

ADventure Inc.

Audible Advertising Campaign

By: Alexa Wolford, Emily McGuire,
Brooke Lewis



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01

**The Problem,
The Insight**

Audible

The Problem: Many people don't see Audible as being relevant amongst their busy lifestyles or see the need to engage with the service. These individuals are time poor, but are always on their phones for work, social media, and leisure.

The Insight: Our target wants to use their free time in more effective ways rather than just mindlessly scrolling on their phones, but don't recognize that Audible can be the product that will help them use their time better. We need to convince city dwellers age 25 and up that Audible suits their needs and attitudes. Audible can demonstrate, and show them how to pursue the life that they daydream about.

02

Our Solution & BIG Idea

Our Approach/Solution


- Those who just mindlessly scroll on their phones aren't using their leisure time wisely, so we want to show that Audible will inspire them to turn to the product because it is easier to achieve their need of using their time more effectively by listening to Audiobooks amidst their busy lives.
- In order to show how Audible is relevant to those who want to get the most out of their free time, we will showcase scenarios through multiple print executions of someone, who is in their free time, listening to an Audible book learning about something they could do that's out of the ordinary.
- This will be summarized through our tagline, "Pop an earbud in and wild out."

BIG Idea...

Out of the ordinary listening experiences that take you from your current reality to the one that you are dreaming about.

03

Executions



Step into a new reality.

Experience "Sunsets and Second Chances" by Rachel Hanna.

Over a thousand titles available on Amazon.

audible
Pop an earbud in and wild out.

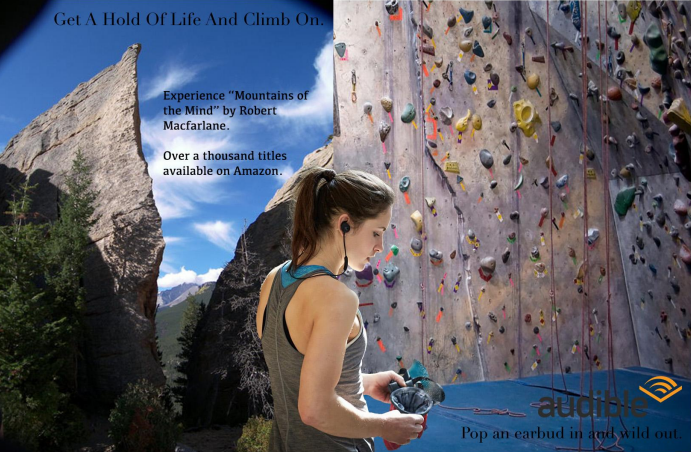


Experience The Miracle of Mindfulness by Thich Naht Hanh.

Over a thousand titles available on Amazon.

Find your peace in the wild.

audible
Pop an earbud in and wild out.



Get A Hold Of Life And Climb On.

Experience "Mountains of the Mind" by Robert Macfarlane.

Over a thousand titles available on Amazon.

audible
Pop an earbud in and wild out.

04

TV Script



Coffee shop during the day, multiple people sitting at separate tables.

Uplifting music is playing as the camera pans from table to table.

Each individual shown is wearing headphones, and has a thought bubble above their head portraying a different adventurous, extraordinary scenes. This scene in the thought bubble reflects the scene in the book that they are listening to on Audible (i.e. a book about surfing.)

Camera pans over to a table with friends sitting next to each other. One of the friends is listening to a very interesting and engaging book on Audible.

Friend 1: "...and then she just left the party. Hey, did you hear that last part?"

Friend 2: "No sorry, I was zoned out. My book is so good."

Friend 1: "What are you reading?"

Friend 2: "Amazing Surfing Stories by Alex Wade."

Friend 1: "Oh, let me have a listen."

Friend 1 then picks up Friend 2's earbud and pops it in.

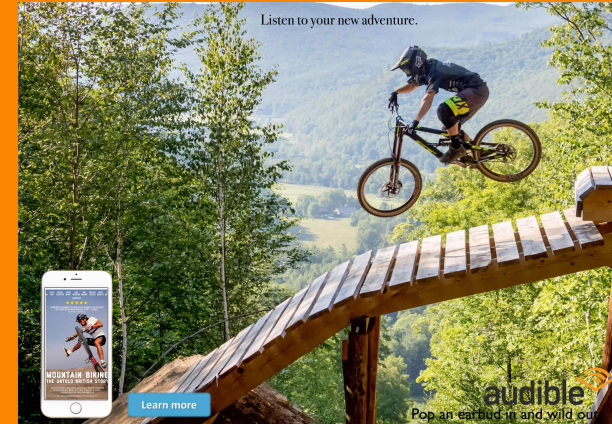
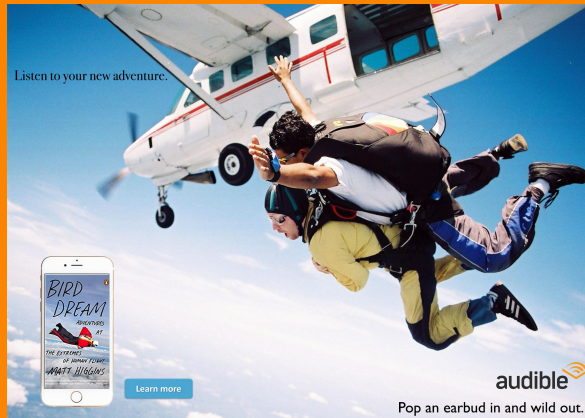
Screen changes to Audible's signature gray color, and shows orange logo with tagline "Pop in an earbud and wild out."

05

Digital Interactive

Digital Interactive

- Our banner ad will have our audience engaging with audio books provided through the service and the experience/adventure will change throughout every click.
- The ad will switch from one audiobook to another by clicking on the phone.



06

**Thank You &
Credits**

Thank You!

Alexa Wolford: Art Director and Copywriter

Emily McGuire: Art Director and Graphic Designer

Brooke Lewis: Art Director and Creative Director

Credits:

Aubry Burttschell: Provided iPad

This presentation template was created by Slidesgo, and modified by our creative team.

Q&A