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### My Casebook for the bang and Olufsen-poster project

What to keep in mind/the bottom line: My final solution was to come up with a poster project that's pretty luxurious for bang and Olufsen, in a form of a poster picture. Based on 1 of the 3 bang and Olufsen products, of our choice.

The guidelines/overview to understand before making the design poster comes from this, according to the clients/(the professor's) words. **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 go 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?”

My research based on the overview/guidelines:

1. My research based on creating the final design: They are a “Manufacturer of electronic products created to combine technological excellence with emotional appeal. The company's electronic products include a highly distinctive and exclusive range of televisions, music systems, loudspeakers, telephones, and multimedia products enabling it to become the world's leading premium audio-visual brand.”- comparably.com (1)
2. Online presence: Current site's social platforms used by client “As a result of the project, empower has provided the team at B&O PLAY with a stronger presence on Twitter, Instagram and Facebook. In 2016, B&O PLAY's Facebook fans grew by 178%, their Twitter audience grew by 100%, and the Instagram community grew 50%.” - empower.agency (2) From their website here: <https://www.bang-olufsen.com/en/us> (3) and if you scroll down on there you'll find that they're on Facebook, Instagram, twitter, YouTube and Pinterest. The Brand's history, current and past marketing, advertising, or design work.
3. According to [https://www.beoworld.org/article\\_view.asp?id=30](https://www.beoworld.org/article_view.asp?id=30) (4) “in 1925, when two engineers, Peter Bang and Svend Olufsen, began a modest production of radios in the attic of the Olufsen family home, 'Quistrup'. The company of 'Bang & Olufsen' was founded on 17 November that same year by the two young engineers who shared a passion for radio transmissions. Their first product was developed in the attic of the Olufsen's manor house in Denmark where the family still lives today.” The first commercially viable product to bear the Bang & Olufsen name was the B&O Eliminator in 1927. The Eliminator enabled a radio to be connected directly to the mains rather than being battery-operated which had been previously the norm. That same year, production moved to a new, purpose-built factory just outside the town of Struer. It was the sturdy '5 lamper' (5 tubes) radio from 1929 that firmly established Bang & Olufsen as a reputable radio manufacturer.
4. In 1930 Bang & Olufsen introduced its first radiogramophone. The following year the company manufactured a tone-film public address system for use in cinemas. This rapidly came in such a demand that a subsidiary was formed to handle this one product. In 1938 Bang & Olufsen introduced the first mains radio with push-button operation: the 'Master 38CH'. The 'Master de Luxe 39' introduced the following year had no less than 16 permanent stations. This was the first time that strict attention was deliberately paid to user convenience. From the outset Peter Bang and Svend Olufsen concentrated on quality materials and the application of new technology. Following the move to the new factory a new idea developed, a pre-set tuning button, which was one of the many innovations that

- earned the company the Danish Hallmark of Quality. In 1939 they launched the 'Beolit', the first radio with a bakelite cabinet.
5. The Beolit was the start of the famous 'Beo' prefix being used on all major new products. In 1940 Bang & Olufsen introduced dealer campaigns which included eye-catching window decorations and shop fitting ideas. Thus began the now international network of authorized Bang & Olufsen dealers. Despite the German occupation of Denmark during WWII, 1941 saw great optimism at Bang & Olufsen. The Grand Prix 41 introduced a tuning scale that could fold away out of sight, when not in use. On 14 January 1945, the occupation forces totally destroyed the Bang & Olufsen factories.
  6. Rebuilding started shortly afterwards and the new premises were operational by 1946, incorporating the newest technological facilities. The year after, the company launched Beocord 84U, Europe's first wire-recorder and which was a forerunner of the open-reel tape recorders. 1948's Grand Prix 48CH was the first Bang & Olufsen 'high-fidelity' radio. During their time together Peter Bang and Svend Olufsen were considered unorthodox in their approach - conventional wisdom held that products of the twentieth century should display their technicalities and little or no attention needed to be paid to their physical appearance. Their innovative ideas were to form the basis of the success of the company in the years to come. Bang & Olufsen is - and has always been - a visionary enterprise.
  7. "Making radio receivers in large numbers is something quite apart" wrote the novelist Johannes Buchholtz in 1937. "Although highly developed, radio technology is still in its infancy. The radio set which is state-of-the-art in 1936 seems a bit old-fashioned in 1937. Something has happened in the meanwhile: Bright brains have penetrated the dark and have found out how to improve on the product. All over the world engineers are sitting at their desks, bent over new models. This is what they call competition. Tough competition. The engineers always keep their pencils and erasers close at hand.
  8. Never be satisfied. Better – better – better! This is what making radios is like". The demand for change and renewal has hardly decreased since 1937, when Buchholtz wrote these lines. Within the company there has been an unbroken link with family members still taking part in the company's vision. Peter Bang's son, Jens Bang, has been an active member both of the development team and of the B&O Board for many years. Svend Olufsen's family, too, has continued to play an active role within the company. Since 1989 the Board has been chaired by Peter Skak Olufsen, Svend Olufsen's nephew and owner of the manor of Quistrup, where the two young engineers in 1925 took up 'the new radio cult'."
  9. Media news or content on social platforms. From this link here: <https://press.bang-olufsen.com/d/gKpSDxqk8eyT/news#/december-2021/bangolufsen-and-clot-collaborate-to-create-limited-edition-beosound-a1-2nd-gen-speaker> (5) "Luxury audio brand Bang & Olufsen and fashion brand CLOT collaborate to create a limited-edition Beosound A1 speaker. CLOT is a creative movement that injects life and character into the idea of bridging the East and West. Bang & Olufsen is an iconic brand with a proud heritage of innovative sound, unrivalled craftsmanship and design. Together, they bring a new beat that celebrates the vitality of life, music, and Chinese culture. "Bang & Olufsen and CLOT share a passion for modern craftsmanship and premium materials. CLOT's goal of bridging cultures through experiences and sensations to a new generation resonates with our own mission to design sound that sparks the senses for the ultimate listening experience", says Christoffer Poulsen,

SVP of Product Management & Brand Partnering at Bang & Olufsen.” To say a few things about it. Research client category, competition I guess luxury electronic audio brands could be their client category. Some of their competitors could be Sonos, Apple (Beats Audio), and Sony for example. 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. To match the brand identity Target audience/demographic: I guess people in between the ages of 20 -45, FOR THE MOST PART. Interests: could be acting calm, respectful for MOST of those people socio-economic situations: some people can be rich, others can be broke, and others can be in the middle of the 2. So it really depends on those individuals, themselves daily challenges: I guess you can say that some people’s lives are easier than others. Which can be very rare come to think of it concerns: I guess you can say that some people will like it, others will hate it. But for each day we have to make our campaigns for them, as best as we can. Maybe that’s why there should be surveys conducted for this type of research. Let’s say, for instance, if that’s not being done already.

10. Bang & Olufsen reviews For example, reviews on: Bang & Olufsen Beolit 20 Powerful Portable Wireless Bluetooth Speaker, Grey Mist, from amazon.com (6) “Jim W” said: Superb and Elegant! (and gave it a 5 out of 5 stars, product color: grey mist) “grouchy” said: Misleading capabilities (and gave it a 1 out of 5 stars, product color: grey mist) “Maxine” said: buy if you’re serious about music (and gave it 5 out of 5 stars, product color: grey mist) “Oingram” said: no bang for your bucks (gave it 3 out of 5 stars, product color: anthracite) “Ronin” said: very powerful speaker relative to the cost---some minor improvements still needed however. (But get this, despite his response in this person’s review he or she gave it a 5 out of 5 stars. Product color: anthracite) “Darin Boyle” said: the next big speaker in the game (gave it 5 out of 5 stars. Product color: anthracite) “Julius Rex” said: awesome speaker (product color: grey mist, gave it 5 out of 5 stars) Top reviews from other countries “ScotDoc” (in the United Kingdom) said: you get what you pay for (product color: anthracite, gave it 5 out of 5 stars) “John Ferngrove” (in the United Kingdom) said: sounds fantastic but not remotely natural (product color: anthracite, gave it a 4 out of 5 stars) “Meyra” (in the United Kingdom) said: very good (gave it 4 out of 5 stars, product color: grey mist) “Crass” (in Germany) said: low battery (gave it 2 out of 5 stars, product color: anthracite) (translated from German by amazon.com) “Mr J.B. Hopwood” (In the United Kingdom) said: excellent at higher volumes! (gave it 5 out of 5 stars, product color: anthracite) To name a few. Bang & Olufsen competitors’ reviews-2 for example Bose SoundLink Revolve+ Portable and Long-Lasting Bluetooth 360 Speaker - Triple Black (7) Top American reviews “Michael R “ said: software update is a bug not a feature (product color: Triple black, gave 1 out of 5 stars) “Beverly Anne O’Connor” said: very poor sound quality...shame on you Bose! (gave 1 out of 5 stars, product color: triple black) “H2Ogirl” said: Powerhouse! (product color: lux gray, gave it 5 out of 5 stars) Top reviews from other countries “Rafael” (in Mexico) said: happy with the product! SoundLink Revolve+ (product color: lux gray, gave it 5 out of 5 stars) (translated from Spanish by amazon.com) “Michael Taylor” (in Canada) said: excellent party speaker. Could be improved at lower volumes (product color: triple black, gave it 4 out of 5 stars) “Dorian” (in Mexico) said: excellent sound (Product color: triple black, gave it 4 out of 5 stars) ( translated from Spanish by amazon.com) “CL Berry” (in Canada) said: love it, buy it,

- skip the charging base (product color: lux gray, gave it 5 out 5 stars) "Ricardo C" (in Mexico) said: a super product of Bose. (product color: triple black, gave it 5 out of 5 stars)(translated from Spanish by amazon.com) To name a few. Sony XB40 Portable Wireless Speaker with Bluetooth and Speaker Lights, Black (8) Top American reviews "El" said: Amazing sound- - stutter/ sluggish lights on 2nd speaker if you pair them. (product color: black, gave it 4 out of 5 stars) "Dauneric0" said: break it in for the day and it sounds 3 [times] better (gave it 5 out of 5 stars, apparently. That's regardless if he had pros and cons for the product itself, product color: blue) "Asa Price" said: what a lovely sounding mini blaster (gave it 4 out of 5 stars, product color: black) Top reviews from other countries "Jon" (in Canada) said: not loud enough. I play it on max volume (product color: blue, gave it 3 out of 5 stars) "Do"(apparently this is, his or her username, in Canada) said: five stars (gave it well..5 out of 5 stars, product color: black) "Joseph O'Neil (in Canada) said: great unit (gave it 5 out 5 stars, product color: black) "Danger19" (in Mexico) said: great value for money(product color: black, gave it 4 out of 5 stars) Translated from Spanish by Amazon.com "PeteZ" (in Canada) said: excellent(gave it 5 out 5 stars, product color: black) To name a few.
11. My product choice for design campaigns was the Bang and Olufsen H95 headphones The link to my mood board on Pinterest, can be found here:  
<https://www.pinterest.com/joeyasimeng127/my-bang-and-olufsen-board/>  
 Other links: <https://www.comparably.com/companies/bang-olufsen> (1),  
<https://empower.agency/social-media-strategy-brings-impressive-growth/#:~:text=As%20a%20result%20of%20the,the%20Instagram%20community%20grew%2050%25.> (2), <https://www.bang-olufsen.com/en/us> (3),  
[https://www.beoworld.org/article\\_view.asp?id=30](https://www.beoworld.org/article_view.asp?id=30) (4), <https://press.bang-olufsen.com/d/gKpSDxqk8eyT/news#/december-2021/bang-olufsen-and-clot-collaborate-to-create-limited-edition-beosound-a1-2nd-gen-speaker> (5),

MLA links/credits, in that format

"Bang & Olufsen." Comparably.com, Web. 3 Feb 2022.  
 <<http://www.comparably.com/companies/bang-olufsen>>.

Matthews, Ben. "A fresh social media strategy for Bang & Olufsen brings impressive growth | Empower Agency." Empower agency | digital marketing that empowers causes. Empower.agency, Web. 3 Feb 2022. <<http://empower.agency/social-media-strategy-brings-impressive-growth/#:~:text=As%20a%20result%20of%20the,the%20Instagram%20community%20grew%2050%25.>>.

"Bang & Olufsen - High-end Headphones, Speakers, and Televisions." Bang & Olufsen - High-end Headphones, Speakers, and Televisions. Bang-olufsen.com, Web. 3 Feb 2022.  
 <<http://www.bang-olufsen.com/en/us>>.

"Everything Bang & Olufsen - BeoWorld." Everything Bang & Olufsen - BeoWorld. Beoworld.org, 9 Jan 2007. Web. 3 Feb 2022.  
 <[http://www.beoworld.org/article\\_view.asp?id=30](http://www.beoworld.org/article_view.asp?id=30)>.

"News - Bang & Olufsen Press." Bang & Olufsen Press. Press.bang-olufsen.com, Web. 3 Feb 2022. <<http://press.bang-olufsen.com/d/gKpSDxqk8eyT/news#/december-2021/bang-olufsen-and-clot-collaborate-to-create-limited-edition-beosound-a1-2nd-gen-speaker>>.

MLA links/credits, in that format from the reviews

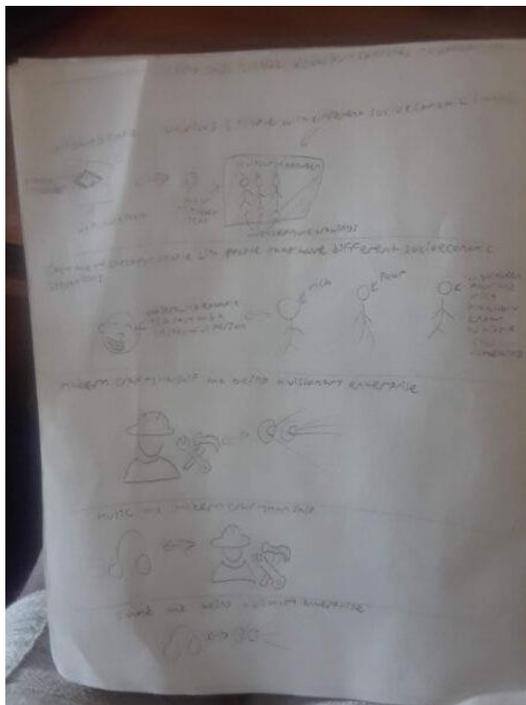
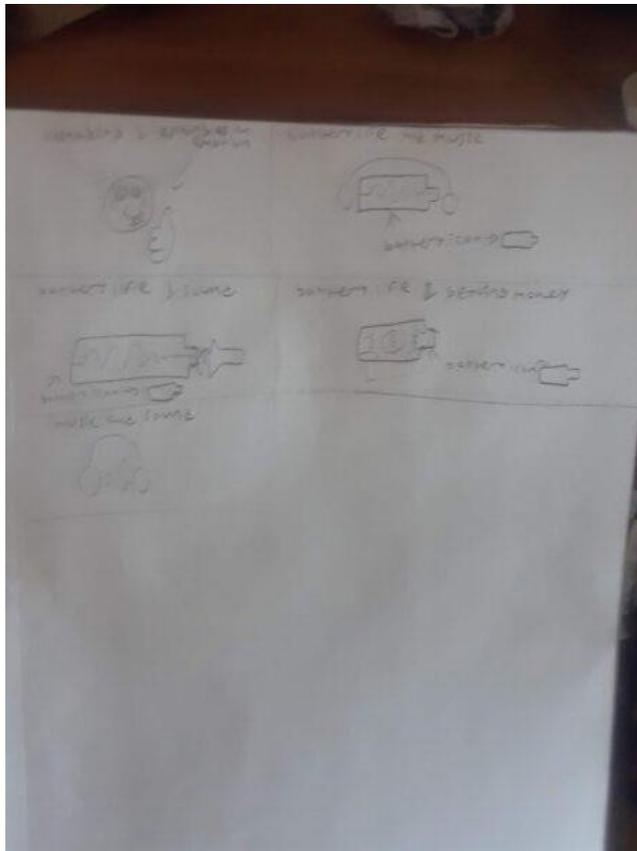
"Amazon.com: Bang & Olufsen Beolit 20 Powerful Portable Wireless Bluetooth Speaker, Grey Mist : Electronics." Amazon.com. Spend less. Smile more.. Amazon.com, 1995. Web. 5 Feb 2022. <<http://www.amazon.com/Bang-Olufsen-Powerful-Portable-Bluetooth/dp/B08GKWLLGT?tag=p00935-20&ascsubtag=05nTn3DDzNSepeXHEB97sIH>>. (6)

"Amazon.com: Bose SoundLink Revolve+ Portable and Long-Lasting Bluetooth 360 Speaker - Triple Black : Electronics." Amazon.com. Spend less. Smile more.. Amazon.com, 1995. Web. 5 Feb 2022. <<http://www.amazon.com/Bose-SoundLink-Portable-Long-Lasting-Bluetooth/dp/B06XCW4VFS?tag=p00935-20&ascsubtag=04SQeyB4LgYBrWy2ITUG1Ny>>. (7)

"Amazon.com: Sony XB40 Portable Wireless Speaker with Bluetooth and Speaker Lights, Black : Electronics." Amazon.com. Spend less. Smile more.. Amazon.com, 1995. Web. 5 Feb 2022. <<http://www.amazon.com/Sony-Portable-Wireless-Speaker-Bluetooth/dp/B01N280F73?tag=p00935-20&ascsubtag=05nvmwKOlo3yxzughmKjC2V&th=1>>. (8)

The steps to my design are:

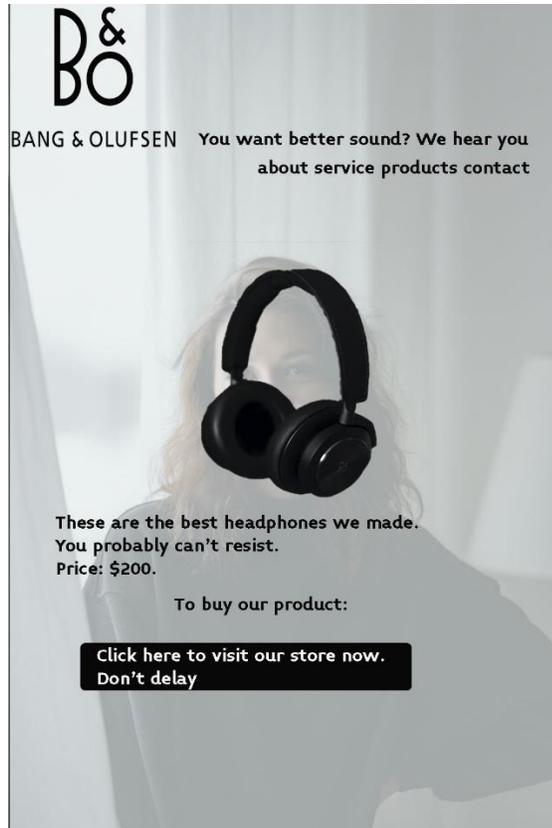
1. my mind maps and pdfs





Based on all the info above, I included all of that to do two types of poster designs. Which are:

1. My photoshop design from an unsplash picture in the background, from the picture below:



2. Also with this picture, of the final bang and Olufsen poster design I did on illustrator. Its simple but that was the gist of it. I wanted it to be straight to the point with a witty caption a part of it as well. All in an effort to try to match all the criteria based on the

project requirements.

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BANG & OLUFSEN



***Want better sound?  
We hear you***