

# Nerf Research Brief

By Ricky Esposito

Nerf isn't just about the dart guns that we're accustomed to here at BGSU. Originally, the Nerf family came from a polyurethane foam ball back in the late 60s. It grew to Super Nerf Ball and Nerf football. Over a small series of improvements and expansions to the Nerf line, there's a vast array of sport balls, rockets, ball ammunition, and Nerf guns with darts.

A popular development with uses of the dart guns has been a game called "Humans Versus Zombies." It has spread to many university campuses (including BGSU) where the game is played a few times per year. What this does essentially, is both increase the sales of Nerf products, but it also gives a very clear niche as to what types of consumers would buy Nerf guns, and also even design guns specifically for them.

I plan to promote this product by targeting that niche, the college students who participate in the Humans V. Zombies game. By decorating the in-store display to have an adventurous and military feel, it would stir the emotions of many 18-23 year olds to join in the fight/game.

The advertising message I want to convey is, "Join the Resistance. Enlist today." The display would contain all the fashionable and efficient guns...and the not-so-efficient-but-really-cool-looking double barrel shotgun.

Disclaimers: I do not play HvZ and do not intend to. Secondly, I'm not an artist.





My first idea was a trifold (bottom left.) In a way, it got me in a decent direction. I would be able to showcase the Nerf guns displayed very much like a weapon armory. The guns are hanging up with the cartridges next to them - but in this case, the actual nerf merchandise is next to them. Also, for all of these images, the out-of-packaged guns would be mounted and secured to the rack/displays.

Much of these displays are variations of the first. And then I thought of putting a zombie into the display to make it even more tempting to participate in the Humans V. Zombies games. I pursued both ideas.





