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CPR #3 - BIG Ideas and Assign Taglines

- A. Audible helps leave a good first impression: Scenarios of people trying to make a good impression that are over the top and crazy. (craziest date situation, clown going to clown school, etc)

Tagline:

- a. **“Count on us to make your first impression one to remember.”**
 - b. **“Where first impressions matter.”**
 - c. **“Don’t stress to impress.”**
- B. Audible is convenient anytime/anywhere: Scenarios of someone doing something out of the ordinary while having headphones on in their free time.

Tagline:

- a. **“Pop in your headphones, and find your wild side.”**
 - b. **“It’s easy living life on the wild side.”**
 - c. **“Reach for your headphones, then reach for the stars.”**
- C. Audible is your ultimate relief: Scenarios of various people relaxing (i.e. spa night, Audible is shown on the phone).

Tagline:

- a. **“Headphones on, worries off.”**
 - b. **“Listen your worries away.”**
 - c. **“Put in your headphones and escape the headache.”**
- D. Audible helps you escape into another world: Scenarios showing different fantasy worlds from audiobooks.

Tagline:

- a. **“Don’t just listen to stories, live them.”**
- E. Audible is your guide to new hobbies (i.e. how-to books) make sure this idea is exaggerated if this idea is used

Tagline:

- a. **“Turn hobbies into lifestyles.”**
- F. Audible helps make awkward situations not so awkward: Scenarios showing people in awkward situations (i.e. in an elevator, waiting in a line somewhere, etc.)

Tagline:

- a. **“Stop playing the waiting game and start listening to it.”**
- F. Audible makes chores/things you HAVE to do fun: Scenarios showing people doing things such as laundry, at the grocery store, cleaning out a really dirty closet/shed. (make chores something people don't want to do)

Tagline:

- a. **“Making anything and everything fun, since 1995.”**
 - b. **“Just listen, and look forward to chores.”**
- G. Audible makes you the ultimate multi-tasker: scenarios showing people doing things, and listening to an audiobook that is the complete opposite. (this is when we could use our guy out drinking with the boys but needs to study...he is making a toast with his friends but his textbook is in his back pocket on Audible) Can combine with G

Tagline:

- a. **“Here to make you a master of multitasking.”**
- H. Audible is the ultimate teacher: scenarios showing classrooms using audiobooks. (maybe showing students in their free time listening to audiobooks)

Tagline:

- a. **“Listen and let us do the teaching.”**
 - b. **“Meet your new favorite professor.”**
- I. Audible helps you explore areas of the world you never thought existed.

Tagline:

- a. **“A whole new listen, a whole new world.”**
- b. **“Your way into new worlds.”**
- c. **“Imagine the unimaginable.”**