

## 2022 Young Ones Student Awards – Bang & Olufsen

### Background

At Bang & Olufsen we strive to change how we all hear, see, and feel music for generations. Since 1925, we've been imagining the future differently, always going our own way to create innovative products of the highest quality with human-centred, inspiring experiences.

### Audience

Design & Music Lovers Across Generations - Our audience values music and design as key enjoyments in life. They are made of passionate people who follow their own paths. They know that their achievements are the result of an entrepreneurial mindset and persistence. All their choices are informed by these values. They are looking for seamless solutions and iconic statement when buying our products, given our price point.

### Barriers

Over the last decades, we've lost our edge as a convention-defying brand with cultural power. When we ask people who we are, they often have connotations about our legacy products of the 70s and 80s. We aim to reclaim our boldness and mindset as a challenger brand and to become a part of the cultural conversation.

### Insight

The world is becoming increasingly homogenous. From the things people buy to the places they live, choices have become notable by their sameness, not their difference. Self-expression is a core human need and Bang & Olufsen is uniquely positioned to tap into this – because our products have always stood out vs blending in.

## What we need to create:

We are looking for a digitally first campaign that can help B&O transcend into popular cultural, with the end goal of driving footfall to a store or to our e-commerce.

Your thinking needs to:

1. We don't have massive media budgets, so the ideas need to travel organically - BOLDNESS is key.
2. The ideas should be thought through the lens of a customer journey and not seen as a just one-shot piece of medium.
3. It doesn't necessarily have to be advertising an idea, but instead an idea that can become the advertising (could be a service or a new proposition).

## Considerations?

We are designed to stand out vs fitting in to home environments – how might we use our visual aesthetics to go head-to-head with the likes of Sonos?

We have historically talked about Sound as a key capability, which is scientific and unemotive, how might tap into the emotional power of music - given our products amazing sound capabilities?

Given the price points of our products they naturally have a longer life cycle – sustainability is high up on our agenda. How might we use longevity as a lever in our communications?

## Products

Products to tie into campaign (use the products most relevant to your idea).



H95



A9



Beolab 50