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CAMPAIGN: AUDIBLE RECALL
CLIENT: AUDIBLE
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The challenge

Audible, with over 180K titles in its audio library, is capable of transporting imaginations to thousands of different worlds through the power of spoken word. To heighten awareness of their engaging content, Audible asked Jack Morton to help increase consideration among early adopters who already love stories. A natural habitat? New York Comic Con.

With 140,000 trendsetters, celebrities, artists, writers and fans concentrated in one place, New York Comic Con is the second-largest pop culture convention in America. We needed to identify and rally an audience of igniters—those who are first to try, buy and amplify—who treasure stories and storytelling and could quickly become audiobook fans and advocates.

Comic Con is an innately competitive event, where people demonstrate their knowledge and “cred” through, for example, cosplay.

The idea

Sci-fi and Fantasy enthusiasts pride themselves on their vast knowledge of stories and characters. To engage these admirers, our strategy was to create an immersive experience that challenged and celebrated their expertise in all things Sci-fi and Fantasy. We wanted them to revel in their knowledge while also allowing them to experience the incredible content that Audible has to offer.



To turn heads, we introduced Audible Recall: an immersive listening game that brought audiobooks to life in an otherwise exclusively visual environment. With Audible Recall, players listen to a set of 15-second audio clips from some of Audible's numerous Sci-fi and Fantasy titles. Their goal? To match the clip with one of four book titles presented to them on screen in less time than anyone else.

The experience

The most important factor for the program's success was Audible's connection to the audience. Jack helped transform an inherently solitary experience—listening to audio books—into a fast-paced multi-player contest. Guests were invited to play a multiple-choice listening game that tested Sci-fi and Fantasy book knowledge in a timed, game show-like contest that pitted seven opponents against one another for speed and accuracy.

Each player received an Audible VIP card for a free download and 30 day free trial. Top scorers were awarded larger prizes and entered into the daily leader board for a chance to win the daily grand prize.

The results

Over a four-day period, Audible Recall greatly surpassed all program expectations. It drew the direct participation of +3.8K conference attendees, increasing trial by 52%, which was over 3X higher than our initial goal of 15%. The game also earned 8M media impressions and increased social sharing at Comic Con by 485% from the previous year.

With its success at New York Comic Con, Audible is extending the experience with The Wizarding World of Harry Potter, and an encore appearance at New York Comic Con.

