

The Edge Effect

*A Blueprint to Transforming
Your Research into a Visual Narrative*

Salty Wave[®]
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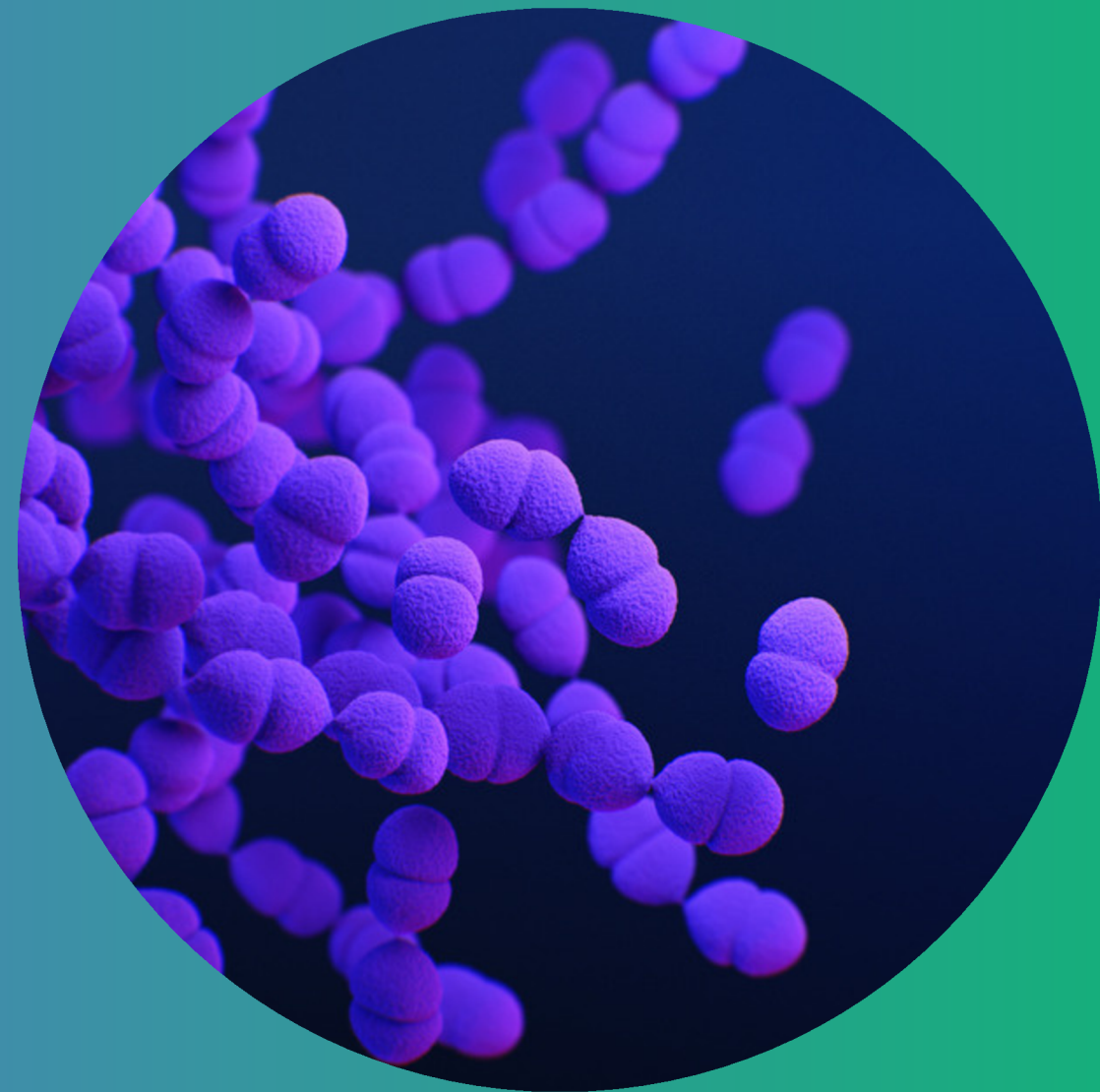
Gabrielle Ahern Salty Wave[®] 2026

The Problem

2026 has already welcomed a plethora of ground breaking discoveries and applications.

But what if these life changing inventions and innovative processes were locked away in a lab somewhere or hidden behind a paywall?

No-one would ever have known they existed or worse still, benefit from the value they offer.



Is this you?

*A percentage of researchers experience 'sub rosa'.
The invention is there, it's developed, it's tested and it works.*

But no-one knows about it.

*It's like a good song writer stuck in the middle of nowhere with
no audience to entertain or the hard worker in the office,
always overlooked for every promotion.*



Locked up and nowhere to go!

Is your research invention or process like a hidden gem, desperate for its true potential to be realised.

In a world of disruptive technologies, your research isn't just an invention, it's a future-proof solution waiting for a platform.



The Sub Rosa Effect

In this hypothetical scenario, a scientist called Olivia has a problem.

Her research project about human impacts to marine habitats covers a large study area in a coastal harbor. Olivia does not have enough people in her team to collect the data, nor does she have the time or funding to do the work herself.

What does Olivia do next?



Want your research to go from zero to hero without leaving the lab?

(Originally Published 22 May 2023)

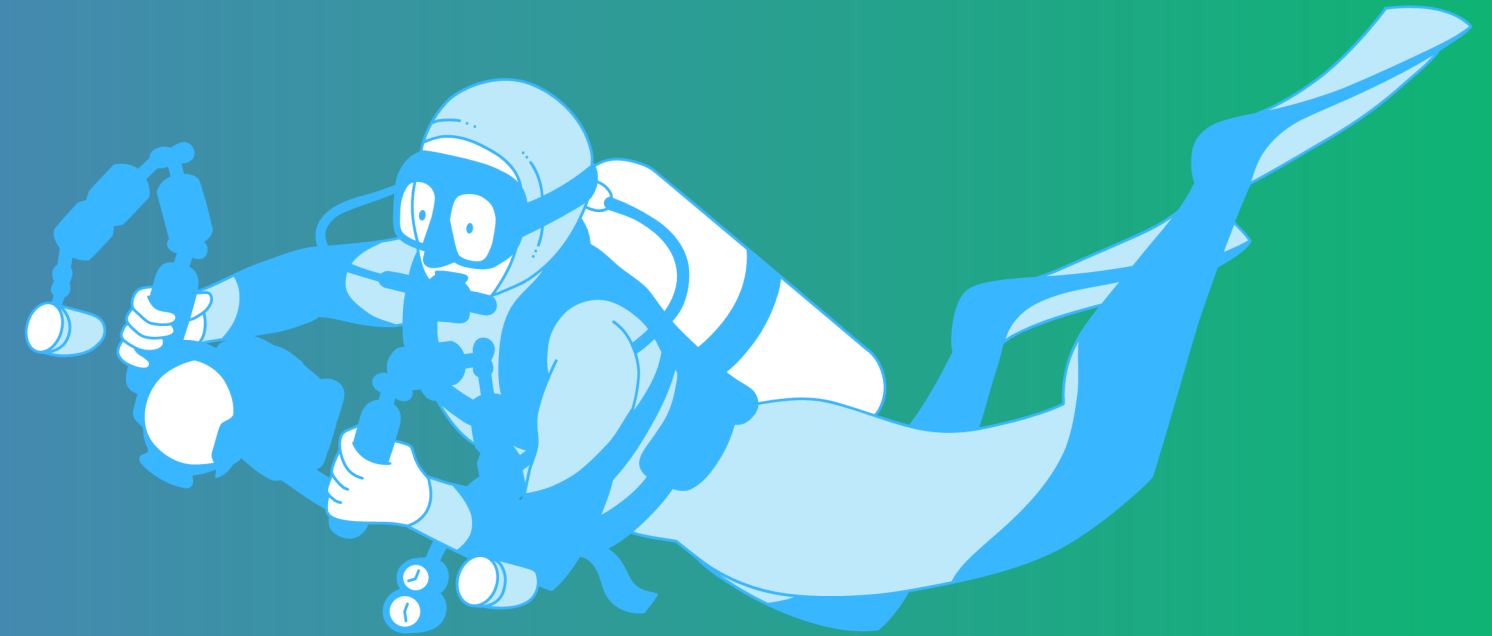
Here's how a video benefits your research.

In this hypothetical scenario, a scientist called Olivia has a problem. Her research project about human impacts to marine habitats covers a large study area in a coastal harbor. Olivia does not have enough people in her team to collect the data, and she doesn't have the time to do the work by herself, nor the funding to hire experienced ecologists. Despite the challenges, she decides to get her research project going.

At the start, Olivia tries all sorts of gimmicky tricks and ideas to spark interest in her research and just when she is beginning to give up all hope, a mentor suggests getting citizen scientists involved. He recommends targeting people who would be the most impacted by her research findings. Olivia knows straight away that fishing boat owners and tourism operators would want to pitch in and help, because their livelihoods depend on a healthy harbor.

The next big question is, how do you get this group of strangers to join?

Olivia was at home one day watching a wildlife documentary. She thought it was entertaining, informative, and left her wanting to know more! She realizes a video is the best way to go to get more people to join her Citizen Science Program. She contacts a video producer who creates a presentation that showcases her research work and highlights how local boat fishers and tourism operators might benefit. The final video is published to attract her targeted audience via YouTube, and the video generates a lot of likes, follows and enquiries. This is an encouraging start for Olivia's Citizen Science Program because these people were not just enthusiastic about her research work, they were invested in it.



The happy ending gets better ...

Olivia receives a lot of messages from tourism and fishing industry locals who want to help and organizes a community website for her volunteers to contribute data and share their stories online. Over time, the Citizen Scientist Project creates an avenue for Olivia to produce more videos, which increase awareness about what the citizen scientists are doing out in the field and how Olivia's research findings help contribute to revitalizing the health of the harbor. The videos also stimulate continuing involvement by the local community who want to preserve the health of the water way.

This might be an imaginary scenario, and every researcher's experience is different, but there are real stories just like Olivia's happening every day, all over the world. A video can help your research reach a greater audience.

[Learn More](#)

The Message?

Just like Olivia, don't let your achievements go from Hero to Zero because of the 'sub rosa effect'.

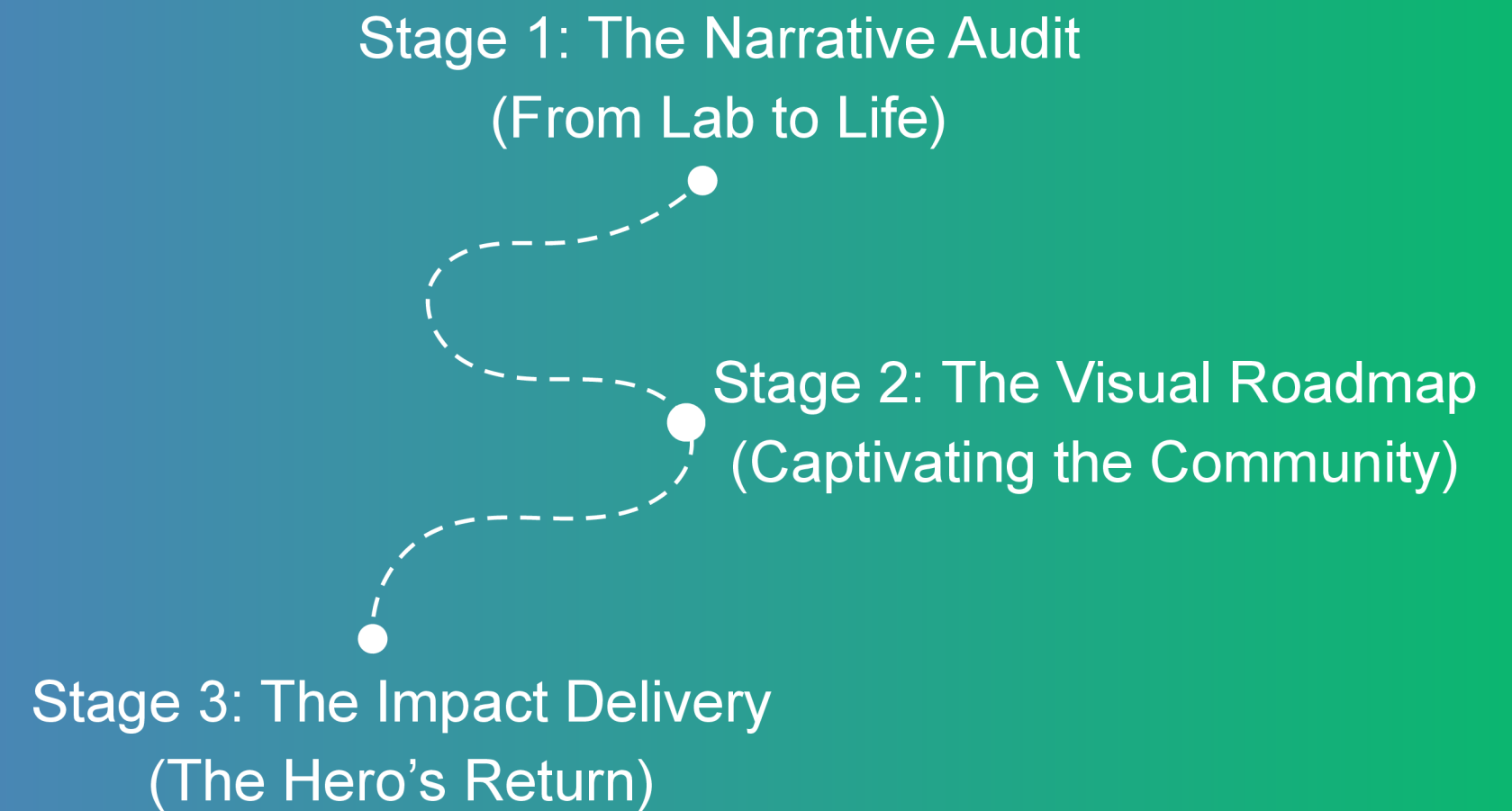
At Salty Wave®, I conduct a deep-dive research phase to identify the visual narrative hidden within your data, ensuring every insight aligns with your organization's digital tone and brand identity.

Here's how.



Introducing The Edge Effect

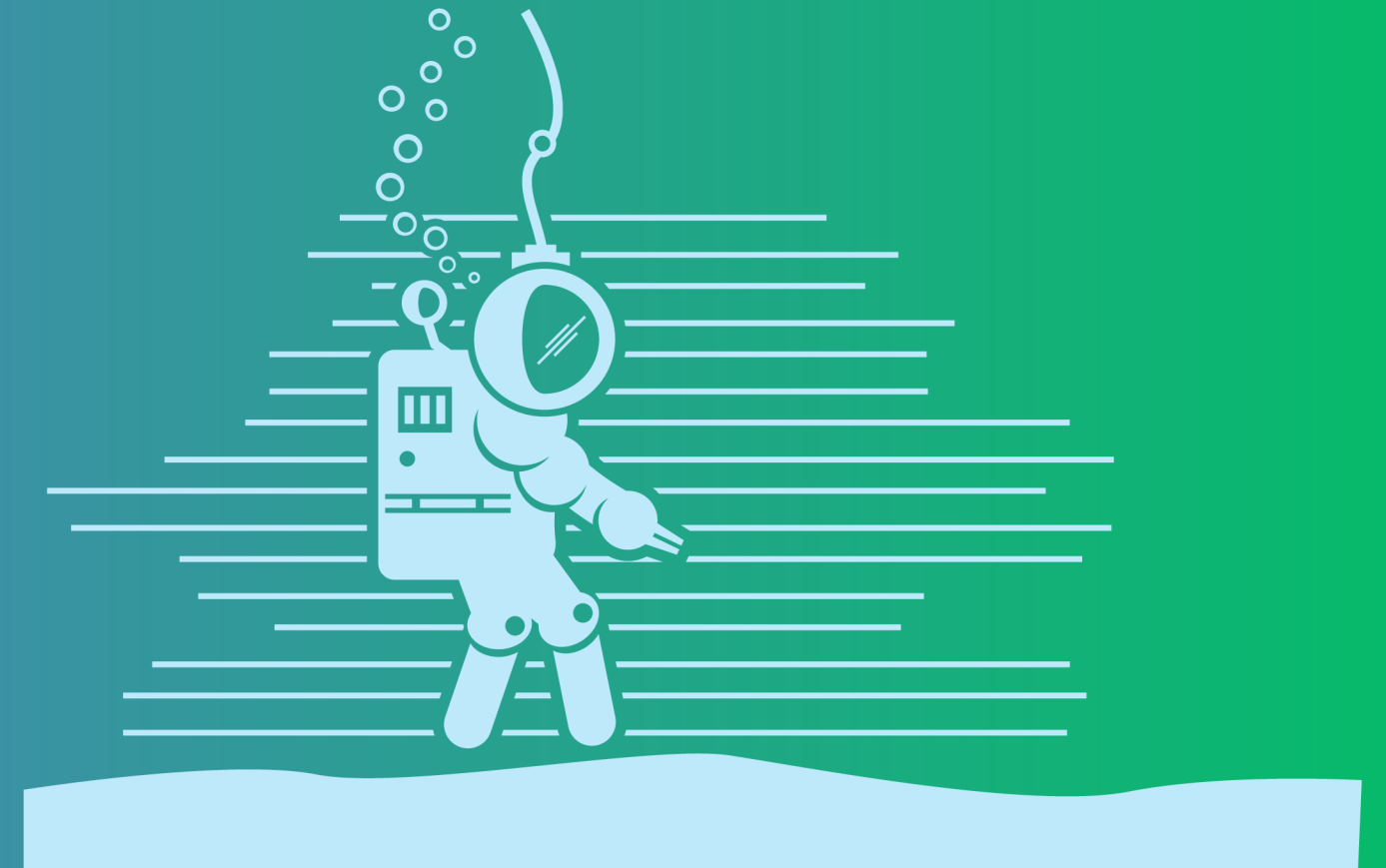
The Three Stage Blueprint
- Actionable steps to share your work



Stage 1: The Narrative Audit

From Lab to Life

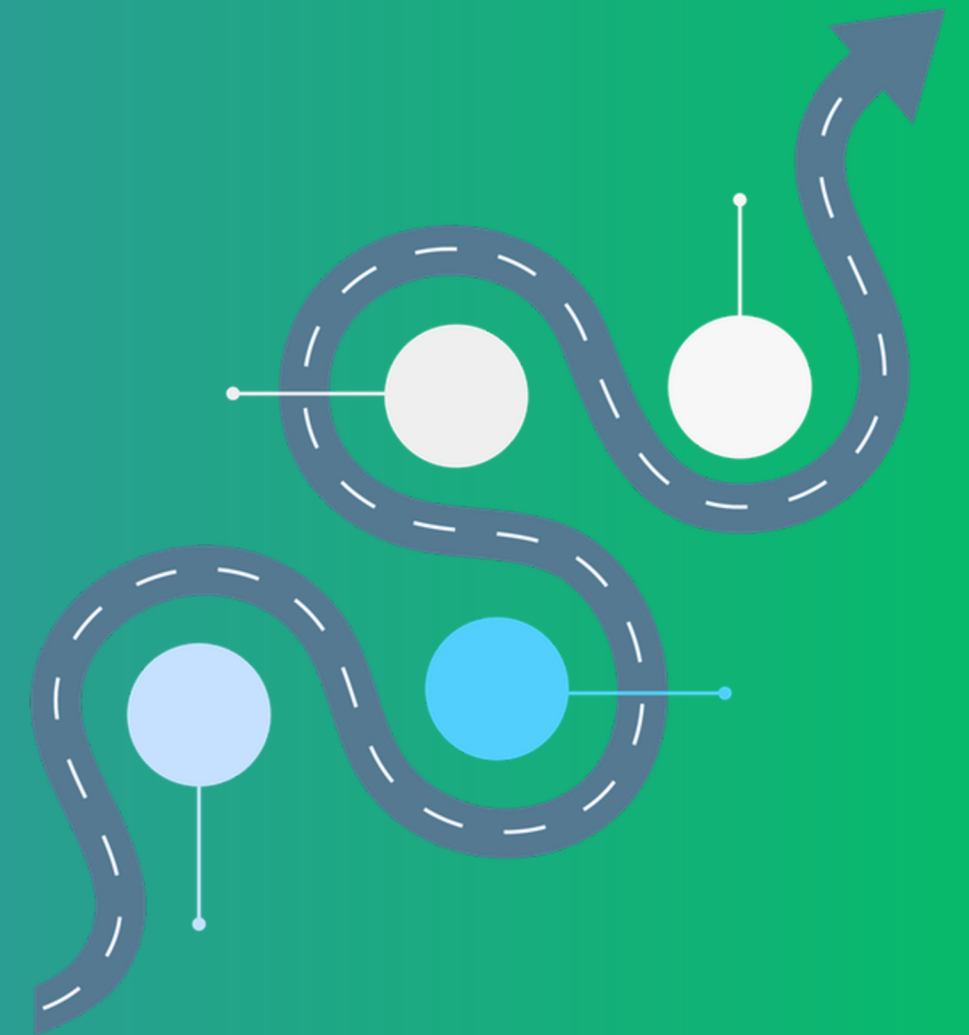
I conduct a deep-dive research phase to identify the narrative arc hidden within your data, ensuring every insight aligns with your organization's unique digital tone and brand identity.



Stage 2: The Visual Roadmap

Captivating the Community

Using imaginative foresight, I design a custom multi-channel roadmap, integrating motion graphics, cinematic visuals, and professional photography, to ensure your story thrives across social, educational, and corporate channels.



Stage 3: The Impact Delivery

The Hero's Return

I deliver high-resolution media that doesn't just entertain, it motivates stakeholders and fosters community collaboration, delivering a measurable return on your creative investment.



**Unlock your research with The Edge Effect
and build your Hero's Journey today.**

Meet Your Creative Producer

Hello, my name is Gabrielle Ahern. I am a creative professional dedicated to transforming complex concepts into compelling visual narratives. My career is built on the intersection of science, storytelling, and digital innovation, where I leverage a diverse toolkit, spanning video production, photography, illustration, and research, to connect industry insights with community interests.

With extensive experience as a Content Producer, I specialize in "translating" intricate research and technical data into engaging, accessible content for diverse audiences. Whether directing subject matter experts for high-impact video, crafting feature articles for online publications, or producing educational podcasts, my focus remains on clarity, authenticity, and brand-aligned storytelling.

I'd love to explore how we can work together on your next project.

- Gabrielle Ahern, Founder and Creative Producer, Salty Wave®



Contact

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