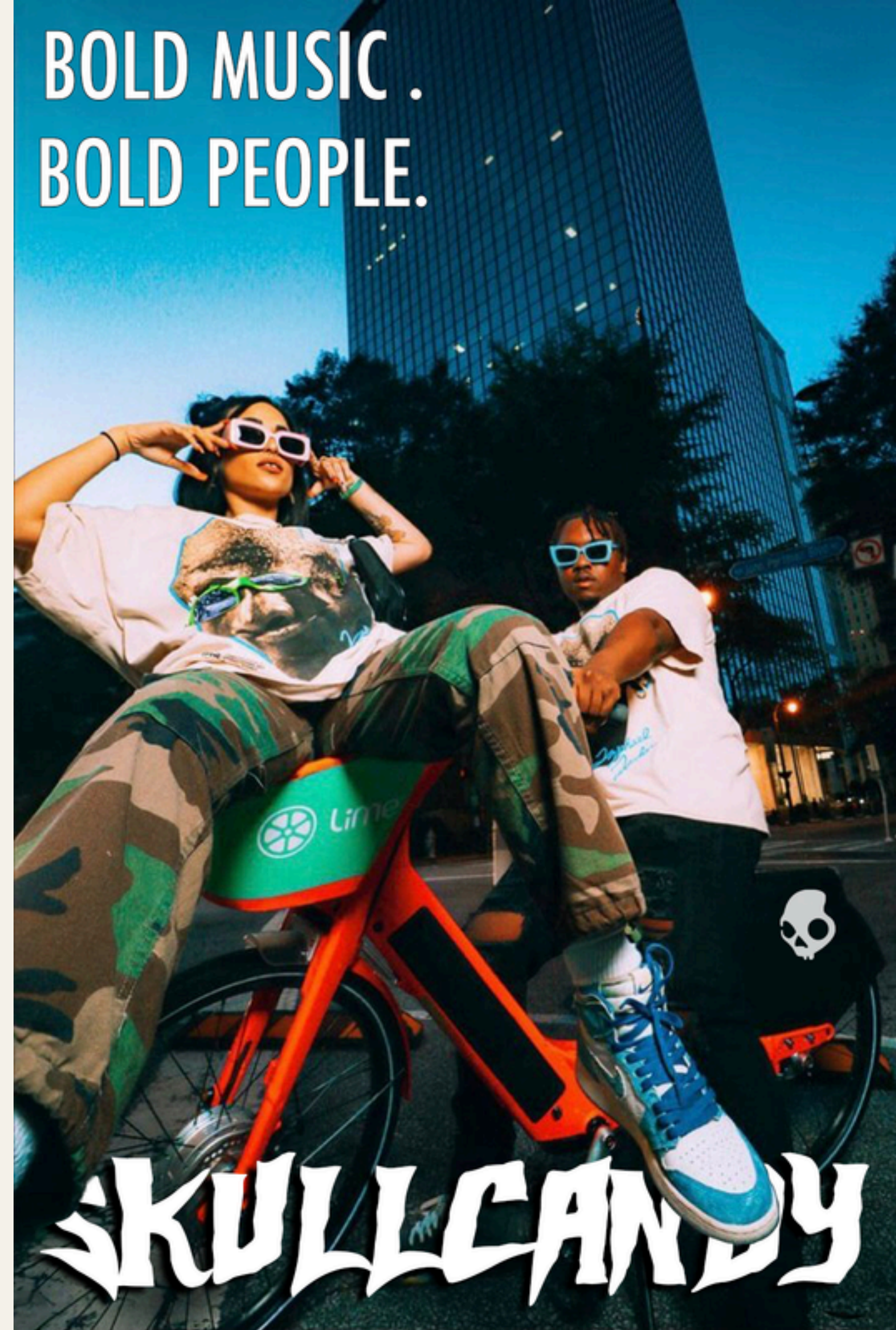
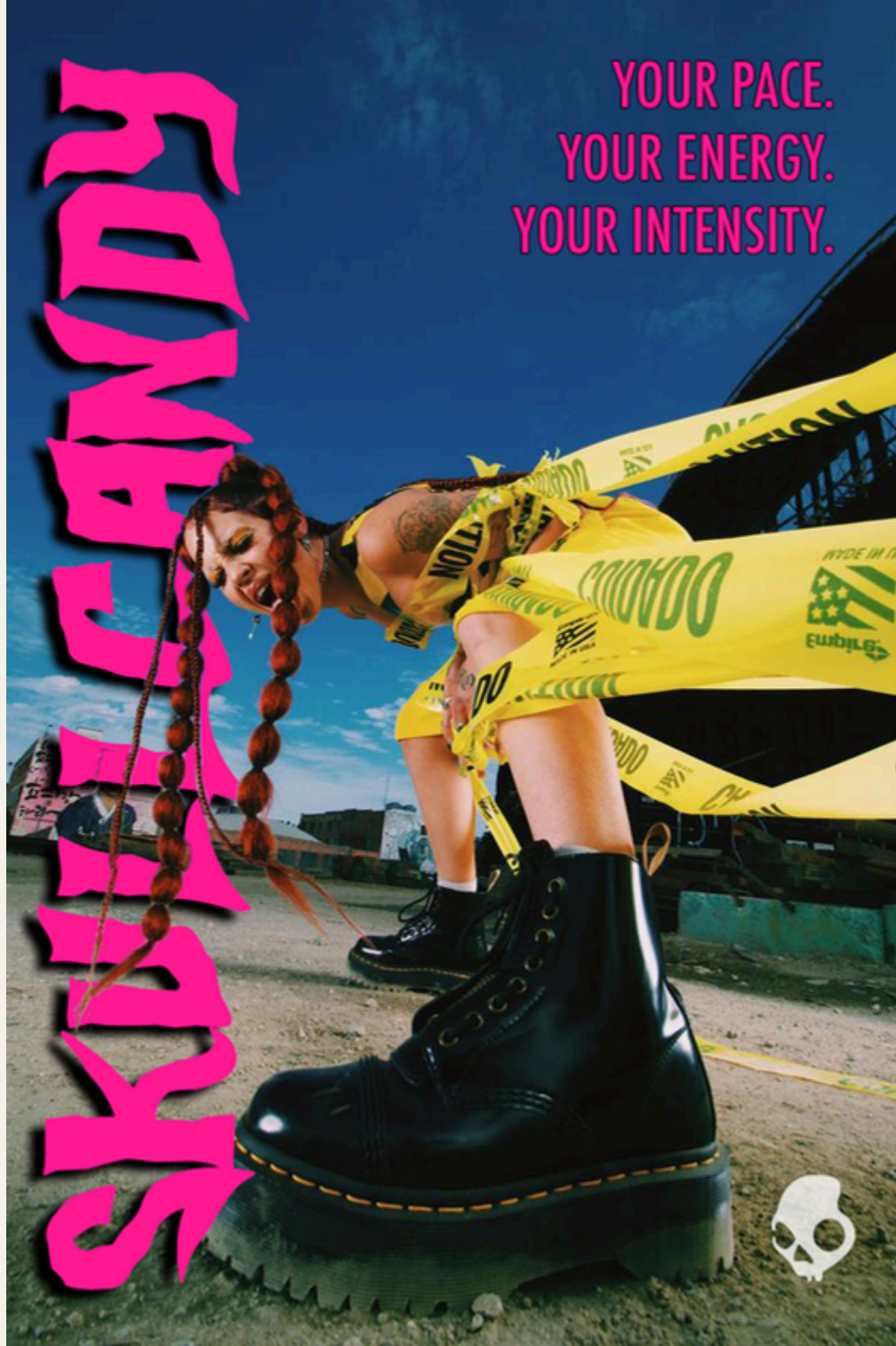
MUSIC BUILT
FOR THOSE
WHO LIVE
LOUD.

SKULLCANDY

SKULLCANDY

BUILT FOR HIGH-VOLUME LIVING.





A snowboarder in a white shirt and black pants is captured mid-air, performing a high jump over a snowy ridge. The snowboarder's board is colorful and features various logos. The background is a clear blue sky with a bright sun creating a lens flare effect. In the lower-left corner, another snowboarder is visible, partially obscured, standing on the snow. The overall scene conveys a sense of high energy and winter sports.

**SOUND THAT CAN
KEEP UP WITH YOUR
INTENSITY**

 **Skullcandy**

BILLBOARDS

THIS IS WHAT INTENSITY SOUNDS LIKE.



Bass so hard you can feel it and see it.

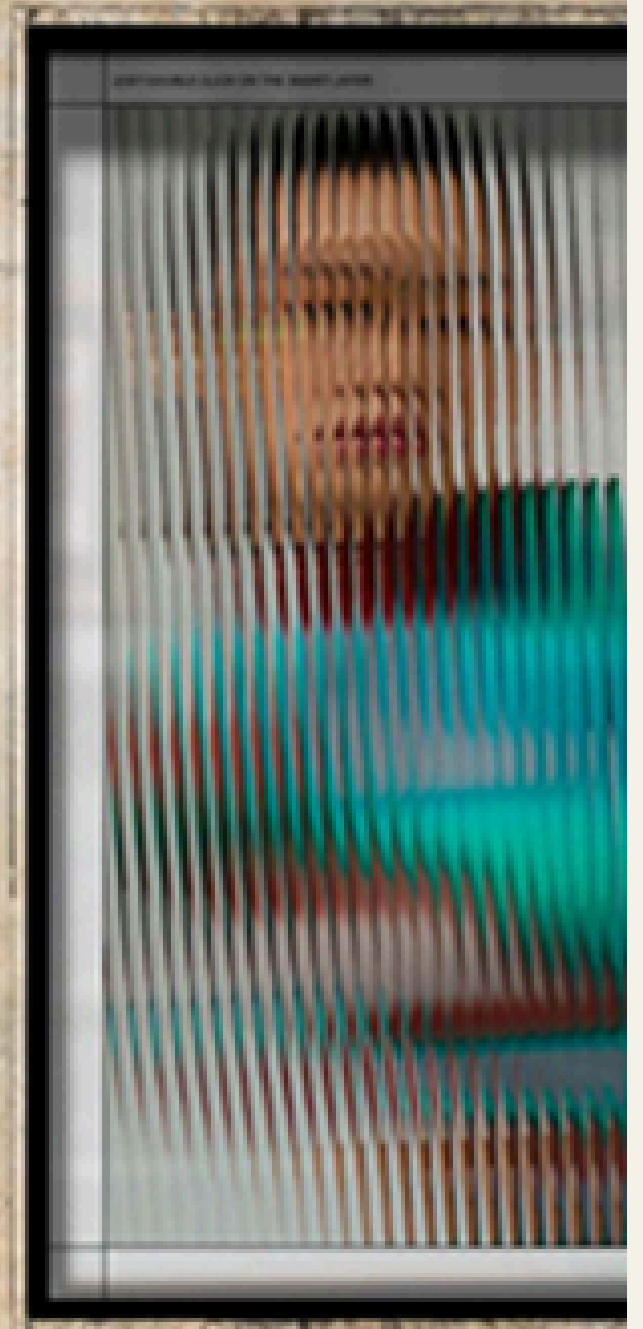
This billboard connects directly to real Skullcandy users' playlists and visualizes the live bass from their music. As different songs play, the soundwave on the billboard changes with it.

The louder and deeper the bass, the more intense the billboard becomes.

BUILT TO MATCH YOUR ENERGY, NOT MUTE IT



SKULLCANDY 



VIDEO SCRIPT

Open on a group at a skate park. Focus on Chris at the top of a tall skate ramp as he puts on his Skullcandy headphones.

VO: This is Chris.

SUPER: CHRIS

VO: Chris is a thrill seeker.

Cut to Chris skating down the ramp. Heavy metal music blasts. Graffiti fills the screen as Chris skates.

VO: Chris likes to listen to heavy metal when he skates. Other thrill seekers, like Sara—

Cut to Sara at another part of the skatepark.

SUPER: SARA

VO: —like listening to trap music.

Sara puts on her Skullcandy headphones. Trap music blares. Different graffiti doodles appear around her.

VO: What about Danny?

Cut to Danny on a bench. He’s already wearing his Skullcandy headphones, bobbing his head as EDM plays. Graffiti appears around him.

SUPER: DANNY

VO: His thrill matches EDM.

Cut to a full view of the park, including the three characters.

VO: Choose a sound that matches your intensity. Live life on full blast.

SUPER: SKULLCANDY

SUPER: LOGO www.skullcandy.com



SOCIAL PLATFORM

PIECES



By leveraging platforms like Instagram and TikTok, Skullcandy can maintain a consistent brand and stay relevant. By featuring sponsored influencers, its own creative content, and reposts from Skullcandy fans, the audio company stays connected and up to date with listeners.

BRANDED CONTENT

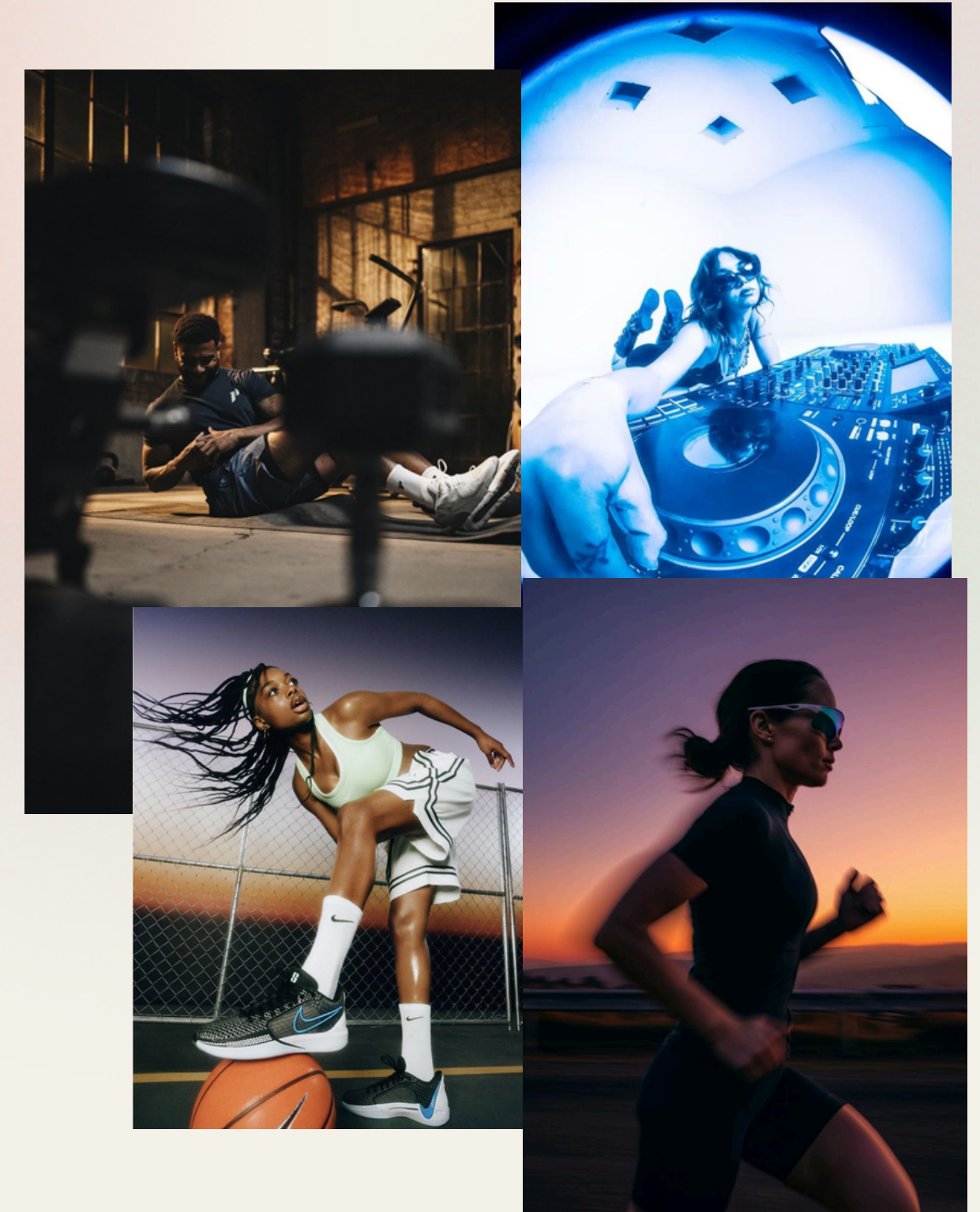
IDEA

“Skullcandy: Built for life at full volume”

A cinematic video series that follows people who live life at full intensity, like DJs getting ready for the stage, athletes before a game, or just someone before a significant breakthrough. This gives the audience an inside look at routines most people never see.

How it’s told:

Each story uses no narration or interviews; instead, it is driven by movement, its environment, and sound design that rises as intensity builds in their daily lives.



BRAND

PARTNERSHIP IDEA



“Skullcandy x Sour Patch Kids: Experience Sour in Stereo”

A dual sense partnership that turns Sour Patch’s iconic sour and sweet flavors into sound experiences.

How it’s told: Pop-Up Stations

Choose your favorite flavor and grab a pair of matching Skullcandy headphones. Don’t just taste the sweets, *feel them*.

TECHNOLOGY-BASED

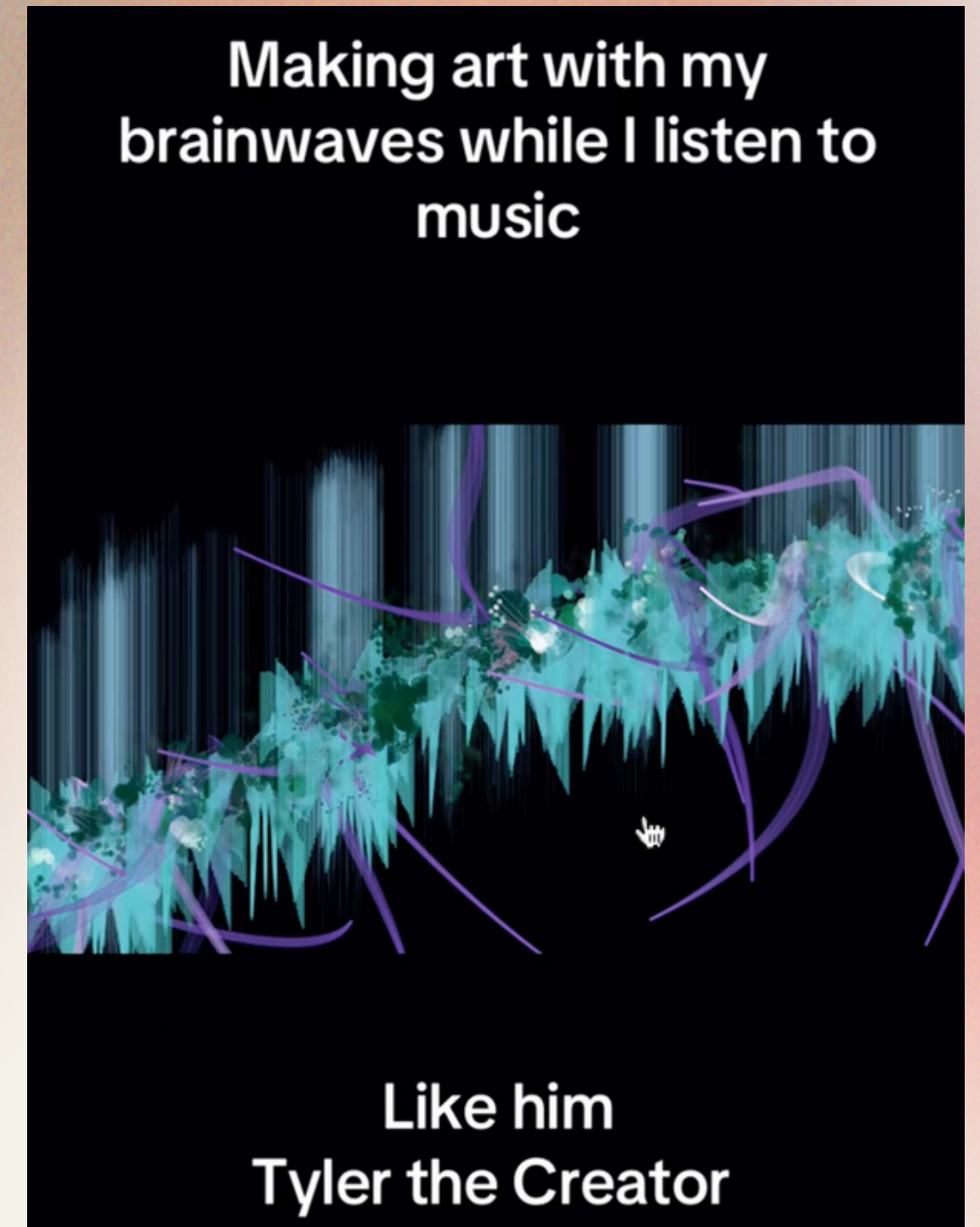
IDEA

A lightboard that makes art as you listen.

A set of special Skullcandy pop-ups in a few major cities to encourage communities to unleash their intensity through sound.

Stop by the exhibit, pop on a pair of Skullcandy headphones, and let our software create an image that represents the music — using your brain waves.

People can share the visualizations of their music-listening experiences online with @skullcandy.



@brainwavebtch on Tiktok

INFLUENCER

PARTNERSHIP

SKULLCANDY X ILONA MAHER

Ilona lives life on full blast. Whether it's winning a medal for the U.S. in Paris, tearing it up on the dance floor during Dancing with the Stars, or making TikToks for her 3.9M followers, Ilona doesn't settle for ordinary.

Content Ideas

- Ilona's signature lipstick red headphone line
- Day in the life ft. Skullcandy
- Music Roulette w/ Ilona and her teammates and sisters
- House of Maher style guide



ILONA MAHER

OLYMPIAN,
AMERICAN RUGBY PLAYER, &
SOCIAL MEDIA PERSONALITY

IRL ACTIVATION

PIECES

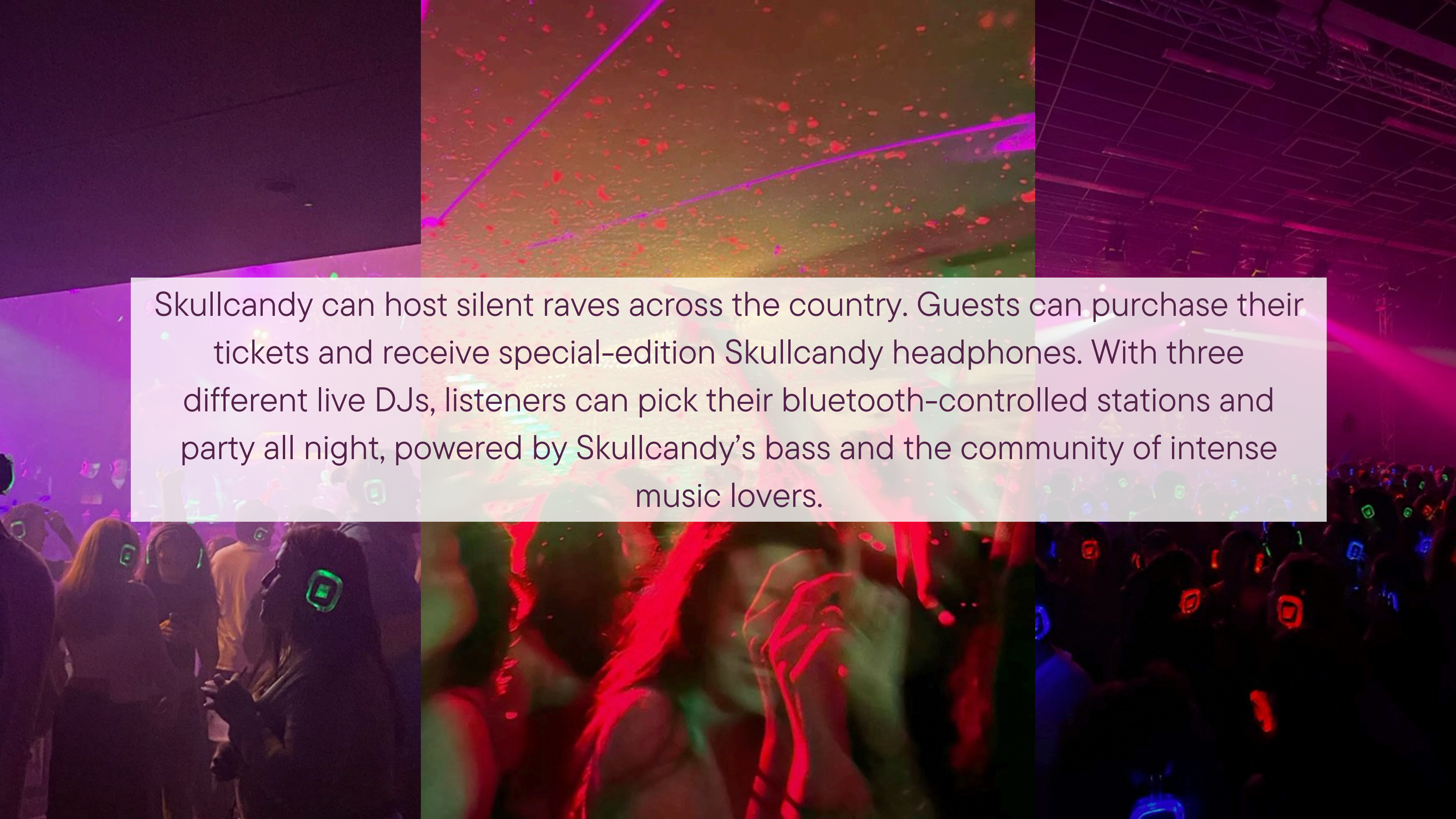
SKULLCANDY EXPRESSION POP-UP

The Skullcandy travelling campus pop-up would be a room that embodies the brand's personal expression and the intensity of its users. This would include:

- **Listening Lab:** Students can try Skullcandy's headphones and experience the powerful bass through curated high-energy playlists.
- **Limited Campus Drop:** Exclusive Skullcrusher headphones in each school's colors with logo engraving.
- **Customization Station:** Stickers, sleeves, decals, and accesories to match their Skullcandy headphones.

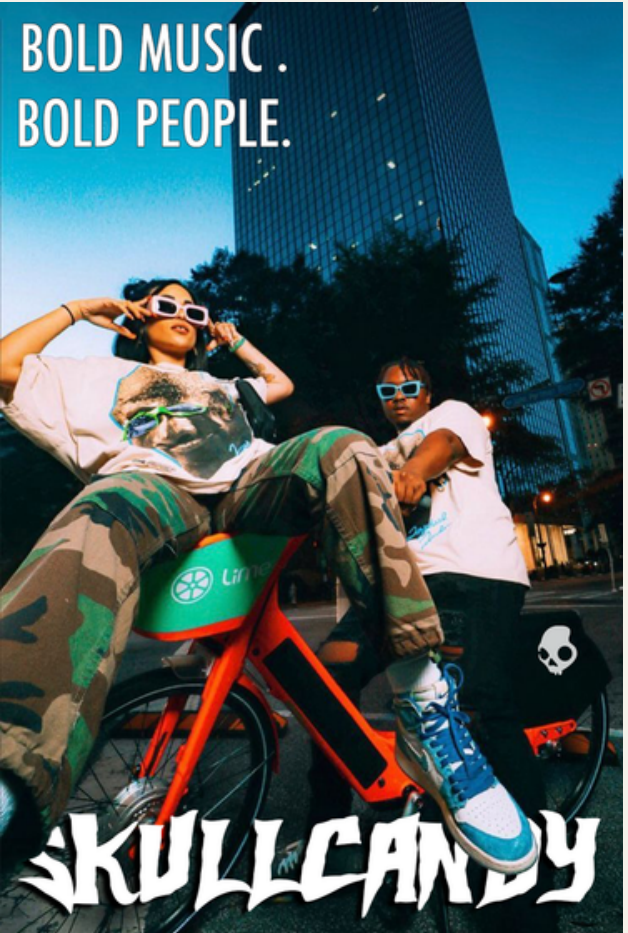
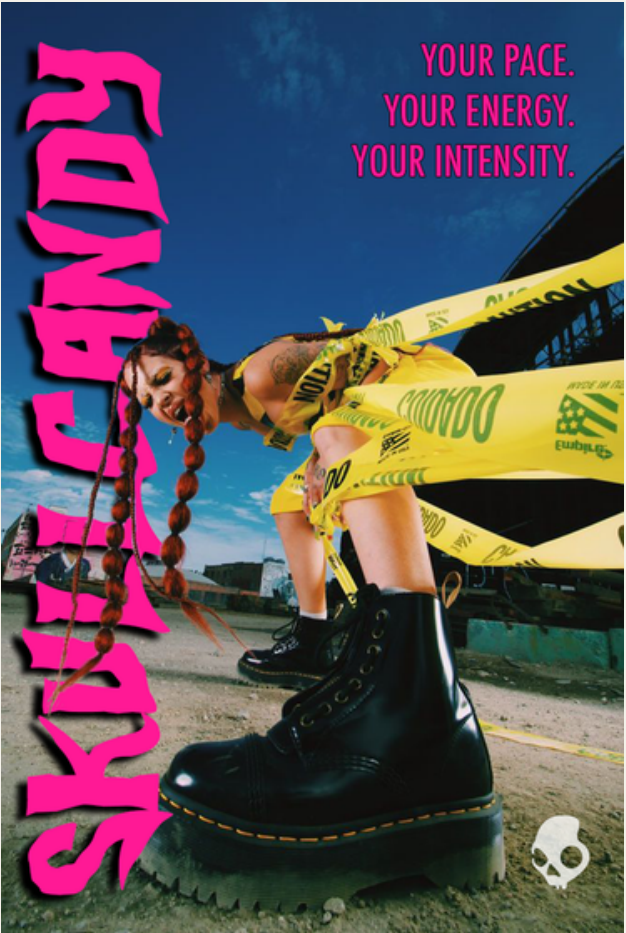
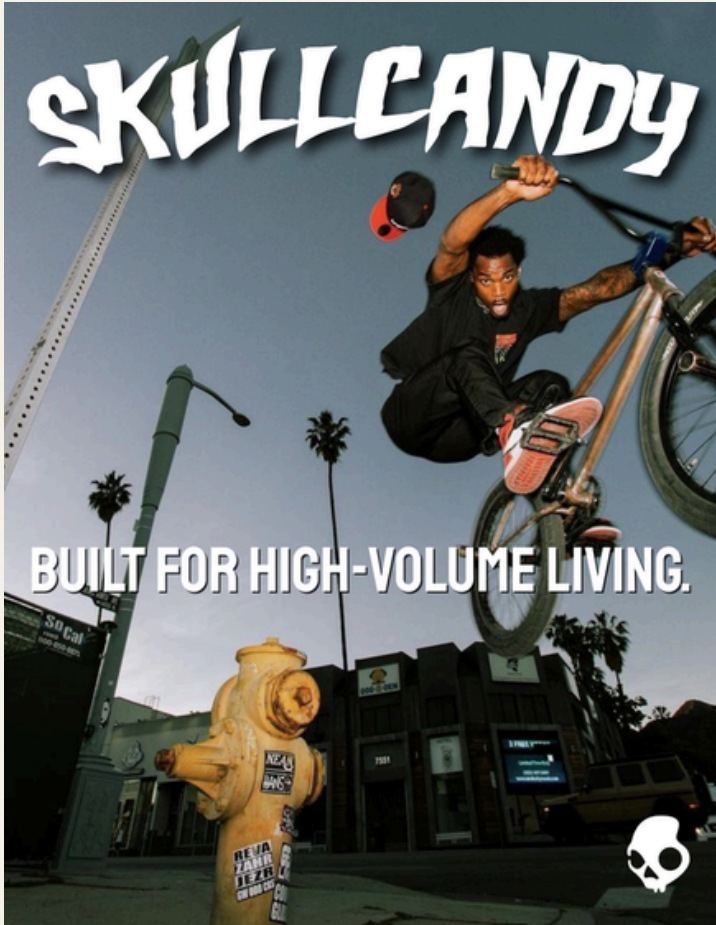


WILD CARD



Skullcandy can host silent raves across the country. Guests can purchase their tickets and receive special-edition Skullcandy headphones. With three different live DJs, listeners can pick their bluetooth-controlled stations and party all night, powered by Skullcandy's bass and the community of intense music lovers.

SUMMATION



WASABI + PEPPER

THANK YOU!

SKULLCANDY