



CPR #4

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BIG Idea

Out of the ordinary listening experiences

- We will show scenarios of someone doing something out of the ordinary while having headphones on in their free time.
- Adds excitement and uniqueness to free time through exaggeration and out of the ordinary experiences
- Shows that consumers can use audible despite how crazy their endeavors may be
- Audible follows you through your extraordinary life. Audible allows you to live life to the fullest while learning new things.

Tagline: **“Pop an earbud in and wild out.”**



Headline/Body Copy Typeface Combo #1

- Headline Font: Phosphate

We chose this font because it comes off as adventurous and it's bold and easy to read.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

- Body Copy: Kohnioor Telugu

We chose this font because it pairs well with our headline font, it's more simple and doesn't take away from the headline font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Headline/Body Copy Typeface Combo #2

- Headline Font: Herculanium

We chose this font because it also gives off an adventurous vibe and it's simple and readability is easy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

- Body Copy: Gill Sans Light

We chose this font because they balance each other and have that light, airy free spirit feel.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Color Palette Exploration #1

This palette shows the bright happy earthy tones which has the connection to what we see outside. We are trying to give off an adventurous feel and these colors are very similar to what you would see on a out of the ordinary adventure.

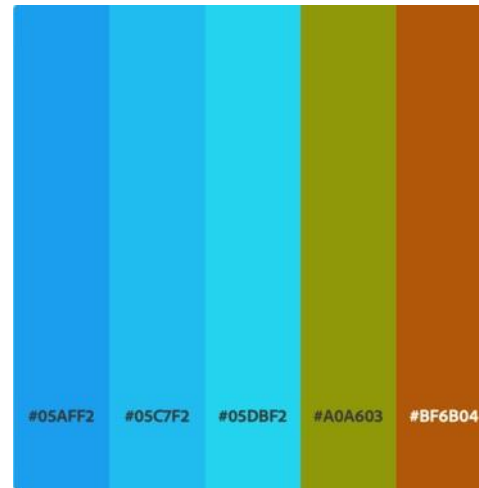
Vivid Blue: RGB - 2 69 95

Vivid Cyan: RGB - 2 78 95

Vivid Cyan: RGB - 2 86 95

Dark Yellow (Olive Tone): RGB - 63 65 1

Strong Orange: RGB - 75 42 2





Color Palette Exploration #2

This palette shows off the Audible colors and keeps it very classic and true to the brand. It still keeps the outdoorsy theme that we are going for by incorporating colors such as olive green and smooth orange hues. Even though it is in nature, the boldness of the orange catches the eye and stands out.

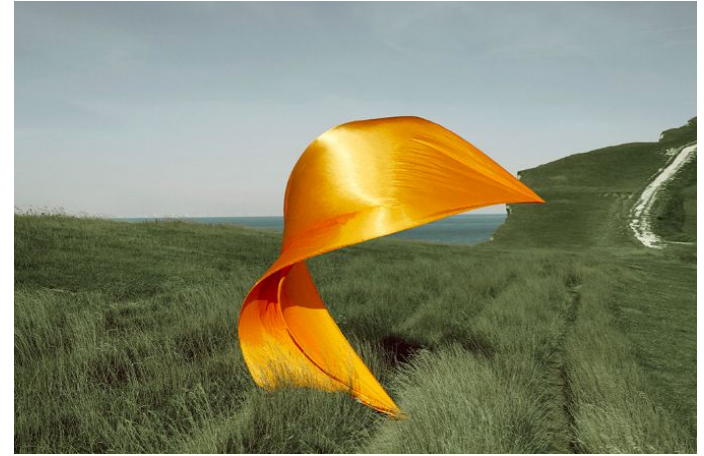
Dark Greyish Cyan: RGB - 59 64 65

Very Dark Desaturated Yellow: RGB - 34 35 22

Vivid Orange: RGB - 85 56 2

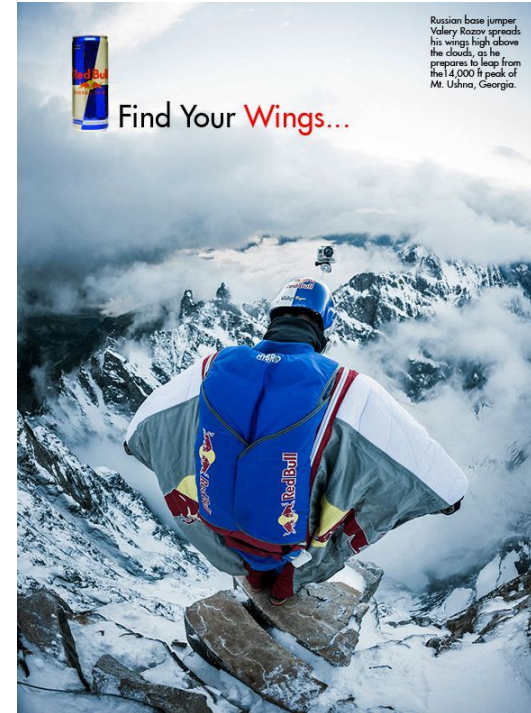
Vivid Orange: RGB - 85 47 2

Strong Orange: RGB - 75 29 2



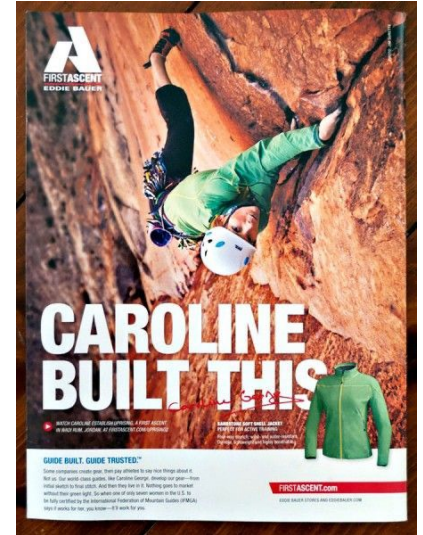
Photography Style #1

One of our options for a photography style would be big and bold. We went to send that exaggerated message through the photos so our headlines don't have to say much. And similar to Red Bull, we want to include our brand's colors within the ad to emphasize the logo and bring attention to Audible without having the name in the copy.



Photography Style #2

Our other option for the second photography style matches the color palette exploration #2. It's the more earthy and rugged colors while still having that bad@\$\$ crazy activities feel to it. Showing people out exploring and expressing themselves through their hobbies while listening to Audible shows that you can do extreme things with the brand.





Mock Up #1

Since no one really has headphones in while doing something crazy we would have someone who is surfing with headphones on with a long cord and a phone with the Audible logo on it.

Each ad will show the more bright outside activities and will still be exaggerated.

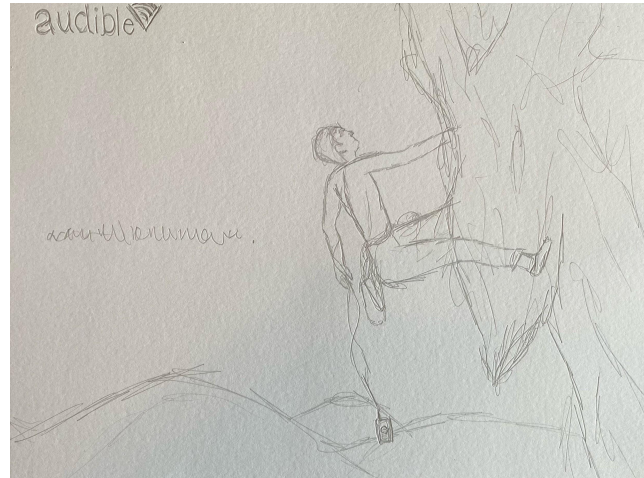


Mock Up #2

Another idea we have is someone who is free hand rock climbing catching their phone by the headphone cord with the phone.

Each ad will show the different earthy activities and will be exaggerated.

ENJOY OUR MEME :)



That moment when your headphones catch your phone from smacking the ground mid fall 📱



they're like "I gotcha back brotha"