



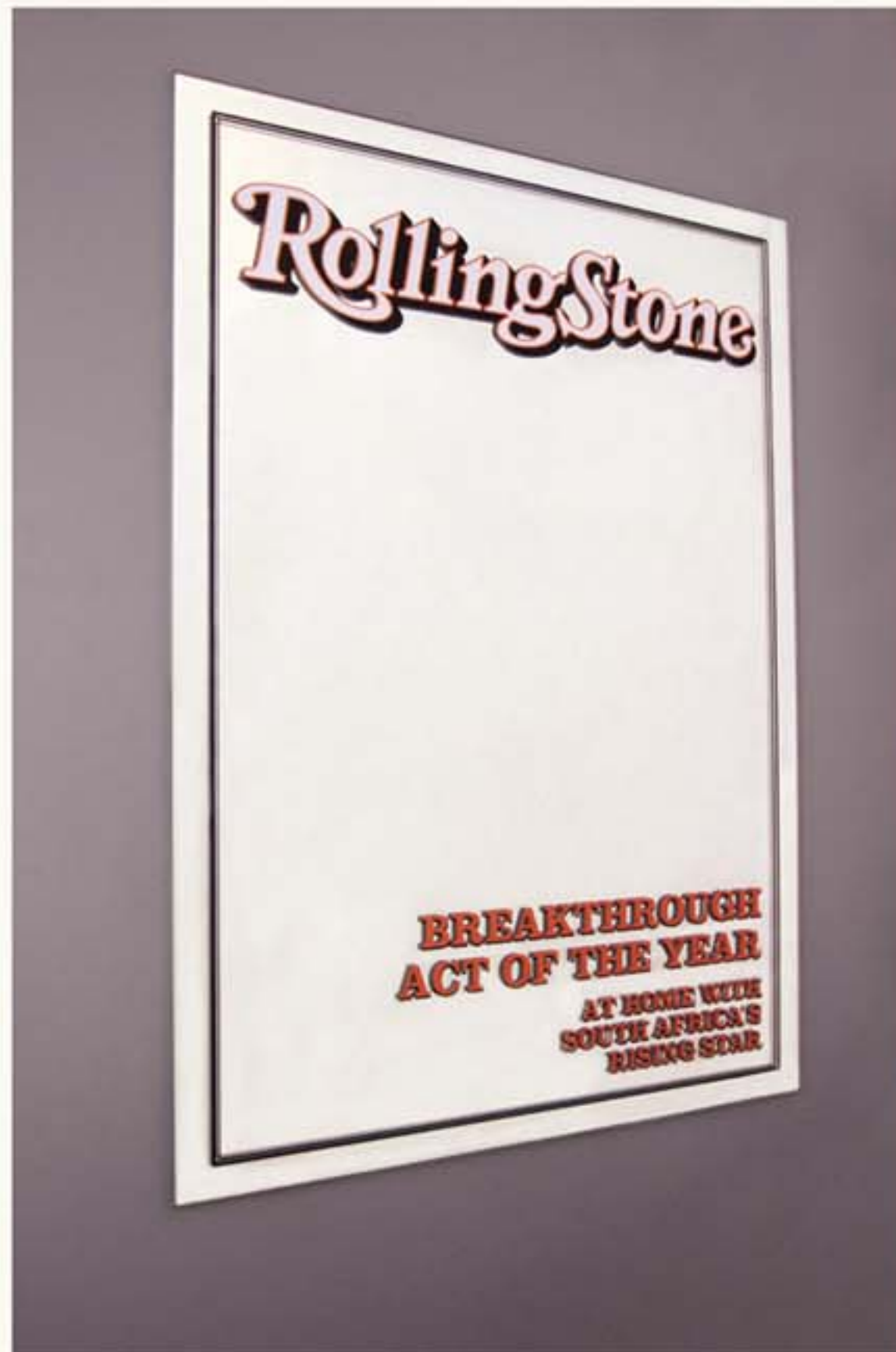
The electric fence is a ubiquitous sight in South African cities. This site in Cape Town's bustling nightlife district is close to the store and the 'live' nature of this medium makes it perfect to communicate Marshall Music's range of guitars.





Almost since rock'n'roll began it has inspired bad behaviour. Using one of the most famous examples of rock star excess - like hurling a TV from a hotel room window - we're implying that Marshall Music sells more than just gear, they sell attitude.





These in-store mirrors were created as a tongue in cheek sales tool. They offer a cool way to engage with customers by giving them an idea of how they'd look on the cover of the world's most iconic music magazine. It implies that the Marshall Music experience is about more than just gear, but about dreams of music stardom as well.



Earlier this year, Music Connection re-branded as Marshall Music.

These promotional t-shirts were originally designed to communicate the name change to the market, but due to their popularity, the tees are now for sale in the store.