



2012

MEDIA BOOK

At Dunlop, we augment traditional advertising methods with a strong focus on marketing through content and community. We speak directly to players worldwide via social channels to deliver not only new product announcements but also our signature style demo videos, educational blog pieces, artist news bits and other information related to the music and musical instrument community. By paying attention to players and their interests beyond just selling products, we have rapidly grown our online communities and strengthened our reputation as a customer-oriented and player-driven company.

JIMDUNLOP.COM
FACEBOOK.COM/DUNLOPMANUFACTURING
TWITTER.COM/JIMDUNLOPUSA
YOUTUBE.COM/JIMDUNLOPUSA

IF YOU HAVE ANY QUESTIONS OR WOULD LIKE
MORE INFORMATION ABOUT DUNLOP MARKETING,
PLEASE EMAIL MARKETING@JIMDUNLOP.COM.

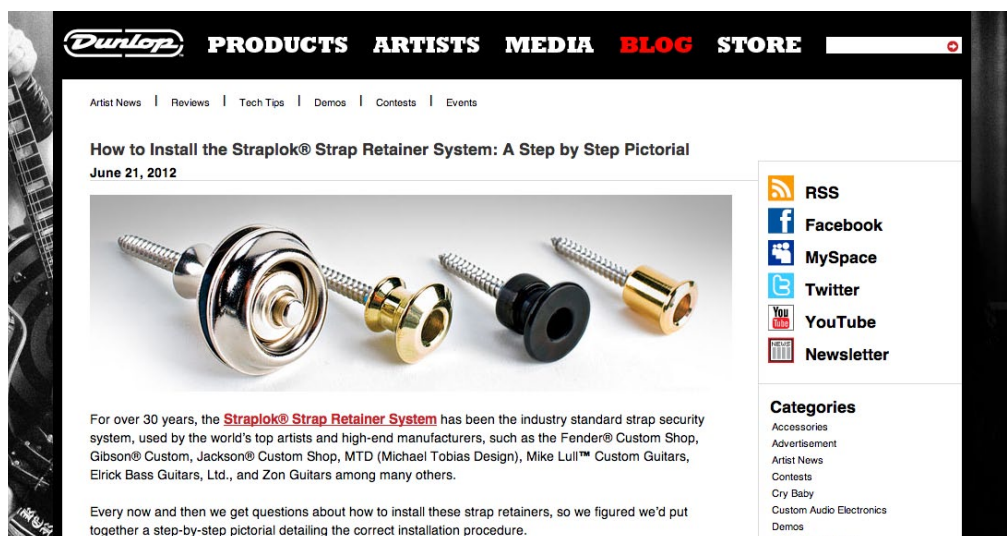
JIMDUNLOP.COM

10,201,929 PAGE VIEWS
2,590,641 VISITS
1,619,776 UNIQUE VISITORS



BLOG

386,203 PAGE VIEWS
194,926 VISITS
156,850 UNIQUE VISITORS



FACEBOOK

167K LIKES



TWITTER

27K FOLLOWERS



YOUTUBE

246 VIDEOS
18K SUBSCRIBERS
9.2 MILLION VIDEO VIEWS



CUSTOMER SERVICE QUOTES

“BIG SHOUT OUT TO DUNLOP CUSTOMER SUPPORT! THE BEST I’VE HAD BY FAR!”

- Kelvin W., Birmingham, UK

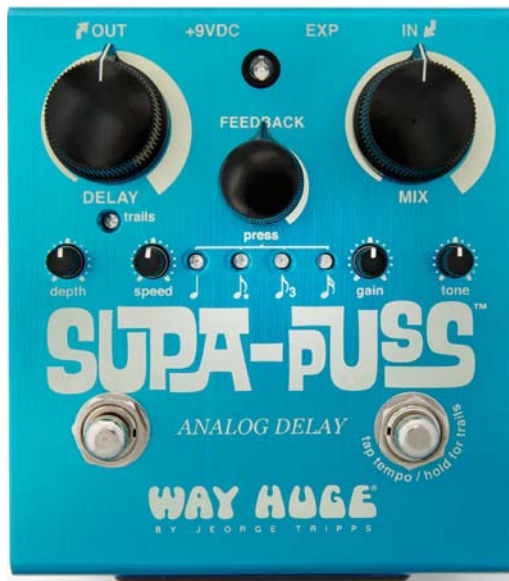
“GREAT CUSTOMER SUPPORT! 10 STARS, YOU GUYS ROCK!!”

- Seth H., Bessemer, AL, USA

“YOU GUYS REALLY ROCK, I CAN’T THANK YOU ENOUGH! YOU’VE GOT A LIFELONG CUSTOMER HERE.”

- Andy B., Baltimore, MD USA

REVIEWS & ACCOLADES



WAY HUGE® ECHO PUSS™ ANALOG DELAY

“You’d have to look far and wide to find an analog delay that can deliver more sound-shaping potential from a compact package.”

—Premier Guitar Magazine

“The Supa-Puss is in a class all its own.”

—Guitar Player Magazine



JOE BONAMASSA SIGNATURE CRY BABY® WAH

“[Its] velvet-voiced character makes the JB95 perfect for those who are not looking for typical “Shaft”-esque machinations or disco moves.”

—Guitar Player Magazine

“The Bonamassa performs in so many of the ways that make purists long for a vintage wah—long and expressive sweeps, deep lows, and rich, high end.”

—Premier Guitar Magazine

“...highly versatile, with a surprisingly wide sweep...”

—Vintage Guitar Magazine



MXR® CUSTOM BADASS MODIFIED O.D.

"It's a contender for the performance-to-value crown in the overdrive division. This is one pedal that's badass in more than just name."

—Premier Guitar Magazine

"The Custom Badass Modified O.D. can cover a tremendous range of distortion/overdrive duties..."

—Guitar Player Magazine

"The Custom Badass Modified O.D. is a fine buy for guitarists looking for an easy-to-use, flexible pedal."

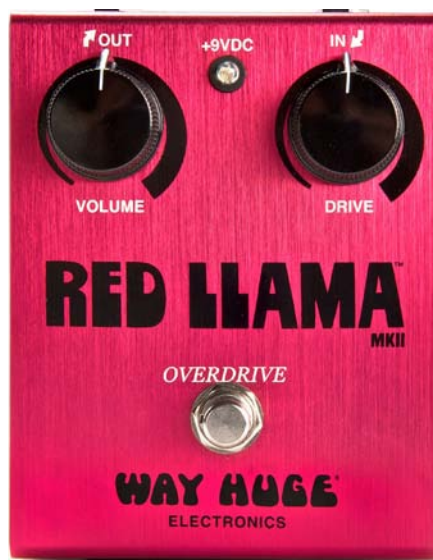
—Vintage Guitar Magazine



ERIC JOHNSON SIGNATURE FUZZ FACE® DISTORTION

"A great choice for anyone who seeks a very dynamically responsive version of this classic effect."

—Guitar Player Magazine



WAY HUGE® RED LLAMA™ OVERDRIVE

"The Llama's big low end and crisp presence blend beautifully with natural tube crunch for a tone that's dynamic and exciting."

—Guitar Player Magazine

"A simple, two-knob overdrive with fuzzy tendencies and great response."

—Premier Guitar Magazine



MXR® BASS FUZZ DELUXE

"A full, driving fuzz that can fill a room with ease, along with a powerful punch that's guaranteed to rattle more than a few chests."

—Premier Guitar Magazine

"Covers a huge range of tones, from furry fuzzed-out funk to gnarly modern bite, all while allowing you to maintain a strong fundamental."

—Bass Player Magazine

**Independence and style.
Strength and integrity.
Self-expression.**

**Your strings are an
extension of your voice.
You have a right to raise
that voice with conviction,
character and clarity.**

Stand up. Make your mark.



PRINT ADS



DIVE IN.

100% ANALOG - CHORUS/FLANGER - X-OVER FOR LOW END CLARITY

LIVE TO PLAY LIVE®  JIMDUNLOP.COM



HIGH POWER CLASS D AMP - TUNED BY THE MXR TEAM - NO NEED FOR A SEPARATE RIG

LIVE TO PLAY LIVE®  JIMDUNLOP.COM

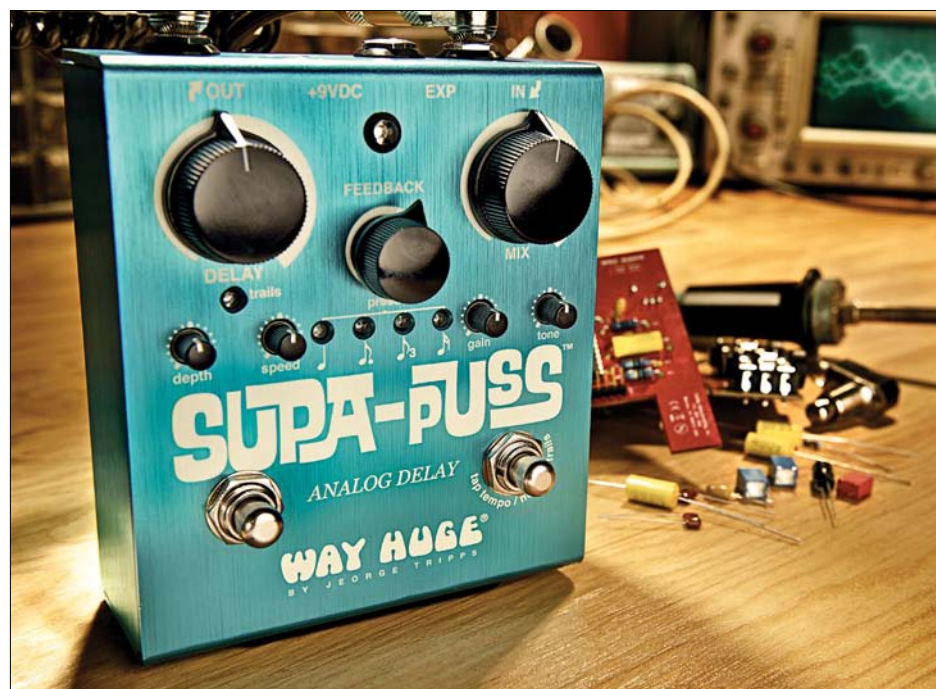


Designed by a frëak with dog ears.

Armed with a black belt in delay, George Tripps has created a pedal with tweakable modulation and oceanic tone that goes from bright to dark faster than a family reunion. The Echo-Puss™ serves up 600ms of pure analog delay with a pair of bucket-brigade chips, low-noise op-amps and bypass switching truer than teenage love. Add a limited edition face by iconic rock artist Alan Forbes and what we have here is a revolution in analog delay design. **For Sonic Voyagers only.**



WAY HUGE
BY GEORGE TRIPPS



Designed by a frëak with dog ears.

George Tripps, the sensei of delay, has concocted a pedal with more options than Wilt Chamberlain's little black book. The Supa-Puss™ provides up to 900ms of pure analog delay with six growling bucket-brigade chips, a fully tweakable LFO modulation circuit and a Tap Tempo switch. With these and other controls and features, you can dial in anything from rockabilly slapback to experimental, mystical ambience. And it's all true bypass. Hook up an expression pedal for real-time control over the Supa-Puss' delay time and your listeners' destiny. **For Sonic Voyagers only.**



WAY HUGE
BY GEORGE TRIPPS



MAJOR MARKETING CAMPAIGNS FOR 2013

In 2013, Dunlop will be focusing its major marketing efforts on MXR, Dunlop Picks, and Dunlop Strings as brands. Below is an overview of what we have planned for each. In addition to these campaigns and standard marketing support for new releases, we will also launch a pre-holiday Cry Baby campaign.

MXR ANALOG EFFECTS

- Continuation of highly popular “White Room” demo videos and print ads
- Historical mini documentaries about the MXR brand
- Videos, catalog/blog pieces, and online ads featuring artists and our 2013 MXR releases
- Educational catalog/blog content (how to wire a pedal board, pedal types for specific applications)
- Online campaign for the MXR Custom Shop

DUNLOP PICKS

- Educational video and blog content (how to choose a pick, how different materials sound, etc.)
- Video and blog content featuring artists’ input on how and why they use their preferred Dunlop Picks

DUNLOP STRINGS

- Increased retail promotion programs
- Educational outreach
- Public awareness campaign about the distinguishing features of Dunlop Strings
- Increased marketing focus on Dunlop Bass Strings
- Online commercial advertising
- Introspective mini documentaries featuring artists and their relationships with their music and Dunlop Strings
- Increased opportunity for creative contesting
- “Be Heard” 30-second solo competition