



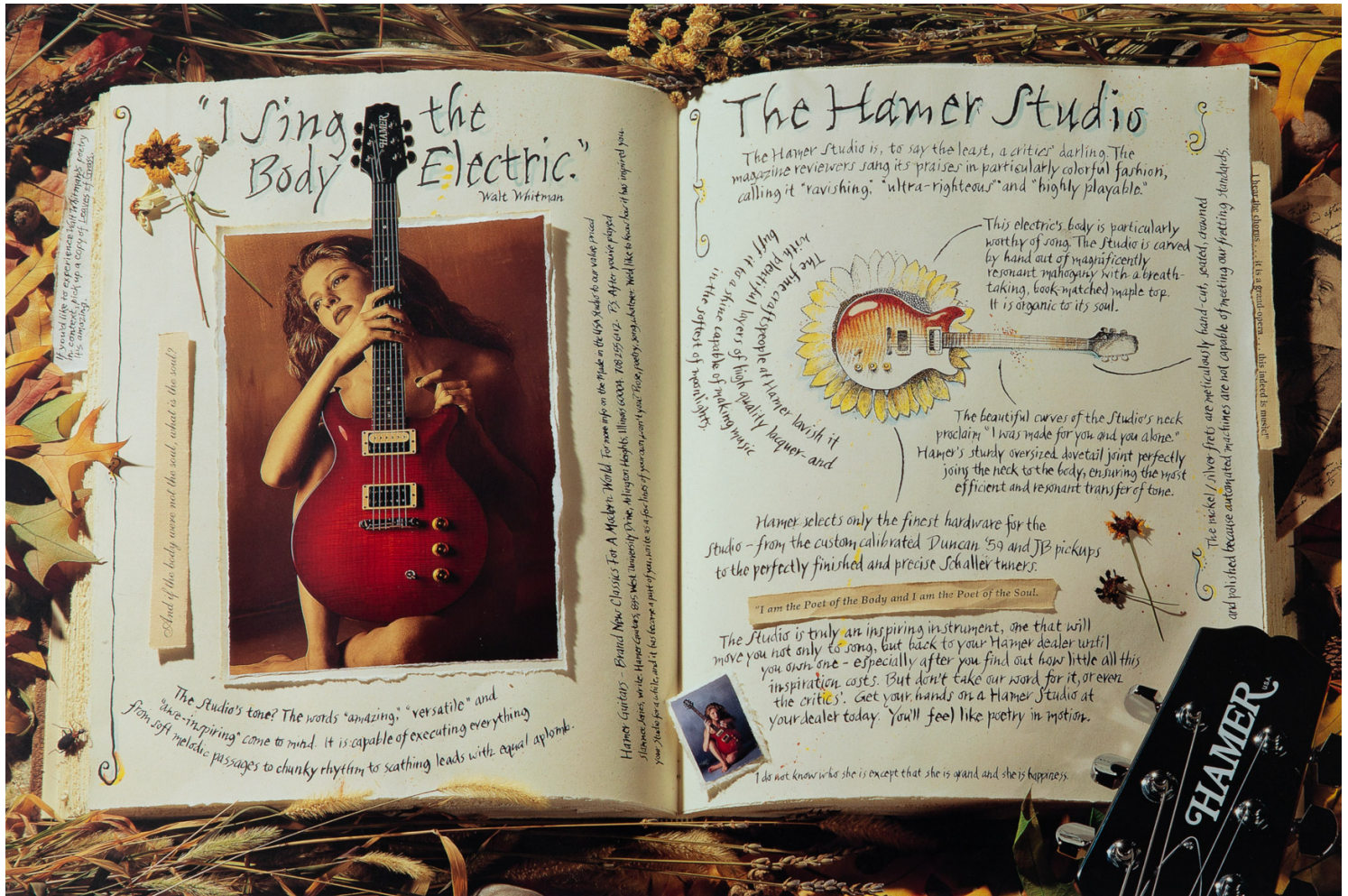
Hamer Guitars: A Strategic and Creative Challenge That Was Music To GrahamSpencer's Ears

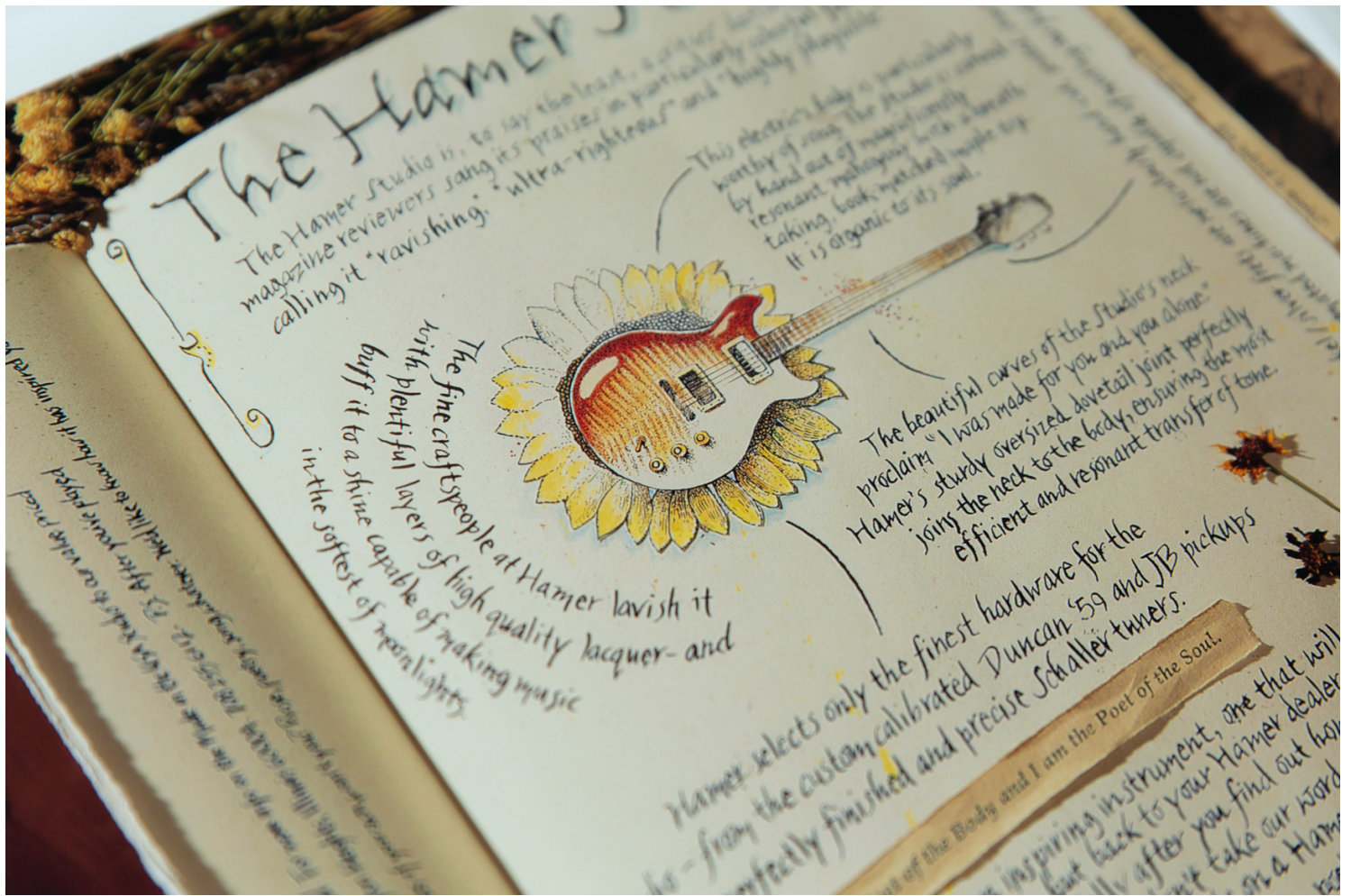
When the Hamer Guitar Company (https://www.grahamspencer.com/) was founded in 1964, a group of music-obsessed dreamers and skilled craftspeople, Hamer Guitars was a small but formidable independent player in the American electric guitar market for decades. In its earliest days, it essentially operated as a custom guitar maker, maintaining that ethos as it scaled up production in the mid-1970s and beyond. Relying on the ingenuity and artistry of Paul Hamer and Jol Dantzig, the company became known for outstanding American craftsmanship, producing guitars that stood up to the rigors of life on the road in the hands of hard-charging professional rock musicians. When Frank Untermyer joined the company in 1978, he brought with him a level of sophistication and business acumen the brand needed to expand its marketplace in America and beyond its shores.

Hamer was acquired by Kaman Music Corp in 1988. Several years later, Untermyer hired GrahamSpencer to help boost sales. At the time, Hamer's advertising budget was a fraction of its larger competitors' Fender and Gibson, but its association with Rick Nielsen, the enigmatic guitarist of Cheap Trick, had brought attention to the brand via Nielsen's penchant for custom-designed Hamers such as his legendary "Five-Neck" and One-Neckboard Standard models. Other bands and artists playing Hamer guitars included Tom Petersson of Cheap Trick, The Rolling Stones, Pearl Jam, Kiss, The Pretenders, No Doubt, Kings X, Soundgarden, Damn Yankees, Van Halen, Living Color, Bad Company, Savoy Brown, Judas Priest, The Police, Jethro Tull, Def Leppard, Accept and Jeff Golub who backed Rod Stewart and went on to an respected solo career as a jazz guitarist.

GS's **marketing research** (https://www.grahamspencer.com/services/gsearch-market-research-and-strategy-development/) and **brand design** (https://www.grahamspencer.com/services/brand-development-strategy/) expertise, which made the most of Hamer's association with Nielsen and other highly respected artists, produced a nearly 30% increases in Hamer's sales year/over our first two years with the brand. The work gave Hamer a fresh new look and solidified its identity as a designer and manufacturer of instruments for hard-working stars of the music industry. Kaman eventually sold Hamer to Fender, who ceased its manufacture in 2012. Kaman Music Corp announced in 2017 that it would again launch Hamer guitars with a lineup of its most popular designs, manufactured overseas.

For us, as it is with many of our client relationships, Hamer became a labor of love and the work was performed at a time when Jay Graham was active in a garage band with friends in the advertising industry. We've included a few images of Hamer guitars chosen from his personal collection in this case study. As you can see, they truly are beautiful instruments. If your brand needs to change its tune, please **reach out** (<http://3.19.210.12/contact/>). We'd love to help you make your cash register sing, too.











The Ultimate Travel Guitar.*

*If you already have your own tour bus and an army of roadies.

Hey! Mr Big Shot!
Ya Happy? We tried to warn you. Now our best luthier is sitting in the corner with a thousand yard stare humming "Surrender."
Can't work. Can't sleep. You deserve his farts with that monster Five Neck Look. Just don't blame us when your back gets out. OK?

Adi Wunderschen!
Buenos Noches!
Bye Bye!

his Hamer 5 Neck. Heavy.

Rick Nielsen

Careful when you down for people 'cuz as Rick will tell you, reality's heavy! Check out our full line of single neck guitars at your dealer today or visit us online at www.hamermusic.com.

HAMER
The 5 Neck.
For the 5 Neckers of the World.

THE HAMER STANDARD?
COOL GUITAR. NO DOUBT.

#1

TOM DUMONT OF NO DOUBT PLAYS THE HAMER STANDARD

BRAND NEW CLASSICS FOR THE MODERN WORLD

RICK NIELSEN of Cheap Trick is a living legend and our first Standard bearer. Tom digs Rick's master craftsmanship and fret board ingenuity, not to mention his famous checkered Standard!

If you think of No Doubt as an overnight success, we're here to tell you that "overnight" meant ten grueling years of blood, sweat and tears on the road. And, despite his youth, Tom Dumont is a no-compromise veteran player/songwriter who digs no-compromise guitars. At press time, when he was packing for No Doubt's 1997 European tour, he packed just two guitars - both of them Hamers - one a prototype of a soon-to-be-released model and the other his pride-and-joy Standard. The critics dig the Standard as much as Tom, calling it "an artisan-crafted, lifelong-lasting, quality electric guitar... so durable, guitarist-aware, rock 'n' roll, rock-solid instrument." It's available in beautiful, tone-worthy solid mahogany or with a luscious sunburst-finished bookmatched maple top. Strap one on at your Hamer dealer today. No doubt you'll be walking out with a brand new pride and joy of your very own.

SATISFACTION GUARANTEED

HAMER
The Standard.
For the Standard Bearer.





"HE WHO BINDS TO HIMSELF A JOY

Sometimes, the things that define one's life aren't the things one holds close, but the things one has the courage to let go of. Jeff

Getub is a shining example. He walked away from a dream as Red Stewart's lead guitarist to pursue his own creative muse

as leader of the new jazz band Avenue Blue. He left the safety of the limelight in search of his own place in the sun. But he took

DOES THE WINGED LIFE DESTROY

off with more than just a wing and a prayer; his formidable talent and character will be his guiding lights in the future. And no

matter where Jeff's new career takes him, he'll be taking his Hamer Artist Archtop along with him. Its semi-solid mahogany body

is adorned by a gorgeous and highly resonant backmatched maple top. The perfectly tuned sound chamber and Duncan Seth Lover

BUT HE WHO KISSES THE JOY AS IT FLIES

pickups offer up many of the inspiring tonal characteristics of a vintage 335 without the bulky body. Its clean tone is best described as

bright and rich. But the lows are killer, too. So don't just think of jazz when you think of the Artist—this versatile axe is equally well-

suited to rock, blues and alternative music—no matter how hard, how blue or how far out. The Artist is also available in an equally cool

LIVES IN ETERNITY'S SUNRISE."

but value priced Studio version without binding, with dot inlays and a Wilkinson Wraparound bridge. If you're an artist in pursuit of your

own muse, a Hamer Artist might be the guiding light you've been searching for. Go play one at your dealer soon. But be prepared to kiss a

little dough goodbye; you're about to go on a toneful flight of fancy that no other modern guitar will ever come close to duplicating.

KISS THE SKY WITH A HAMER ARTIST.



Hamer Guitars, 835 West University Drive, Arlington Heights, Illinois 60004, 847 255 6112. Visit us On-Line at <http://www.KamanMusic.com>

Peem by William Blake, 1757-1827. Check out Avenue Blue's new release, "Naked City" on Mesa / Blue Moon Records.

HAMER GUITARS. BRAND NEW CLASSICS FOR A MODERN WORLD.




“HAMER CALLS IT THE

CALIFORNIAN, BUT


I DON'T SURF. AND I

SURE AS HELL DON'T

PLAY BEACH MUSIC.”




WOLF HOFFMANN OF ACCEPT



WHAT'S A GERMAN HEAVY METAL
ROCKER DOING PLAYING A GUITAR
NAMED AFTER OUR OWN SUNSHINE
STATE? CHURNING OUT A BLITZKRIEG
WALL OF SOUND LIKE A DIVISION OF
PANZERS THUNDERING ALONG AT FULL
BATTLE SPEED, THAT'S WHAT. CURIOUSLY,
THOUGH, WOLF HOFFMANN WILL TELL
YOU THAT PICKING UP A CALIFORNIAN
ALWAYS PUTS HIM IN A SUNNY STATE
OF MIND. AND NO WONDER. THIS IS
A GUITAR THAT'S WELL-SUITED TO ROCK
IN A VERY HEAVY, METALLIC SORT OF
WAY. BUT IT'S VERSATILE ENOUGH TO
SHINE DURING DELICATE, MELODIC
PASSAGES, TOO. LET'S JUST SAY THAT
THE CALIFORNIAN IS EAGER TO PLEASE.
THE RESONANT TONE WOOD IS TOP
GRADE STRAIGHT GRAINED MAHOGANY,
SANDED AND POLISHED TO PERFECTION.

THE PICKUPS ARE A PAIR OF TASTY
SEYMOUR DUNCAN TREMBUCKERS
AND TREMSTACKS. RIGHT OUT OF
THE CASE, THE HAMER "STRESSED
NECK" AND 27-FRET EXTENDED FINGER-
BOARD FEEL LIKE THEY WERE CUSTOM
MADE FOR YOU. AND THE NECK HAS
AN ENDEARING KNACK FOR STAYING
STRAIGHT AND TRUE. THE FLOYD ROSE
TREM BAR WILL HAVE YOU DIVING
(AND STAYING IN TUNE) 'TIL YOUR
HEART'S CONTENT. AND HOW ABOUT
THE BOOMERANG PEARL INLAYS? YEAH,
WOLF LIKES THEM, TOO. SO PUT THE
PEDAL TO THE METAL AND VISIT YOUR
HAMER DEALER OR WRITE FOR A
CATALOG SOON. AND ACCEPT THE TRUTH
ACCORDING TO MR. WOLF HOFFMANN:
THE HAMER CALIFORNIAN IS ONE
VERY HEAVY HEAVY METAL GUITAR.

PLAYS A HAMER CALIFORNIAN



For info on our full line of guitars, from the Made In The USA Californian to our value priced Slammer Series, write Hamer Guitars, 835 University Dr., Redington Heights, FL 34001.



"THIS GUITAR IS BEAUTIFUL, IT SOUNDS AMAZING AND IT COSTS LESS THAN \$1400. IF THAT DOESN'T MAKE YOU HAPPY, SEEK THERAPY."



JEFF GOLUB ON THE HAMER STUDIO.

Good guitar players are notoriously hard to please. Jeff Golub's a great guitar player – great enough to follow legends like Jeff Beck and Ronny Wood on stage in Rod Stewart's band. So what's this future legend doing with a guitar that retails for just \$1399? Playing the hell out of it, that's what. And why not? The Hamer Studio certainly made the magazine reviewers happy. They said it was "ravishing," "highly playable," "ultra righteous." And they talked about Hamer USA setting the quality standard for all glued-in neck solid bodies. And no wonder. Just look at the Studio. It features a highly resonant mahogany body and neck joined by our own super efficient oversized dovetail joint. It's got a striking maple top. Schaller tuners. A Lubritrak nut. Wilkinson hardtail wrap-around bridge. Custom calibrated Duncan '59 and JB pickups. It all adds up to a ravishing, highly playable, ultra-righteous guitar at a price that should have the most skeptical among you reaching for your checkbooks. So, next time you listen to Rod Stewart, listen for Jeff and that Hamer Studio tone. Or look for Jeff's new solo album with his band Avenue Blue on Blue Moon Records, a righteous little gem in its own right. But most important of all, make yourself happy. Go to your Hamer dealer and get yourself a Studio. Before we wake up and start pricing them at what they're really worth.

HAMER
Brand New Classics For A Modern World.

"HE PLAYS TO PLEASE HIMSELF
SIGNUMD FREUD

AND TO PUNISH HIS MOTHER."
ON JEFF GOLUB

For info on our full line of guitars, from the Made In The USA Studio to our value priced Slammer Series, write Hamer Guitars, 833 University Dr., Arlington Heights, IL 60004.





Deep Down In The Land Of Bass, In The Throbbing Heart Of The Kingdom Of X, Doug Rules.

{ DOUG PINNICK AND THE HAMER CHAPARRAL LONG SCALE TWELVE STRING. }

In King's X, the King's axe is a royally righteous Hamer Chaparral Long Scale Twelve String Bass. 🏰 Now, King's X is a three piece band. So on top of his lead vocal and bass responsibilities, Doug Pinnick also has to fill in the blanks where that second guitar or keyboard would normally be in the sonic landscape. And, as gifted a musician as he is, Doug was born with just one set of hands. So he fills in the blanks with the Hamer Chaparral Long Scale's eight octave strings. 🏰 Each of the regular bass strings, E, A, D and G, are mated with two additional strings at an octave above for a total of twelve strings. The result? This is an instrument that sounds for all the world like a bass and a guitar playing the exact same parts. 🏰 Speaking of parts, this is also an instrument that's very well equipped for the rigors of the road and its attendant abuse. It's got a solid, beautifully resonant mahogany body. A Hamer Lubritrak nut. A lengthy 34" scale. EMG pickups controlled by master volume, bass, treble and pan potentiometers. The neck is the famous and fast playing Hamer 3-Piece Stressed Neck System equipped with twin truss rods for extra strength and durability. And if you think you have to re-learn the bass to play this guitar, we have a pleasant surprise for you. You don't. 🏰 Best of all, the Chaparral Long Scale is a hell of a lot cheaper (and a lot more fun) than hiring another guitar player. So go forth and see your Hamer dealer or write for a catalog today. Because if you get yourself a Hamer Chaparral Long Scale Twelve String Bass and you learn how to play as well as Doug Pinnick, sooner or later your kingdom will come.



HAMER USA

BRAND NEW CLASSICS FOR A MODERN WORLD.

For info on our full line of basses, from the made in the USA Chaparral 12 String to our value priced Summer Series, write: Hamer Guitars, 833 University Dr., Arlington Heights, IL 60004.



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Next

(<https://www.grahamspencer.com/work/golden-blaze-helping-a-legendary-california-cannabis-cultivator-light-a-fire-under-his-brand/>)

RockfordChicagoNashvilleSalt Lake CityAtlanta



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