

## Having a little bit of fun with an ad

I was working on an ad pointing out the benefits of buying a bike from Chain Reaction Bicycles, for altruistic reasons, of course! It started as way too much text, boring stuff that nobody would get through reading. The reality is that you've got to say everything you need in maybe 7 lines, that's it. I had maybe 200.

I could have tried to distill it down to 7 ideas, with the ability to click on each one for more info, but that's cheating. Then I remembered these goofy animations anyone can create on the 'net, where you have these characters that you write words for. The website is [www.xtranormal.com](http://www.xtranormal.com). So I threw something together which you can see here-

I'm not sure if it's too over-the-top or not enough. Obviously, the point is to highlight some reasons why you should buy a bike from Chain Reaction Bicycles, and obviously, it expresses some frustrations I've had dealing with customers who value a great deal on an inappropriate bike (maybe wrong fit, maybe wrong type) as being more important than our dedication to making sure you get the right bike, the right fit, and maintaining a sense of ownership & responsibility for that bike for as long as you own it.

Let me know what you think! --Mike--