# Will Baker (F427608)
# ACA143 - Visual Practices
## The Big Sell Brief

# Product Research

Connect old people with grandkids

Inclusion

Reconnecting Families

Emotional aspect

Loneliness

Hearing

Empowering Birds

Sea

Reconnecting people with sounds

Trees

Proposing a cheap + effective hearing aid alternative

Competitors
⮑ Bulky
⮑ Heavy
⮑ Expensive

Proposition/Benefit →

Helping you hear again

Loneliness is a big issue for old people

Doubles risk of depression

Ampliear

Clarity

Promising a top quality product that will make a reel difference

Old people

reconnect with music

Why do you lose hearing?

⮑ Infections

Strengths
⮑ Cheap
⮑ Discrete
⮑ Comfort
⮑ Value
⮑ Easy
⮑ Powerful

Inside of ear is like a maze?

Ears →

Earrings?

Benefits of being able to tune something out?

Turn up Volume, likem to speaker or phone

Loud → Clubs

Music

Concerts

Speakers

20% suffer from hearing loss

Accessibility

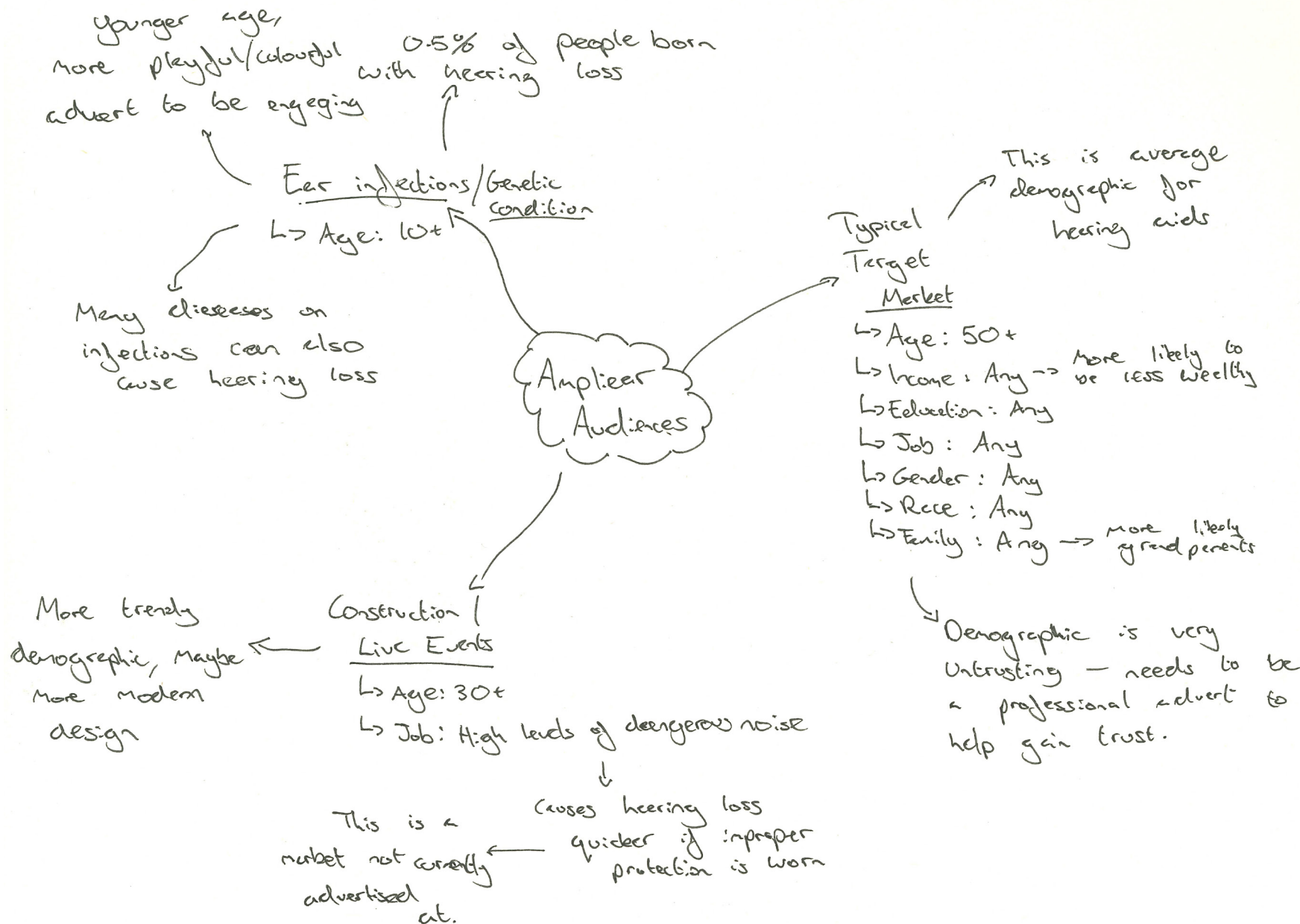Helps you navigate life?

Music Notes/Steve?

I first started by breaking down the original Ampliear advert. I looked at their propositions and benefits, breaking down their main selling point to customers.

The strengths of Ampliear over competitors is its price, comfort, and how discrete it is.

The main ideas I came down to were loneliness in those with hearing loss, and helping them navigate that metaphorical "maze".

I also looked at other ways you lose your hearing, such as loud music or working in construction.

# Audience Research

younger age,
more playful/colourful
advert to be engaging

0.5% of people born
with hearing loss

Ear infections/Genetic
condition
└> Age: 10+

Many diseases on
infections can also
cause hearing loss

Amplear
Audiences

This is average
demographic for
hearing aids

Typical
Target
Market
└> Age: 50+
└> Income: Any → More likely to
                  be less wealthy
└> Education: Any
└> Job: Any
└> Gender: Any
└> Race: Any
└> Family: Any → more likely
                 grandparents

Demographic is very
Untrusting — needs to be
a professional advert to
help gain trust.

More trendy
demographic, Maybe
more modern
design

Construction /
Live Events
└> Age: 30+
└> Job: High levels of dangerous noise

Causes hearing loss
quicker if improper
protection is worn

This is a
market not currently
advertised
at.

I then started doing more research into the target demographics of traditional hearing devices.

I looked at the typical market of older people suffering from a more traditional form of hearing loss.

I also looked more into live events and other workers who are exposed to loud noises throughout the day, causing hearing loss.

I then did some research into hearing loss caused by birth defects and genetic conditions.

I decided to target my ad towards the more traditional market of the older generation as I felt the others to be too niche.

# Style Research

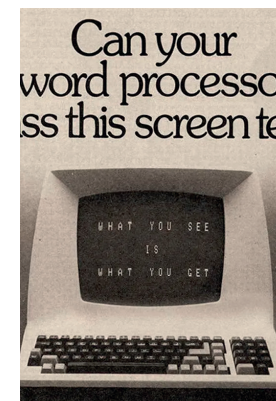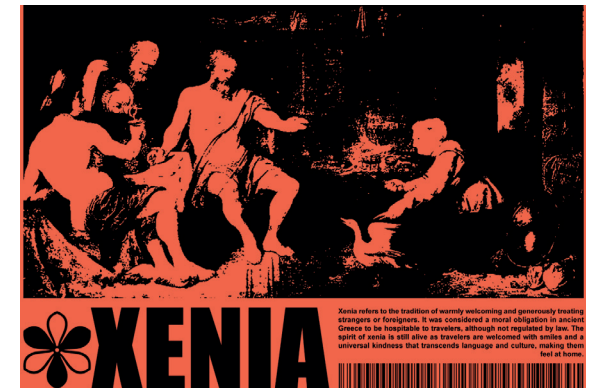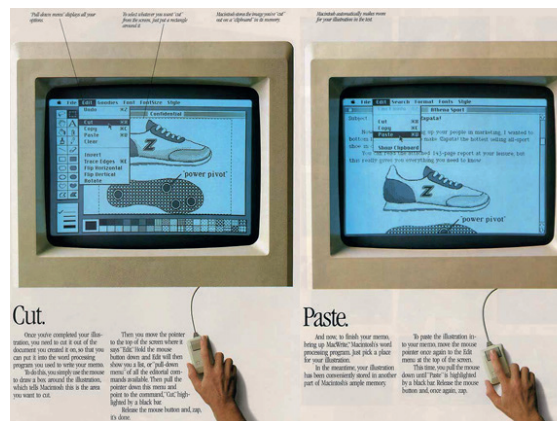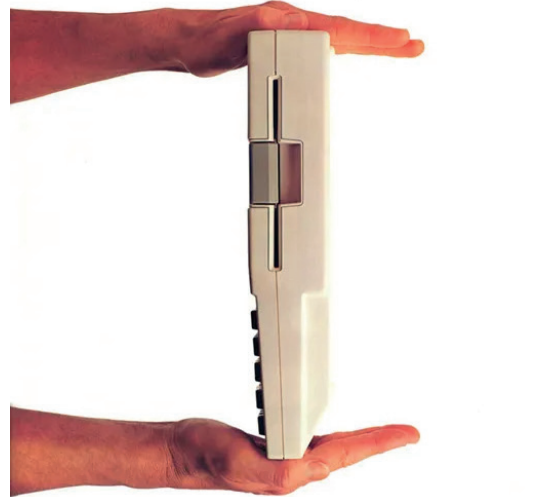My main idea for the style of my poster was to go for a kind of retro tech vibe.

This was to hopefully trigger a sense of nostalgia within my target audience, most of which would have grown up seeing these old adverts.

By seeing something familiar and nostalgic, people are more likely to remember it.

I also really like the duotone effect as the two colours easily grab peoples attention and depending on the colours you pick, can be very striking.
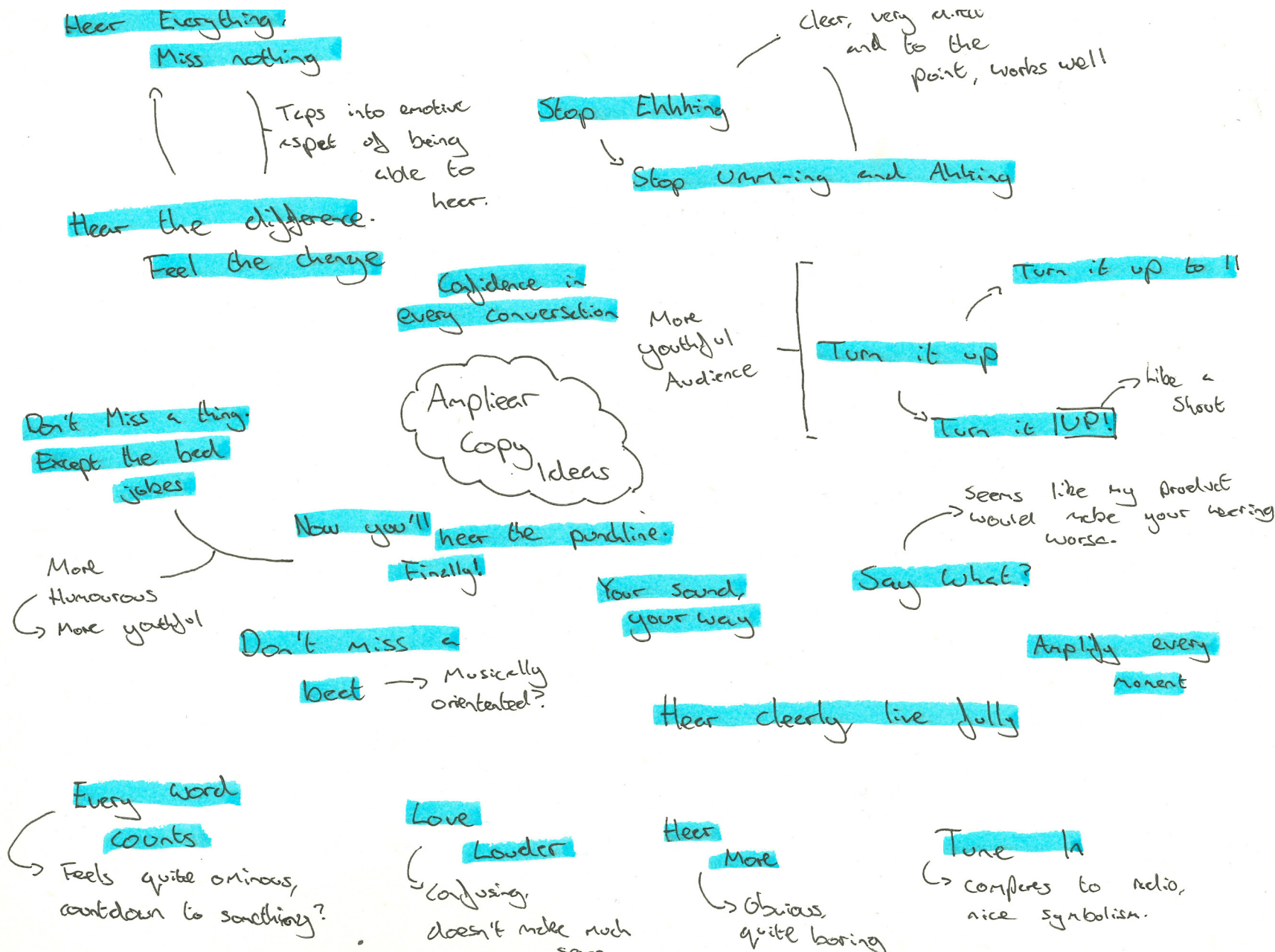
# Copy Experimentation

Hear Everything,
Miss nothing

Taps into emotive
aspect of being
able to
hear.

Hear the difference.
Feel the change

Stop Ehhhing

Clear, very direct
and to the
point, works well

Stop Ummm-ing and Ahhing

Confidence in
every conversation

More
youthful
Audience

Turn it up to 11

Amplear
Copy
Ideas

Turn it up

Turn it UP!

Like a
Shout

Don't Miss a thing,
Except the bad
jokes

More
Humourous
→ More youthful

Now you'll hear the punchline.
Finally!

Seems like my Product
would make your hearing
worse.

Your sound,
your way

Say What?

Amplify every
moment

Don't miss a
beat → Musically
orientated?

Hear clearly, live fully

Every word
counts

→ Feels quite ominous,
countdown to something?

Love
Louder

→ Confusing,
doesn't make much
sense

Hear
More

→ Obvious,
quite boring

Tune In

→ compares to radio,
nice symbolism.

I came up with a number of different copy ideas (highlighted in blue). I then wrote the different aspects I either liked or disliked next to them.

My favorite by far (and by others) was Hear the Difference, Feel the Change. I think it works well to bring in the emotive aspect I want to explore in my designs. It also flows well and the punctuation in the middle works well to add emphasis to the second part.

However I do like "Don't miss a beat" a lot as well and it would work well in a musical themed poster.

# Thumbnails

"Connecting" with grandkids again

*HEAR THE DIFFERE*

*No Time for Regret*

*AGAIN*
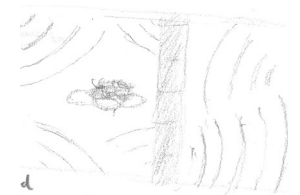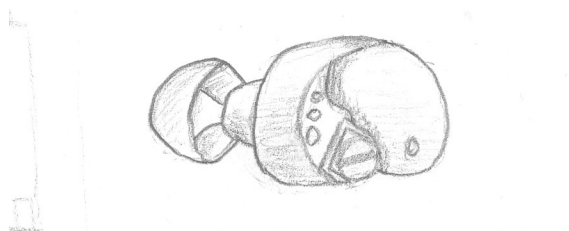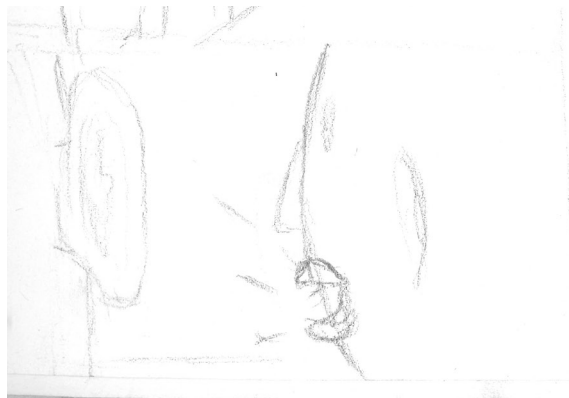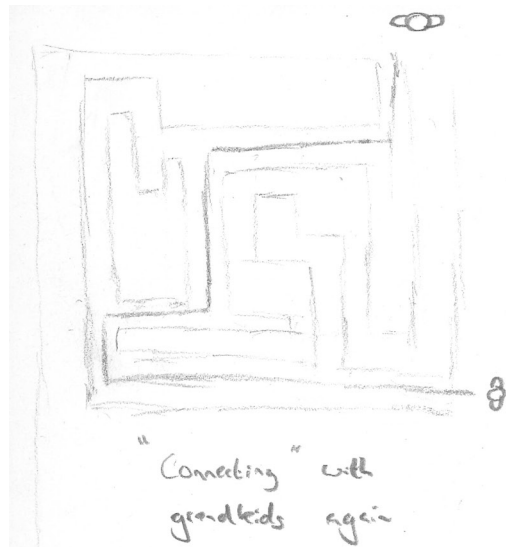
I had a variety of different ideas I wanted to experiment with. I first looked at mazes, going with the idea of Ampliear helps you to navigate deafness. I quite liked the idea but many people felt that it was a bit abstract for a hearing aid company.

This then lead me to looking at the inside of the ear as the "maze" and the path navigating out being the tagline. I quite liked this idea, especially as the tagline mimics the look of a sound wave entering the ear.

I also looked briefly at speakers projecting the tagline rather than the ear, but after some feedback we decided that it again felt too abstract.

Various scans from my sketchbook

# Client Roughs + Feedback
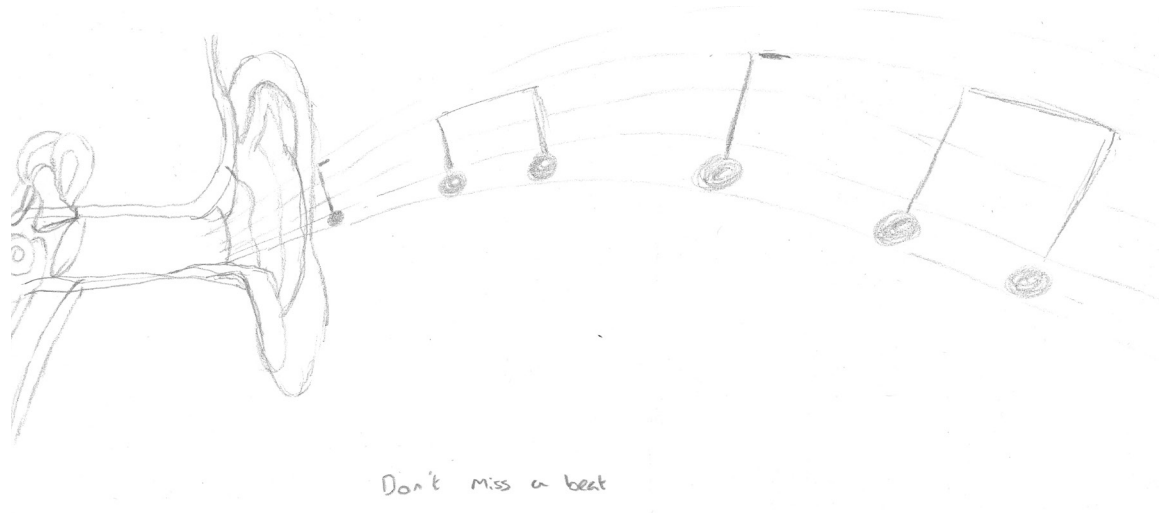


Don't miss a beat

Don't miss a beat
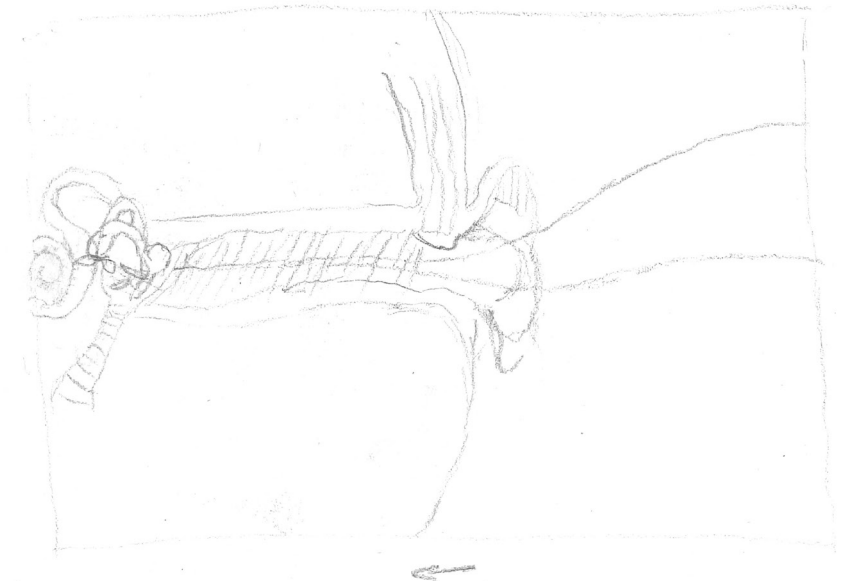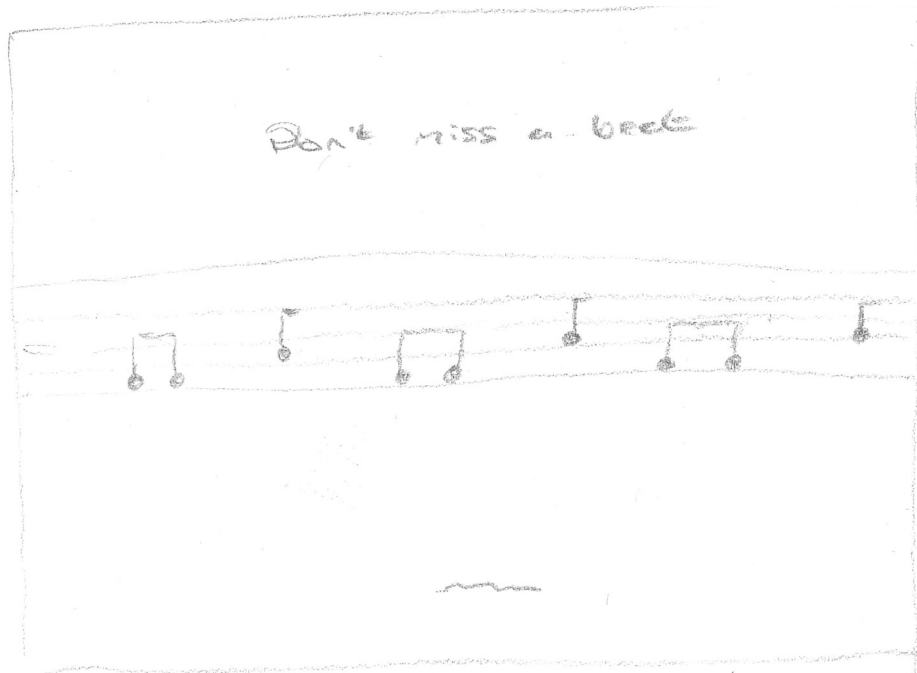
The use of speakers adds more symbolism to the add along with character expression.

I like the maze sketch because I think it's creative and shows the struggle of having problems with your hearing and navigating life with that.

I like 'hear the difference, feel the change' the best, though I think it might be too long?

I like the tagline Turn it up the most.

I also like the complexity of the maze and how easy it becomes when you use the hearing device.

I like the 'turn it up' and 'say what?!' copy writes as they appeal to a youthful audience

I then collected some feedback based on the some of the roughs and different taglines.

I also got some feedback from my tutor and they found that some bits were a bit too abstract. They suggested that I look more into the tagline as a sound wave idea some more.

Various scans from my sketchbook

# Feedback + Revisions



I then got some feedback based off of my revised design ideas. They really liked how minimal the poster was, creating further emphasis on the product.

## Feedback 07.02.25

I also got some feedback from Steve who suggested some ideas about turning it into a campaign. He suggested having a number of different posters with different things other than typography coming in warped/unclear, and then being turned "amplified" by the ampliear in the middle.

I liked this idea a lot and its something I look at later on.

# Finalised Plan



HEAR THE DIFFERENCE

FEEL THE CHANGE.
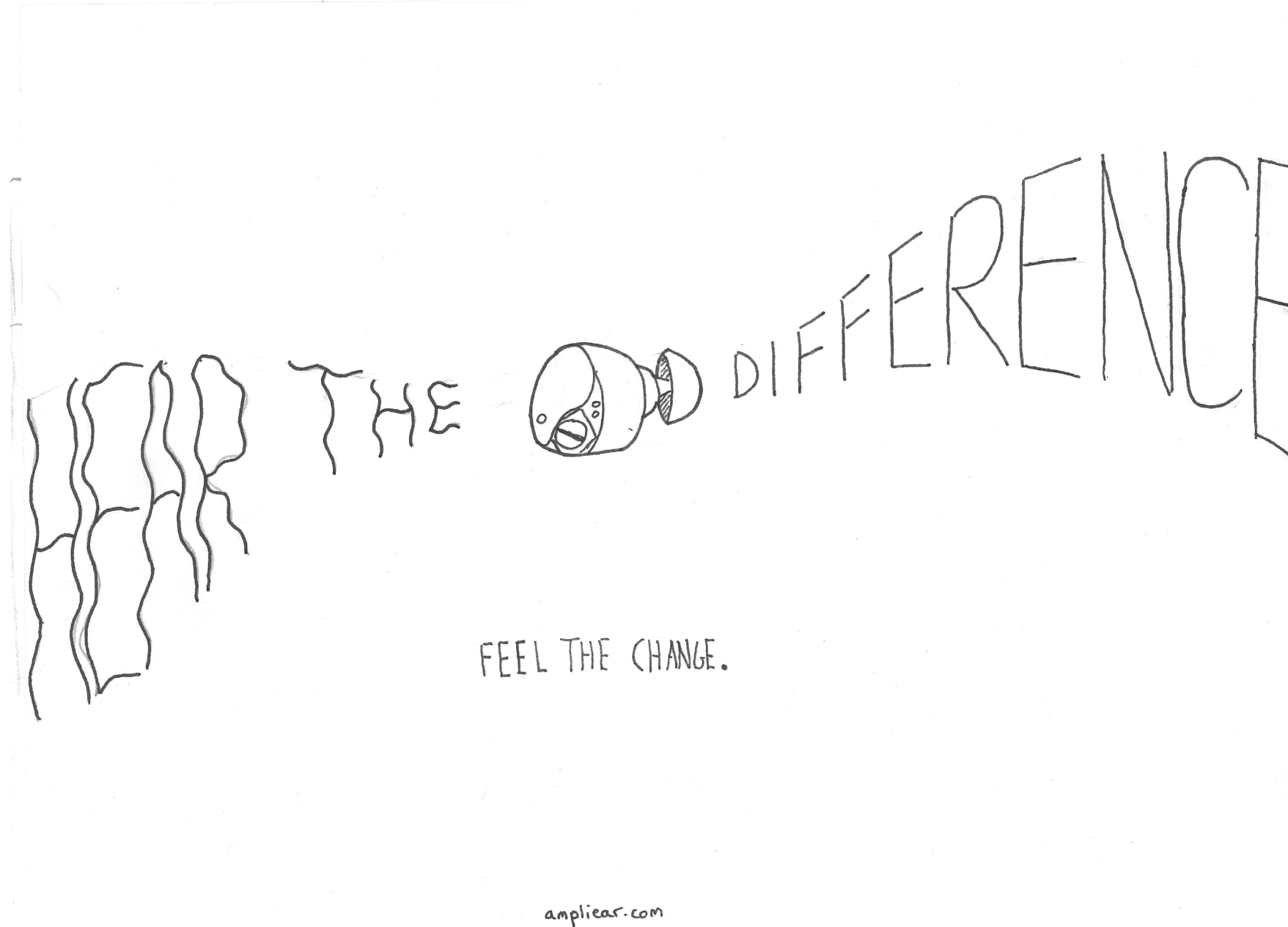
Here's my finalised plan for my advert. I adjusted some of the spacing and composition to help it sit better on the page. I also added the rest of the tagline beneath as well as a call to action, directing customers somewhere where they can find out more about the product and purchase one.

After some discussion with my peers I also decided to look at using font weight (input has a light font weight - representing a whisper and output is more bold - like shouting). I also had the idea of capitalising the output to further mimic this idea.
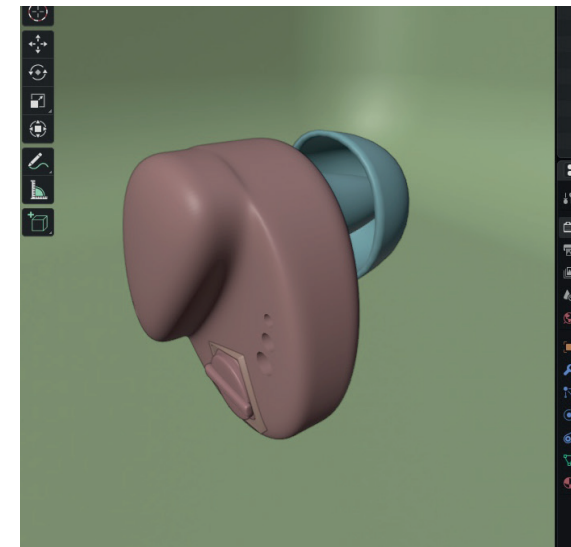
ampliear.com

# Blender 3D Model



One of the finalised renders
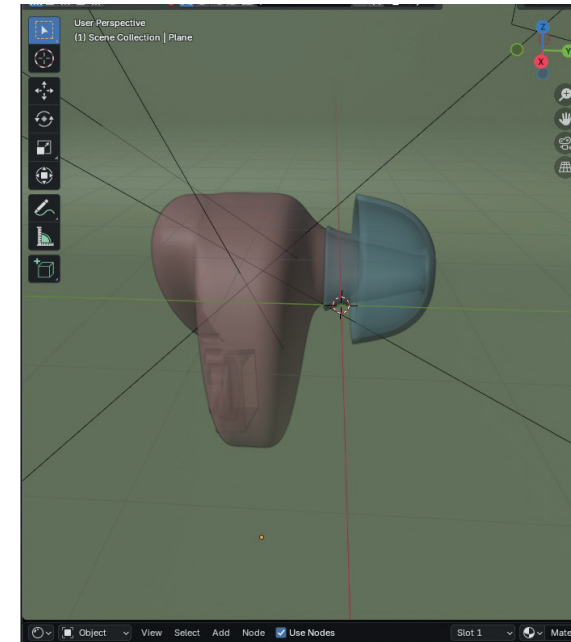


Screenshot from blender

I knew I wanted a photo realistic version of the Ampliear that I could manipulate and view from different angles for my final outcome.

To help achieve this I 3D modeled it in blender based off of images I found online.

I then gave it realistic materials and set it up in a simulated photography studio with a 3 point lighting system.



Screenshot from blender

# Typography

I first looked at different ways of creating the different text effects.

I originally started by creating the font by hand. This was due to being unable to create a warping similar to what I wanted. However, it was inefficient and created results which looked low effort.

I then found a way using a custom stroke and the width tool in Illustrator to achieve an effect which better mirrored what I envisioned. I then tried different effects using this tool.
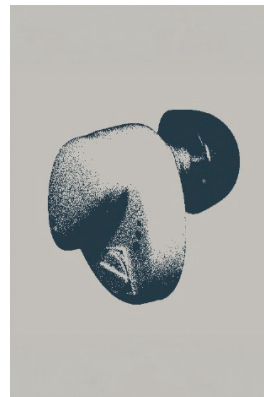
I tried using both a traditional sans serif, but I found it too plain and boring. I then tried using a font similar to the original apple adverts - one of my style influences for the project. I much preferred how this looks.

# Development





I then looked at dithering, an effect used by old computers to represent different shades using only 2 colours. Whilst this is usually achieved with a Bayer Filter, I used a version called unordered dithering (less accurate, but much easier to implement).

The effect works well and is very reminiscent of old tech advertisement, hopefully helping to create a sense of nostalgia in my target audience.

I also added a gradient map to reassign the harsh black and white to more neutral tones.
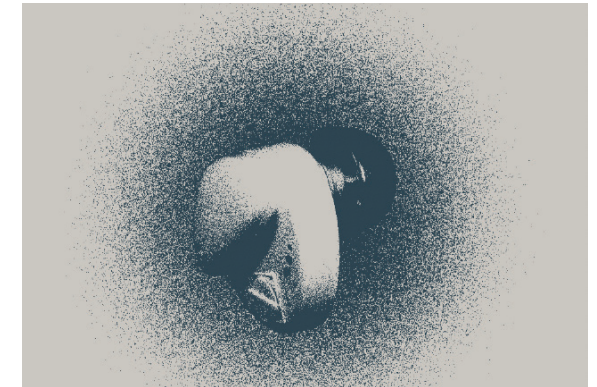
Whilst experimenting with backgrounds, I accidentally added a radial gradient. I really liked the effect as it gave the earbud a sort of glow, helping to highlight it, and playing into the cliche that its "other-worldly".

To help pronounce the effect, I gave the ampliear an outline, helping to distinguish it from the glow.

I first started by creating a rough path for the text to follow, and then directly tracing the text from my scanned in finalised rough. As mentioned earlier, I later ditched this way to do lettering in favour for a more streamlined approach.

However, I also didn't like how the photo realistic Ampliear fits on the page. It looked very disconnected, so I instead looked towards a more stylised version instead.

# Development Continued









I then added the typographic effects from earlier to either side and added the tagline and call to action.

I also experimented with adding some small triangles to the side, helping to emphaise that it helps to "amplify".

I also added a freeform gradient to help break up the otherwise plain background and add some texture. This works well in the black and white form, but later on with the colour experiments it create a really unique and interesting effect, helping to boost audience engagement.

# Colour Experiments
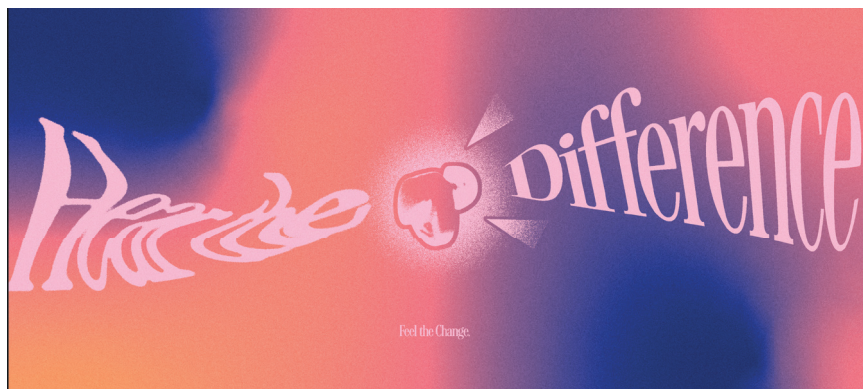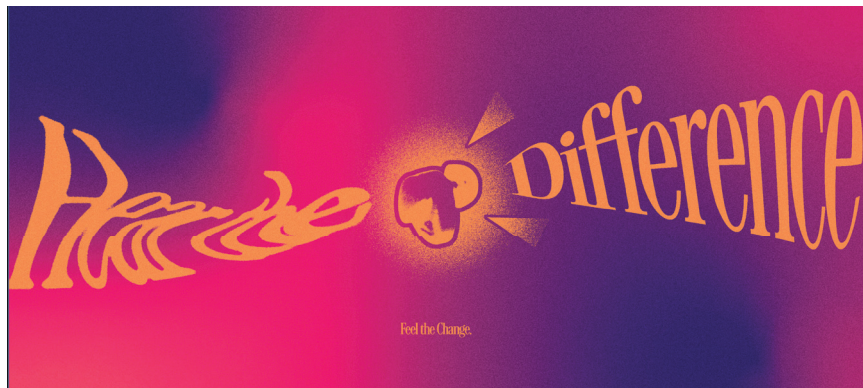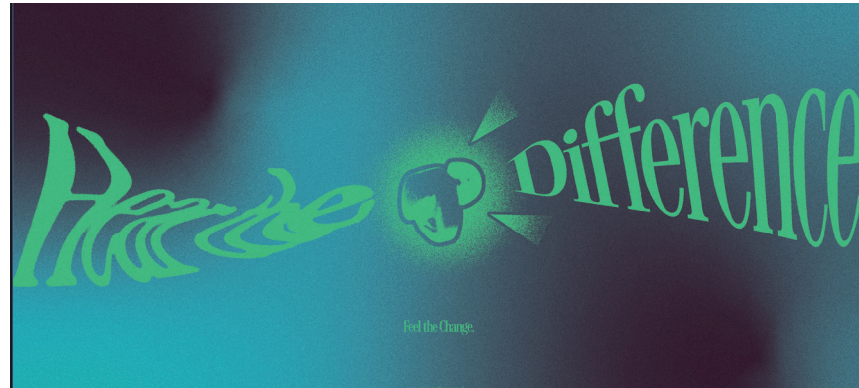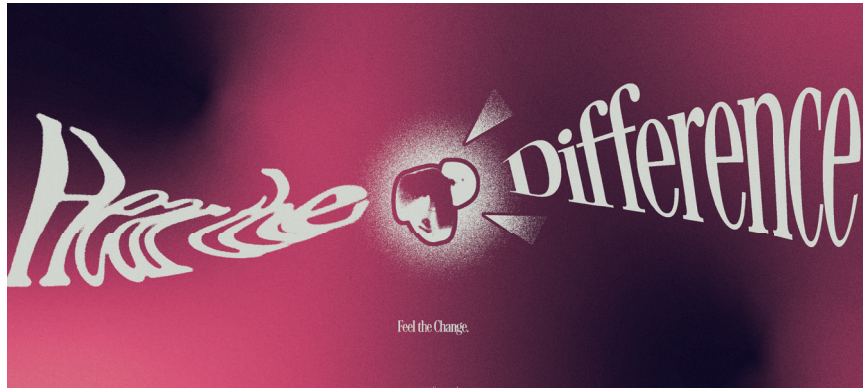


I then tried looking at some different colour palettes for my advert. I wanted to try using a variety of different colours in the design. However, some of them ended up very bold and a bit too colourful. Whilst I think some of these colour schemes would work well for a younger, more trendy audience, I don't think it works well for my older age demographic.

# Feedback + Adjustments



I then collected some feedback based off of my final designs. It came up quite a bit that the "Hear the" part of the copy was quite difficult to read. Whilst this is partly the point, loss of sight is particularly common to my target demographic, so this is less than ideal. To help with this, I adjusted the warp effect (left: before, right: after), and played into using a blur effect to help supplement this idea of the typography being unclear, but still readable.

I also increased the font sizes of the rest of the copy and the call to action as people also had issues reading these.

# Campaign Ideas
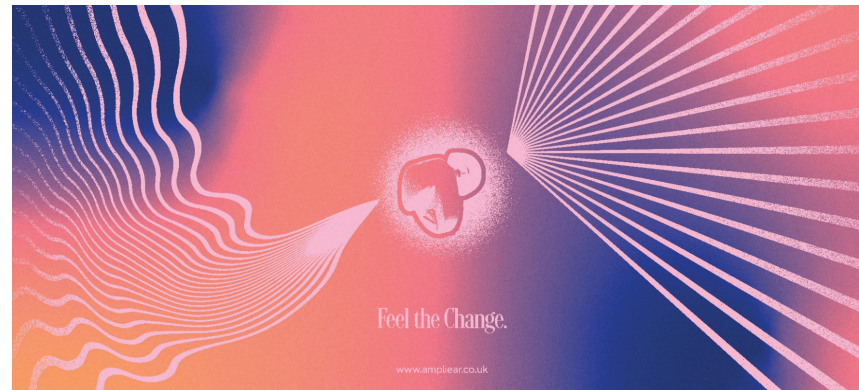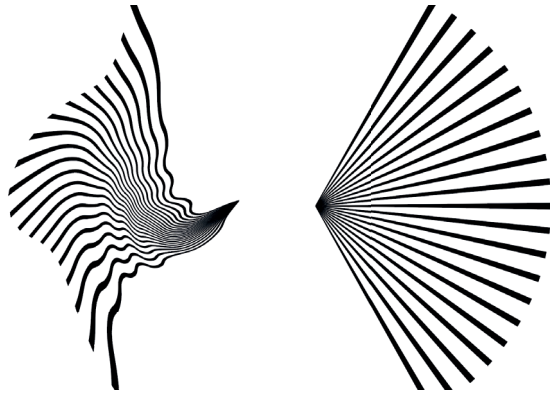




As mentioned earlier, Steve suggested to turn my idea into a series of outcomes, into a sort of campaign. He suggested creating multiple where different inputs enter the Ampliear in a warped/unclear state, and then they get fixed, turning more clear.

For this version I decided to create sound waves. They enter the Ampliear all warped and undefined, and then exit loud and pronounced.

I really like this design, the shortened version of the copy - just "Feel the Change." - works well to suggest this device is lifechanging for some people, whilst still being very punchy.



Feel the Change.

www.ampliear.co.uk

# Final Mockups



The final billboard mockups for my two variations of my advert

# References

Behance.net. (2024). Behance. [online] Available at: https://www.behance.net/zzuli [Accessed 11 Mar. 2025].

Behance.net. (2024). Behance. [online] Available at: https://www.behance.net/gallery/171084551/Xenia?tracking_source=search_projects [Accessed 11 Mar. 2025].

Andrew (2024). Free outdoor billboard mockup - Mockups Design. [online] Mockups Design. Available at: https://mockups-design.com/free-outdoor-billboard-mockup/.

Mockups Design. (2019). Free billboard mockup. [online] Available at: https://mockups-design.com/free-billboard-mockup/.

Adobe.com. (2020). Desire Pro | Adobe Fonts. [online] Available at: https://fonts.adobe.com/fonts/desire-pro [Accessed 14 Mar. 2025].