

In-Class Client: Beats



How I feel now: Sarah, a 19 year old girl who is hard of hearing, has an iphone and has always felt left out by not having beats or airpods. She is into pop culture and fashion.

Get to by: Get Sarah to buy the headphones by sticking to trends, pop culture references, making the product fashionable, and appealing to her emotions by making her feel equal and included.

My Advertisements:

"I'll even match the colours of my outfit to the important and use it as an accessory. It's my **superpower** and I don't want to hide that from anyone." - Tasha Ghoulie

**Match
Your
Superpower**

All New Waves Headphones

Hard of Hearing
Should Not Equal
Ugly Headphones,

Their Eyes Still
Work...

New Waves Headphones

B E A T S

I used Adobe Photoshop to make both of these advertisements. The woman pictured on the left is a popular fashion influencer and reality TV star of Love Island, who uses a cochlear implant.