



**Brief set by**

Audible

**In collaboration with**

Natalie Prout  
(Jones Knowles Ritchie)

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## Write a new brand world for audible

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**Related Disciplines**

Copywriting

**Deadline**

22 March 2022, 5pm GMT

### The backstory

Audible is a subscription service that lets you experience storytelling like never before by taking the best performers and pairing them with the world's largest selection of audiobooks and podcasts. The best part? They have a series of [Audible Originals](#), titles you can't find anywhere else.

But many people don't realise exactly what Audible have to offer, especially when it comes to their podcasts. As well as being retailers, Audible are content makers. This problem is perpetuated by a lack of a connected brand world that leads users through an experience that feels uniquely Audible.

After spending the past few years honing much of their advertising content to match their brand needs, the rest of their brand experience has been left behind. As a predominantly verbal and written brand, this is a missed opportunity. Now is the time for these two distinct worlds to collide.

### What's the challenge?

Develop a new tone of voice guide, exemplified through a selection of copy, that brings Audible's advertising strengths into the land of the user journey and converts existing podcast and audiobook users on other platforms to Audible consumers.

Your tone of voice should use the strengths of the current guide, but develop a new flair that helps to communicate the point of difference for Audible as an audio platform, their Audible Original's content: content created by diverse voices, the biggest names, and highly researched topics that meet the needs of both today's and tomorrow's audiences.

### Who are we talking to?

People in the UK aged 18-35 who are already fans of audio content. They already know the benefits of listening to a podcast or audiobook, but haven't added Audible to their listening habits.

You should also consider current Audible users and how your copy can enhance their experience too.

### Things to think about

#### Create a brand world

Making a brand feel complete relies on copy that can be adapted to every stage of the user journey. From social posts to developer notes, the user needs to feel like they're being spoken to by the same brand at every stage.

#### Keep it simple...

The current tone of voice guide is very functional and refers to lots of different personas and how to adapt copy to connect

with their needs. Whilst you can use the personas as inspiration, for this version Audible are looking for a simplified and holistic expression of their verbal identity, so there's no need to include these adaptations.

Because there are lots of functional things users need to know and understand (for example, how to access the right content), it's important that this copy is kept appropriately straightforward and easy to understand.

#### ...but make it interesting

Equally, just reading instructional copy can be pretty dry. Think of fun and relevant ways to inject some Audible personality into even the most unexpected of copy.

### The important stuff

Create a new set of Tone of Voice guidelines that Audible can translate across the user journey.

Present:

**Tone of Voice guidelines.** Up to 4 pages of guidelines that covers key guidance on how to adhere to the principles you've created. Never written a TOV guide before? Keep an eye on the [New Blood Awards Online Brief-In course](#) where we'll release some helpful tips in the near future.

**3-5 examples of copy in action.** You should use the following touchpoints to exemplify your copy:

- **App store/Google Play copy.** The description of Audible at the point of download. (You can also include an example of what an app update might look like).
- **Audible homepage** for logged out users.
- **Email communications** (for example, welcome emails).
- **Content discovery experience.** What content discovery looks like to a user who has been using Audible longer term.
- **Cancellation copy.** How might you persuade a user to stay if they choose to pause or cancel their subscription?

**What and how to submit:** Read *Preparing Your Entries* before you get started for full format guidelines.

#### Main (essential):

Showcase your executions as either **JPEG slides** (max. 5) or a **PDF** (max. 5 pages). You must also submit your Tone of Voice guidelines document as either **JPEG slides** (max. 4) or a **PDF** (max. 4 pages).