

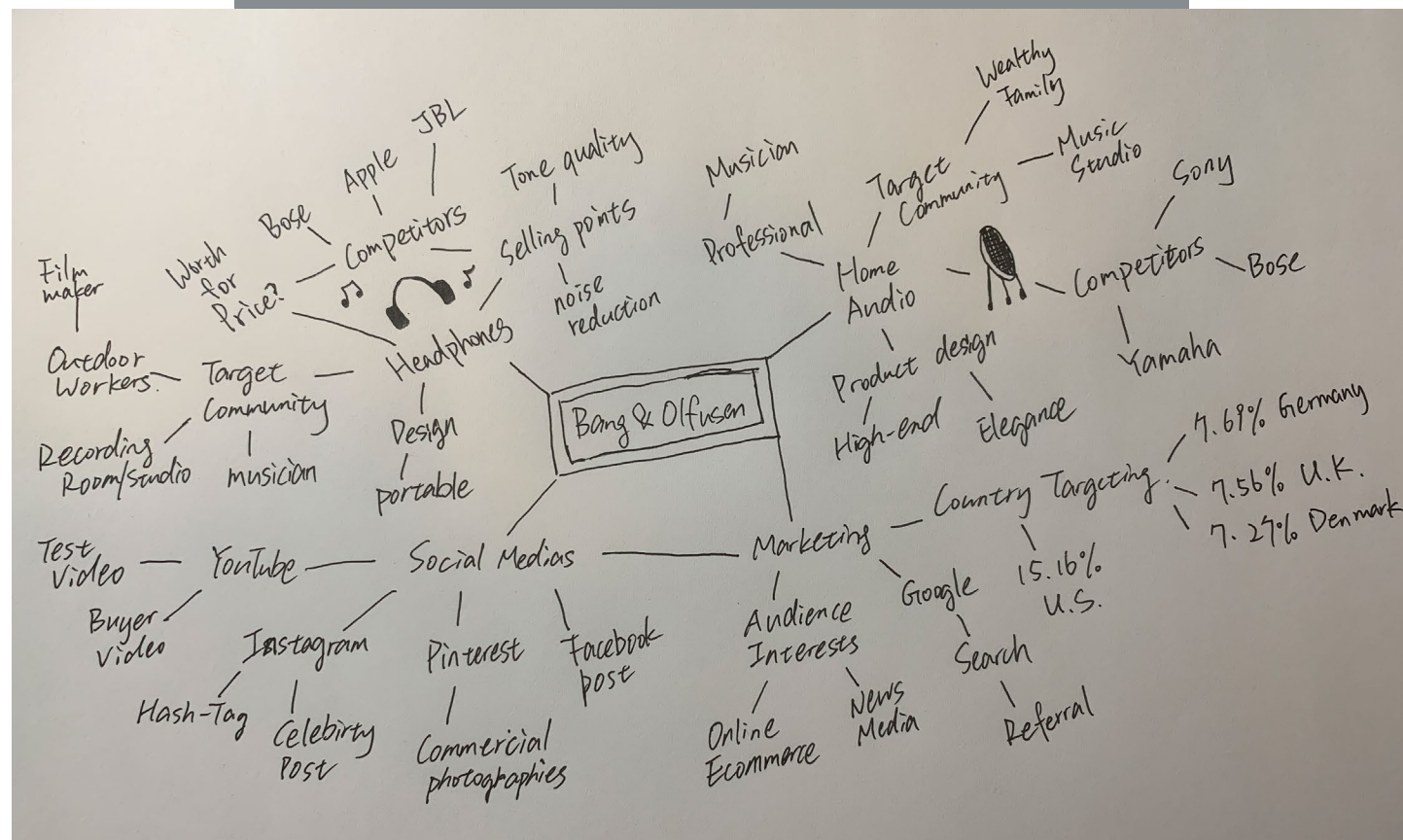
# SURROUND SOUND



# BANG & OLUFSEN

COMD 2400  
SPRING 2022  
XIAOFEI WANG

## THE CREATIVE PROCESS



## THE RESEARCH

Research to company story legacy current mission goals  
structure sites stats

**B**ang and Olufsen brand began in 1925, founded in Struer, Denmark, the innovators behind B&O were Svend Olufsen and Peter Bang. While Peter was responsible for the technology in the early designs, Svend took care of the clerical side of things and made sure the business could continue growing into the future. By 1927, the first B&O commercial product was released. The Bang and Olufsen Eliminator allowed radios to be powered by the mains, rather than huge batteries – a revolution for the time. In the following decades, the B&O brand continued to explore new product portfolios to expand into new markets. Bang and Olufsen’s brand strategy has increasingly focused on style, partly to showcase their unique selling point of making technology a joy to live. B&O wanted their products to be equally inspired in form and function. Its wide range of services include cine-

ma, large-scale sound engineering, large-scale mobile performance, recording studio monitoring, band sound, as well as ballroom, karaoke, bars and other entertainment venues. B&O hopes to integrate the appearance design of electronic products into the decorative style, inviting excellent designers from all walks of life to design the appearance of products. Therefore, customers can see in B&O products such as wool fabric, aluminum alloy, solid wood, marble and other materials, no matter what the material and shape, B&O products can be integrated into consumers’ homes with different decoration styles.

Now an international design icon and recognized internationally, the Bang & Olufsen brand is renowned for its high-end quality speakers, headphones and sound accessories and is loved by athletes, musicians and creators galore.

## Online presence: Current site social platforms used by client

5 official social media accounts and 2 mobile apps.

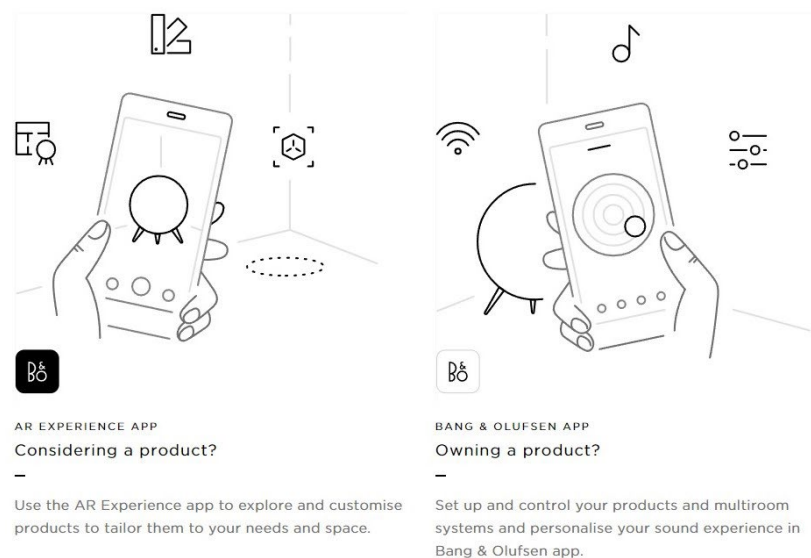
Facebook: <https://www.facebook.com/sharer/sharer.php?u=https://www.bang-olufsen.com/en/us/story/about-bang-and-olufsen>

Twitter: <https://twitter.com/intent/tweet?url=https://www.bang-olufsen.com/en/us/story/about-bang-and-olufsen>

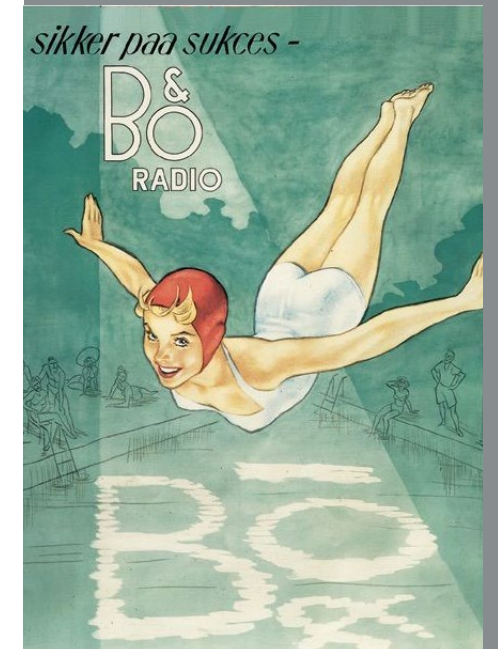
Pinterest: [https://www.pinterest.com/bangolufsen/\\_created/](https://www.pinterest.com/bangolufsen/_created/)

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

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

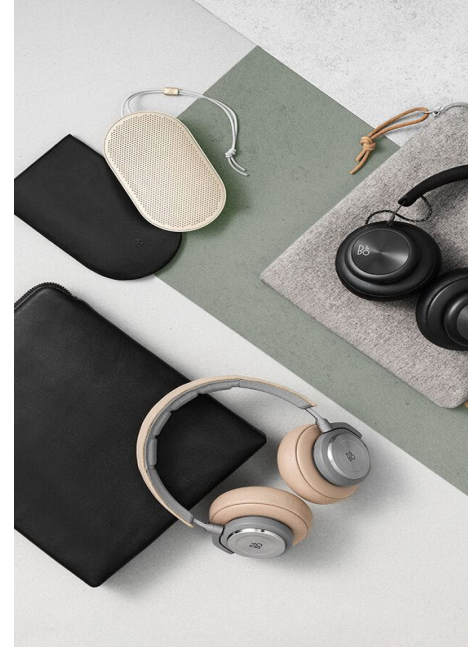


## Brand history current and past marketing advertising or design work



OLD POSTERS

LATEST  
POSTERS



Media news or content on social platforms

Articles:

“Bang & Olufsen Turns Itself Around But Is It Enough?” by David Richards, 6 Jul 2021.  
<https://www.channelnews.com.au/bang-olufsen-turns-itself-around-but-is-it-enough/>

“Bang & Olufsen beoplay portal review: An ultra-luxe gaming headset with a top price to match” by Alistair Charlton, 2 Feb 2022.  
<https://www.independent.co.uk/extras/indybest/gadgets-tech/bang-olufsen-beoplay-portal-headset-review-b2005270.html>

“Sound, simplicity and design’: Bang & Olufsen products combine form and function” by Ashley Mackin-Solomon, 24 Dec 2019.  
<https://www.lajollalight.com/news/story/2021-12-24/sound-simplicity-and-design-bang-olufsen-products-combine-form-and-function>

Videos:

“Bang & Olufsen Beosound Level: The Premium Is Worth It”  
<https://gadgets.ndtv.com/videos/bang-olufsen-beosound-level-the-premium-is-worth-it-615852>

# Research client category & competition

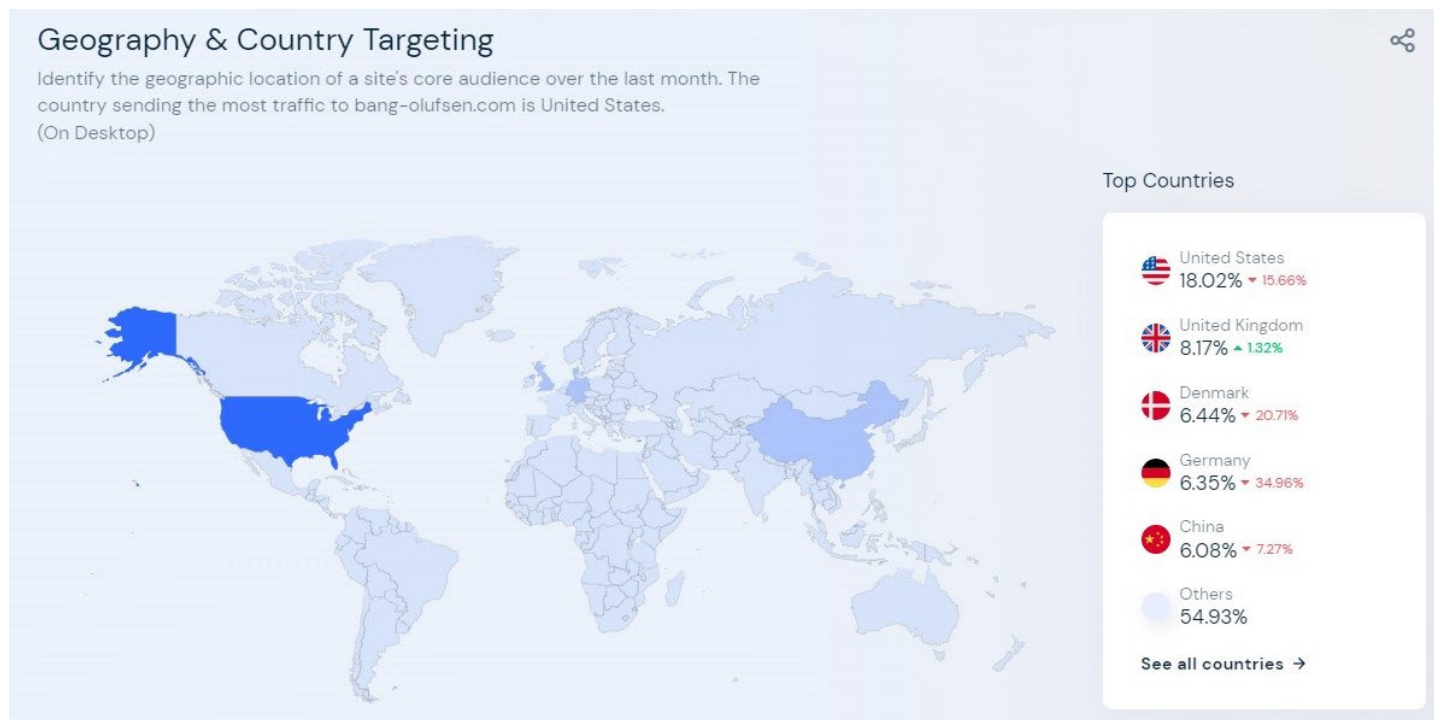
B&O's customer base is mainly in North America and Europe, distributed in all regions of the world.  
<https://www.similarweb.com/website/bang-olufsen.com/#traffic>

# Competitions

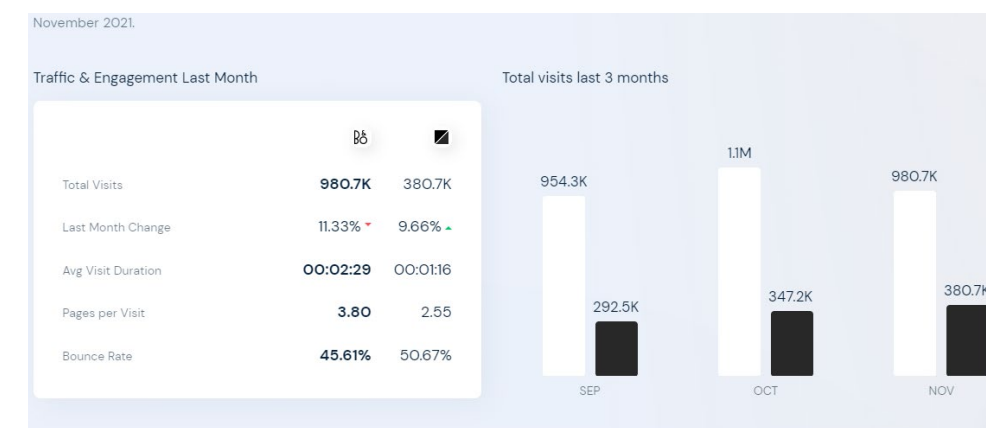
## BOSE



## JBL



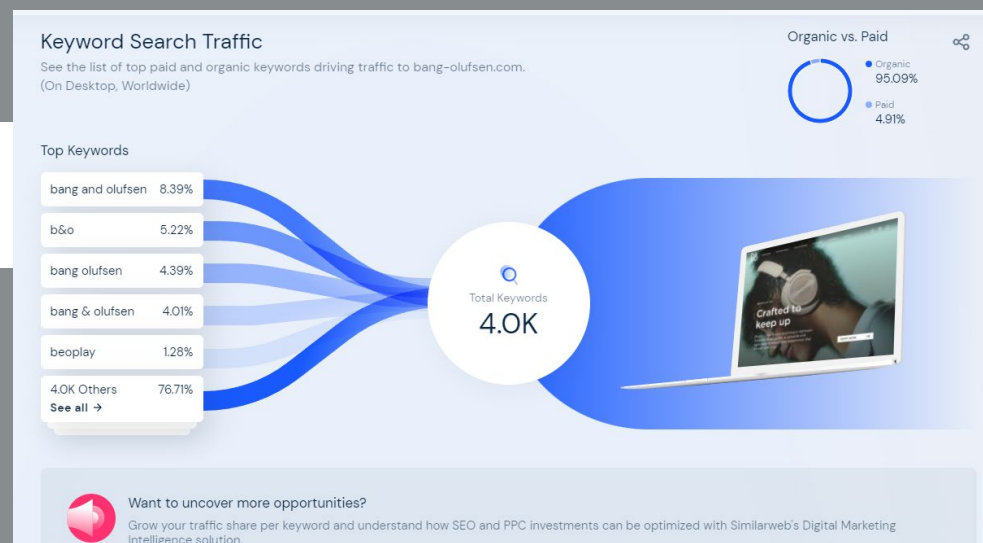
## Harman Kardon



# Research related to target community & audience

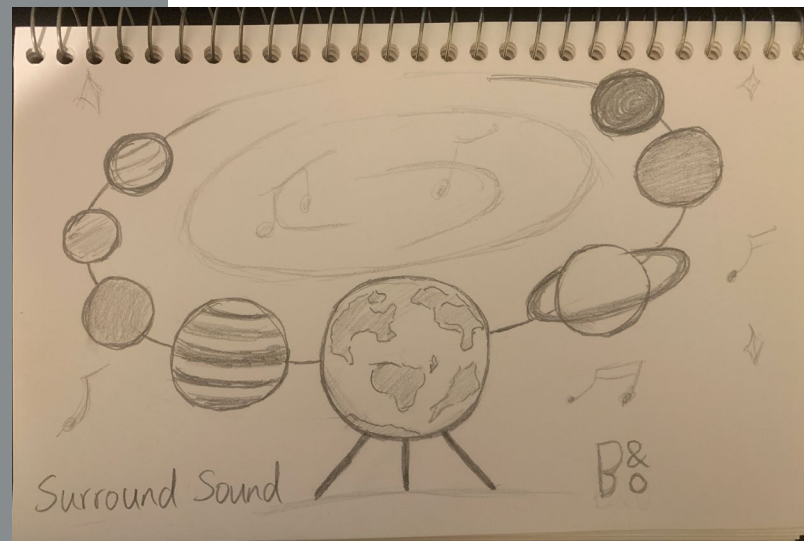
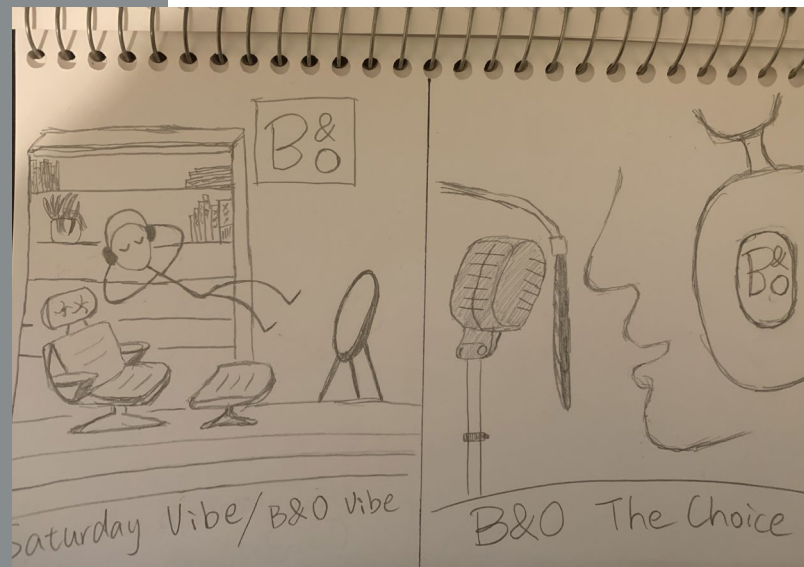
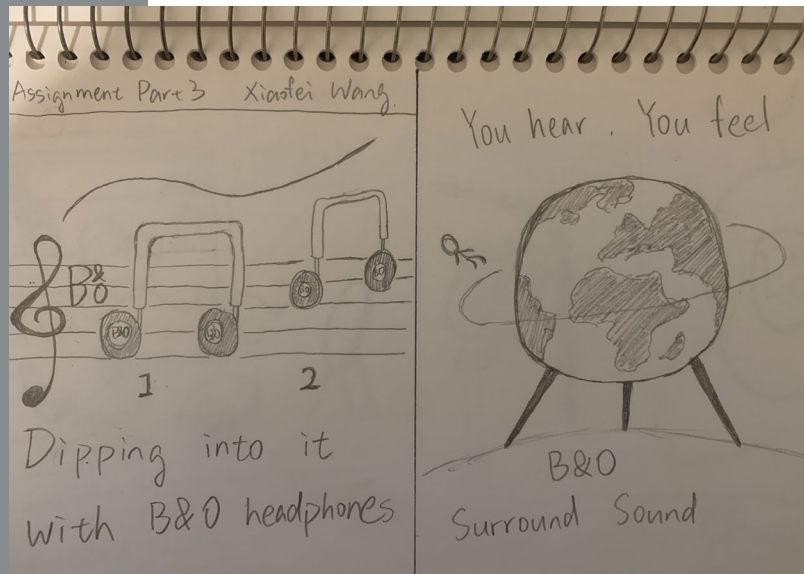
According to similarweb analyst, customer groups and potential customer groups have been searched key word of B&O brand through software such as Instagram, Facebook, google and twitch.

<https://www.similarweb.com/website/bang-olufsen.com/#referrals>



# THE SKETCHES





## FIRST VERSION



## SECOND VERSION

