

Bang & Olufsen

Beoplay H95 Headphones:

“The Beoplay H95 headphones are relatively expensive, but you get what you pay for. The build quality is beyond reproach and the controls are so intuitive and easy to use. I love the rotary controls on each earcup that are easy to use and work far better than regular buttons.” (forbes)

<https://www.bang-olufsen.com/en/us/headphones/beoplay-h95?variant=beoplay-h95-nordic-ice>

Beoplay A9 Speaker

<https://www.bang-olufsen.com/en/us/speakers/beoplay-a9>

Beolab 50

<https://www.bang-olufsen.com/en/us/speakers/beolab-50>

A. Research to company story legacy current mission goals structure sites stats

https://corporate.bang-olufsen.com/en/?_ga=2.167944804.436301618.1642875393-1837394755.1642875391

https://www.bang-olufsen.com/en/us/stories?_ga=2.162308601.436301618.1642875393-1837394755.1642875391

-“Bang and Olufsen are one of the world’s strongest brands built on more than 80 years of Danish craftsmanship and innovation. With stores across the world in over 80 countries, and with 58 in the UK, they are a company whose reputation is based on the development of their own unique technologies, beautiful design, creative solutions, outstanding quality and never failing to pursue perfection. Bang and Olufsen’s vision is to continue to let products seduce the consumer by the impressive technologies on which they are based.” (experian)

-But although its £60,000 speakers and £40,000 televisions are sold exclusively through swanky dealerships, significantly, you can now buy an extensive range of wireless speakers and headphones on the high street. **B&O desperately needs**

accessibility. It lost three-quarters of its value between 2018 and 2019. Then, in July, it posted a massive drop in revenue. Only in the last quarter has there been signs of recovery, with a 10 per cent increase in revenue.

-affordable sub-brand B&O Play was sold in 2018, a move branded as a move to cause less confusion for customers, contributed to almost half of B&O's total revenue.

-Tech reviews write that the designs can be difficult to find a place for in a "normal home" due to lack of sleek design furniture that you wouldn't find in a normal home.

"cylindrical designs take up very little space. We struggled to find a length of sideboard or surface the Level felt at home on, and virtually nowhere to lay it down flat that didn't pose a trip hazard. Admittedly, that could be more to do with the lack of minimalist designer furniture and abundance of clutter found in a 'normal' house."

(wired)

"Bang & Olufsen seems to be struggling with the transition to a more traditional wholesale retail model, and how to balance a mix of semi-affordable and unattainable luxury. The result is a collection of impressive products that seem to tease, rather than tempt, the mass market, while not necessarily ticking all the boxes at the upper end of the spectrum."(wired)

"It's a welcome return to something approaching traditional, and inherently sustainable, production values, and goes some way to justifying the price. Sadly, the issue B&O faces with that, however, is the fact most people - the vast majority, in fact - will be just as impressed by the Sonos Move." -Beosound Level Speaker (wired)

-"Great design, mixed with robust technology, allows it to charge obscene sums to well-heeled consumers who want to buy originality and quality from an exclusive brand."

(UKessays)

-"The philosophy is: creating audio concepts that combine brilliantly authentic sound quality, simple yet surprising design and a touch of magic. So that living with it becomes a special pleasure." (Bang & Olufsen Design Philosophy, Beoworld, 2010)

-"B&O regards itself as the only company currently bridging the gap between design and consumer electronics." (Hansen and Nielsen, 2008)

-"As long as the business can continue to inspire their audience, create new solutions for their customers, and stay true to the values that have held them aloft throughout the years, they'll always have a place in the hearts and homes of their followers." (Fabrik)

B. Online presence: Current site social platforms used by client

-Low interaction from followers on social media posts

- Their website provides stories from designers reviewing B&O products, creating a transparent relationship with their customers
- The website is their strongest online presence, giving their potential customers all the information they need on B&O products in a simplistic, modern format

<https://www.facebook.com/bangolufsen/>

<https://www.instagram.com/bangolufsen/?hl=en>

<https://twitter.com/BangOlufsen>

<https://www.youtube.com/user/bangolufsen>

<https://www.pinterest.dk/bangolufsen/>

C. brand history current and past marketing advertising or design work.

-Contrast Collection collaboration with Danish design studio Norm Architects
“Contrast is about the pleasure of difference. Focusing attention on subtle and satisfying textures and surfaces, Contrast is minimalistic and expressive, confident and authentic – a narrative of rich yet delicate differences.”

-seasonal collection, bold clashing color palette

<https://enkimagazine.com/bang-olufsen-new-launch/?v=79cba1185463>

-Nordic ice collection

<https://www.esquireme.com/gear/bang-olufsens-nordic-ice-collection-is-not-just-white-noise>

-”In order to promote their products and utilize their existing distribution channels (exclusive B&O stores), B&O needs to address their product turnover life cycles and provide newer and improved products to their stores.”(UKessays)

-In attempt to meet the customers demand for high quality, unusual design and up-to-date technology, B&O needs to approach innovation and creation uniquely. This is where Idealab enters into the picture. It is B&O’s hope that this new, innovative approach to product design, development, production and sales will be their keys to answer this dilemma. (UKessays)

-“While other emerging companies have focused on exotic components and new techniques when developing their products, B&O has always taken a more high-brow approach to its design. The company creates its portfolio for a market of user personas built around good taste. Even in the face of growing competition like Apple, Beats, and Sony, the Bang and Olufsen brand has refused to compromise on value of luxury.”
(Fabrik)

-“The Bang and Olufsen marketing strategy uses communication to build confidence and trust in the company’s audience. B&O aim to develop credibility through honest messages, and incredible insights. They don’t over-claim or spend thousands of dollars on pointless features, but simply draw attention to the fact that they know what they’re doing.” (Fabrik)

-“The Bang and Olufsen marketing strategy director Marie Schmidt once said that the company is distinctly design-driven, which means that they’re not just focusing on industrial design, but every aspect of the complete user experience. This is a radio brand that knows how to appeal to its customers, by thinking about their products in terms of how they look, how they feel, how they sound, and how they work.” (Fabrik)

-“In their Bang and Olufsen video advertisements, the company finds a way to communicate the power of music, and how it can change a situation and drive emotion in an audience.” (Fabrik)

-“So while Bang & Olufsen's competitors make one product for the many; Bang & Olufsen makes a few select products for the clearly defined few. It's therefore: 'broad appeal' versus 'individual needs'!” (Beoworld)

D. Media news or content on social platforms.

Celebrity Global Ambassador



bangolufsen • Follow

bangolufsen Our global ambassador, Chinese musician @layzhang, dives into music-on-the-go with the Beosound A1 speaker, a refined handful of impeccable sound.

#YourSoundYourSpace
#BangOlufsen

8w

bangolufsen #layzhang #layzhangyixing #musiclovers #musiccollection #chinesemusic #soundquality #sounddesign #qualitysound

8w 6 likes Reply

northskystudio Beautiful brand aesthetic x

3d Reply

biancalibybianca Lay ❤️

6w 1 like Reply

Liked by ultramansugar and others

NOVEMBER 30, 2021

Add a comment... Post

Advertising the type of customer that buys B&O



bangolufsen • Follow

bangolufsen @AliciaKeys and @therealswizzz's art filled home is their Dream Land, and we're thrilled to see that Bang & Olufsen, in the shape of the Beovision Harmony TV and the Beolab 90 speakers, is part of that dream.

As featured in @archdigest

Words by @lolaogunnaike
Photography by @frankfracesstudio
Styled by @michaelreynoldsny

#BangOlufsen
#Since1995

12w

eve.lyn_saleh 🍕🍕
9w Reply

yuan_huang_1221 🍕🍕
11w Reply

6,421 likes
NOVEMBER 5, 2021

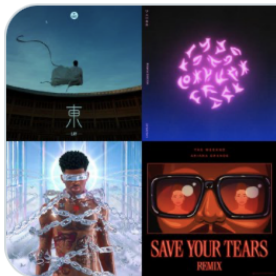
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Bang & Olufsen @BangOlufsen · Jan 20

With meticulous tuning, our [#BeoplayH95](#) deliver superior sound like you have never heard before.

Pair them with or [#Bestof2021](#) playlist to discover new details in your favourite songs. [#Musik](#)



open.spotify.com

MUSIK CURATED: The Best of 2021

Bang & Olufsen · Playlist · 101 songs · 111 likes

Creates spotify playlists for their customers

E. Research client category, competition

- Sonos
- sony
- apple
- bose

-”Competitors like Bose, Loewe who are also known for their design, quality with the high prices are coming up with new products with the same functionalities as B&O with equal or slightly lower prices.” (UKessays)

-”Competing on price and product variety would be a dangerous game. The company is a pipsqueak in a consumer-electronics world dominated by giants such as Sony, Samsung, and Royal Philips Electronics.”(UKessays)

- other brands don't advertise the luxury
- beats collab with nike (sports brands) as opposed to b&o collabs with luxury brands

F. Research related to your target community, audience. Who are we talking to? **This might include: where they reside, age group, interests, lifestyle, socio-economic situation, daily challenges, concerns, etc.**

-“Speciality products have unique characteristics that are important to buyers at any price.

-B&O products are classified speciality product. B&O products are made to fit in at a place where people feel at home.

-B&O products are designed with the philosophy that they should provide:

- Unique experiences
- Relaxation
- Comfort and stability
- Uncomplicated solutions ‘make life easy’
- Tranquillity and longevity
- Consumers are ready to pay premium prices for all the above characteristics.”
(UKessays)

-“Bang & Olufsen: for those who discuss design and quality before price”. (Who are Bang & Olufsen customers?, Beoworld, 2010).

-”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.”

-”Bang & Olufsen products are marketed as "lifestyle" products, and are carefully targeted at middle and upper class customers who are educated, well-to-do, cultivated in their interests and highly individualistic and self-motivated.”(Beoworld)

-”B&O customers can be divided into four categories.

First category is of people who are young and well qualified, who have very few commitments, have large disposable income and are eager to fulfil their dreams.

The next category is of younger people who have just started a family, money is tighter and hence purchases are made only after careful consideration.

The third category is of the ones who have it all, children are grown-up, despite of some possible financial obligations, the family still has surplus income and are looking for luxuries as second homes, exotic holidays or may be B&O equipment.

As per Jan Dalskov from Market Intelligence, most B&O customers fall into this category.

The last category, “Grey gold”, whose children have left home, have money to burn and can think of buying B&O products for the sake of change or due to the external influences.” (UKessays)

-”Ownership of B&O products creates a feeling of belonging to certain social class.” (UKessays)

Customer Journey:

Bang & Olufsen Apps to help the customer choose the right product for their needs.

-AR experience for buying products

-App to manage already owned products

-app experience: “As with other connected B&O products, the audio profile also can be tweaked via the app, if you must. A graphical pie is divided into Bright, Relaxed, Energetic and Warm and you can create your own EQ with ease, or you can trust the judgment of Bang & Olufsen’s audio engineers and do nothing. “

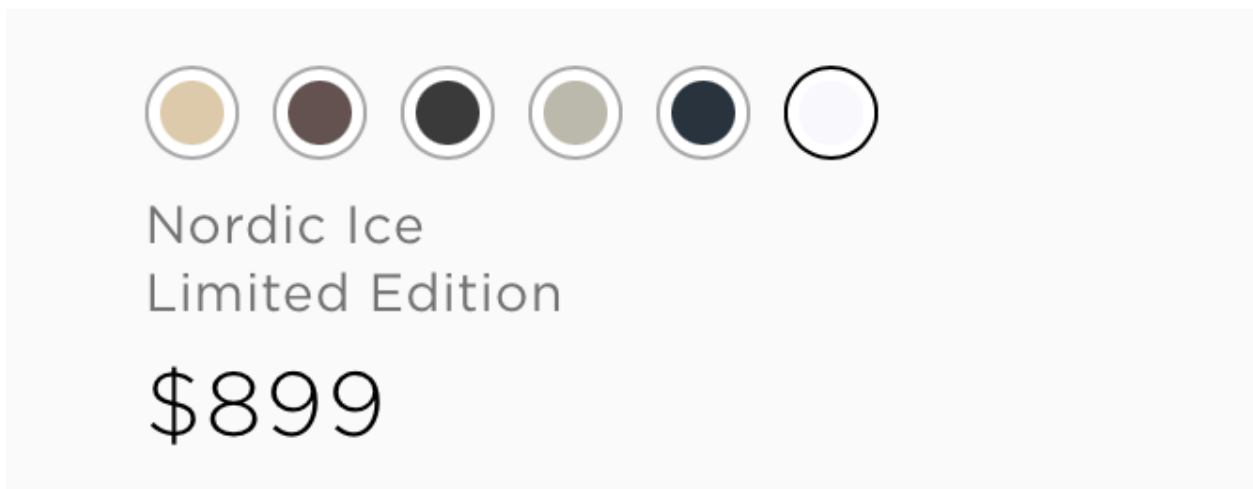
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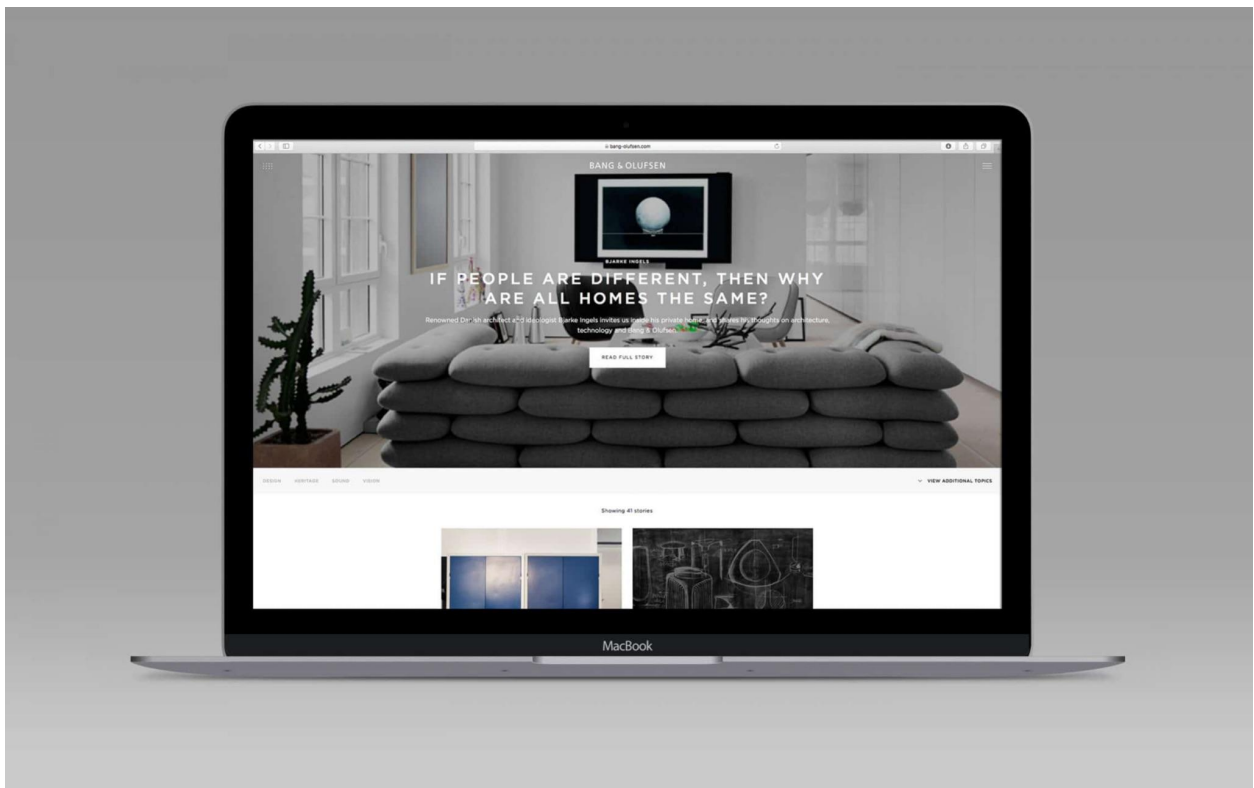
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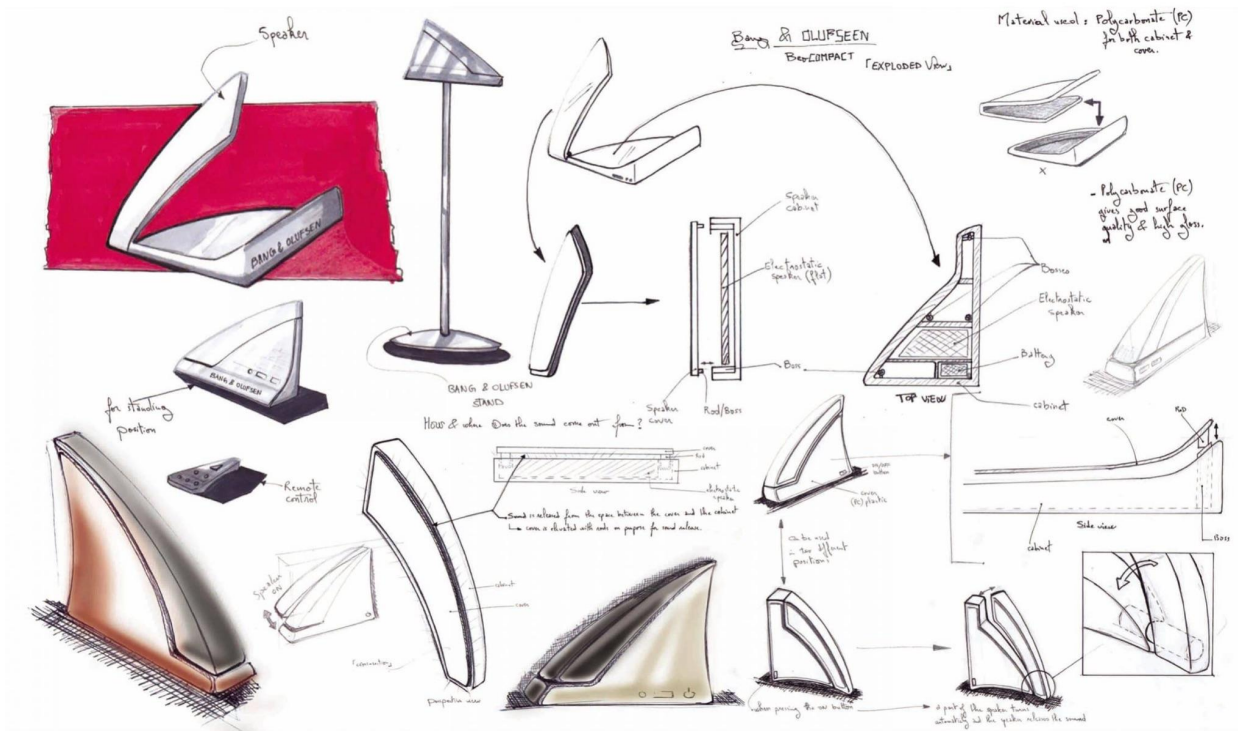
Message:

- ❖ Stand out,
- ❖ long-lasting,
- ❖ "It will never skip a beat". (BeoSound 2, Bang & Olufsen, 2010),
- ❖ "if people are different, then why are all homes the same?"

Beoplay H95 color palette

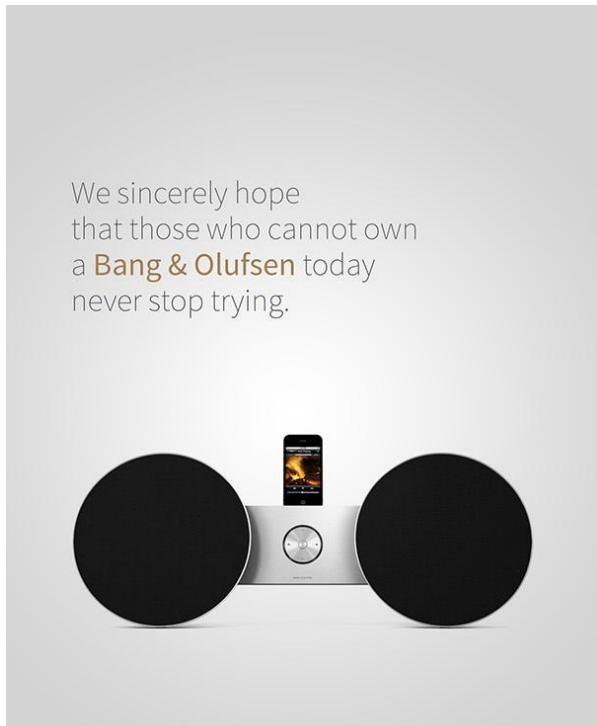








A **Bang & Olufsen**
is a legacy, not many rich people
have one.



We sincerely hope
that those who cannot own
a **Bang & Olufsen** today
never stop trying.

BANG & OLUFSEN
Like no one else



Now in Abuja
Aminu Kano Crescent,
Opposite Sharif Plaza,
Along Banex Plaza Road,
Wuse 2, Abuja.

BANG & OLUFSEN



Now in Abuja

Links:

-forbes

<https://www.forbes.com/sites/marksparrow/2020/10/11/beoplay-h95-active-noise-cancelling-headphones-are-pure-luxury/?sh=1a059f0d3e3f>

-Wired

<https://www.wired.co.uk/article/bang-olufsen-beosound-level-review>

Experian

<https://www.experian.co.uk/assets/marketing-services/case-studies/case-study-bang-and-olufsen.pdf>

UK essays

<https://www.ukessays.com/essays/marketing/the-marketing-strategies-of-bang-olufsen-marketing-essay.php>

Beoworld

https://www.beoworld.org/article_view.asp?id=74

Fabrik

<https://fabrikbrands.com/distinctively-danish-brands-bang-and-olufsen-story/>