

BOSE®

Elizabeth Hill | Amanda Schwartz | Afton Thomas | Mandy Woo

Who would you rather have a beer with?



In presidential campaigns, this question often serves as a fairly accurate predictor of which candidate will win. While both may be qualified for the job, one must win the majority. The beer question tests likability. Though Bose has set the standard and become a respected name in the industry, we must become more relatable to our consumers to succeed in a competitive market and ultimately win the beer test.

Objective

Change the way consumers identify and connect with Bose as a brand by focusing on brand attributes that create competitive advantages in current and future global markets.

Situation

“For a company that’s celebrating its 50th anniversary, very little is known about Bose. Our founder, Dr. Amar Bose, believed that our products would speak for themselves.”

-Bob Maresca



Jake Adelstein/中本哲史 @jakeadelstein · Sep 8

Beat By Dre: The Exclusive Inside Story of How Monster Lost the World
gizmodo.com/5981823/beat-b...

Buy a pair of **Bose**. be smart and **boring**.

← ↻ 3 ★ 3 ...

[View summary](#)



Susan Halligan @srhalligan · Aug 25

Ace analysis of **Bose's** US and UK digital platforms. Takeaway: the brand is struggling with "**personality**"/integration buff.ly/1weHhDm

← ↻ ★ ...



Russell Wilson follows



Welcome 2 the Jingle @BestGuyAround · Sep 4

BOSE: for the man with no discernible style or **personality**. are you utilitarian to a fault? **Bose**.

← ↻ 2 ★ 11 ...



Jake Adelstein/中本哲史 @jakeadelstein · Sep 8

Bose noise cancelling headphones.

Boring but blocks noise beautifully. Great sound.

Dre--Dreadful.

Stop being posers

← ↻ 2 ★ 2 ...

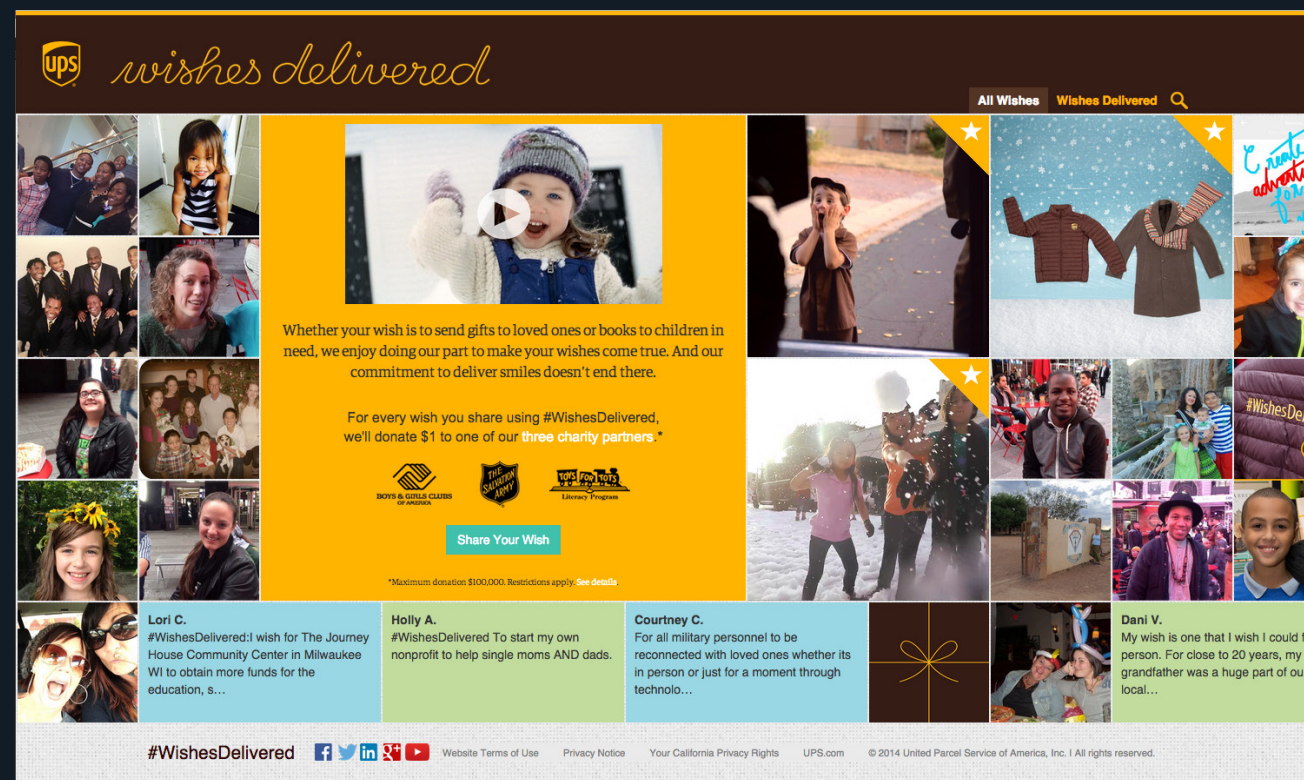
Bose delivers products, rather than creating an emotional connection with consumers.

Consumers view Bose as a respected brand they can trust to provide a quality sound experience, but find it difficult to form a personal or emotional tie with the brand itself.

Experiential Marketing Campaigns

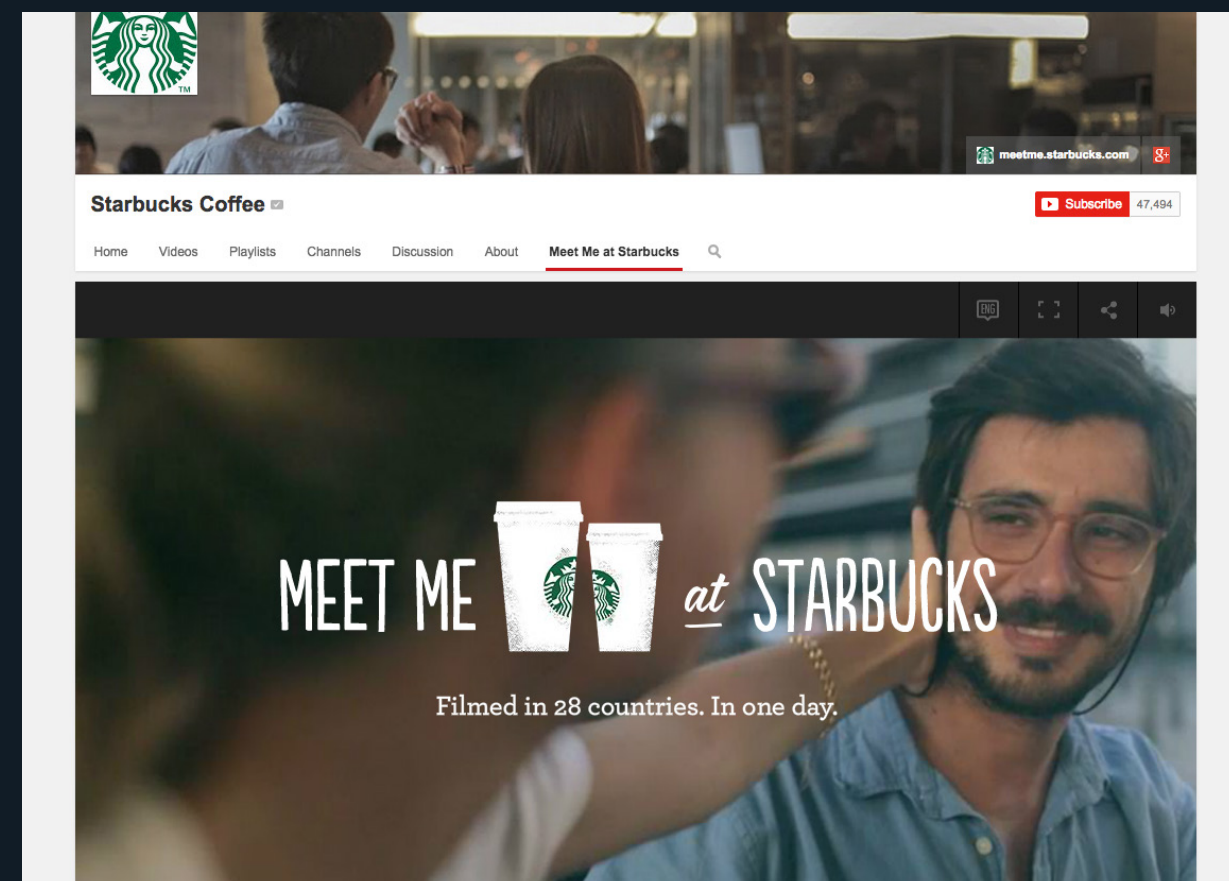
Consumers expect to receive not only high quality products, but demand an overall “experience” from a brand.

UPS Wishes Delivered



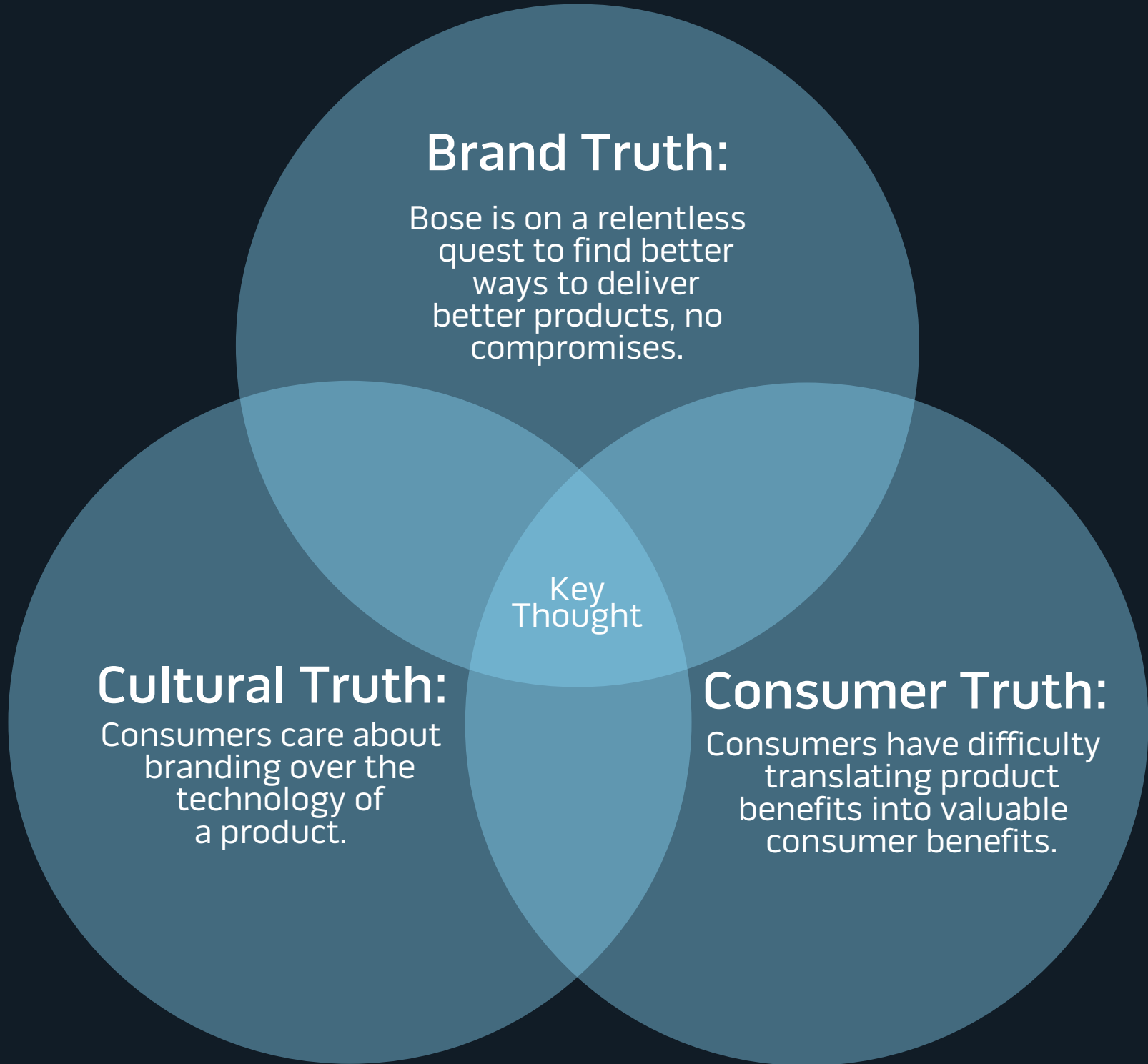
- Documentary-short and interactive online portal
- #Wishes Delivered
- +2.4 million views in first 2 weeks of launch

Meet Me at Starbucks



- Documentary-short with accompanying mini-series
- Features personal stories of consumers in Starbucks retail environments globally

Build a stronger brand connection with consumers by emphasizing our shared aspiration to achieve better through hard work and dedication.



“Celebrate innovation as the
force driving us all forward.”



Innovation cannot exist without people. Without thought. It lies within the power of the human mind to envision something new. Perhaps it's an improvement to a present technology. A new way of thinking. Or something that has not yet been breathed into existence altogether. It all starts with a vision.

Innovation is written in our past, and it's writing our future. We admire innovators, thought leaders, pioneers. Those who think above and beyond. Because that's who we are at Bose.

We don't settle for good. We deliver better. Because we are never satisfied with the way things are.

NEVER BE SATISFIED

SWOT Analysis

Strength

Aligns with brand values, showcases our identity as a brand, builds off Bose@50

Weakness

Difficult to make a natural and authentic connection with consumers

Opportunity

Reaches new demographics and diverse global markets

Threat

Competes with existing aspirational messaging campaigns

Campaign Phases

1. Create Awareness

TV Spot 1

TV Spot 2

Social

Snapchat Hype

Social to drive snapchat

2. Generate Engagement

Murals/Experience

Blog

Experience Documentary

Retail

3. Sustain Involvement

Print Ads

#NeverBeSatisfied: Online Conversation



Nathan Smith @BallardSmith · Dec 1

You can enjoy a win or be upset about a loss for the night. But tomorrow, you move on, and get better! #StayHungry #neverbesatisfied



Harrison Pierce @HarryJPierce · Nov 29

Kindergarten taught me how to storyboard. #GettingWorkDone #NeverBeSatisfied [instagram.com/p/wAhNEVmh2/](https://www.instagram.com/p/wAhNEVmh2/)



Jason Martin @jasondmartin · 16h

"If what you did yesterday still looks big today, you haven't done enough yet today." - Tim Grover #relentless #neverbesatisfied



TRImester Training @jaymewyss · 23h

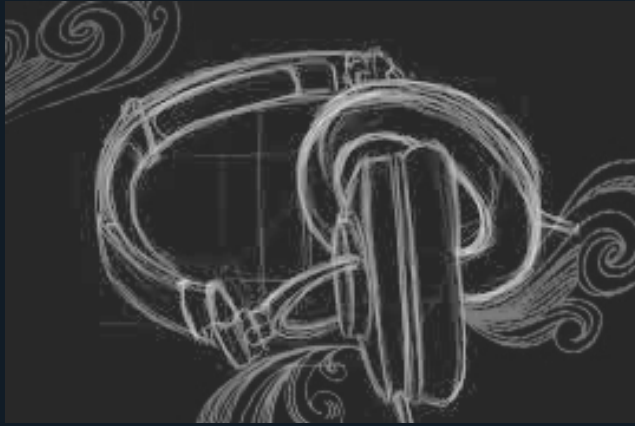
I guess victory couldn't taste as sweet if there wasn't defeat along the way: goo.gl/4opPjN #neverbesatisfied #betterthingsyet2come



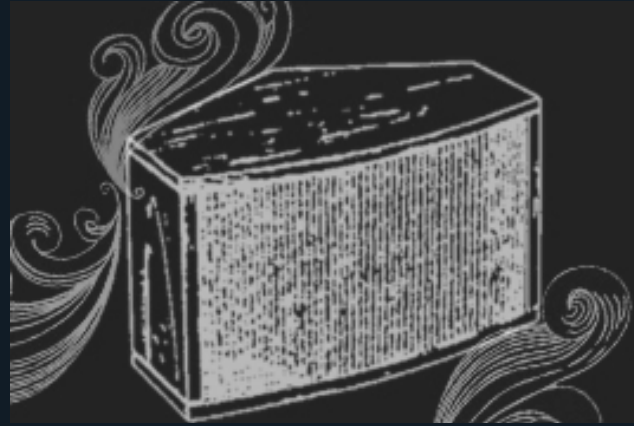
LOOK & FEEL

Prosaic language and compelling imagery will encourage an emotional reaction and connection with consumers.

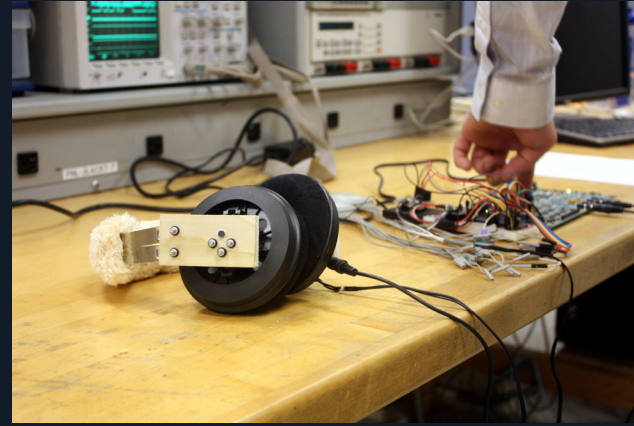
Create Awareness: TV Spot 1



Innovation is a process unique to the human mind.



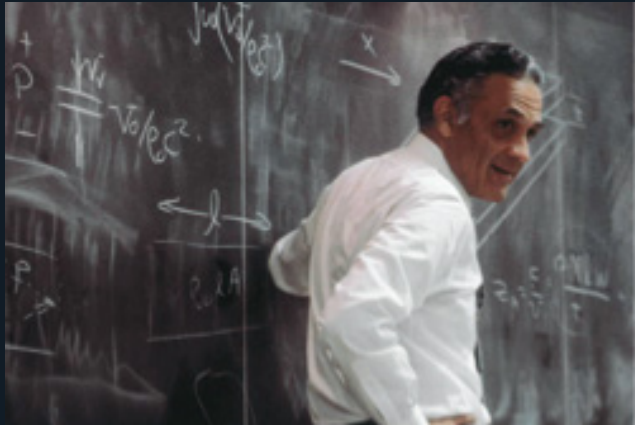
It's the force that drives progress.



A thirst for something better.



It's the result of never being satisfied with the way things are.



At Bose, innovation is the heart of our company.



But innovation isn't ours alone.



It fuses us with those who think beyond what exists.



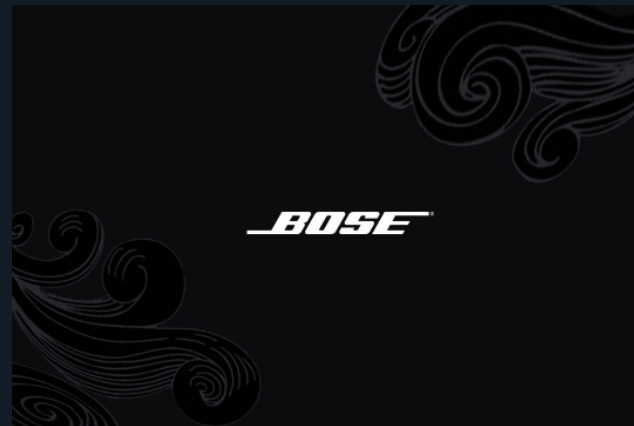
Because when innovation moves, it moves us all.



There must be a better way. Together, we have to find it.



(Silence)



Bose.

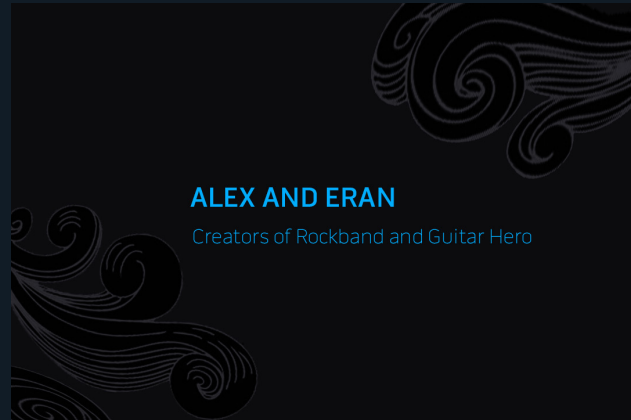


Never Be Satisfied.

Create Awareness: TV Spot 2



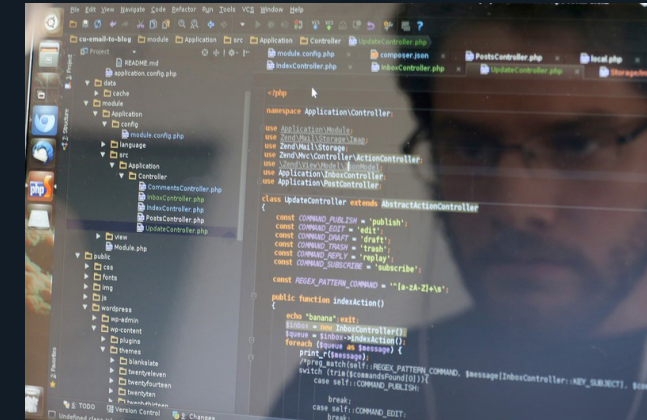
Where can you go when you've reached the summit?



You've changed the game. Pioneered new heights.



How do you build upon a mountain?



At Bose, we are inspired by those who dare to leave their mark.



Within innovators we find a shared spirit,



a shared stake in our future, leading minds however different,



in the same direction. Forward.



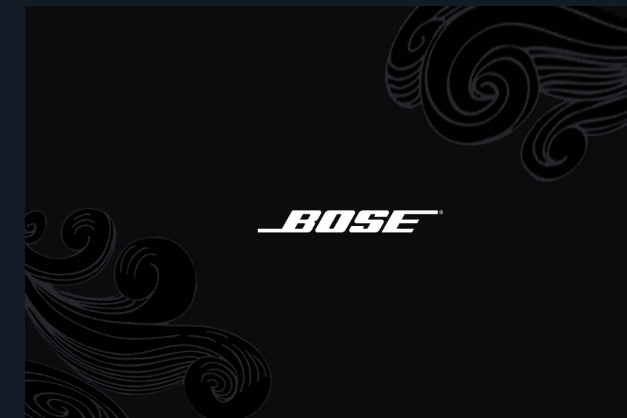
Whatever it is that moves you,



leave convention behind.



Reach further. What's there?

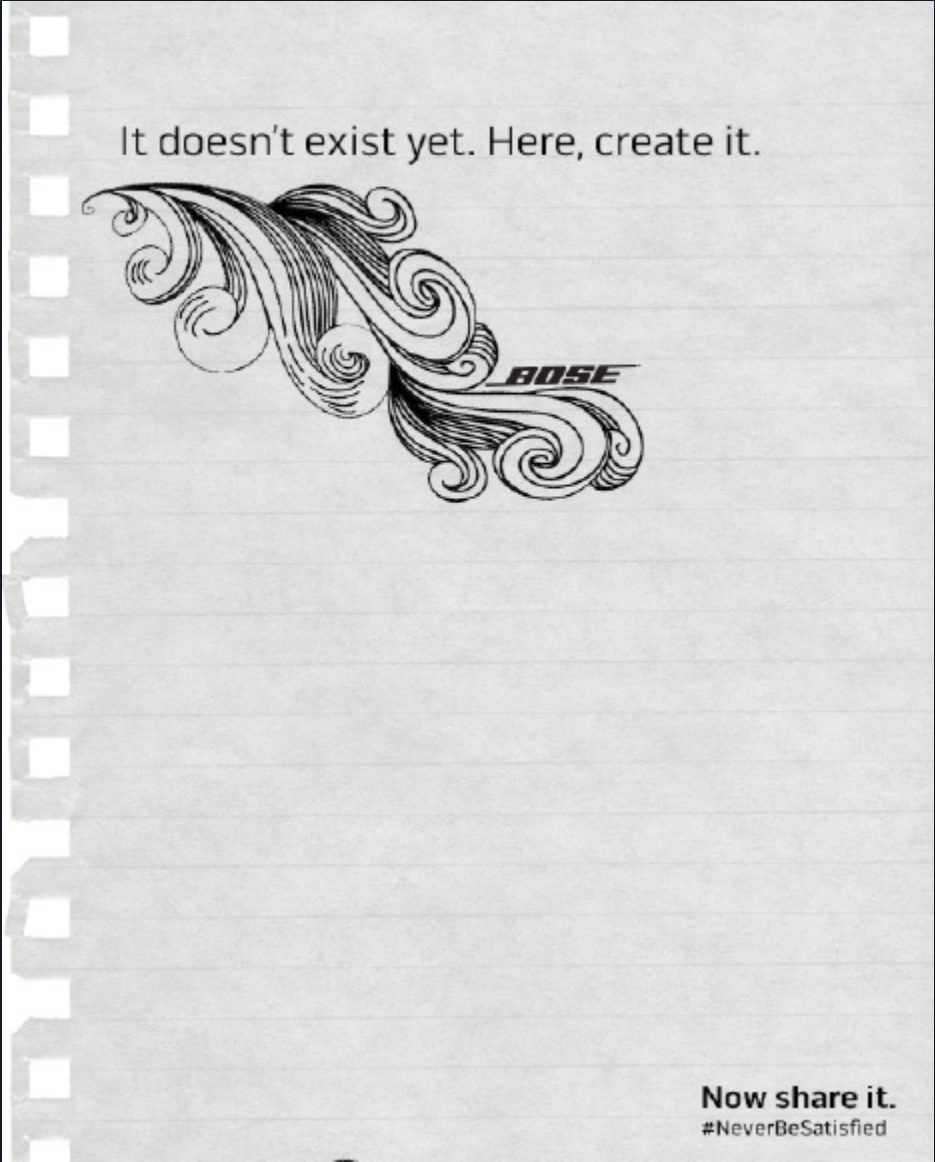
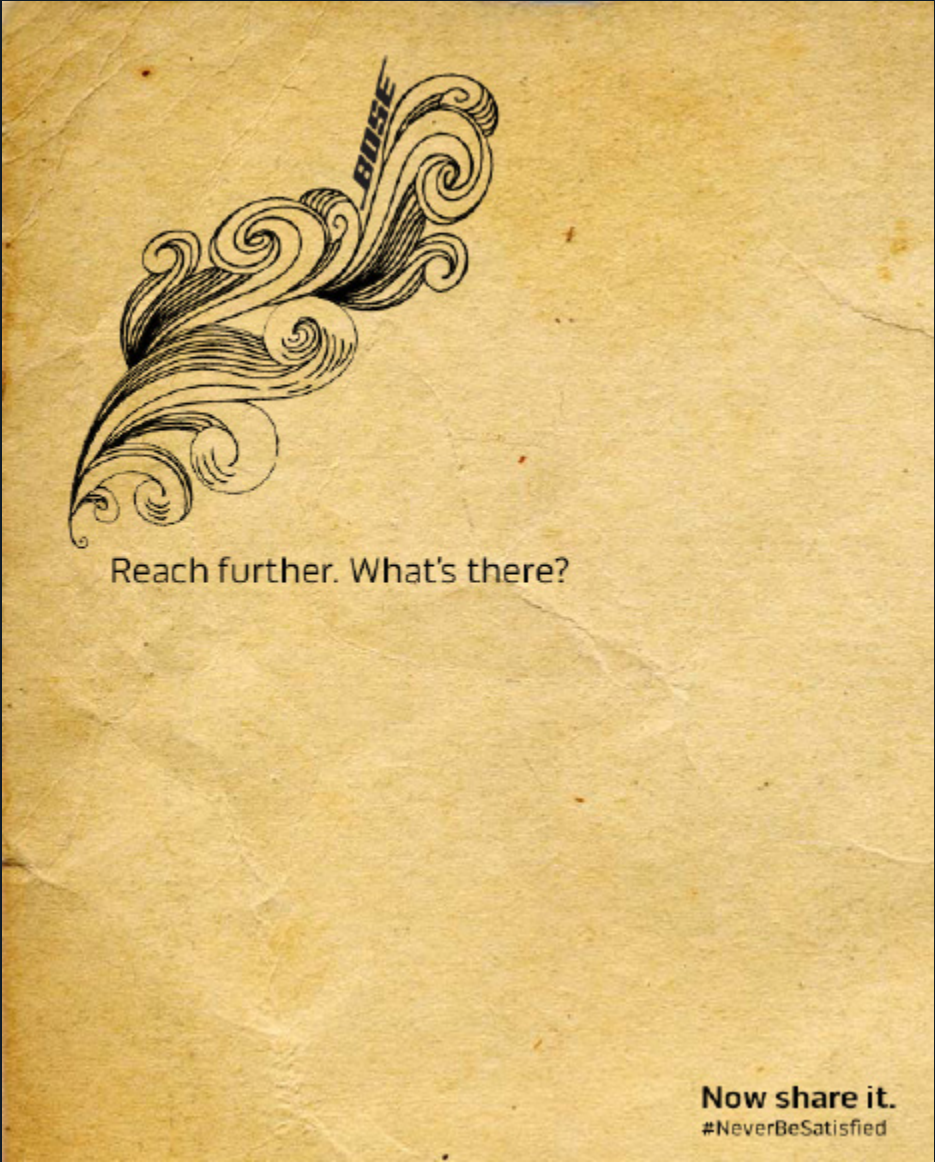
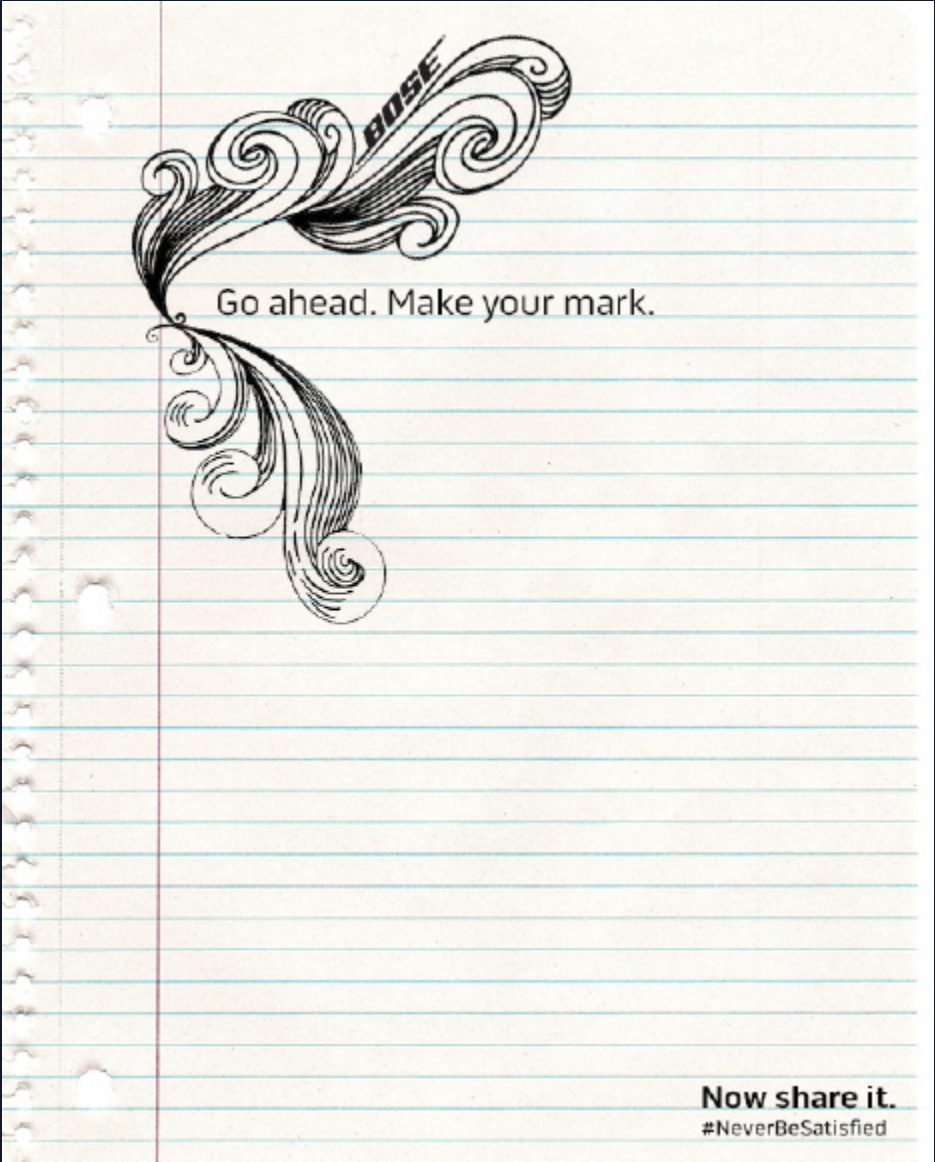


Bose.



Never be satisfied.

Create Awareness: Print Advertisements



Open-ended prompts will be used to encourage consumers to go through the thought process that inspired #NeverBeSatisfied, and potentially grow their interest in innovation and in our company.

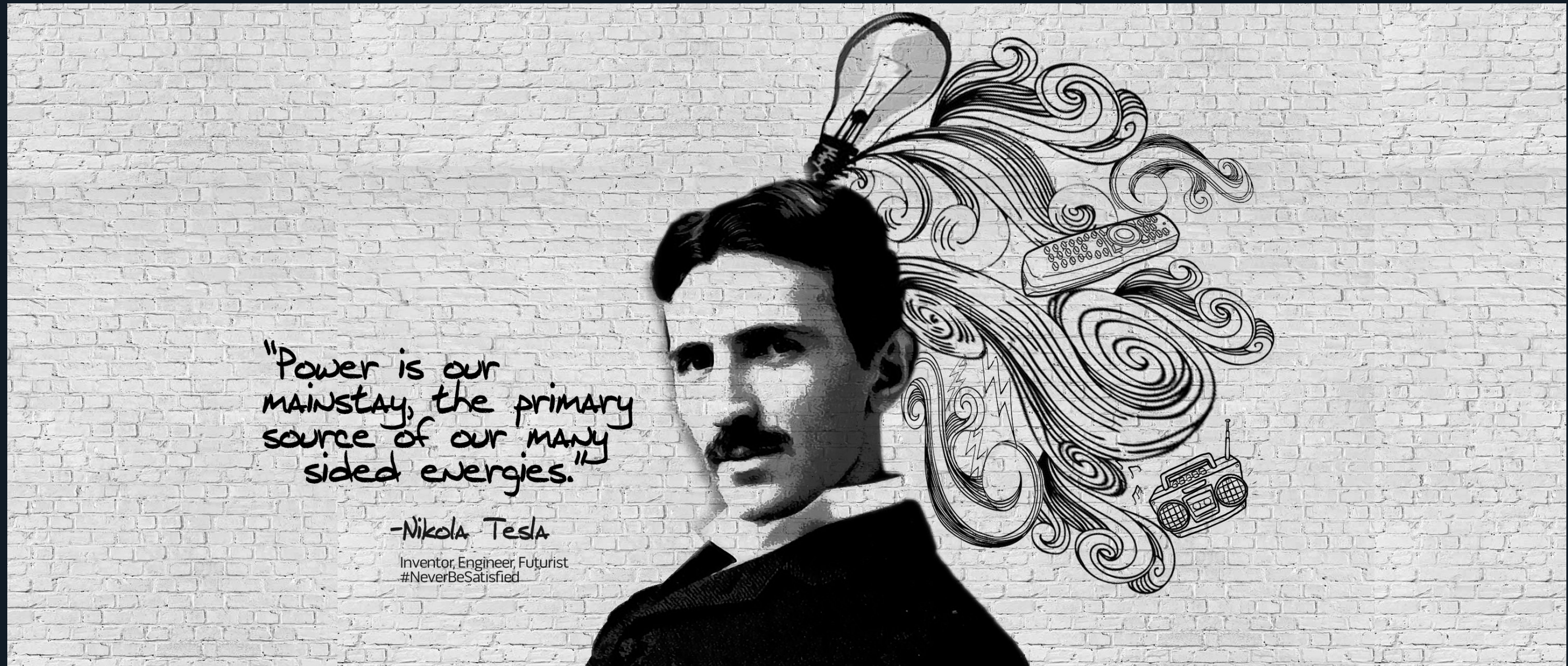
Generate Engagement: Murals



Hedy Lamarr (November 9, 1914 – January 19, 2000)

Austrian and American actress and inventor. Her most significant scientific contribution was co-inventing an early technique for spread spectrum communications and frequency hopping with composer George Antheil. This technology paved the way for today's wireless communications.

Generate Engagement: Murals



Nikola Tesla (July 10, 1856 – January 7, 1943)

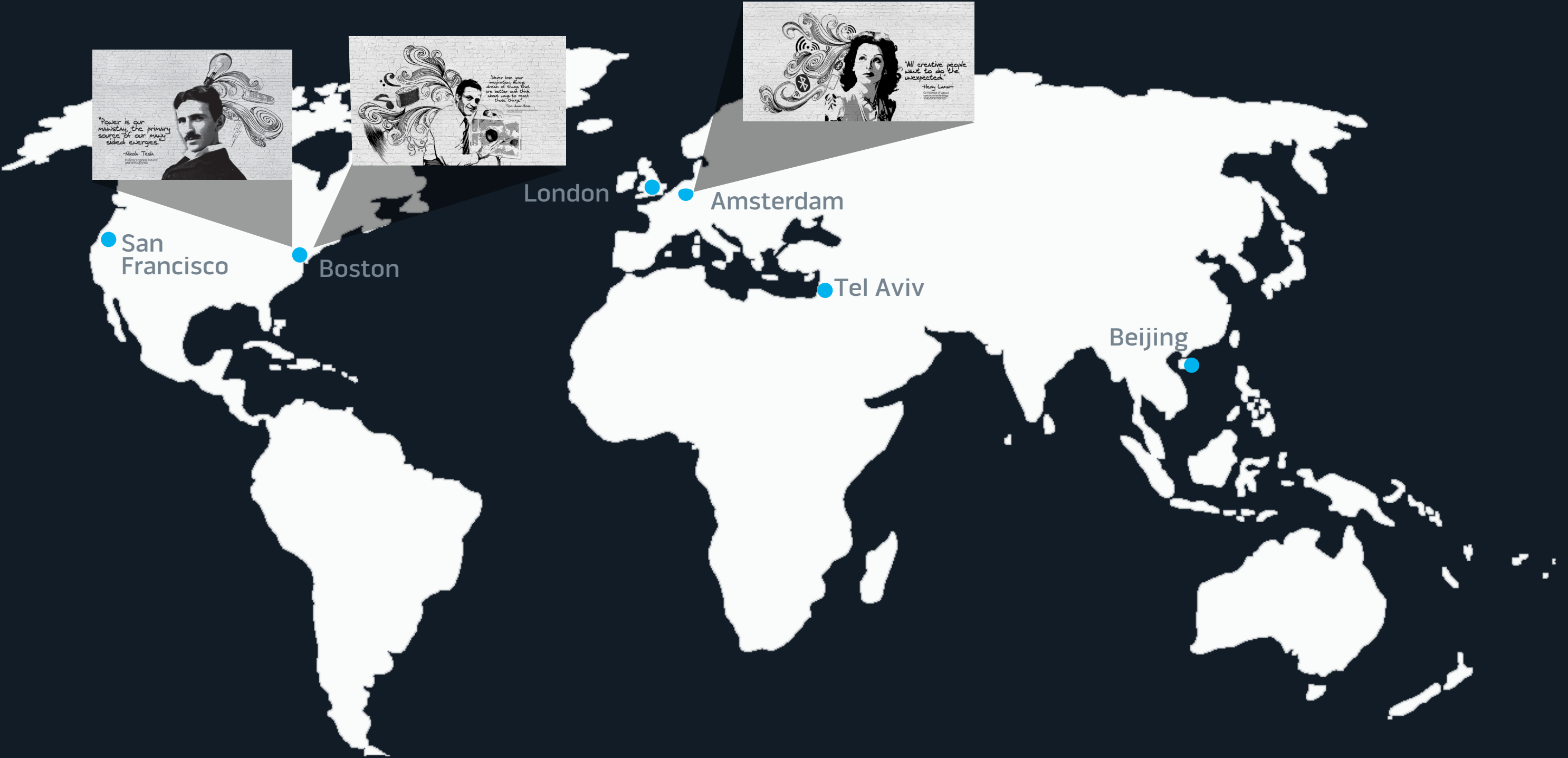
A Serbian-American electrical and mechanical engineer, inventor and futurist, Tesla helped to develop the AC electrical delivery system. Known for his wild experiments and colorful personality, Tesla's creative work regarding the production and transmission of power was far ahead of his time.

Generate Engagement: Murals



Dr. Amar Bose (November 2, 1929 – July 12, 2013)

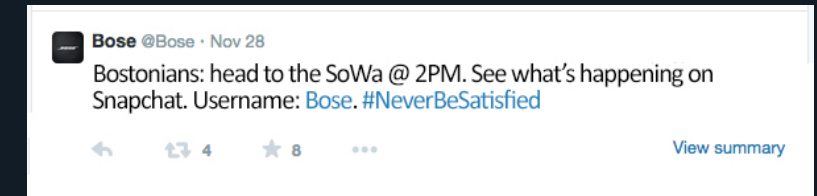
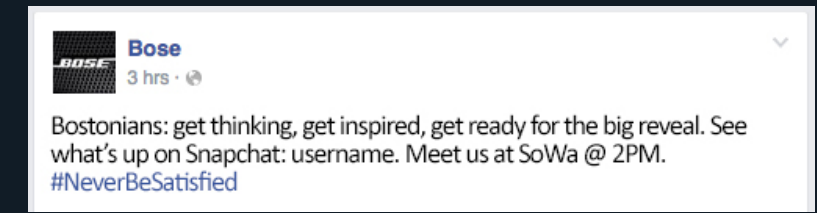
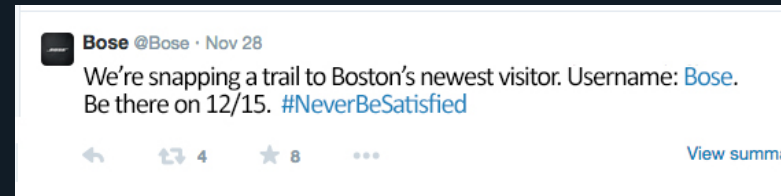
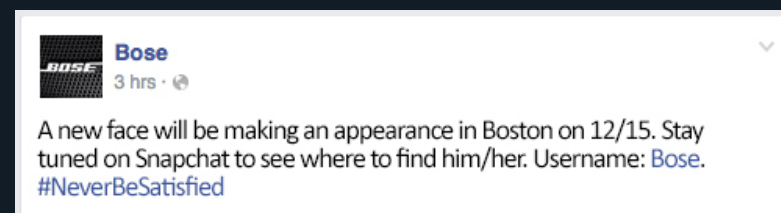
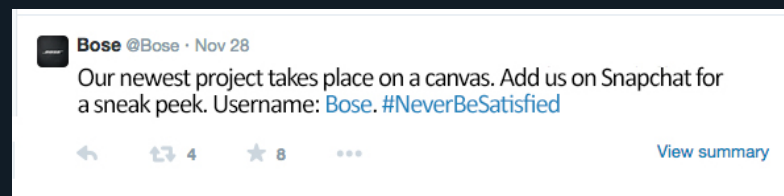
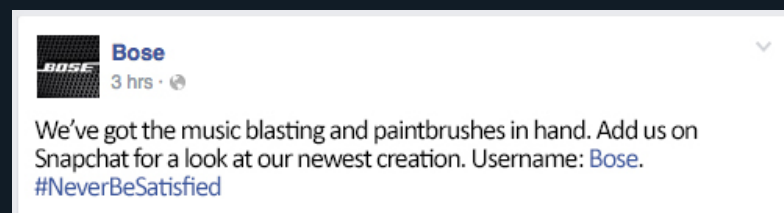
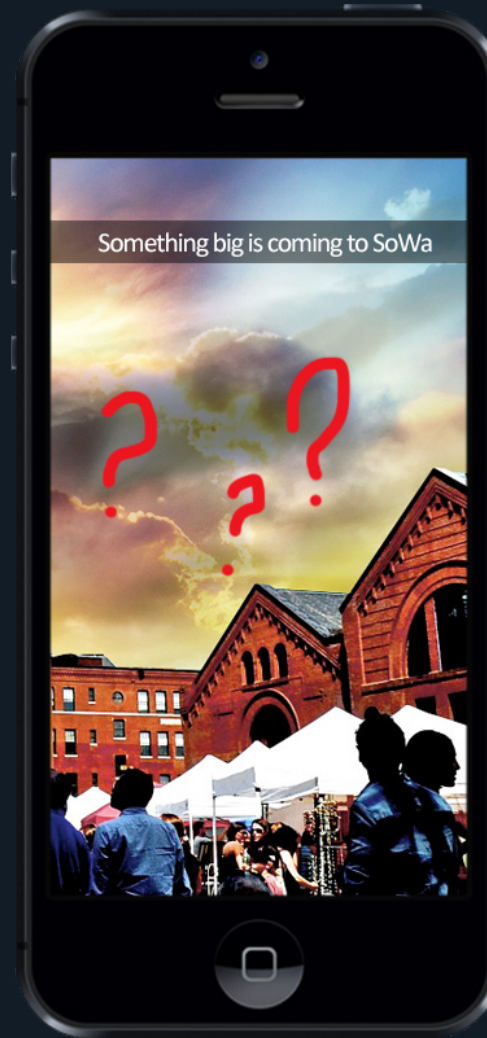
Create Awareness: Proposed Locations



Global innovation hubs with high-tech industries attract people who are more likely to relate to our campaign and thus interact with our murals.

Create Awareness: Snapchat

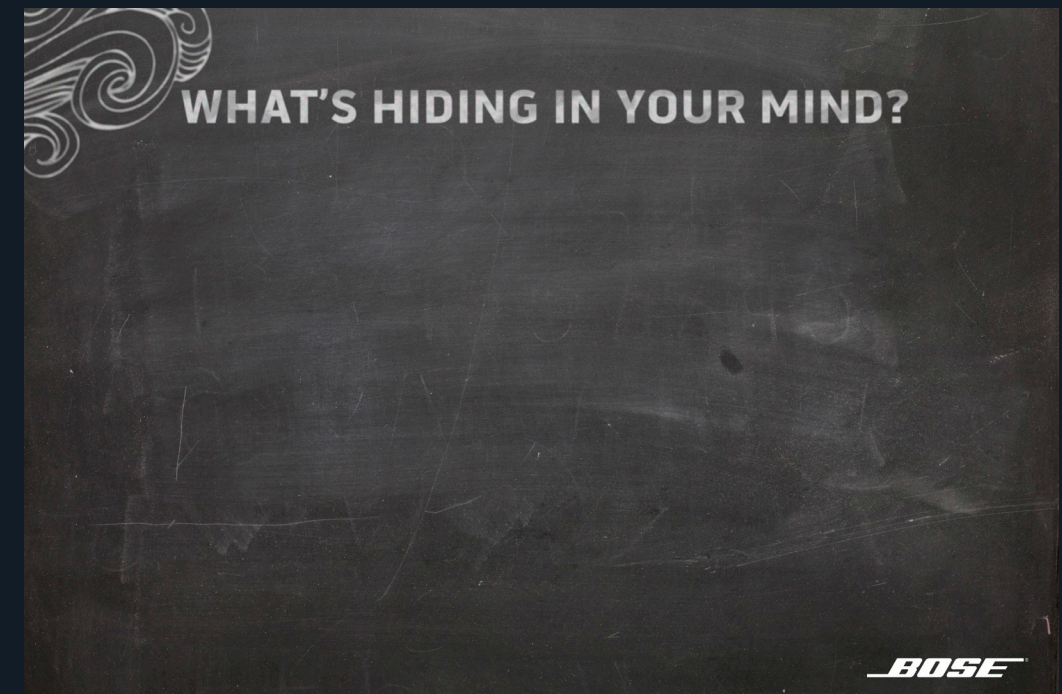
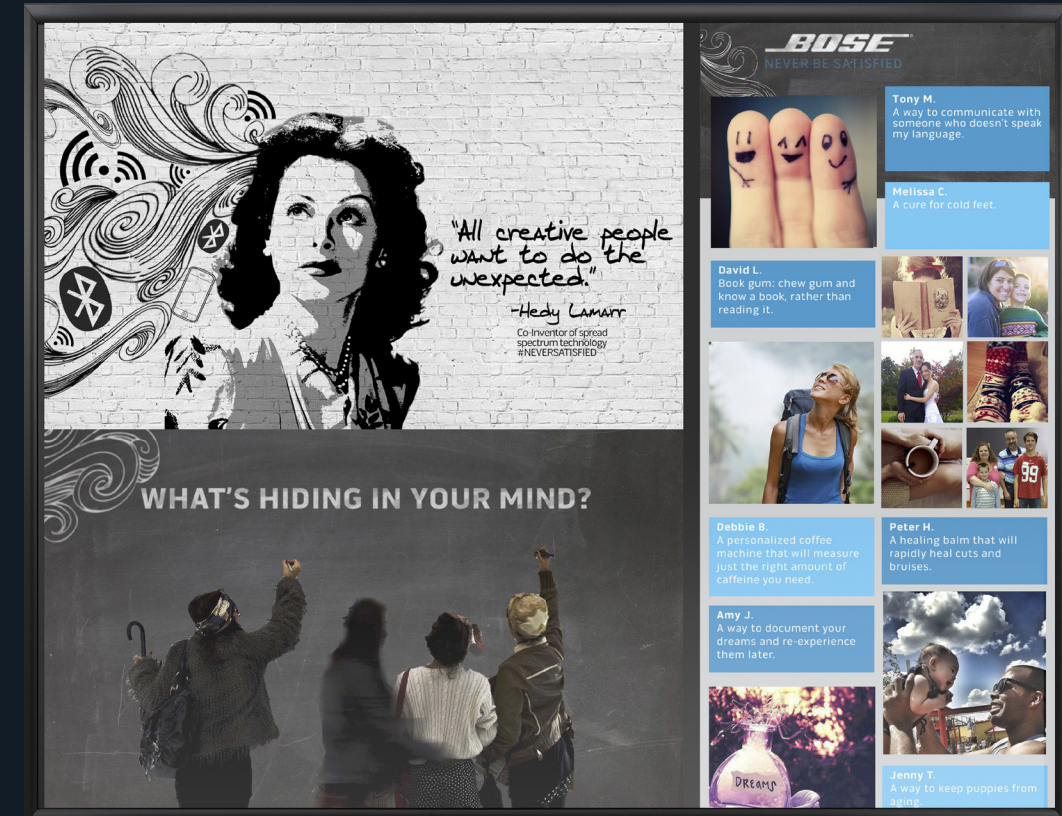
Snapchat will be used to build hype for our campaign by raising awareness of our mural locations and date/time of reveal, while creating intrigue around the purpose of the murals.



Generate Engagement: Bose Inspiraton Space



- Blackboard and interactive installment.
- Screen featuring blog and rotating live stream of mural locations.
- Encourages social and online interaction.
- Music playing on location.



Generate Engagement/Sustain Involvement: Blog

Prompts inspire submissions and interactions beyond the physical mural, which allows the experience to exist online during the event and continue living afterward.

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NEVER BE SATISFIED

IT DOESN'T EXIST YET. WHAT IS IT?

Tony M.
A way to communicate with someone who doesn't speak my language.

Melissa C.
A cure for cold feet.

David L.
Book gum: chew gum and know a book, rather than reading it.

Debbie B.
A personalized coffee machine that will measure just the right amount of caffeine you need.

Amy J.
A way to document your dreams and re-experience them later.

Jenny T.
A way to keep puppies from aging.

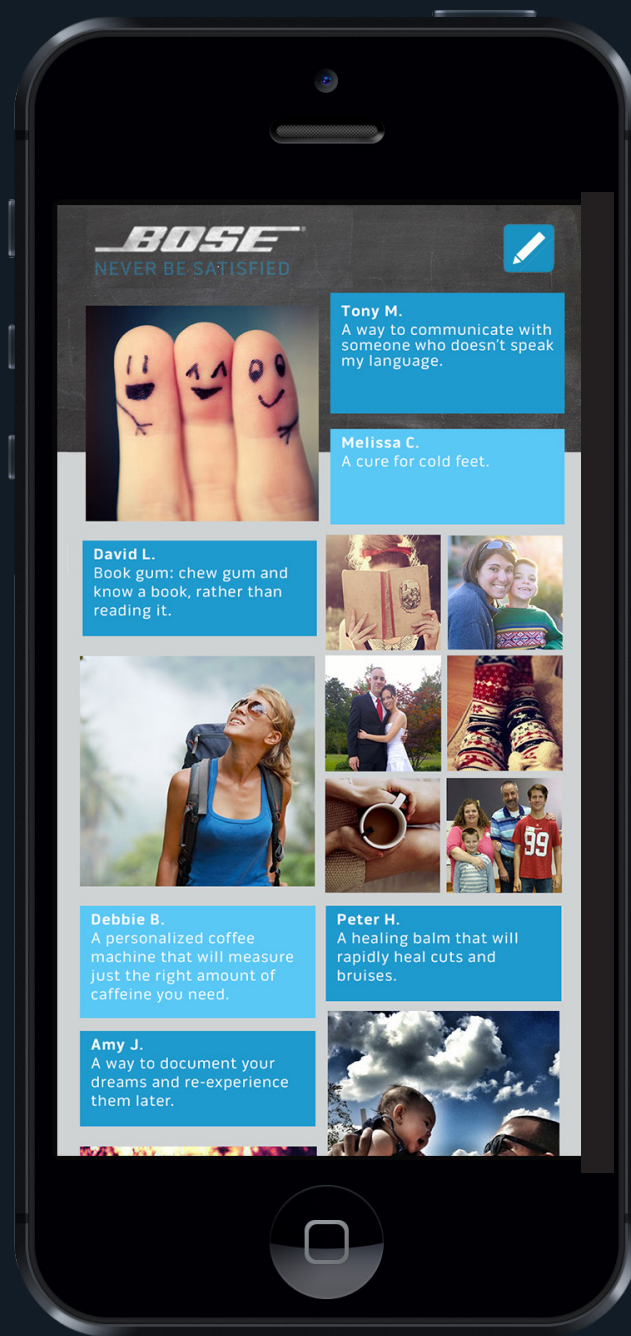
Peter H.
A healing balm that will rapidly heal cuts and bruises.

Join the conversation

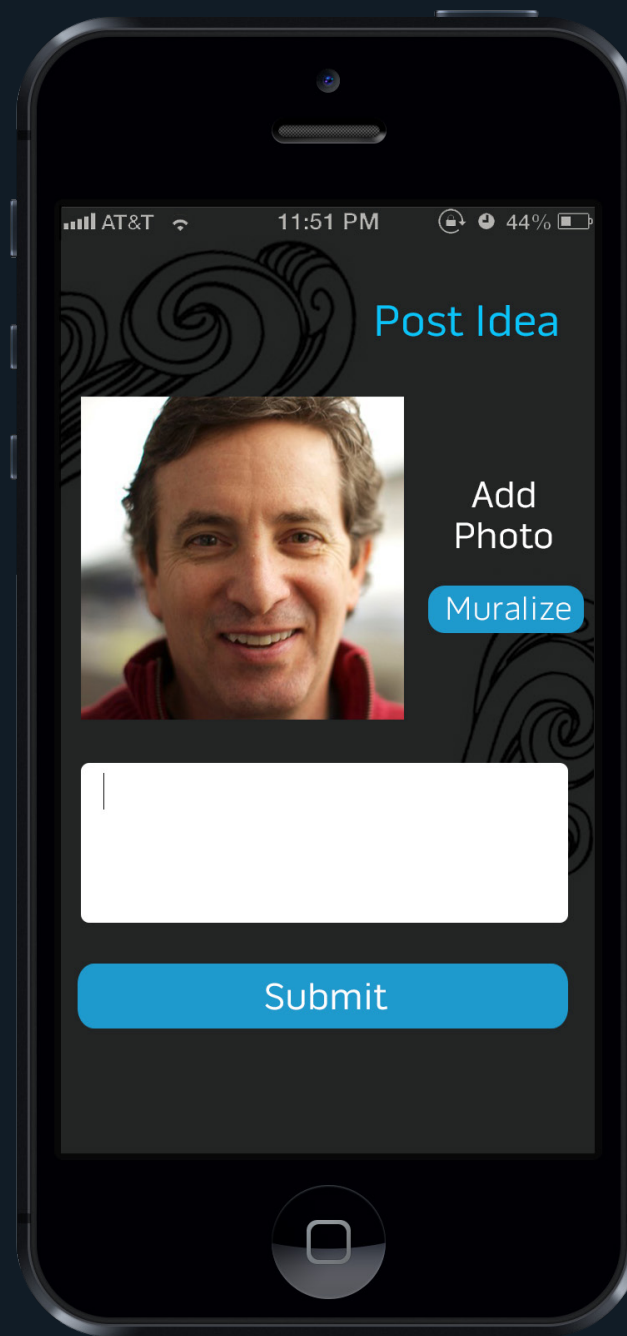


- Debbie Botsaris** @DebbieB Jun 22
@Bose: A personalized coffee machine that will measure just the right amount of caffeine you need. #NeverBeSatisfied
14 retweets 11 likes [View more photos and videos](#)
- Bose** @Bose · Jun 22
Thanks, @DebbieB! We could sure use one of those in the office, we go a little crazy on the caffeine at times! Keep the ideas coming. #NeverBeSatisfied
14 retweets 11 likes [View more photos and videos](#)
- David Lowell** @DavidL Jun 22
@Bose: Book gum: chew gum and know a book, rather than reading it. #NeverBeSatisfied
14 retweets 11 likes [View more photos and videos](#)
- Bose** @Bose · Jun 22
@DavidL: How about each genre has its own flavor? We're craving some mint-flavored sci-fi right about now. Anyone else? #NeverBeSatisfied
14 retweets 11 likes [View more photos and videos](#)
- Melissa Carol** @MelissaC Jun 22
@Bose: A cure for cold feet. #NeverBeSatisfied
14 retweets 11 likes [View more photos and videos](#)
- Bose** @Bose · Jun 22
@MelissaC: Are you getting married, or suffering from this #NorEaster like we are? Love the creativity, let's see more. #NeverBeSatisfied
14 retweets 11 likes [View more photos and videos](#)

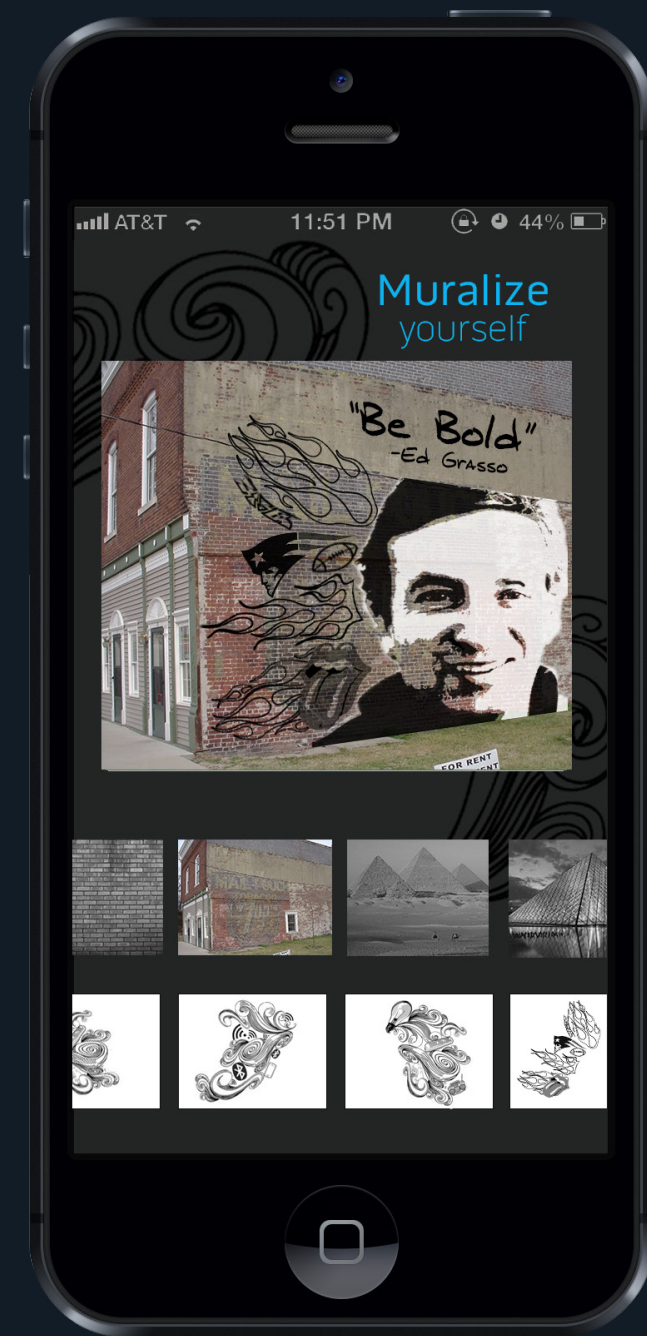
Generate Engagement: App



Blog



Post



Customize

An app enables users to log in via social media to view and post content in response to prompts featured in the physical murals. Users can also design their own murals that mirror the design of the actual murals.

Projection

We will leverage creations from the Muralize app through projection mapping. Projection mapping enables murals created in the digital space to come to life on a physical building or other display surface.



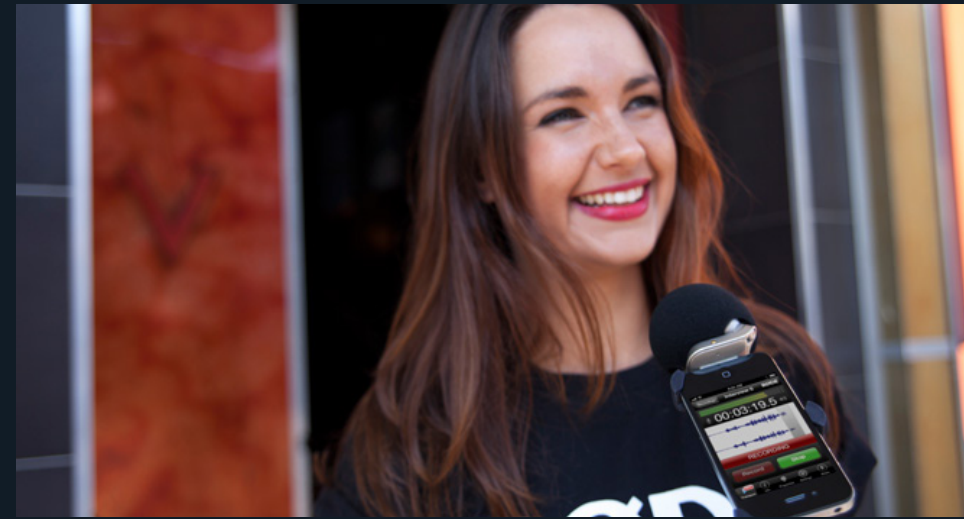
Generate Engagement: Document Mural Interaction



Film murals in various cities.



Capture interaction with blackboard.



Interview people with great ideas.

A short, easily shareable video will document the entire mural and interactive experience. Its inspirational content will drive consumers to our interactive pieces that will continue to live online following the end of the mural experience.

Generate Engagement: Retail Executions for Murals



- Retail locations will feature interactive boards similar to those used in the actual mural experience. These will broaden campaign reach, attract attention and drive consumers to store and to the online experience.
- Opportunity to create limited edition Never Be Satisfied branded products such as QC25s featured on the left.

#NeverBeSatisfied

Thank You!

BOSE[®]