 **Audible Campaign**

“Stories that Surround You”

Campaign created by FIRSTBORN Agency

**History,** anthropology, politics, literature and many other topics have been published on different types of print media. The reality is that now, with the use of the internet, computers, tablets and mobiles have led to the decreased on books sales. People are not reading, and amazon found the way to captivate and capture those who love to read, but are busy and do not find the way to take a moment of renting a book and reading it. Audible is a great tool and an unknown platform that you can utilized to read, but instead of bringing with you all the time your book, you can just listen whatever you want. Now, time is not an issue to stop reading, there are many ways to keep with your favorite novel, to gain more knowledge and even to learn a new language. Nothing as living history, nothing as living the lovely scene of your favorite romantic movie, nothing as living the excitement of a thriller/ action book that is the magic of Audible, it makes possible to live on real stream your favorite books and even make your learning hours funnier and less tough.

**What is Firstborn?**

According to AdWeek, Firstborn is known as a new model of advertising agency that is always thinking always out of the box. The CEO LaCivita is always looking how to stand out and move towards their achievement using creative, innovative, and strategic approaches. When you see each project and accomplishes that this agency has done with all their clients, you can be surprised by all the imagination and executions that they have executed to stand out and achieve their customers goals and expectations. Clients such as LOreal, Mountain Dew and Lacome has chosen Firstborn to create their image and help them to stand out in the market using new media and nontraditional media. For example: Pepsi Spire 2.0, VR Skate Experience, Majestic Steel, Lunchables K-face are campaigns that have been created by nontraditional executions where customers participations has been needed. Creating campaigns with innovative advertising to meet and exceeds customers’ needs is what Firstborn is striving for.

Firstborn, was founded in 1997 as a design and technology company. This company move and engage with their customers by their experience, trust, creativity, problem solving and the most important meeting their customer needs. They tag themselves as a company of a culture of thinker and makers, they look for improvement and recognition. “We aren’t a consultancy whose end deliverable is merely a PowerPoint presentation. We aren’t just a production company that executes someone else’s vision. We develop insightful strategies rooted in consumer behavior and digital space. We turn those insights and strategies into experiences consumers ultimately engage and interact with.” (Firstborn,2015) They design and use different multi-platforms, on and offline and create the reflection of their vision clients in something tangible and big.

Firstborn has an interesting and engaging story where they defined the importance of innovation and good customer relationship and service. The company was establish in Hell’s Kitchen back in 1997. At the beginning of their career they focused in fashion as well to work through ad agencies before working directly with their own customers, after started exploring and working, Firstborn was acquired by Dentsu in 2011, starting a new era and story for this successful company. Dedication is the essence of Firstborn, their service, a good relationship creates this company and its workers a family having strong bounds and make them unique.

The agency has worked with celebrities like Madonna, for whom it produced a [digital version of her “Music” album](http://www.firstborn.com/websites/036_madonna2/), and currently works with brands like Mountain Dew, Aflac and Under Armour. For fashion week this year, it created a [content-driven website for Tory Burch](http://www.toryburch.com/runway), which streamed the NYFW show alongside branded social content. Three years ago, when they became part of Dentsu the company moved to lower Manhattan. Now, situated in the landmark AT&T building, Firstborn also shares floor and studio space with sister digital agency 360i. On its own, Firstborn has a staff of around 90.Its walls are lined with “family photos,” as Dan LaCivita, president of Firstborn, likes to call them. The company differentiate because the good and warm relationship and environment with their co-workers. “The agency goes out of its way to welcome newcomers warmly, lest they feel like the new kid at school eating lunch alone on the first day: “If you’re a newly hired designer, your creative director will hand-write you a postcard and send it in the mail,” said LaCivita. “And on that postcard is a website that’s integrated with Google Maps that’s sort of like a ‘Welcome to New York City’ map. And we include our favorite Firstborn spots, so that people already feel included within the culture when they get here.” On each new employee’s desk when they arrive is a pack of Firstborn gear, including an agency branded Firstborn hat and shirt.” (Digiday, 2013)

## Making listening a tool for life

Audible, their mission to unleash the power spoken word. Audible, Inc., an Amazon.com, Inc. subsidiary (NASDAQ:AMZN), is the leading provider of premium digital spoken audio information and entertainment on the Internet, offering customers a new way to enhance and enrich their lives every day. Audible content includes more than 215,000 audio programs from leading audiobook publishers, broadcasters, entertainers, magazine and newspaper publishers, and business information providers. Audible is also the preeminent provider of spoken-word audio products for Apple’s iTunes Store. ( Amazon, 2015) “We're here to establish literate listening as a core tool for anyone seeking to be more productive, better informed, or more thoughtfully entertained.”



Living the revolutionary war, living and feeling Anna Frank`s story or falling in love with the best book of Jane Austen are the experiences that the new campaign of Audible want to inspire you and to give you the experience of living your favorite events or books using your senses and your imagination. Audible, Amazon’s audiobook producer and retailer, has rolled out a new campaign called “Stories that Surround You” that aims to inspire a younger generation of consumers to download an audiobook.

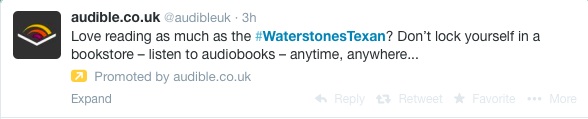
The spot highlights the immersive experience of what it’s like to be consumed by an audiobook. For example, on the spot that was launched you are going to see different scenes where people are just doing their daily activities and when they start listening the audiobook, they start imagining all the events that were happened as the book is telling the story. You are going to watch one segment shows a man eating cereal in his kitchen as it transforms into the English banquet he is imagining while listening another one man running and suddenly, he is going to be on a battler.

The campaign, by Firstborn, is one of its largest in-house studio projects to date. The agency handled all production, with the videos shot over three days across seven locations with more than 200 cast and crew. VFX and CGI were incorporated to take each story to the next level.

Matthew Thornton, senior director of communications at Audible, said the work reflected the brand because “it conveys the rich, immersive, modern experience of listening to audiobooks, demonstrating why Audible is such a powerful and habituating service for millions around the world.” ( The drum, 2015) This has not been the first time that Firstborn`s is working with Audible, but it is the first time that they are creating a first full-scale campaign for Audible. According to Seth Tabor, executive producer of content development at Firstborn, the agency helped Audible tell the story of their Whispersync for Voice offering, which allows readers to switch between reading and listening Kindlebooks with the tap of a button, through creating a video that brought the popular Outlander series by Diana Gabaldon to life.

“Audible’s social community loved the video and commented repeatedly about how much they related to it, so Audible brought us back to create a campaign that would connect with a broader audience,” Tabor said.

Different types of media will be using to approach this campaign. including radio, digital, print, and video components. Nontraditional approach ( the main style of Firstborn) is what the agency will tactic as their main source. The online video is being pushed out across digital media, and the brand plans to push video out to broadcast later this year. To link the company with the “Stories that Surround You” campaign shows a variety of listeners so engrossed in the listening experience that their environments change to reflect their chosen titles’ storylines.



*Audible* is looking for increase of downloads of the application in young people, for the same reason they are using different media platforms to interact, attract and create awareness. As Nielsen have stated, Millennials do not read, but is the generation that is most aware of what is going on in their society, environment and politics. They are educated people who are involve in social movements, that like to be part of something. That means that are people who like to experience and learn about different topics, for this reason I do believe that this can be a successful campaign. Millennials likes to interact and try different things, they are creative people. And by listening and developing your imagination and your listening sense, you will travel and experience on time as well to live a different experience. This campaign has just started on February 2015, it is barely new and is going with everything by the approach of nontraditional media, plus new media platforms *Audible* and *Firstborn* are looking the success and lead of downloads audio. The use of social media such as Twitter, has helped to increment the awareness of the great benefits, the mission and the magic of audible application.

The use of IMC and the prestige of both companies (Firstborn and Amazon) will help to the approach and development of this campaign. Firstborn has promised many great and surprising ideas for this brand and I know that they will make it possible. Now the “in” THINGS is the different ideas and approaches that make people to interact or live those things that have always wanted to live. Curiosity kills, curiosity drives, and curiosity makes you act. Breaking barriers and understanding the people who are always running, Audible made possible the opportunity of keep learning, keep enjoying and keep reading. No barriers at all, no mattering where you are, you can take Audible with you everywhere and listening anywhere.

It is hard to make people buy or be interested in products such as this one, but not impossible. The way that this industry will work is by getting people`s attention and the only way that we are going to achieve that is using our creativity and be prepare with good objectives, strategies and tactics to develop. We are targeting young people, but even if we know that our audience is people between 18 to 34, we are striving to be able to interact with older generations and make them living the experience. As you will watch in the spot, the people who live this “live experience” are people of every ages, young and old. We do not have barriers, the only thing that we have to do is to observe, interact and understand our people and what is going in their surroundings. We need to elaborate more in social media, create awareness as much as possible and work directly with our people. Firstborn is always thinking out of the box, and I am sure that for future months, they would have amazing ideas and activities to interact with our customers. This is a new campaign that was launch in the beginning of the year, there still many things to do, see and experience. I cannot measure any reactions towards the campaign yet, but what I can say is that this company needs a deep help of advertising because the product is hard to sell.





**Sources**

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##### Amazon's Audible debuts first full-scale campaign with Firstborn (The Drum)

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Firstborn Delivers New Campaign For Audible (02/10/2015)

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