

# WRITING SAMPLE

## *Campagnolo*

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Established in 1933, Campagnolo is an Italian manufacturer who designs, produces and distributes high-end components for bicycles. The name Campagnolo has become synonymous with meticulous craftsmanship, and a perceived superiority places the brand above its competitors as they have distinguished themselves at the top in terms of innovation, quality and performance. I chose Campagnolo because I am an avid cyclist who looks up to the brand as the apex of components, and historical innovators of the cycling industry.



The word "Campagnolo" is written in a fluid, cursive script font.

Campagnolo has market relevance because it serves the need for superior mechanical products within the cycling industry. Its mission statement is to be the leader in high end and top of the line cycling applications, with a distinguished brand able to ignite passion. High prices are justified by manufacturing components with the purest metals, flawless carbon fiber molding, and decades of research behind proprietary ergonomic design. Craftsmanship plays a significant role within the company where attention to detail and quality of customer service set it apart from others. Their reputation as a perceived luxury brand has been earned through countless racing successes, and specialized durable products designed to create a riding experience like none other. As a consumer, I've purchased Campagnolo because it made me feel good about myself, and as if I was joining an elite group of cyclists.

Some bicycle racing legends like Eddy Merckx, and Miguel Indurain won countless international bicycle races using Campagnolo componentry. Combined with the brand's global recognition, the historical significance of Campagnolo heavily contributes to a modern fervent allure over its competitors in Japan and America. Founder Tulio Campagnolo believed that there were less constrictive methods that could improve racing bicycles of the early 1930's. Patience bore Tulio's first invention, the quick release axle, and the company grew to become known for its fundamental concepts: performance, technological innovation and quality of products and services. The history of innovation, close ties to racing legends, and perception of Tulio Campagnolo as a forefather of cycling drive the brand's social magnetism within the cycling community. I believe people have an inherent need to own or be part of what society deems to be the best. The allure of owning anything "Campy," a nickname popularized in America, is as much a status symbol as owning a luxury vehicle.

Campy's positioning persuades consumers to believe in the brand's superiority by centering on the concept of being victorious. Literal comparisons such as Campagnolo being akin to the cherry on top, endorsements from racing legends, and modern ads built to inspire personal victories, summarize their creative marketing efforts. The primary purchasing audience focuses on higher income enthusiasts, typically males aged 40 to 55 who are seen as more financially stable and desirous of elite products. Campagnolo also continues to sponsor modern professional racing teams, which drives allure among race fans. Complementary branded products strengthen the message of excellence by manufacturing with high-end materials and featuring trendy, impeccably tailored clothing

inspired by historical designs. I may pay more for Campy gear, but I feel radiant when wearing or riding on flawless products.

Campagnolo consistently invokes victory and historical allure within its creative efforts, right down to the logotype and brand. The company is unique by how it employs two separate marks that function side by side as the “brand” and the “logo.” The logo is a literal interpretation of the quick release invention that started it all, surrounded by wings and a wheel reflecting the desire to take flight effortlessly. Campagnolo later introduced a logotype reproduction of founder Tulio’s signature, forever connecting the founding fathers ingenuity and legends tied to him with continuing generations of consumers. Competitors hoping to bridge and rebound off the success of the company have plagiarized the Campagnolo logotype for decades, often at the cost of typographic structure. For a company, who by volume is not the largest in the market, to be associated with such allure and respect, it must be good design and that’s good business.

Manufacturing products with the purest of materials, supported by decades of innovative research, Campagnolo serves cycling enthusiasts worldwide with luxury goods aimed to make you feel victorious. Their close ties to racing legends, and perception of Tulio Campagnolo as a forefather of cycling drive a fervent allure among modern consumers who seek flawless superiority. You will pay more for Campy products, but gain more than impeccable craftsmanship due to associated value. Campagnolo will continue to be a successful business, despite its lower volume, by simply promoting good design and driving innovation.

