

Client brief: To write a “claim/title” that introduces and summarises Amplifon’s Sustainability Report.

Translator’s pitch concept: Depending on whether the client prefers a shorter claim made up of a few punchy words or a slightly longer one (not specified in the brief), I have provided five different concepts, all of which grab the readers’ attention, so they feel engaged from the very first sentence.

Given the headline is what the readers see first, to pique the reader’s curiosity, I chose a strong one which is clear, concise and to the point.

*To **Create** a **Better Tomorrow, Today.***

Subsequently, I opted to use an equally strong hook which is a simple one or two sentences that are relevant to the headline and to the overall report. These have the effect of enticing the readers to discover more about Amplifon’s ESG strategy and are therefore more likely to read the sustainability report in full.

Finally, I decided to end with a bang, because the conclusion must be just as strong as the opening. I purposely wanted to leave the reader feeling that they are learning something new. By ending on a high note with this powerful statement it leaves a long-lasting impression on the reader.

*Be inspired by **ESG**. And here is why...*

Regardless of which claim is favoured, another key element to include is a reference to Amplifon’s “Listening Ahead” sustainability plan.

*Through our responsibility plan “**Listening Ahead**”, we turn our aspirations into specific targets and concrete actions.*

This is because, “Listening Ahead” is at the core of Amplifon’s ESG strategy as evidenced by the prominent position it occupies within the sustainability report in 2022 and 2021. Furthermore, in 2020, Amplifon takes it even further by headlining the entire sustainability report with “Listening Ahead”. I have therefore deemed it essential to quote it in all options suggested to Amplifon.

Simple, straight forward and punchy statements:

1. To **Create a Better Tomorrow, Today.**

Listen to your **planet**. Can you **hear it** calling? Your **planet wants** you. Your planet **needs you**.

Through our responsibility plan “**Listening Ahead**”, we turn our aspirations into specific targets and concrete actions.

Be **inspired** by **ESG**. And here is why...

2. To **Create a Better Tomorrow, Today.**

Through our responsibility plan “**Listening Ahead**”, we turn our aspirations into specific targets and concrete actions.

Be **inspired** by **ESG**. And here is why...

More elaborate, longer statements:

3. To **Create a Better Tomorrow, Today.**

Amplifon is committed to transparent reporting on its sustainability performance. Read the latest ESG Report and see how Amplifon assumes responsibility and creates new opportunities for all our stakeholders – and for our planet.

Through our responsibility plan “**Listening Ahead**”, we turn our aspirations into specific targets and concrete actions.

Be **inspired** by **ESG**. And here is why...

4. To **Create a Better Tomorrow, Today.**

Amplifon’s long-term ESG commitment is deeply rooted in our corporate vision, values and culture. It is based on straightforward logic: we are convinced that verifiable improvements in sustainability performance is the right thing to do and that it is also an essential contributor to long-term market success.

Through our responsibility plan “**Listening Ahead**”, we turn our aspirations into specific targets and concrete actions.

Be **inspired** by **ESG**. And here is why...

5. To **Create** a **Better Tomorrow, Today.**

Amplifon's ESG strategy is based on straightforward logic:

- We are devoted to our customers
- We drive innovation
- We strive for excellence
- We take accountability
- We build the best team
- and above all We **Listen**, We Care, We Create

Through our responsibility plan "**Listening Ahead**", we turn our aspirations into specific targets and concrete actions.

Be **inspired** by **ESG**. And here is why...