

Character

Early in COVID, hearing manufacturer Bernafon Canada had clients losing hearing instruments during masking.

.

This character and its applications were designed to inform the clients how to take care when masking.

Case Study: Bernafon “Find My Aid”

bernafon 

Your hearing • Our passion



Rough character ideas
were developed.
Age was especially an
issue.

First design

Design Refinement

The character was refined and posed in action to suit the evolving script were developed.



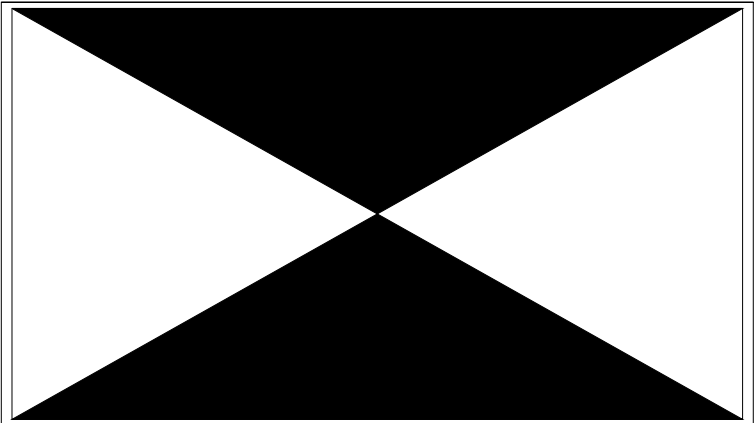
Storyboard

Scene	Duration	Panel	Duration
1	03:00	1	03:00

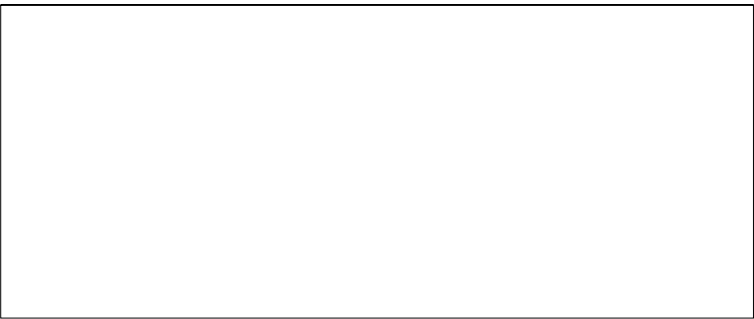
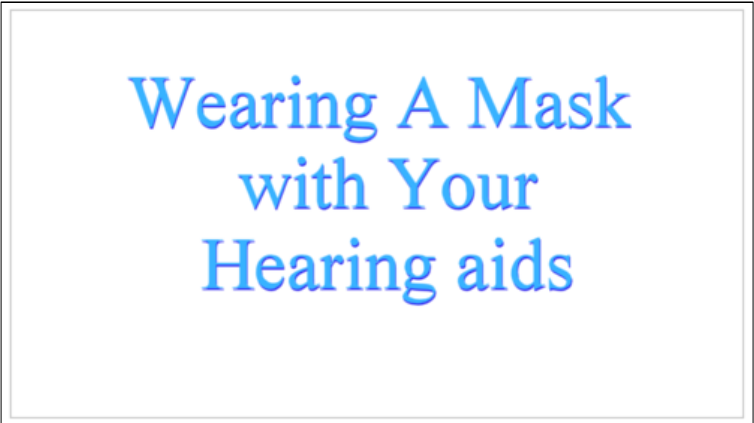


Notes
NEED A CLEAR TITLE

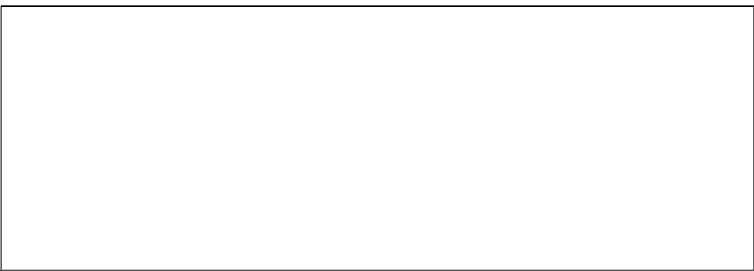
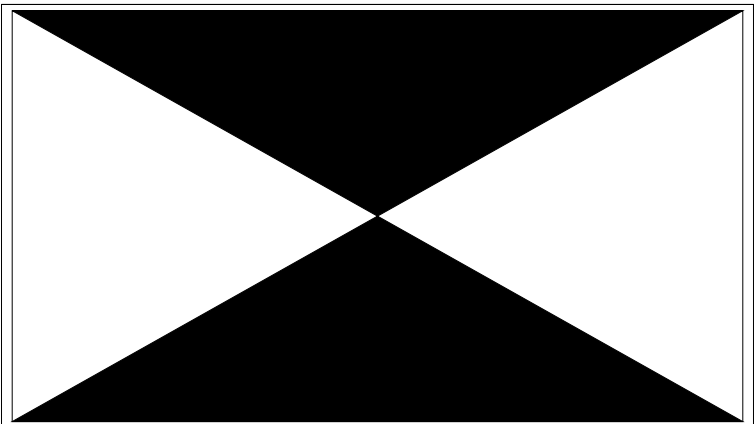
Dissolve	Duration
	00:12



Scene	Duration	Panel	Duration
2	03:00	1	03:00



Dissolve	Duration
	00:12



Scene	Duration	Panel	Duration
3	12:00	1	03:00



Dialog
So, you have a hearing aid.

Scene	Duration	Panel	Duration
3	12:00	2	02:00



Dialog
And you need to wear a mask.

A storyboard was produced to explain the action and for approval.

Sharable Application

So, you have
a hearing aid.



The sharable piece was
purposed designed with
no sound to be shared in
client offices and the
web.

WATCH

Collateral Application

Collateral produced
for in-office use.

Wearing a Mask with Your Hearing Aids

1.

So, you wear a hearing aid...



And you wear
a mask.



But, when you
take it on or take it off..!"



You may NOT
notice your hearing aid
has fallen out.



Later

2.

You realize
your hearing aid
is gone



You look



And you look



But,
you realize
it is gone!



Character

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CASWELL DESIGN
ILLUSTRATION