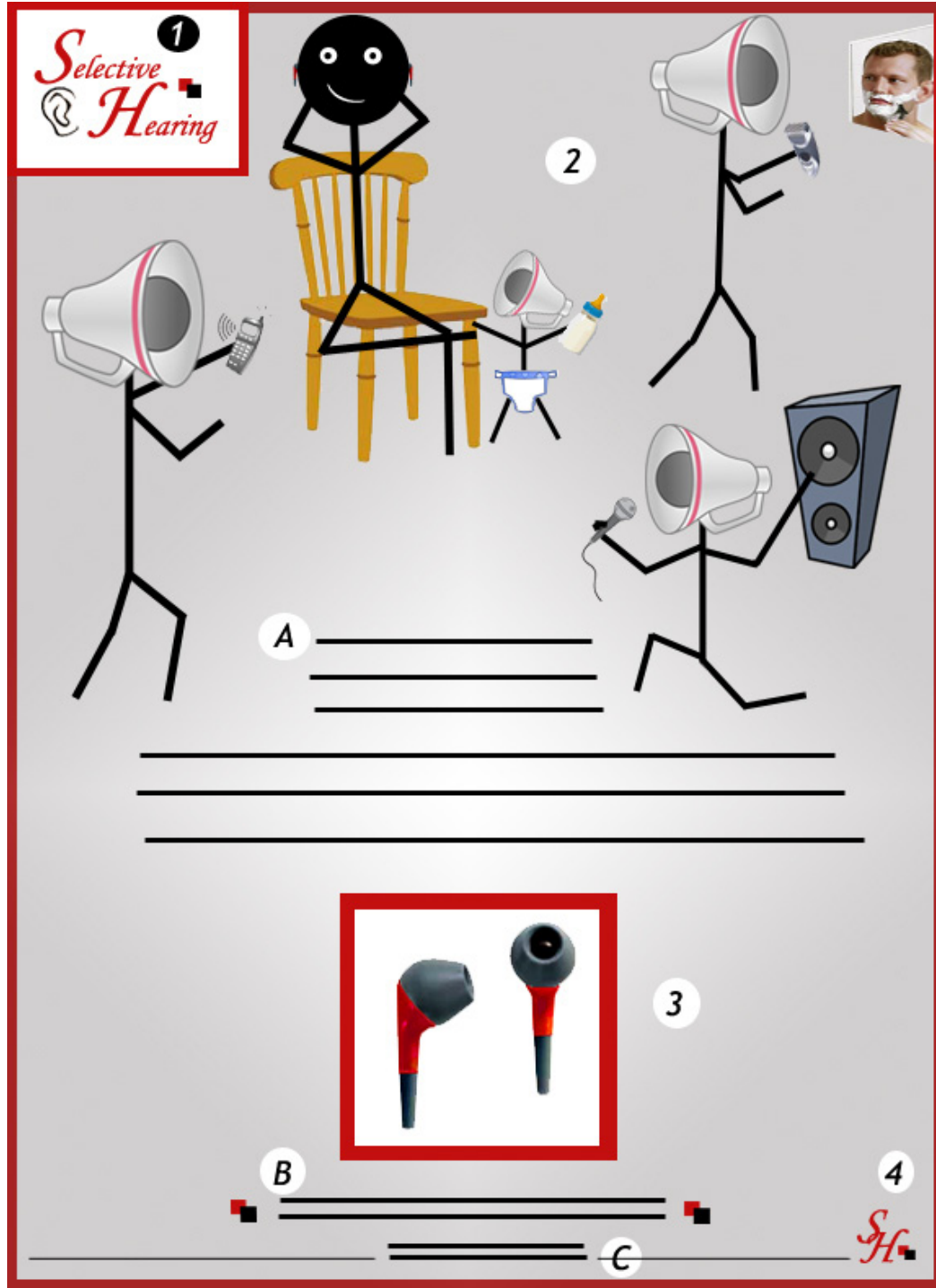




**Advertising Campaign**

CHRISTOPHER BALOGH - 2009



## Magazine Ad #1

Clients Name: Balogh Incorporated  
 Agency: CJB Communications  
 Publication: Rolling Stone Magazine  
 Ad Size: Full Page  
 Product: "Selective Hearing"

Copy A: What noise?

Copy B: Selective Hearing

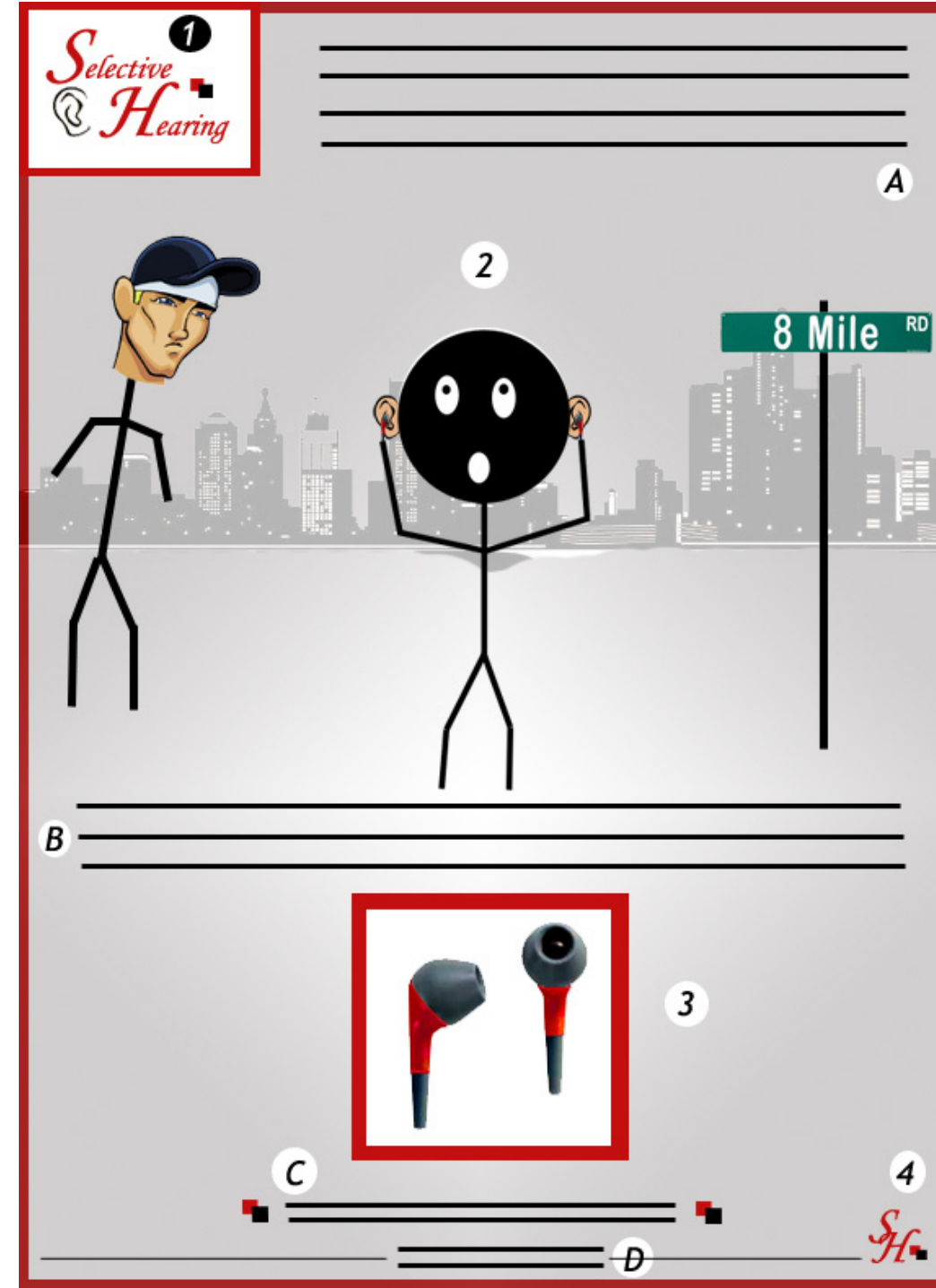
Copy C: selectivehearing.com

Illustration 1: The Selective Hearing logo.

Illustration 2: A relaxed man is sitting in a chair at his home, with his Selective Hearing headphones in his ears. The environment around him is shown to be very noisy and disruptive. Everyone else pictured is making noise and has a megaphone in place of their head. A baby is at his feet crying and trying to get the man's attention. There are also people pictured talking loudly on a cell phone, singing karaoke, and shaving with an electric razor.

Illustration 3: A photo of the Selective Hearing headphones.

Illustration 4: A small version of the Selective Hearing logo.



## Magazine Ad #2

Clients Name: Balogh Incorporated  
 Agency: CJB Communications  
 Publication: The Source Magazine  
 Ad Size: Full Page  
 Product: "Selective Hearing"

Copy A: Lose Yourself

Copy B: In the Music

Copy C: Selective Hearing

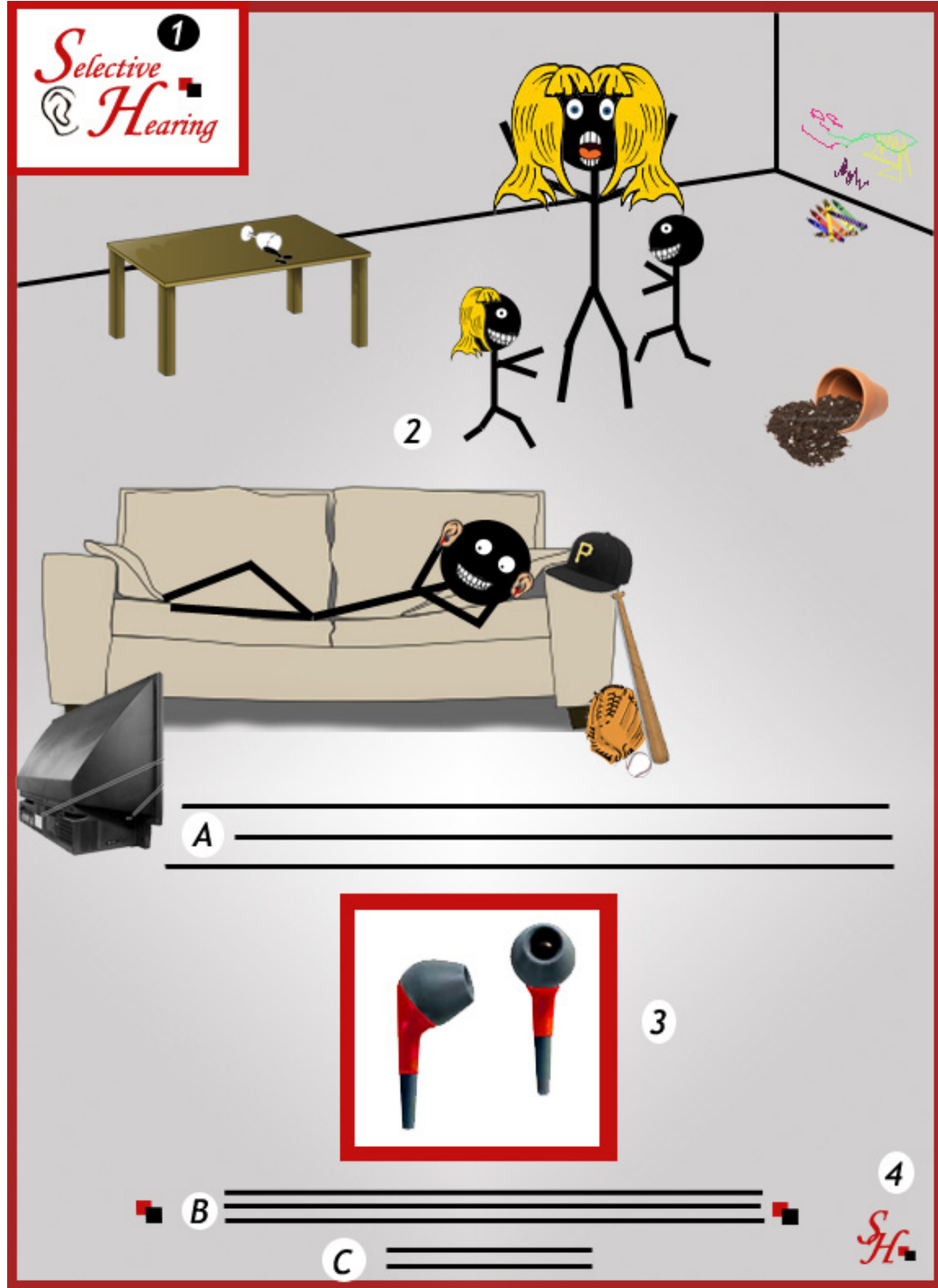
Copy D: selectivehearing.com

Illustration 1: The Selective Hearing logo.

Illustration 2: A young man has just placed his Selective Hearing headphones into his ears. The world around him has transformed into the city of Detroit. An "8 Mile" sign is present, and even the famous rapper Eminem is there. You get the feeling of what type of song he is listening too just by the environment. The young man is astonished and shocked at this change.

Illustration 3: A photo of the Selective Hearing headphones.

Illustration 4: A small version of the Selective Hearing logo.



### Magazine Ad #3

Clients Name: Balogh Incorporated  
 Agency: CJB Communications  
 Publication: Sports Illustrated  
 Ad Size: Full Page  
 Product: "Selective Hearing"

Copy A: Selective Hearing

Copy B: You're Safe At Home!

Copy C: selectivehearing.com

Illustration 1: The Selective Hearing logo.

Illustration 2: A man is lying on a couch watching what seems to be a baseball game on TV. Although you cannot see the front of the television, there is baseball memorabilia on the floor near the couch. He looks very relaxed and seems to be enjoying himself. He clearly has a set of headphones in his ears. In the background, his wife is yelling; she seems to be having trouble controlling her two children, who are chasing each other around her. The children are having a good time playing, but are causing a lot of problems. There is a table to the left with a spilt drink on it, a result of the out of control children. There is also a plant that is overturned, spilling out its soil. In the back right corner of the ad, there are crayons on the floor, and colorful drawings on the wall just above them.

Illustration 3: A photo of the Selective Hearing headphones.

Illustration 4: A small version of the Selective Hearing logo.

### Newspaper Ad #1

Clients Name: Balogh Incorporated  
 Agency: CJB Communications  
 Publication: Wall Street Journal  
 Ad Size: Full Page  
 Product: Selective Hearing

Copy A: Trouble Concentrating?

Copy B: Here's the solution! Balogh Incorporated's new wireless noise canceling headphones!

Copy C: Selective Hearing

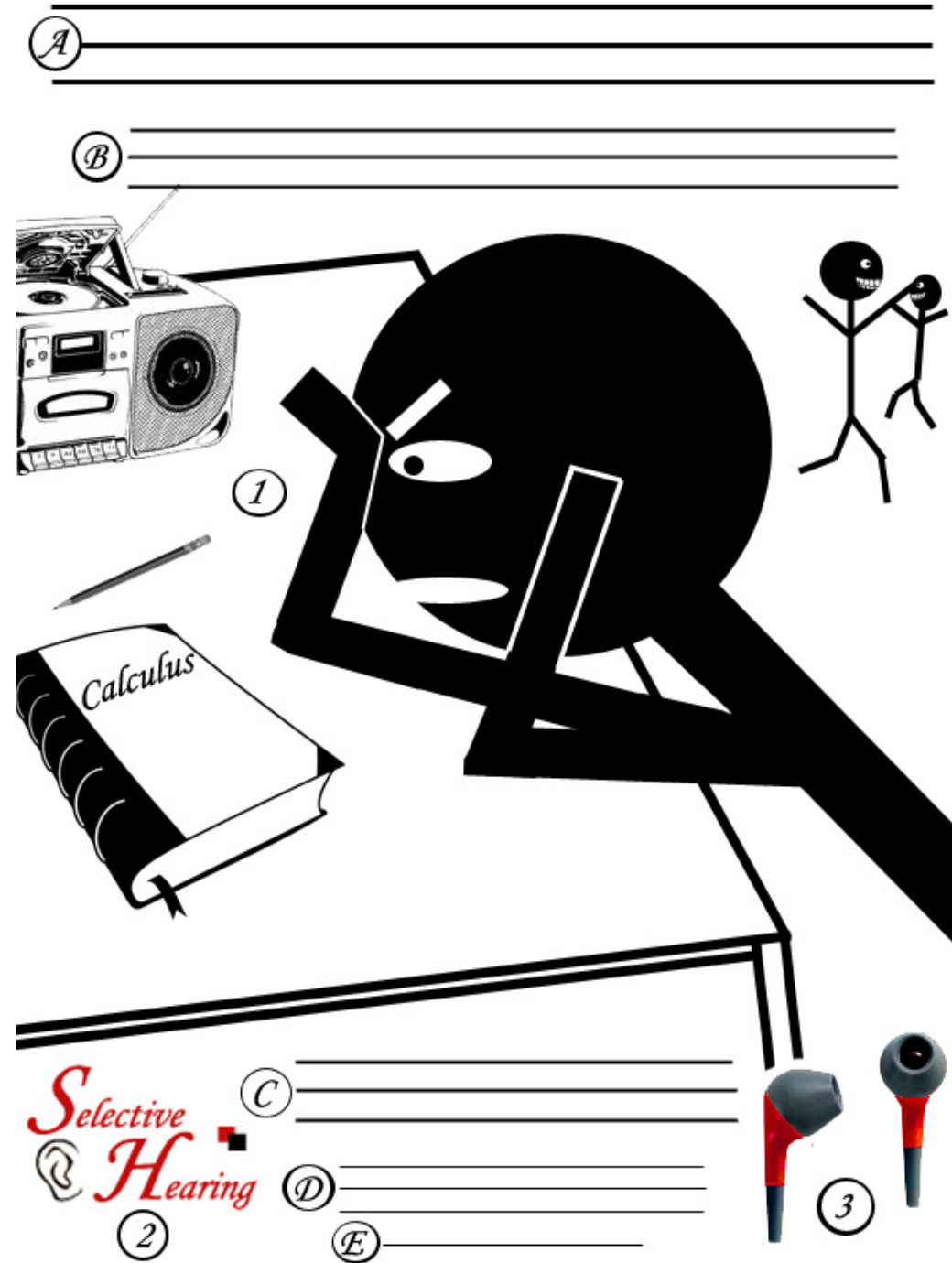
Copy D: Get In Your Zone!

Copy E: learn more at selectivehearing.com

Illustration 1: A disgruntled young man is sitting at a desk. On the desk is a book, which is entitled, "Calculus," and a pencil, which indicate that he is working. There is also a boom box on the table. We can assume that it is playing loud music because in the background, two people seem to be dancing. The man at the desk would like to concentrate on his work, but cannot because of the background noise.

Illustration 2: The Selective Hearing Logo

Illustration 3: A photo of the Selective Hearing headphones.



**A** \_\_\_\_\_  
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**B** \_\_\_\_\_  
 \_\_\_\_\_

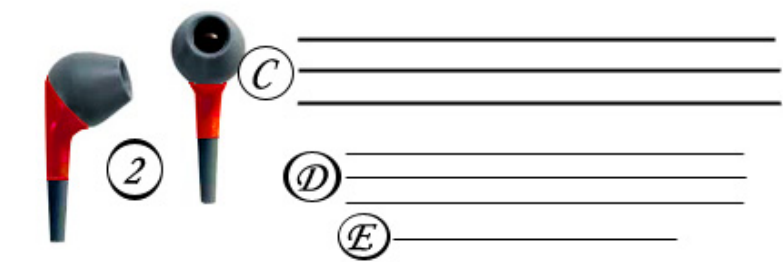
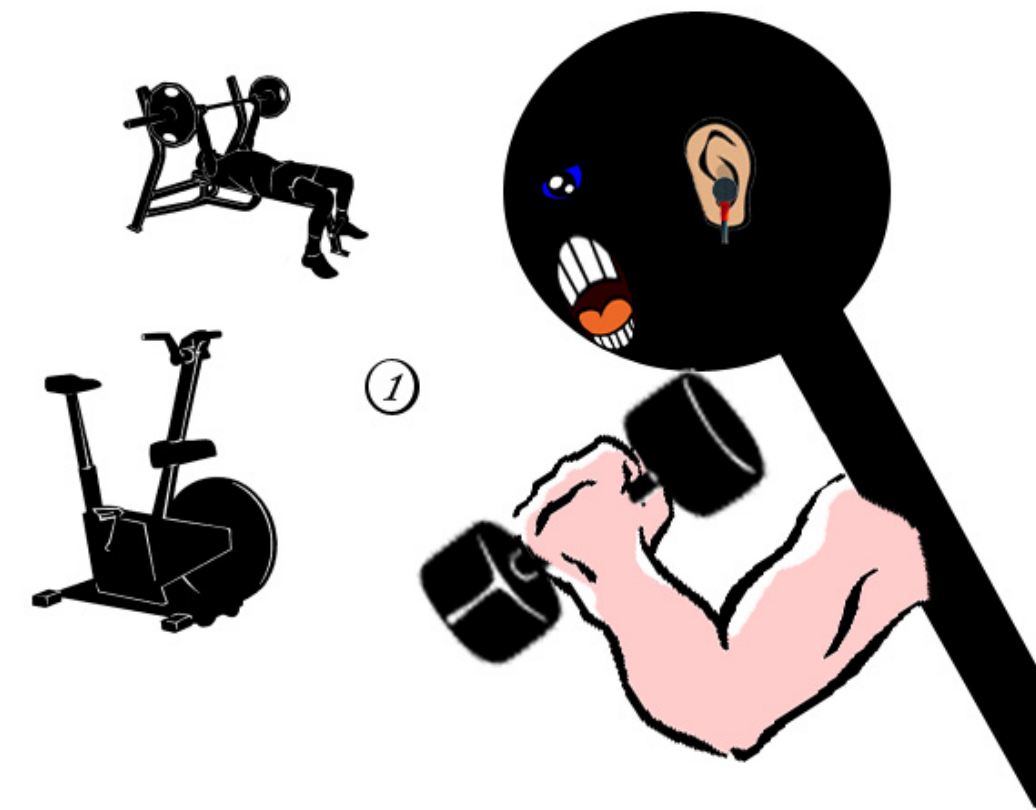
## Newspaper Ad #2

Clients Name: Balogh Incorporated  
 Agency: CJB Communications  
 Publication: New York Times  
 Ad Size: Full Page  
 Product: Selective Hearing

- Copy A: Need to Stay Focused?  
 Copy B: Problem Solved! Introducing Balogh Incorporated's new wireless noise canceling headphones!  
 Copy C: Selective Hearing  
 Copy D: Get In Your Zone!  
 Copy E: learn more at selectivehearing.com

Illustration 1: A young man is pictured at a local gym. He has a dumbbell in his left arm, and is doing a bicep curl. He has an intense look on his face; he seems focused on his lifting, and is exerting a lot of energy. In the background you can see someone on a bench press, and an empty elliptical.

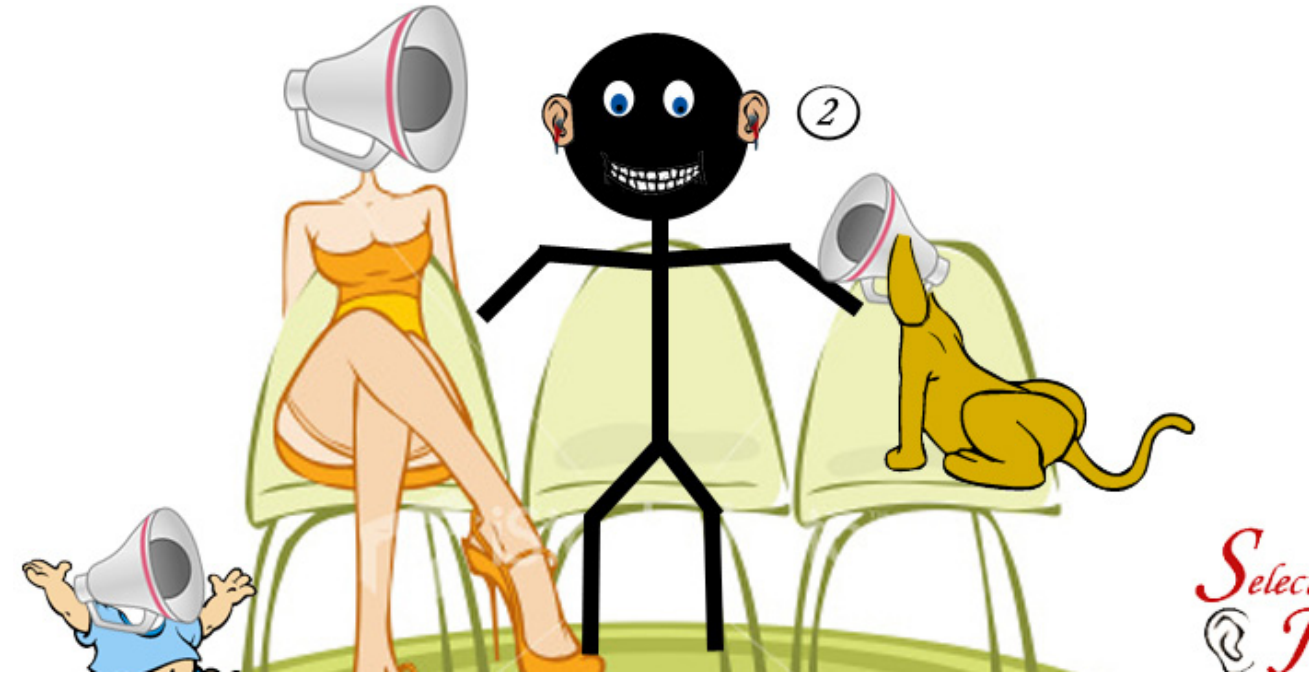
Illustration 2: A photo of the Selective Hearing headphones.



**A** \_\_\_\_\_  
 \_\_\_\_\_  
**B** \_\_\_\_\_  
 \_\_\_\_\_

## Newspaper Ad #3

Clients Name: Balogh Incorporated  
 Agency: CJB Communications  
 Publication: USA Today  
 Ad Size: Half Page  
 Product: Selective Hearing



- Copy A: Distractions?  
 Copy B: Not any more! Introducing Balogh Incorporated's new wireless noise canceling headphones!  
 Copy C: selectivehearing.com

Illustration 1: A photo of the Selective Hearing headphones.

Illustration 2: A young man is pictured sitting in the middle of three chairs. To the left, sits a woman, with a megaphone as her head. This megaphone represents someone being loud. At the woman's feet sits a child, also with a megaphone as its head. On the seat to the right of the young man, is a dog. It is facing the young man, and also has a megaphone as its head. The young man is smiling and seems to be unaffected by the surrounding noise. He clearly has the Selective Hearing headphones in his ears.

Billboard Ad #1

*Selective Hearing*

*Get In Your Zone!*

*SelectiveHearing.com*

Billboard Ad #2

*“Lose Yourself”*

*In The Music*

*Selective Hearing*

*SelectiveHearing.com*

Billboard Ad #3

*Yep, they'll work  
for that too...*



*SelectiveHearing.com*