

Pearson × audible

#ItsNeverTooLate

Research

“ 38% of 55-64-year-olds feel too old to start a new career **”**

- (Mintel, 2018)







#007FA3

#FEF6E2

#333132

AaBbCcDd
EeFf
AaBbCcDdE
eFf



Typeface

AaBbCcDd

EeFf

AaBbCcDdE
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Helvetica bold for headlines and page numbers. Helvetica light for everything else.

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Colours



#007FA3



#FEF6E2



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Imagery



Elevator Pitch

The #itsnevertoolate campaign aims to empower and provide support to those who feel like it is too late for them to start a new career or learn a new skill



Touchpoints

- Landing-page
- App
- Banners
- Pop-up stand
- Ballot Box
- VR job stimulation





Online courses.
Pearson Pathway
Learn how to be an
engineer!



Flash mob of older
people doing whacky
things like dancing etc



Merch for charity



#ItsNever
too late



fundraiser to
support older people
who wish to get info
something but need
financial support



#ItsNeverLate



WIN
Fing

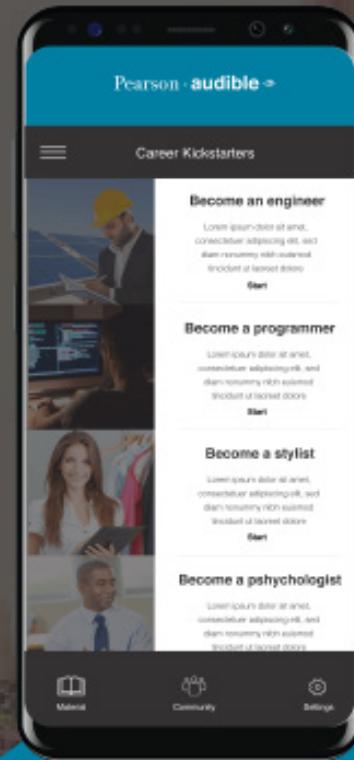
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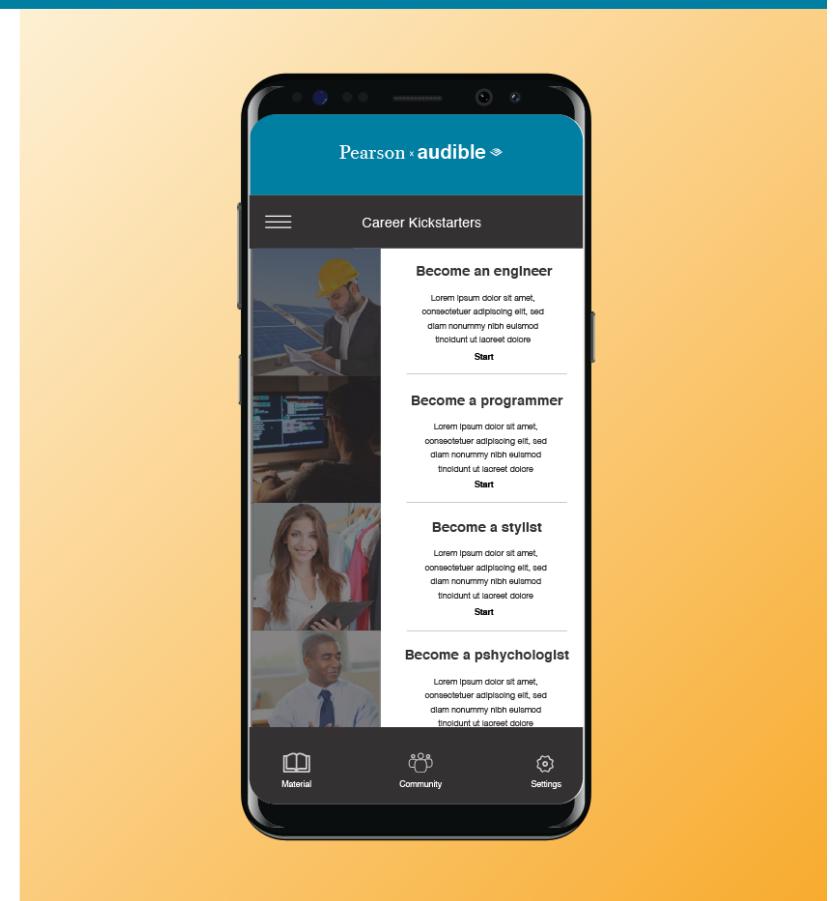
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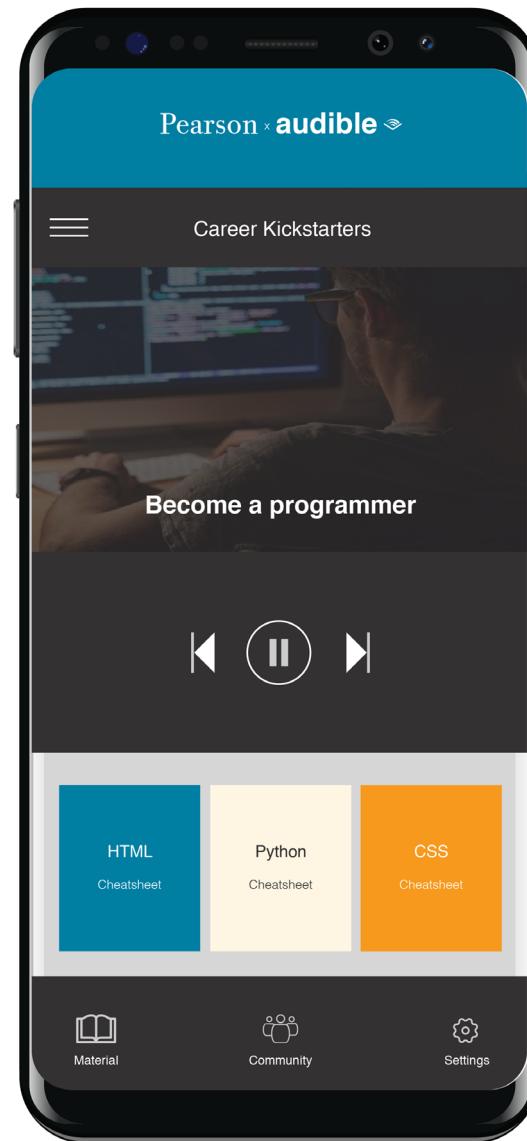
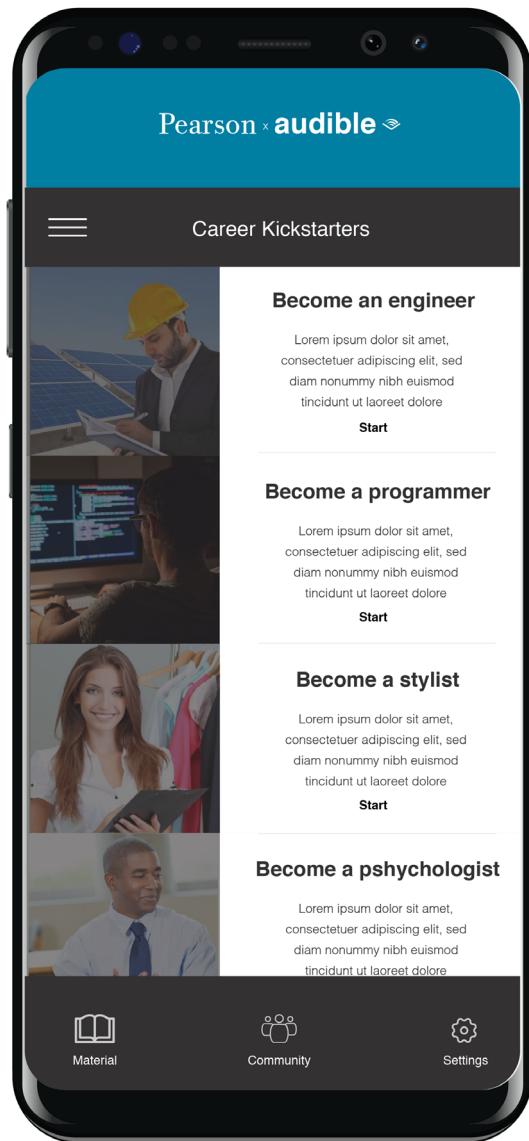
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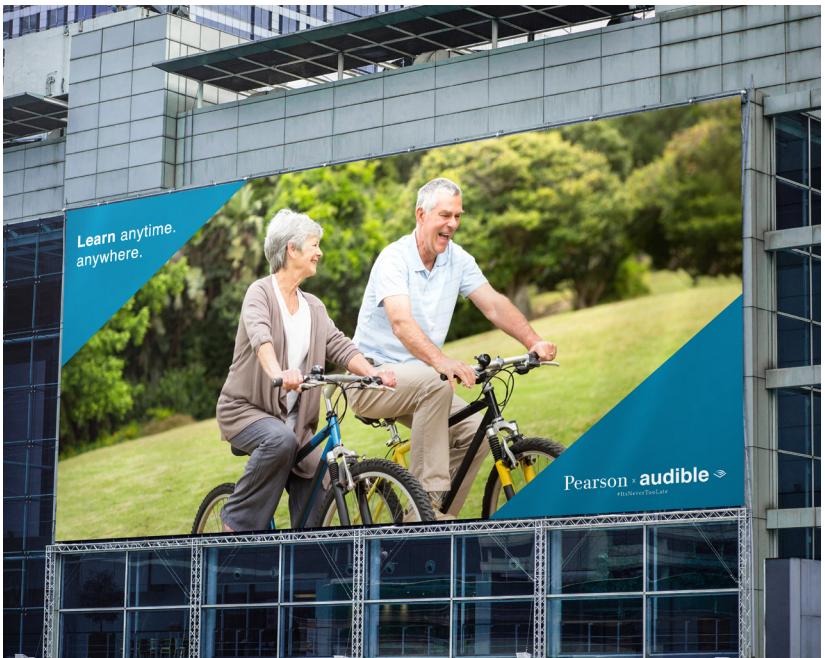
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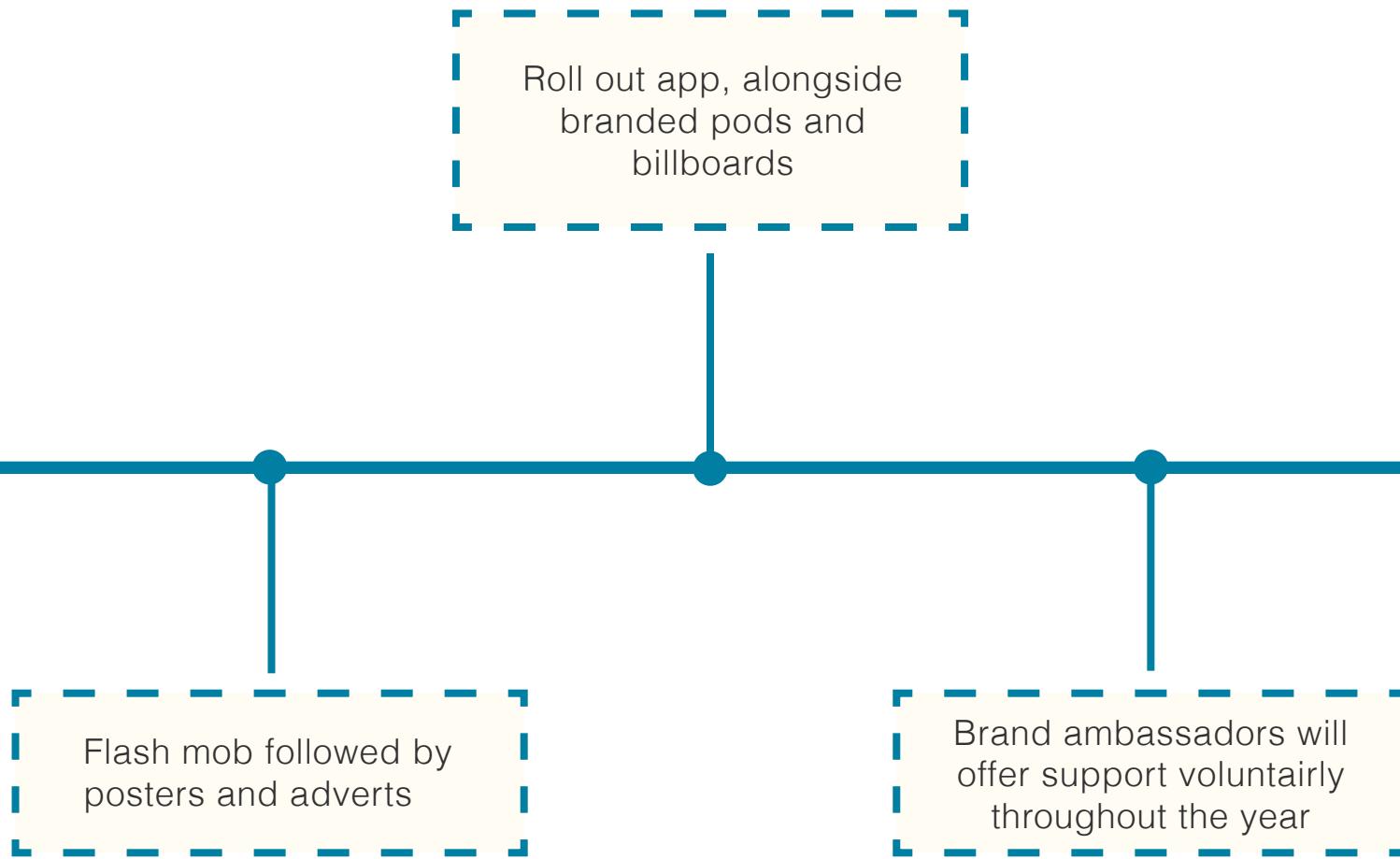




Billboards, pop-up & merch

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Timeline



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